Stony Plain Road and Area Business Association – 2014 Executive Directors Report

2014 Annual Report

Stony Plain ROAD and Area

Stony Plain Road & Area

Business Association

May 2015

BUILDING SOMETHING SPECIAL

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INTRODUCTION

The Stony Plain Road and Area Business Association continues to grow experience, learn and appreciate the dynamics of the business area and surrounding communities. The membership is a diverse range of approximately 550 businesses ranging anywhere from small family owned businesses to automotive to industrial commercial to big box. What is common amongst all is the enthusiasm for change and the promise of revitalization. Our mission as an Association is to create a dynamic area where people want to shop, businesses want to grow, and residents want to live.

STRATEGIC PLAN 2013 -2015



In 2012 we completed our two year strategic plan (Appendices B). With the number of incentives happening within the Stony Plain Road and Area Business Association zone there is a huge window of opportunity to transform the area in to the vibrant, lively, business area we want to be.

The strategic plan has four primary objectives:

1. ***Attract more people to the streets.***
2. ***Support businesses through the 2013 – 2015 streetscape construction stage.***
3. ***Encourage quality building projects, mapping and wayfinding signage.***
4. ***Create a brand niche by building a Market District.***

ATTRACTING PEOPLE TO THE STREETS

Clean Streets Program - Working with Redemptive Development we contract a helper to clean our streets. This entails all the business areas within the BRZ boundary. Their responsibilities include:



- Litter pick
- Dog feces removal
- Needle pickup
- Graffiti removal including painting the building if the landlord supplies the paint
- Bad odor removal
- Report mischief in the area

The clean team is equipped with a cart and all necessary supplies to accomplish the tasks.



Social Media - We enhanced social media presence to promote businesses, events and communications. A pamphlet was sent to all the members explaining social media and encouraging use. We also offered the use of our website, Facebook and Twitter account to promote products, services and events. We continue to grow our follower base and keep members up to date on current issues.



Stony Plain Road Guide – a 36 page guide was published that tells the story of who we were, where we are today and where we are going. The guide was distributed to 15,000 surrounding residences and an additional 10,000 was available in newsstands.

SUPPORTING BUSINESSES THROUGH CONSTUCTION

We are very excited about the final stages of the construction. Our next focus is to encourage and develop pedestrian friendly back alleys in preparation for the next stage of construction which will be the long time anticipated West LRT line.

ENCOURAGING QUALITY BUILDING PROJECTS

New Facades

- 15212 Stony Plain Road
- 5220 Stony Plain Road
- 15230 Stony Plain Road
- 15902 100A Avenue NW

Proposed New Major Development

- 14525 Stony Plain Road
- 10145 156 Street NW
- 10050 156 Street NW

CREATING A NICHE

The past couple of years the BRZ have been working on a vision to create a new brand for the area. Through the Revitalization Strategy, The City of Edmonton provided two matching grants which were used to research and define the potential of the business area and provide a direction for a new brand image. The methodology used was to engage Roger Brooks of Destination Development Inc. to help with the process. Roger visited the business area in January 2012 and provided valuable insight on how to achieve an attractive and appealing area through various recommendations. Roger strongly suggested that the change be focused one block at a time. Following his visit a workshop was attended by the Board of Directors at Roger's office in Seattle to grind down the options for a brand. The result was a consensus that the Stony Plain Road and Area could become the market district of Edmonton. The next step was to then involve Aaron Zaretsky of Public Market Development for his expertise opinion on whether the market district idea was feasible for the area. Aaron provided a detailed report that outlined all the positives attributes of the area that supported the vision and highly recommended moving forward to creating a public market district for Edmonton. The block selected was 152 -153 Street Stony Plain Road (152 Block) with the criteria for picking the first block being based on a combination of concentrated commitment from the landlords and business members. To bring awareness of this new direction we included this vision in the Stony Plain Road Guide.

How do we build a Market District?

- **YEG Back Alley Market**

  As a further testament to the vision, we took a vacant back alley and for one day turned it into a vibrant public market. The market offered 60 plus vendors, 7 stage entertainers and 10 buskers along with a local wine and beer patio. The market drew approximately 2000 attendees and confirmed that if we build it they will come. We will continue to run this event annual until we have a permanent location.



- **Website and Facebook**

  Our vision is to keep the Public Market District a separate entity from the BRZ. Even though it feeds into the overall goals and objectives, the intent is to branch the market off as a separate society. This then allows the partnership between the BRZ and the Public Market to focus on their unique goals while the same time promoting each other's strengths.

- **Working with Partners**

  This vision would not be obtainable without the support of many stakeholders, community members, affiliated associations, elected officials and the very much appreciated support from the City of Edmonton. Telling

our story whenever we can, building confidence in the vision and never giving up is our approach.

