

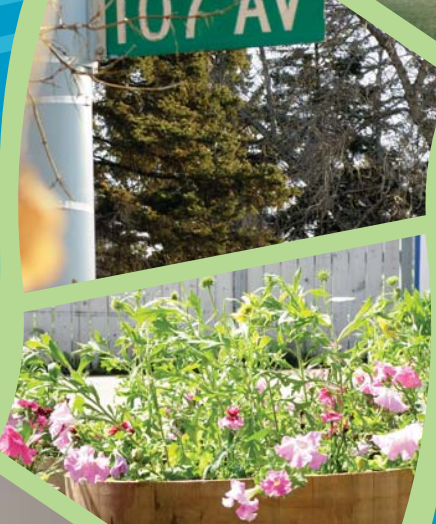
Central McDougall  
Queen Mary Park



THE CITY OF  
**Edmonton**



*Foundation of our Future*



109 St NW

104 Avenue NW

**revitalization**  
Central McDougall & Queen Mary Park



111 Avenue N



*“ Our two neighborhoods were founded as areas of trade and Culture. Residents today carry a neighborhood legacy of the spirit of the people that lived, owned and operated businesses generations before we arrived. Through revitalization, it is possible to retain the spirit of residents and businesses before us, and look towards a future that celebrates and enhances the ideas upon which the neighborhoods of Central McDougall and Queen Mary Park were founded. ”*

*-Quinn Nniug*

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## DEDICATION

*To the community:*

In 1923, Central McDougall League was officially formed with the motto: "Better streets, more beautiful gardens and boulevards." In 1952, Queen Mary Park League was formed and sported community connection events that assisted the neighborhood in becoming a flourishing, active community that engaged citizens from all walks of life. Today, citizens, organizations, agencies, and businesses of Central McDougall and Queen Mary park have provided their ongoing advice to the CM/QMP Revitalization Steering Committee to improve our two neighborhoods, and assist in restoring these areas to healthy communities in which residents, businesses, and organizations can feel safe, engaged, and invested. It is with an understanding of our vibrant past, and a view towards a flourishing future, that this strategy is dedicated to all who live, work, and play in Central McDougall and Queen Mary Park, without regard to race, gender, economic and/or social status, and mental or physical ability.

**Quinn Wade**  
**Sean Douglass, Vice Chair**  
**Dan Eckel**  
**Dean Wrobel**  
**Reymund Palpal-Latoc**  
**Lorraine Jenkinson**  
**Brian Evans, Chair**  
**George Isheikwene**  
**Amy Wilson**  
**Randy Shuttleworth** (no photo)  
**Danuta Bartoszek** (no photo)

**WHAT YOUR VISION AND HOPE FOR YOUR  
COMMUNITY IS OVER THE NEXT FEW YEARS?**

*“ I envision a neighbourhood that will be a central hub in Edmonton, a neighbourhood that people WANT to come to - to live, to shop, and to play! ”*

*- Sean Douglas*

## **MESSAGE FROM THE CHAIR**

It was with grand dreams and a strong desire to better our communities, that our team of committed volunteers began this important work in 2009. Our committee members represent the citizens of Queen Mary Park and Central McDougall neighbourhoods, as well as additional important stakeholders who have an interest in this evolution. Working collaboratively, we spent a great deal of time gathering information from community members through a variety of methods such as telephone surveys, community meetings, and paper surveys, reaching out to all corners of our communities was extremely vital to this work. It was important we had a clear mandate from the citizens to support this vision for a better place. Our community members gave us clear directions which resulted in the four goals you see in this plan. As strong advocates for these communities, our team of volunteers, supported by City staff, worked tirelessly for many months to create a plan we are confident will help re-shape our two communities to the glory they once held in the City of Edmonton. We believe our work in revitalizing these two communities fits well with Edmonton's larger plan for the developing Downtown Plan Update. We will become an integral part of a revitalized City core! We are proud and confident we have the plan to rebuild, reshape, and revitalize to create strong, safe and beautiful communities in both Queen Mary Park and Central McDougall.

Bryan Evans  
Steering Committee Chair

## EXECUTIVE SUMMARY

### What It Means To You

Welcome to Central McDougall/Queen Mary Park. Two of Edmonton's oldest neighbourhoods, the Central McDougall/Queen Mary Park (CM/QMP) area is located just north of the downtown core.

CM/QMP is 'where the world meets' in Edmonton. The area is rich in character: quaint residential streets, tree-lined boulevards and delightful parks. Over the years it has welcomed generations of newcomers to Edmonton and continues this role today. As a result, the area is in constant transition. There is an opportunity to strengthen the character and diversity that exists in the neighbourhoods - and that is a primary focus of the revitalization effort.

### Revitalizing Our Neighbourhood

Directed by the community and supported by the City of Edmonton (COE), neighbourhood revitalization is a process which identifies the strengths, issues, challenges and potential of a particular area. Together, people, businesses, and organizations determine goals and action plans to strengthen and improve the quality of life in a community.

### Community's Vision For Our Neighbourhood

Queen Mary Park and Central McDougall are safe, diverse, and dynamic communities where we are connected and

feel a sense of belonging. We are proud to be part of these revitalized neighbourhoods that contribute to a vibrant city.

### It's OUR Neighbourhood!

Central McDougall Queen and Mary Park residents and business owners have identified many positive attributes and assets within the area. Clearly, the area's amenities and proximity to downtown make this a desirable place to live, work and play. Through a variety of consultations, community members have set four achievable directions and a series of actions, that will help deal with identified issues and improve the quality of life for residents and businesses alike.



## CHAPTER ONE

### Revitalizing Central McDougall/ Queen Mary Park

## ABOUT NEIGHBOURHOOD REVITALIZATION

Strong neighbourhoods contribute to quality of life for everyone – clean streets, vibrant local businesses, walkable communities with nearby amenities and parkland, and an environment that shuns crime and violence. Steps to build social infrastructure and strengthen neighbourhoods are among the most important investments made in the health and wellbeing of Edmonton’s communities. They are often less visible than the roads that are paved or the facilities that are built, but they are essential to support strong, vibrant communities. Through Neighbourhood Revitalization, community members are supported as they identify and resolve issues within their neighbourhoods. The community members direct the kinds of initiatives that they want to see, and lead changes that will have the greatest impact on quality of life.

### Revitalizing the Community

Together with the community and COE, neighbourhood revitalization is a process which identifies the strengths, issues, challenges and potential of a particular area. Together, people, businesses, and organizations determine goals and action plans to strengthen and improve the quality of life in their community.

Connecting people within their neighbourhood, people, businesses and organizations in the area meet with COE staff and agree to participate in a consultation process to determine community goals and action plan.

### Objectives

- To assess neighbourhood readiness
- To initialize neighbourhood engagement
- To engage and empower the neighbourhood
- To implement a community action plan and establish a community steering committee
- To evaluate, monitor, report and update on the community action plan
- To have a neighbourhood revitalization project close-out – shared end point



- Legend**
- Neighbourhood Boundary
  - Neighbourhood Revitalization Zone
  - Schools Point
  - Library
  - ★ Recreation Centres
  - ◆ Community League Building
  - Transit Centre
  - Edmonton Fire Rescue Services
  - Edmonton Police Services
  - ▲ Emergency Medical Services
  - Proposed LRT Line
  - - - - - LRT Line Above Ground
  - - - - - LRT Line Below Ground
  - - - - - CN and CPR Rail Lines
  - Arterial Road
  - Collector Road
  - Park

**OTHER AREA INITIATIVES:**

- City Centre Redevelopment lands
- Potential Downtown Arena Development
- EPCOR Building
- LRT expansion

## CENTRAL MCDUGALL / QUEEN MARY PARK GEOGRAPHICAL BOUNDARIES

The geographical scope of the Central McDougall/Queen Mary Park Revitalization is 105 Avenue to 111 Avenue and 101 St. to 121 St.



## NEIGHBOURHOOD PROFILE

As some of Edmonton's oldest neighbourhoods, the Central McDougall/Queen Mary Park (CM/QMP) area is located just north of the downtown core. Bordered by adjacent neighbourhoods Westmount, Oliver, Prince Rupert, Inglewood, Downtown, McCauley, Spruce Avenue and Boyle Street; CM/QMP is where the world meets in Edmonton. The area is rich in character: quaint residential streets, tree-lined boulevards and delightful parks. Over the years it has welcomed generations of newcomers to Edmonton and continues this role today. As a result, the area is in constant transition. There is an opportunity to strengthen the character and diversity that exists in the neighbourhoods to retain residents, which is a primary focus of the revitalization effort.

With a population of 5,212 residents in Central McDougall (2009 municipal survey) and 6,513 in Queen Mary Park, the geographical scope of the area for the CM/QMP Revitalization includes neighbourhoods rich with multi-cultural diversity.

According to the CM/QMP Community profiles, there are more men (55%) than women (45%) living in the area. This is a young area 21% are aged 20-29 years. This is a low income area, with a median household income of \$33,270 in Queen Mary Park and \$26,228 in Central McDougall. A large portion of residents live in apartment buildings/multi-family dwellings (duplex, rooming houses, row housing, etc.), with a majority of residents renting their home (82%). In terms of housing stock, almost 79% of dwellings in Queen Mary Park and 75% of dwellings in Central McDougall are apartments with less than five stories.

There are many businesses, large and small, including car dealerships, convenience stores, pharmacies and restaurants. Shoppers can also enjoy cultural experiences along 107 Avenue that include Asian, African and South American as well as others.

### Starting the CM/QMP Process

The CM/QMP Revitalization Steering Committee, comprised of volunteers and Ward Councillor Jane Batty, collaborated with the COE in 2009 to begin developing the best possible plan for CM/QMP.

The COE staff, through a series of consultation sessions and surveys, collected the opinions of CM/QMP residents and business owners to determine improvement priorities. The Steering Committee was responsible for the following when representing CM/QMP community members:

- Appreciating the significance of the CM/QMP plan for all stake holders and strive to represent their needs
- Having an interest in a broad range of issues in the revitalization efforts
- Being genuinely interested in the Revitalization process and be an advocate for the people in CM/QMP
- Promoting a positive meeting environment that encourages new members who decide to get involved
- Recognizing that the Committee reports back to the community and ensures that the community is brought together on an ongoing basis to provide feedback on emerging issues and updates with the Revitalization

### CM/QMP Revitalization Planning and Vision

Through community engagement, the CM/QMP Revitalization Steering Committee arrived at four main themes for revitalization activities. These are:



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### FORMAL SURVEYS AND RESEARCH

Two formal research surveys were administered in the CM/QMP area: a community satisfaction survey of residents conducted by Banister Research (June/July 2009) and business satisfaction research conducted by Leger Marketing (January 2010).

#### Resident Survey Results

In June, 2009, Banister Research & Consulting Inc. surveyed 400

residents of CM/QMP to measure satisfaction with community services and to identify important issues for the revitalization.

Participants were asked their opinions about the factors that make the neighbourhood a good place to live. Respondents mentioned proximity to amenities (malls, stores, banks and hospital), proximity to downtown and overall good location. Residents were most satisfied with transit and the variety of shopping available.

When asked what would make their neighbourhood a better place to live, respondents said reduced crime including prostitution, public drinking and murders. When asked to identify important community issues, following were the respondents' answers:

- Address crime and safety (94% rated 4 or 5 out of 5)
- Minimize litter, garbage, and graffiti (87%)
- Adequately maintain roads and sidewalks (86%)

Seventy-one percent (71%) said that programs to address crime and safety should be the number one priority for the revitalization.

#### Business Research

In December, 2009, Leger Marketing interviewed 75 area business owners and managers to assess their satisfaction with running a business in the CM/QMP area, and priorities for revitalization from their perspectives.

Two-thirds of business owners interviewed are satisfied with operating a business in the area, including one-quarter who are very satisfied.

The top three priorities for revitalization among respondents are:

- Improve security and policing in the area
- Improve the physical condition of the area
- Improve access to and from the area

The top rated suggestions for revitalizing the area are to improve safety for residents and businesses, and improve cleanliness and lighting. Other suggestions included improved storefronts and more greenery, and access to public transportation.

### Approach

The CM/QMP Revitalization initiative is following a project management framework that includes these phases:

Phase I – Project Concept and Workplan

Phase II – Consultation and Research

Phase III – Development of the Strategy, and Implementation

Phase IV – Termination and Transfer of Ownership to Community

### WHAT YOUR VISION AND HOPE FOR YOUR COMMUNITY IS OVER THE NEXT FEW YEARS?

*“ One only needs to look at the Internet to see what has happened in other neighbourhoods around the world. There are some examples of jaw-dropping, very cool older neighbourhoods that have come back from the brink. I want to see a calm, safe, beautiful place to live. A neighbourhood that I can be proud of, that people in other parts of the world use as a model for their revitalization projects. I think it is possible if we have the vision and committed people to make it happen.”*

- Randy Shuttleworth



## CHAPTER TWO

Planning and Vision

### COLLABORATIVE PLANNING

Throughout the CM/QMP revitalization process, residents and business owners have been included through consultation to ensure the goals and actions decided upon represent the priorities of the community.

Collaborative planning ensures the community revitalization strategy takes root in the community and is driven by stakeholders. A key advantage is stronger ownership by community stakeholders to make the necessary changes.

### COMMUNITY WORKSHOPS AND PLANNING

An extensive range of community meetings, workshops and open houses contributed to the development of the CM/QMP Revitalization goals and actions. Appendix B contains a complete list of meetings and consultations.

Besides formal research conducted by two outside firms, the COE staff, together with the Steering Committee, held 21 consultation meetings to gather input from people representing a range of demographics, from children to seniors.