- **Find the right year round location**

  To create a public market district we need a market anchor that draws people year round. The location should be a minimum of 10,000 square feet. A couple of locations have been identified however no firm agreement in place.

- **Promote the smaller vendor concept to existing landlords.**

  This not only creates opportunity for unique products and services but also gives artisans and new ventures an opportunity to test their products and services before making large financial investments.

Benefits to all members:

- Creates a destination and positive brand.
- Brings more consumer traffic.
- Attracts business opportunity.
- Increase economic development through work opportunity.
- Promotes growth in the surrounding communities.
- Unites the surrounding neighbourhoods and businesses.

CHALLENGES IN 2014

Derelict buildings - Creating a clean and attractive business Area requires all levels of participation.

Parkette design - although potentially one of the best draw of pedestrians to the area, the development comes with mixed concerns. Through proper governance and facilitation this development will prove to be a successful, positive asset to the area. For 2015 we are working with the City of Edmonton to create programming for the Parkettes.

Year round market location – discussions has taken place with various landlords of potential locations to house the public market however there still is no commitment. To move forward with the vision we really need to secure a location.



WHAT'S HAPPENING IN 2015?

- Working on lighting up the area through new technology with solar lighting.
- Potentially putting forward a proposal to offer to lease a space for the year round market.
- Working with Age Friendly Edmonton to create opportunities to attract seniors to the area.
- Co-sharing human resource with Jasper Place Revitalization for marketing, events and new projects.
- Gallery in the Alley – a unique form of communication and art that draws curiosity and magnetism to back alleys.
- YEG Market – Continue to grow the market vision.
- Programming of events for the Parkettes to promote safety and community togetherness.
- Encourage new development and businesses.

A WORD FROM OUR PARTNER – JASPER PLACE REVITALIZATION

The Strategy was approved by City Council in January 2009 with three main goals. Under each goal the Strategy has short, medium and long-term goals, including promoting and building safety initiatives in the short term and making capital improvements for the beautification of Stony Plain Road in the long term.

The Goals of the Strategy include:

Goal 1: Feeling Safe in our Community:
Creating a community where everyone can feel safe as they live, work and play

Goal 2: Connecting our Community:
Creating a community where both business owners and residents work together and take pride in their community

Goal 3: Building our Community:
Creating a clean, attractive, well lighted community with new sidewalks and a more attractive business area.



As well as the past, present and future projects in this summary, there are many continued projects and collaborations that are taking place in the communities and business area. All these little pieces together are getting us closer to achieving the vision of "Building Something Great" in Jasper Place.

The revitalization work moved from the implementation phase for the short and medium term actions in 2014 to building strength by employing a project based approach to sustain current successful initiatives and complete the longer range actions in the strategy.

Pedestrian Friendly Environments



Stony Plain Road is becoming more welcoming, attractive and vibrant with an ongoing vision of streetscaping, public market, business and community developments through collaboration between businesses, community and the City. The improvements are moving the vision of the area into the future by installing essential elements of a pedestrian-friendly public realm that include continuous, wide sidewalks lined with trees, pedestrian-oriented lighting, places to sit and mingle, slow-moving traffic, and safe pedestrian crossings at key corners that are in line with the sidewalk.

Spruce It Up



A partnership with the Business Associations, residents and local groups; decorative spruce trees were displayed in revitalization areas for the winter months and the small spruce trees were planted throughout the four neighborhood revitalization areas with a "The Big Dig" program.

Residents and businesses were able to enjoy the festive trees in the winter months and then with the planting program the benefits of greening and beautifying the communities were achieved.

Vibrant Local Economy

The 2014 Back Alley Market was a showcase to the new Stony Plain Road Market District and Revitalized Streetscapes. The day featured entertainment, food trucks, select vendors and buskers. There was plenty of fun for everyone. The event was dedicated to residents; business owners; not for profit organizations; the great market vendors, buskers and entertainers we have in the city making the area a more livable community. Mark the dates, so you don't want to miss the 2015 Alley Market on August 22nd and 23rd.



A number of large scale long range anchor projects to improve livability in the communities were well underway in 2014 including: LRT Preliminary Design, Jasper Place Area Redevelopment Plan, Side Street Conceptual Plans for 150 - 155 Streets off Stony Plain Road, Mac Ewan University West Campus Repurposing as a City Community Partnership Facility, New Façade Developments, Neighbourhood Renewal of community street infrastructure, Butler Memorial Park Development Planning and marketing support for the Market District.

Safety and Cleanliness

The Jasper Place Revitalization forged ahead on safety initiatives by partnering with the Edmonton Police Service as well as local businesses and members of the community in promoting the Community Action Team (CAT).

On June 21, 2014 in conjunction with the revitalization and business partners the Stony Plain Road and Area Business Association, Edmonton Police Services, Alberta Justice and Capital City Clean Up assisted with a Graffiti Clean Up Initiative that reduced graffiti in area by working with youth needing to provide community service. Over 73 graffiti tags were cleaned up over a two month period.