This outreach included organizations, such as local social service agencies, churches, seniors' facilities and schools.

At the open houses, for example, people were invited to comment on the assets, challenges, and vision for the neighbourhood. Together this input helped to shape the revitalization priorities and strategy, and reflect the ideas and suggestions of the community.

## CM/QMP COMMUNITY'S VISION FOR ITS NEIGHBOURHOOD:

*Central McDougall and Queen Mary Park are safe, diverse, and dynamic communities where we are connected and feel a sense of belonging. We are proud to be part of these revitalized neighbourhoods that contribute to a vibrant city.*

### THEMES

This input resulted in the creation of four themes for CM/QMP

#### Develop Safer Communities

We believe in partnerships and working together towards developing a safe place to live. Strong working relationships between community and organizations are key to the many safety issues identified in our surveys including trust in police services, knowledge of rights, language barriers and diverse populations. The Steering Committee placed a high importance on engaging residents (including those in all economic backgrounds, who are new immigrants and and who are from diverse ethnic backgrounds), businesses and organizations in the consultation process to ensure their input into the strategy; accurately reflecting the valuable contribution of all residents of Central McDougall and Queen Mary Park. By building stronger relationships with the Edmonton Police Service, we can better understand how we all play a part in crime prevention, what roles and responsibilities the Edmonton Police Service has and programs that will lead to positive recognition of our communities.

An important part of our goal is to build awareness of the activities/events and identify many ways for community member involvement. Encouraging residents to be more active in their neighbourhoods will lead to developing a safer community for us all.

#### Create Beautiful Neighbourhoods

We believe in enhancing pride in our community. Through renewal of public spaces and support for each other with networks and resources we can enhance the appearance of our surroundings and promote our community as a great place to live, work and play regardless economic status. Families and individuals, regardless of race or economic status, have indicated their desire to be in an aesthetically pleasing neighborhood, one in which residents and businesses alike can take pride. Physical enhancements through streetscaping, facade improvements and beautification efforts will contribute to renewing the community and strengthening people's desire live in the area. The long term and cascading effects of physical enhancements will lead to increased walk ability, liveability and interconnectedness.

#### Build a Dynamic Economic Environment

The economic well being of Central McDougall and Queen Mary Park will be enhanced for all residents through meaningful engagements, partnerships and collaborations with local businesses, organizations and developers. We believe in supporting local businesses and social economic development (including small business and micro enterprises) that strengthen

the lives of residents. New businesses and economic opportunities will be promoted to encourage sustainable growth and positive development in the community. The intended outcome will lead to a successful economically healthy business area that will draw residents and businesses to live and work in the area. Central McDougall and Queen Mary Park will become a destination of choice for residents, businesses and all citizens.

### Connect Our Community

Central McDougall and Queen Mary Park are historical communities with great cultural and economic diversity within residents, businesses and organizations. Sustainability will occur by creating a stronger foundation of information sharing with all residents and businesses to build greater connections. Healthy neighbourhoods have a base of social, recreation, leisure activities that promote and encourage communication with all cultures. We believe in building strong and inclusive connections within the communities. Strong communities create an environment of support where the community comes together and creates greater levels of leadership with those who live and work within the community.

## OVERVIEW

After the community provided their input through the many consultation processes, they were asked to think about the action items for each goal that would help CM/QMP neighbourhood achieve its vision. The actions are grouped into short, medium and long-term timeframes which are reflective of both the priorities and amount of work required to complete the actions. The community's goals and actions align with City's strategic plan titled, "The Way We Live: Edmonton's People Plan", "The Way We Grow: Municipal Development Plan", "The Way We Move: Transportation Master Plan". See appendices for more information.



## CHAPTER THREE

Revitalization Actions



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## Develop Safer Communities through Building Stronger Relationships With EPS

	Actions
Short Term Objectives	<p><b>A. Hold regular meetings with EPS Officers</b></p> <ul style="list-style-type: none"> <li>i. Develop a strong partnership between community and EPS</li> <li>ii. Exchange information to increase knowledge and awareness of activities in the community</li> <li>iii. Develop stronger trust relationships between community groups and police, i.e. immigrant population, seniors, youth</li> <li>iv. Discuss safety projects/initiatives for the community</li> </ul> <p><b>B. Hold Town Hall Meetings</b></p> <ul style="list-style-type: none"> <li>i. Examine and analyze crime statistics with EPS</li> <li>ii. Discuss options for action from all stakeholders</li> </ul>
Intermediate Objectives	<p><b>C. Organize a Crime Fair</b></p> <ul style="list-style-type: none"> <li>i. Connect with other planned safety events</li> <li>ii. Invite EPS to bring different divisions to showcase</li> </ul> <p><b>D. Work with EPS to open the Central McDougall Station for community use</b></p> <ul style="list-style-type: none"> <li>i. Allow community and volunteer groups to hold meetings in the EPS board room</li> </ul>
Long Term Objectives	<p><b>E. Develop informal events with EPS</b></p> <ul style="list-style-type: none"> <li>i. Invite Officers to drop by at informal events, i.e. teamed sports community vs. Officers, block parties, club events</li> </ul> <p><b>F. Organize a dedicated and sustainable Bylaw presence in the community</b></p> <ul style="list-style-type: none"> <li>i. Increase patrol and strictness with respect to enforcement of derelict properties and other bylaw infractions</li> <li>ii. Develop a communication system with community residents and stakeholders i.e. provide report at Town Hall meetings</li> </ul>





## Building Community Involvement

	Actions
Short Term Objectives	<p><b>A. Sign Campaigns</b></p> <ul style="list-style-type: none"> <li>i. Post signs around the community and change them often, i.e. “crime is not tolerated here”</li> </ul>
Intermediate Objectives	<p><b>B. Initiate Community Safety Programs i.e. Neighbourhood Watch</b></p> <p><b>C. Initiate Community Safety Activities i.e. Turn on Your Porch Light weekend</b></p>
Long Term Objectives	<p><b>D. Support Community Patrol</b></p> <ul style="list-style-type: none"> <li>i. Develop a citizen patrol to walk around and review different areas of the community, look at problem areas, find solutions and bring pride back to the neighbourhoods</li> </ul> <p><b>E. Organize an Educational Campaign</b></p> <ul style="list-style-type: none"> <li>i. Educate residents on who &amp; why to interact with police (how to make complaints)</li> <li>ii. Increase public awareness of non-emergency police numbers &amp; encourage residents to call</li> <li>iii. Everyone should learn about the law e.g. what is and is not a crime</li> </ul> <p><b>F. Develop an Effective Reporting System</b></p> <ul style="list-style-type: none"> <li>i. Create a crime rate reporting tool/system that is interactive and easy to use and comprehend</li> </ul>



## Create Beautiful Neighbourhoods by Renewing Public Spaces

	Actions
Intermediate Objectives	<p><b>A. Establish and invest in artistic elements in the community</b></p> <ul style="list-style-type: none"> <li>i. Develop spaces for art pieces (sculptures, etc.) by local artists</li> </ul>
Long Term Objectives	<p><b>B. Improve street-scaping</b></p> <ul style="list-style-type: none"> <li>i. With lighting posts, brighter lights, sidewalks, planters, water fountains and building frontages, improved look of major arteries and inner areas of the community (including parks development and improvement)</li> </ul> <p><b>C. Interconnect park, pedways and multi-use trails in key areas</b></p> <ul style="list-style-type: none"> <li>i. 105th – 107th avenues, schools, extension to 104th avenue to bring pedestrian traffic in to the community</li> <li>ii. With a focus on walkability and bike ability</li> </ul>



## Creating Community Clean Up Campaigns

	Actions
Short Term Objectives	<p><b>A. Community Clean Up Events</b></p> <ul style="list-style-type: none"> <li>i. Maintain regular community clean up activities twice a year, at minimum</li> </ul> <p><b>B. Big Bins in the Community</b></p> <ul style="list-style-type: none"> <li>i. Establish more permanent accessible garbage bins in various areas</li> </ul>
Long Term Objectives	<p><b>C. Community Clean Up or Maintenance Initiatives</b></p> <ul style="list-style-type: none"> <li>i. Develop and support local projects and initiatives for a cleaner community</li> </ul>



## Building Pride

	Actions
Short Term Objectives	<p><b>A. Organize a Local Contest to Encourage Property Improvements</b></p> <ul style="list-style-type: none"> <li>i. Support a contest that would encourage residents and stakeholders to improve the look of their property</li> <li>ii. Provide prizes for different winning categories</li> <li>iii. Work with or along side other City initiatives</li> </ul>
	<p><b>B. Provide Support to Residents/Stakeholders Who Want to Beautify their Homes</b></p> <ul style="list-style-type: none"> <li>i. Connect them with community volunteers with expertise</li> <li>ii. Connect with MacEwan or NAIT students about design projects for our community</li> </ul>
	<p><b>C. Showcase Homes and Gardens in our Community</b></p> <ul style="list-style-type: none"> <li>i. Initiate home and garden tours, display newly renovated homes and garden view, etc.</li> </ul>
Intermediate Objectives	<p><b>D. Promoting successful initiatives and projects through various channels e.g. sharing at committees, social media, traditional media, websites, etc.</b></p>
	<p><b>E. Put up posters in businesses promoting their initiatives</b></p>
Long Term Objectives	<p><b>F. Educational campaign on the effects of property improvements on surrounding areas</b></p>
	<p><b>G. Develop cooperative relationship with Student Housing at MacEwan University and other apartment groups to discuss raising the bar of common requirements and standards</b></p>
	<p><b>H. Seek grant or supply programs to fund improvement efforts</b></p>
	<p><b>I. Seek out or form volunteer work groups to provide assistance in improvement efforts</b></p>



## Supporting each other

	Actions
Short Term Objectives	A. Establish a “Handyman” or low cost network for residents or property owners to access
Long Term Objectives	B. Establish a low cost or bartering network of community specialists or labourers



## Funding an Innovative Legacy Program

	Actions
Long Term Objectives	<p>A. Initiate an endowment funding program</p> <ul style="list-style-type: none"> <li>i. Accept applications for seed monies community improvement projects</li> <li>ii. Seek funding opportunities for residential façade improvements</li> <li>iii. Incorporates sweat equity or in-kind contributions to community committee work as investments in exchange for funding</li> </ul>



**Build a Dynamic Economic Environment by  
Attracting Diverse Business**

	Actions
Short Term Objectives	<p><b>A. Work with North Edge Business Association (NEBA) to post testimonials from businesses in the community in relevant media sources to promote the area</b></p> <p><b>B. Engage and support the NEBA strategic action plan and vision</b></p>
Intermediate Objectives	<p><b>C. Maintain communication and support local businesses</b></p>
Long Term Objectives	<p><b>D. Engage a marketing representative to develop and implement a communication and marketing plan that will attract businesses to the community</b></p> <p><b>E. Partner with NEBA to develop our community as a “destination” place</b></p> <ul style="list-style-type: none"> <li>i. Advocate and target businesses</li> <li>ii. Develop business case and move in incentives</li> <li>iii. Promote multi-cultural nature of the community</li> <li>iv. Work with local businesses</li> </ul> <p><b>F. Partner with MacEwan University and developers to establish a University Village</b></p> <p><b>G. Partner with educational entities for resources and mutual benefits</b></p>



## Encouraging Architectural Improvements

Short Term Objectives

### Actions

**A. Work with NEBA to encourage businesses to apply for the City of Edmonton's Facade and Storefront Improvement and Development Incentive programs**



## Lobbying For Positive Developments

Long Term Objectives

### Actions

**A. Engage area politicians to work closely with EPS leaders in making the community a safer place for all**

**B. Develop sub committees to lobby for positive outcomes for the community**

- i. Influence planning and zoning decision
- ii. Support NEBA in developing business zone criteria on the types and numbers of establishments
- iii. Engage Bylaw enforcement and a dedicated Bylaw Officer
- iv. Set policies regarding social housing that respect community league policies and resolutions

**C. Encourage and support market housing development**

**D. Connect with owners of vacant lots to discuss temporary or long term use options**



**Connect our Community through  
Effective Information Sharing**

	Actions
<b>Short Term Objectives</b>	<p><b>A. Organize “Ideas” night to connect and support enthusiastic residents and stakeholders with project or initiative ideas to work together</b></p>
<b>Long Term Objectives</b>	<p><b>B. Develop an effective communication tool for community news and updates</b></p> <ul style="list-style-type: none"> <li>i. Maintain current police statistics, upcoming events and tell “good news” stories</li> <li>ii. Market positives in the area and promote sense of community</li> <li>iii. Establish a formal communications committee to review regularly</li> </ul> <p><b>C. Organize information session and/or newcomers packages to welcome new residents/stakeholders to the community</b></p> <p><b>D. Engage a professional communications expert</b></p> <ul style="list-style-type: none"> <li>i. Identify the best methods to connect with residents and stakeholders and promote our community aggressively</li> </ul>



## Community Celebrations

Actions	
Short Term Objectives	A. Encourage and support networking and relationship developing events i.e. neighbourhood BBQ, block parties
Long Term Objectives	B. Develop creative strategies to utilize vacant lots including mini markets, beautification projects, etc. C. Connect and build on to a Winter Festival D. Organize annual community fair that could include elements such as unique markets, crafts, bazaars, multicultural involvement, live stage, street shopping, etc.



## Improved (Expanded) Community Programming

Actions	
Long Term Objectives	A. Establish and support organized and casual sports teams and events B. Establish and support interest clubs and programs fair to engage community members





Connect our  
Community

Long Term Objectives

## Establishing a Community Hub

### Actions

- A. Collaborate with residents and stakeholders (Cultural Communities, North Edge Business Association, Edmonton Police Services, City of Edmonton) to create a centralized community centre that would provide spaces for programs, meetings, information office, Edmonton Police Services and City of Edmonton presence, community business, etc.