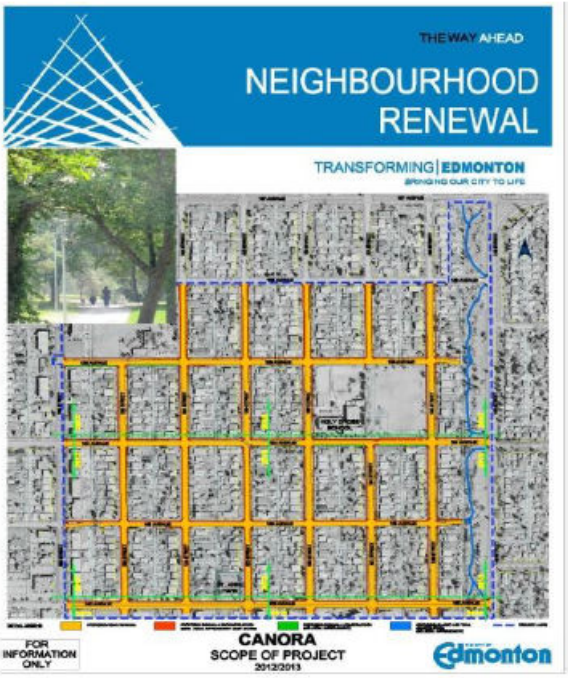


The safe parks revitalization project added new lighting and an upgrade of the walkway along 149st. from 102-107ave to create a pathway for residents of the Canora neighbourhood. This pathway will allow for a green space that residents can enjoy as well as a connection that pedestrians and cyclists can use to connect to the Stony Plain Business area

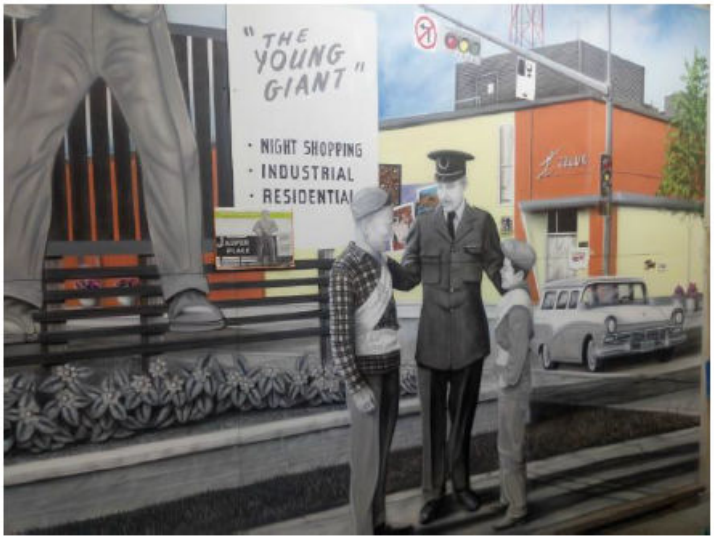
The Jasper Place Big Bin event was one of the busier ones. In 2014, there was 1028 vehicles visit the site and 155.6 tones were brought in.

People seek out parks because they provide contact with the natural environment and a social environment which offers opportunities for meeting with friends, watching others and being seen – all of which help to establish a feeling of comfort and security. Evaluating Park Safety can be achieved by using a "Safety Audit Process" called Crime Prevention through Environmental Design

(CPTED). The questionnaire and lighting assessment was performed on all 24 park sites in the Jasper Place Revitalization area. The questionnaire itself is both functional and interpretive in approach. Widely, the CPTED encourages an overall analysis of respondent safety in each site with relation to different variables contained within the environment of a specific park. Among the more specific questions targeted concern about timelines for visitation, signage, lighting, park equipment, park features, park design, layout, the possibility for hiding spaces, the nearest point for human contact measured in feet, and the broader social and cultural environment, including access to community resources and awareness of changes in the surrounding environment over time.



Connections



Portion of the 2014 Mural painting.

Art is not only uplifting; it's also a way to bring the community together. That's why the Jasper Place Revitalization mural project is so important and moving ahead thanks to the efforts of passionate people and partners in the community.

In 2014 and 2015, the second and third annual gala took place to show case sculpture, body art and music from Mac Ewan University West Campus and co-sponsored with the BRZ and Neighbourhood Revitalization.

Numerous community events took place through collaborations to connect citizens in the area such as family picnics, block parties, mother's day event, family fun nights, carnivals, Christmas celebrations and winter activities.

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CONTACT US

We offer you many ways to stay in touch:

- Visit us on the web: stonyplainroadbrz.ca
- Follow us on twitter: @stonyplainroad
- Like us on Facebook: /stonyplainroad.brz
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Sincerely,

Diane Kereluk
Executive Director