### WHY IS NEIGHBOURHOOD REVITALIZATION IMPORTANT FOR YOUR COMMUNITY AND YOUR FAMILY?

*“It’s obvious as you travel into our suburbs that the inner core of Edmonton has been neglected and fallen into a state of disrepair .... Everyone I’ve talked to (family & community members) wants me to help reverse that trend.”*

*- Dean Wrobel*



## CHAPTER FOUR

Implementing the Strategy

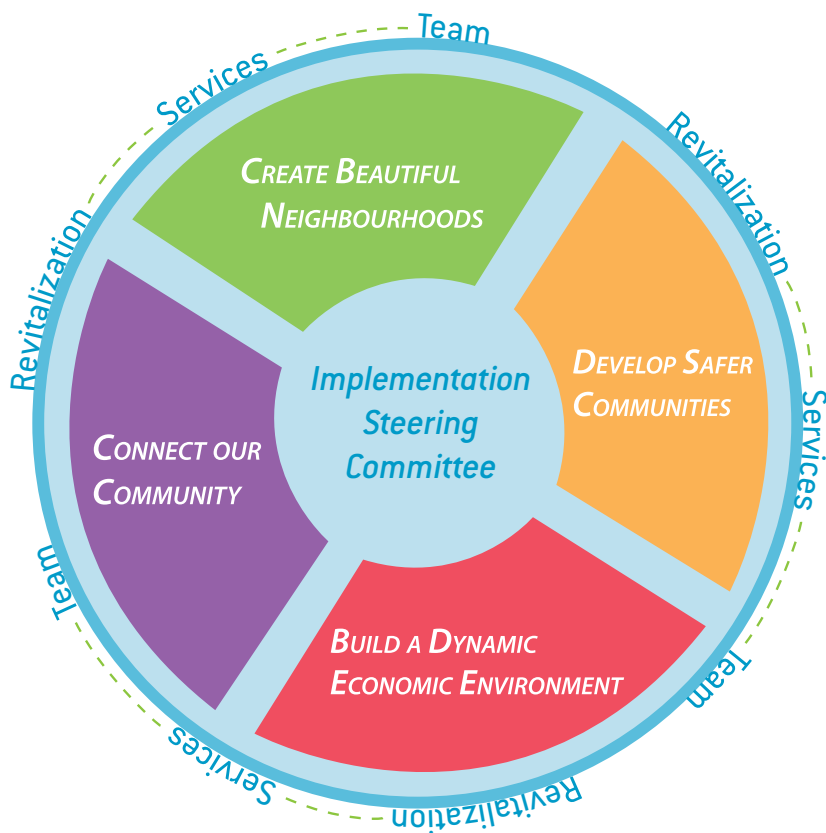
### NEXT STEPS ALONG THE PATH

#### Implementation Governance Model

The CM/QMP Neighbourhood Revitalization governance model identifies three entities working collaboratively to complete the actions outlined in this Strategy. These include the Project Teams, the implementation Steering Committee and the Revitalization Services Team.

Project Teams will be formed by community volunteers interested in working on an action item and will conclude at the completion of the action.

The Implementation Steering Committee will encourage, guide and support Project Teams. This committee will be made up of 7 voting members (including 4 Project Leads, 1 Executive Director of the North Edge Business Association, 1 Central McDougall Community League representative and 1 Queen Mary Park Community League representative) as well as non-voting members (including 1 Ex Officio member - City Councillor Ward 6 and 1 Revitalization Project Coordinator).



The Revitalization Services Team will provide resources and supports to the Project Teams and Implementation Steering Committee. This team will be made up of representatives from many civic departments including but not limited to Community Services, Planning, Parks, Transportation and Edmonton Police Services.

## IMPLEMENTATION GOVERNANCE MODEL

### Purpose, Roles and Responsibilities

<p><b>PROJECT TEAMS</b></p> <p><b>Purpose</b></p> <ul style="list-style-type: none"> <li>To implement the action items in the strategy</li> </ul> <p><b>Role</b></p> <ul style="list-style-type: none"> <li>To identify a Project Planner to create the work plan for the strategy</li> <li>To conclude the project team at the completion of the action item</li> </ul> <p><b>Responsibility</b></p> <ul style="list-style-type: none"> <li>To implement the Strategy action item as intended</li> <li>To seek guidance and report progress to the associated Project Lead from the Implementation Steering Committee</li> </ul> <p><b>Membership</b></p> <ul style="list-style-type: none"> <li>Self selection with support of the Implementation Steering Committee</li> </ul>	<p><b>IMPLEMENTATION STEERING COMMITTEE</b></p> <p><b>Purpose</b></p> <ul style="list-style-type: none"> <li>To provide leadership to Project Teams as to the intent of the action items</li> </ul> <p><b>Role</b></p> <ul style="list-style-type: none"> <li>To promote Project Team opportunities to the community</li> <li>To monitor the implementation of the action items</li> <li>To connect Project Teams to community resources</li> </ul> <p><b>Responsibility</b></p> <ul style="list-style-type: none"> <li>To represent voices of the wider community in the implementation of the Strategy</li> <li>To report progress to the Revitalization Project Coordinator</li> </ul> <p><b>Membership</b></p> <ul style="list-style-type: none"> <li>Successful applicant to a one year term by the Director of Office of Great Neighbourhoods, Director of Community Building East, Executive Director of the North Edge Business Association, Central McDougall Community League President, Queen Mary Park Community League President and the Revitalization Project Coordinator</li> </ul>	<p><b>REVITALIZATION SERVICES TEAM</b></p> <p><b>Purpose</b></p> <ul style="list-style-type: none"> <li>To provide specific information and resources from civic departments</li> </ul> <p><b>Role</b></p> <ul style="list-style-type: none"> <li>To represent the knowledge expert of their department</li> <li>To assist with departmental tasks associated to furthering the action items</li> </ul> <p><b>Responsibility</b></p> <ul style="list-style-type: none"> <li>To coordinate and leverage resources to meet the actions items</li> <li>To report progress to the Revitalization Project Coordinator, associated Department Directors and Branch Managers</li> </ul> <p><b>Membership</b></p> <ul style="list-style-type: none"> <li>Identified staff by associated Department Director</li> </ul>
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## APPENDICES

## WHY IS NEIGHBOURHOOD REVITALIZATION IMPORTANT FOR YOUR COMMUNITY AND YOUR FAMILY?

*“This is my home. I live here by choice not circumstance. One of the big reasons I choose to stay here is the people. I know all of my neighbours up and down the street from me. Can people in other neighbourhoods say the same thing? My best friend lived in West Edmonton for years and honestly, barely new any of the people who lived in his crescent.”*

*- Randy Shuttleworth*

## APPENDIX A: BACKGROUND

Neighbourhood Revitalization is a City of Edmonton initiative which identifies neighbourhoods with opportunities to improve the quality of life. In these neighbourhoods, not all residents have access to resources to meet basic needs nor does the neighbourhood necessarily have the assets required to keep it strong and vibrant.

A safe physical environment, vibrant neighbourhoods, a culturally rich and welcoming society – these attributes contribute to quality of life. In neighbourhoods which struggle to maintain a clean, safe, quality community to live, work and play in, it's important quality of life be revitalized through the identification of key areas in need of resources and improvement.

Revitalization refers to building on the many assets of the neighbourhood. By dedicating time and attention to increasing quality of life in a neighbourhood, a community has the potential to be rejuvenated, affecting real change.

The Revitalization Strategy for the CM/QMP area will create a vision for the future and will encompass those social, environmental and economic aspects important to community life.

## SUPPORTING LIVEABILITY

According to the City of Edmonton's Strategic Plan, *The Way Ahead*, livability refers to “an interrelated set of factors that influences people to choose a place to live and reinforces their sense of well-being there.” A liveable city provides links between economy and social life, and “is intimately linked to its natural and built environment, and together these elements impact social and cultural goals.”

### *Improving Edmonton*

“To improve Edmonton’s livability, the City intends to focus on the people concerns associated with improved livability by concentrating efforts on prevention and getting to the root causes or barriers that are in the way of achieving a more livable city. This goal is focused specifically on the strategic areas of welcoming, safety perception, cleanliness and aspects important to the notion of urban village creation.”

When the work of this Revitalization Committee began, we maintained a commitment to the spirit of the work that came before us. In fact, much of what you will find in this document is in alignment with the City of Edmonton’s CM/QMP Area Development Plan (ARP) originally adopted in 1998 and has since been amended a number of times with the latest edition in 2009. The ARP outlines a number of issues in our two communities as well as an action plan to help revitalize the area. Through our work, we have found that much of these identified issues continue to trouble these two neighbourhoods and our Revitalization Strategy is similar to that outlined in the ARP. In addition, the North Edge Study, created in 2005, outlined key features of a connected neighbourhood, central to the core development for our city. Both the North Edge Study and our Revitalization Strategy identify the importance of the development of 105 Avenue as a multi-use corridor as being a fundamental component to the revitalization of our two communities; linking these two neighbourhoods to the downtown core. The value of this project was so high that the transformation of this downtown roadway into a green and

walkable street was presented at the Annual Conference of the Transportation Association of Canada in 2006.

To this day, the vision outlined in the ARP remains similar to that of this current Revitalization Committee. We believe that with the foundational work that has gone before us and through the creation of this new Revitalization Strategy, we continue to stress the time for action is upon us. With a number of current projects underway and those being proposed for the downtown area (Capital Boulevard, the Quarters, and the Arena/Entertainment District), we believe the timing could not be better to synergize these developments and continue the build along the North Edge and into Queen Mary Park and Central McDougall. We urge the City to accept this Revitalization Plan, and put these words into action and begin the task of revitalizing Central McDougall and Queen Mary Park to vibrant communities, central to the downtown heart of our city.

**WHAT DRIVES YOU TO VOLUNTEER ON THE  
NEIGHBOURHOOD REVITALIZATION STEERING  
COMMITTEE?**

*“ I love my neighbourhood, and I want to  
make it a better place! ”*

*- Sean Douglas*

## **APPENDIX B: COMMUNITY CONSULTATIONS**

Jan 7, 2009 QMP president

Jan 14, 2009 McDougall School

Jan 15, 2009 St. Catherine's School

Jan 19, 2009 CM resident

Jan 26, 2009 Unitarian Church

Jan 28, 2009 CM resident

Jan 28, 2009 CM resident

Feb 5, 2009 Action for Healthy communities

Feb 12, 2009 CM resident

Feb 24, 2009 QMP resident

Mar 2, 2009 QMP community league

Mar 26, 2009 Denipro Seniors lodge

Mar 28, 2009 Ethnocultural communities 15 community animator leaders, received feedback from ethnocultural residents

Jun 1, 2009 BRZ ED

Nov 9, 2009 Business owner

Dec 11, 2009 CM youth group

Dec 15, 2009 CM young adults

Feb 8, 2010 St. Catherine's school kids

Mar 2010 Catholic Social Services staff

Jun 30, 2010 All Nations



**WHAT YOUR VISION AND HOPE  
FOR YOUR COMMUNITY IS OVER THE  
NEXT FEW YEARS?**

*“What I hope to see over the next few years for our community is an emerging healthy community that builds on its strengths and a long term vision. We have a rich, diverse multicultural society combined with a rich history. No more short sited, short term fixes. The sky is the limit. Let's dream big.”*

*- Dan Eckel*

## **APPENDIX C: EXCERPTS FROM THE WAY WE LIVE: EDMONTON'S PEOPLE PLAN**

### **Goal One: EDMONTON IS A VIBRANT, CONNECTED, ENGAGED AND WELCOMING COMMUNITY**

- Objective 1.1: The City of Edmonton provides opportunities in neighbourhood, community and public spaces to connect people and build vibrant communities
- Objective 1.2: The City of Edmonton uses its social and physical infrastructure at the neighbourhood, city, regional and global level to create connections
- Objective 1.3: The City of Edmonton integrates public transit with economic, social, residential and recreational hubs
- Objective 1.4: The City of Edmonton connects individuals, families, groups, cultures and communities to the services they need to thrive and realize their potential
- Objective 1.6: The City of Edmonton builds strong local government by connecting Edmontonians to their local leadership

### **Goal Two: EDMONTON CELEBRATES LIFE!**

- Objective 2.1: The City of Edmonton celebrates and promotes healthy living
- Objective 2.2: The City of Edmonton provides for the well-being of its citizens through outstanding parks, natural, green and public spaces
- Objective 2.3: The City of Edmonton is a diverse, creative city with a rich and vibrant arts and cultural community
- Objective 2.4: The City of Edmonton has a vibrant, diverse sports sector for all Edmontonians
- Objective 2.5: The City of Edmonton promotes the celebration of diversity, milestones, achievements and festivals
- Objective 2.6: The City of Edmonton hosts world leading arts, culture, sports and entertainment events at venues that attract a local, regional and global audience

**Goal Three: EDMONTON IS A CARING, INCLUSIVE, AFFORDABLE COMMUNITY**

- Objective 3.1: The City of Edmonton nurtures a caring and inclusive society
- Objective 3.3: The City of Edmonton reduces physical and financial barriers to housing, transportation, libraries, recreation, social and leisure opportunities for residents

**Goal Four: EDMONTON IS A SAFE CITY**

- Objective 4.1: Edmontonians enjoy safety and security of person, place and community
- Objective 4.2: The City of Edmonton and its citizens share responsibility for social order and crime prevention
- Objective 4.4: The City of Edmonton provides timely emergency response for fire, police, disaster and crisis supports

**Goal Five: EDMONTON IS AN ATTRACTIVE CITY**

- Objective 5.1: The City of Edmonton promotes civic pride through attractive design
- Objective 5.2: The City of Edmonton showcases its vibrant arts, culture, entertainment, sports and retail districts
- Objective 5.3: The City of Edmonton takes pride in and showcases its green spaces and natural places
- Objective 5.4: The City of Edmonton honours and preserves the unique character and history of all neighbourhoods
- Objective 5.5: The City of Edmonton works with citizens to keep Edmonton clean

**Goal Six: EDMONTON IS A SUSTAINABLE CITY**

- Objective 6.3: The City of Edmonton is an economically sustainable community

**WHY IS NEIGHBOURHOOD REVITALIZATION IMPORTANT FOR YOUR COMMUNITY AND YOUR FAMILY?**

*“ Although the community is great, it has a few rough edges. Revitalization will bring it up a notch and it will become a neighbourhood that people want to come to and want to stay in. I want my kids to grow up here and be safe, and have lots of opportunities. ”*

*- Sean Douglas*

WHAT YOUR VISION AND HOPE FOR  
YOUR COMMUNITY IS OVER THE NEXT  
FEW YEARS?

“*Transform into a safe and desirable  
community - not one that is the  
centre of crime, disorder,  
concentrated social housing and  
social services.*”

- *Reymund Palpal-lactoc*

## APPENDIX D: EXCERPTS FROM THE WAY WE GROW: MUNICIPAL DEVELOPMENT PLAN

Effective Development - Link growth with optimized infrastructure investment

- 3.1.1.1 Integrate higher density development with Light Rail Transit (LRT) stations and transit centres.
- 3.1.1.2 Encourage a minimum of 25 percent of city-wide housing unit growth to locate in the Downtown and mature neighbourhoods and around LRT stations and transit centres where infrastructure capacity supports redevelopment.
- 3.2.2 Sufficient land and funds dedicated for City facilities, services and operations to meet the needs of communities and citizens.
  - 3.2.2.1 Ensure the planning and funding of municipal facilities and services to support our growing population are financially sustainable.
  - 3.3.1.2 Promote residential and employment growth that is sensitive to existing development along transit avenues where infrastructure capacity supports redevelopment.
  - 3.4.1.5 Major cultural, educational and recreational facilities in the Downtown.
  - 3.5.1.1 Support redevelopment and residential infill that contribute to the livability and adaptability of established neighbourhoods and which are sensitive to existing development.
  - 3.5.1.5 Involve residents in preconsultation and planning processes.
  - 3.5.1.6 Investigate innovative approaches through consultation for achieving community benefits and public amenities as part of the redevelopment process through the Great Neighbourhoods Initiative.

The **Great Neighbourhoods Initiative** will work to improve processes and enhance interdepartmental coordination to achieve more strategic resource planning and service delivery in neighbourhoods.

- 3.5.2 Align City revitalization initiatives, the neighbourhood renewal program and departmental community based projects in established neighbourhoods.
  - 3.5.2.1 Support neighbourhood revitalization that contributes to the livability and adaptability of mature neighbourhoods

3.5.2.3 Identify neighbourhoods with the highest planning needs and provide planning services to them as coordinated through the Office of Great Neighbourhoods.

3.5.2.5 Promote the development of family oriented housing and walkability in established neighbourhoods to support existing school and institutional infrastructure.

Local communities provide the environment where families grow and social networks develop. Social and leisure activities, getting to school and work, and providing for daily needs, all revolve around the places where people live. Neighbourhoods and the wider community are important to Edmontonians as the foundation for services and activities.

A complete community offers housing choices, provides certainty for residents on the provision of amenities and services, optimizes the use of existing infrastructure and is supported by publicly built and operated infrastructure.

The following elements are essential for a community's livability and residents' health:

- A physical design where it is easy and safe to walk to shops and businesses.
- Accessible and available facilities, services, parks and open space.
- Community gathering spaces.
- Housing choices and a mix of commercial and institutional destinations.
- Affordable housing.
- A variety of transportation modes and active transportation networks for residents.

A successful community brings people together in an environment that encourages interaction. The walkability of a neighbourhood and access to modes of transportation that offer an alternative to the private automobile are essential elements of a healthy and livable community.

4.2.1 Ensure that redevelopment in established neighbourhoods supports the health and livability of our citizens.

4.2.1.1 Support neighbourhood revitalization, redevelopment and residential infill that contributes to the livability and adaptability of established neighbourhoods.

4.2.1.4 Encourage redevelopment in established neighbourhoods, including the construction or reconstruction of new pedestrian areas and outdoor public spaces, to incorporate universally accessible design and age friendly design.

4.2.1.5 Collaborate with Edmonton's school boards

4.2.1.6 Optimize the use of existing infrastructure in established neighbourhoods.

4.2.1.9 To assist in long term community building, a minimum of 25 percent of family oriented housing units should be part of large residential infill site projects within the Mature Neighbourhood Overlay.

4.3.1.3 Develop a strategy to address reinvestment and rehabilitation of park space in mature neighbourhoods.

4.3.1.13 Consider the use of surplus school land or buildings in established or developing neighbourhoods as community focal points.

4.4.1.1 Provide a broad and varied housing choice, incorporating housing for various demographic and income groups in all neighbourhoods.

4.5.1.3 Work in partnership with other orders of government, private owners and landlords and the community to maintain, upgrade and expand the new and existing affordable rental housing supply in the city.

4.5.1.8 Promote collaboration and partnership between the City and housing agencies to resolve issues related to affordable housing and land use needs on a continuing basis.

4.6.1 Support the provision of a variety of transportation modes for Edmontonians.

4.6.1.1 Support Corporate initiatives to improve walkability and other active transportation modes.

- 5.1.1.6 Coordinate significant urban design projects and planning initiatives with the directions of the Great Neighbourhoods Initiative.
- 5.1.1.8 Encourage urban design that reflects Edmonton is a winter city, allowing residents to enjoy the city in all seasons.
- 5.2.1 Enhance established neighbourhoods by ensuring the design of new development, infrastructure and community facilities makes a positive contribution to the neighbourhood.
- 5.2.1.5 Undertake Urban Design Plans to guide the redevelopment of prominent sites, corridors, entrance ways, older commercial areas and character areas and integration of historic sites.
- 5.2.1.6 Encourage large scale commercial centers and commercial strips to develop into vibrant, mixed use, transit supportive and walkable urban areas.
- 5.2.1.7 Support traditional retail shopping streets as centres of community activity by:
  - o Improving and maintaining infrastructure and public amenities such as transit and parking facilities, street furniture and landscaping.
- 5.2.1.8 Identify and encourage the creation of key pedestrian streets in each quadrant of the city to provide a focus for a walkable urban lifestyle.
- 5.2.1.10 Protect the green legacy of established neighbourhoods as redevelopment occurs by retaining and enhancing parks, walkways and trees.
- 5.5.1 Ensure developing and planned neighbourhoods include well designed and connected streets, sidewalks, parks, buildings and other community facilities and gathering spaces
- 5.5.1.2 Incorporate sustainable neighbourhood design principles, low impact development and ecological design approaches when planning and building new neighbourhoods.
- 5.5.1.3 Ensure new large scale commercial centres (including big box development and retail power centres) are designed to:
  - o Generate and accommodate pedestrian activity.
  - o Provide clear on-site pedestrian connections.
  - o Include outdoor public amenity spaces for patrons and employees.
  - o Support transit ridership.
- 5.6.1.1 Encourage new buildings adjacent to pedestrian streets to support pedestrian activity by providing visual interest, transparent storefront displays, pedestrian amenities and connections to interior spaces.
- 5.6.1.2 Encourage new development to ... improve the safety and attractiveness of adjacent streets and other public spaces.
- 5.7.1 Ensure that streets, sidewalks and boulevards are designed to perform their diverse roles and to enable safe access for all users.
- 5.9.1 Integrate art into the design of our public space to enhance the City's attractiveness to residents, tourists and investors, increase public awareness and appreciation of the arts and stimulate the growth of arts and arts-related business.
  - 5.9.1.3 Implement the Edmonton Public Art Master Plan (MAP), that involves the creation of a Public ArtPark System and creative public arts programming, exhibitions and commissions, including a biennial international public art commission, transitory public art exhibits, a mural arts program, a graffiti zones program and an experimental public art program.
- 6.2.1.8 Support neighbourhood-oriented commercial corridors and local economic development initiatives through the Business Revitalization Zones.
- 6.2.1.9 Facilitate the creation of Business Revitalization Zones in the city.
- 6.2.1.10 Revitalize older commercial areas within existing neighbourhoods in association with the Great Neighbourhoods Initiative.
- 6.2.1.12 Support the revitalization of main street commercial areas in Business Revitalization Zone Enterprise Areas by encouraging property owners to invest in higher density retail and commercial and/or residential development.
- 6.4.1.4 Work with business groups to enhance character areas such as the

Downtown Arts District and the 124th Street Gallery District.

- 6.5.1.2 Actively promote locational and operational decisions by school boards, other orders of government, health institutions and educational institutions that support Edmonton's growth strategy.
- 7.3.2 Protect, preserve, promote and improve the North Saskatchewan River Valley and Ravine System as an accessible year round place for recreation and activity for people of all ages.

WHAT DRIVES YOU TO VOLUNTEER ON  
THE NEIGHBOURHOOD REVITALIZATION  
STEERING COMMITTEE?

*“ My children ... I want them to live  
in a clean and safe community ...  
which at the same time is Dynamic  
and diverse with a variety of things  
to see and do. ”*

*Dean Wrobel*

## APPENDIX E: EXCERPTS FROM THE WAY WE MOVE: TRANSPORTATION MASTER PLAN

### 2.0 Strategic Goal: Transportation and Land Use Integration (Pg. 17)

- Designing complete communities - where citizens can work, live and access services, entertainment and recreation - reduces the need for automobile travel.

### Strategic Goal: Access and Mobility (Pg. 18)

The ability of the growing senior population to age in place is dependent upon a transportation system that offers them a full range of options that are connected and integrated with each other.

Creating more livable complete communities where jobs, retail, medical, recreational, cultural and entertainment services are integrated within residential areas will help minimize the need to travel greater distances, increase the viability of all transportation modes and will help reduce overall vehicle traffic volumes.

### Strategic Goal: Sustainability (Pg. 20)

Completing and servicing communities in succession rather than in parallel is a more efficient method of providing city infrastructure and services. Promoting the reuse and redevelopment of underutilized facilities that already exist will rejuvenate our neighbourhoods and help to optimize use of infrastructure, including investments in the transportation system.

Creating livable, complete communities where people of all ages and abilities have access to social, educational, recreational, employment and medical opportunities reduces the need to travel outside the community and adds to the social sustainability of individual neighbourhoods and the city as a whole.

### Strategic Goal: Health and Safety (Pg. 21)

Increasing density and creating human scale, walkable communities increases citizen security by adding more eyes on the street. Walkable communities also appeal to people from a broad range of ages and abilities, thereby enhancing social health.

Creating and keeping more walkable, complete communities will encourage healthy, active lifestyles for future generations.

### **Strategic Goal: Well-Maintained Infrastructure (Pg. 22)**

Strategically managing urban growth will minimize the need for the addition of new infrastructure with its associated maintenance and operating costs, and minimizes the city's carbon and ecological footprint.

#### **4.4 Regional Context (Pg. 41)**

##### **Strategic Objective**

4.1 ... to create an accessible, efficient and compact urban form.

#### **5.2 Bus System (Pg. 48)**

##### **Strategic Actions**

5.2.i Pursuing opportunities to provide and improve pedestrian and cycling connections to bus stops and transit centres.

#### **5.3 Services for Customers with Mobility Challenges (Pg. 49)**

##### **Strategic Actions**

#### **6.1 Walking (Pg. 56)**

Walking is the most fundamental form of transportation as almost all travel begins and ends with a walking trip. Walkability describes the extent to which citizens have the opportunity to walk to get to everyday destinations for work, shopping, education and recreation. Universally accessible (barrier-free) sidewalks and multi-use trails are the basic infrastructure necessary to enable walking in the public realm. Complementing this basic infrastructure with neighbourhood design that incorporates a full range of destinations and higher residential densities provides for a more walkable environment.

Since there are practical limitations to the range of walking trips, access to a good quality public transportation system is essential to transport pedestrians over long distances. Public transportation and pedestrian infrastructure should be well integrated.

The level of year round maintenance is an important factor in determining the accessibility of a pedestrian facility. This will become increasingly important as Edmonton's population ages, and is a factor in the mode choices made by individuals.

##### **Strategic Objective**

6.1 The City will create a walkable environment.

#### **6.4. Safety (Pg. 59)**

The City is committed to providing a safe transportation system for active modes and pursuing initiatives to improve safety.

Consideration of roadway lighting, maintenance service levels, design and operation of the facilities, and Edmonton's seasonal climate are important when making safety improvements. In addition, creating aesthetically pleasing spaces through landscaping and good design helps to improve safety and encourage people to use active modes.

Education for active mode users and vehicle users (as discussed in the Chapter 7 - Roads) is also important for safety. For example, it is important to provide education to cyclists regarding their responsibilities in cyclist-motorist, cyclist-pedestrian and cyclist-cyclist interactions. It is also important to provide this type of education to motorists, pedestrians and trail users. An important part of encouraging active modes of transportation is ensuring people feel safe when using the facilities. For further information see Chapter 7 - Roads and The Way We Grow chapters "Complete, Healthy and Livable Communities" and "Urban Design."



111 Avenue N



107 AV



111 Avenue NW

97 St NW



**revitalization**  
Central McDougall & Queen Mary Park

107 Avenue NW

109 St NW

104 Avenue NW

