

# 2013 ANNUAL REPORT



Stony Plain Road & Area  
Business Association

June 2014

*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.

## HIGHLIGHTS OF 2013



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.*



## ENCOURAGING QUALITY BUILDING PROJECTS

### New Facades

- 15212 Stony Plain Road
- 15220 Stony Plain Road
- 15230 Stony Plain Road

### New Major Development

- Blue Jar Antique Mall
- Glenwood Medical Clinic



### Business Incentive Fund and Façade Program

- Funding assistance for revitalizing existing and new commercial and mixed use development.

## CREATING A NICHE

The past couple of years the BRZ has 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 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 to the new direction work started on a brochure with PostVue to tell our story who we are, where we've been, where we are going. A video also was created to promote the vision.

## CHALLENGES IN 2013

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

**Living through construction** - maintaining consumer awareness to promote the message we are open for business.



**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.

## SNAP SHOT OF WHAT'S HAPPENING IN 2014

- Dedicated person over the summer months to helping keep our streets clean.
- Working with Age Friendly Edmonton to create opportunities to bring seniors to the area.
- Full time assistant added to help create more awareness of the business area.
- Construction continues 152 street to 149 Street.
- Working with businesses to light up their buildings during the festive season.
- Stony Plain Road Guide – tells our story, who we were, who we are today and where we are going.
- YEG Market – creating a presence through developing a website and logo to help share information and development of becoming the future market district.



## A WORD FROM OUR PARTNER – JASPER PLACE REVITALIZATION



The Strategy was approved by City Council in January 2009 with three main 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.
- Goal 2: Connecting our Community.
- Goal 3: Building our Community.

### **Connecting Events and Activities**

- Direction to improve liveability through community feedback on initiatives such as Pedestrian Friendly Routes, Walkability, Urban Planning, Green spaces, Smart Choices, LRT Development and other design workshops.
- In 2013 and 2014, a Gala community event was held to showcase sculpture, body art, and music from MacEwan University Fine Arts students.
- Updating the Jasper Place and Stony Plain Road walkability maps
- Community League Signs and Message Boards
- Murals and Art Development to beautify Stony Plain Road and Area
- Calendars to provide information and

## Safe and Clean Up Activities

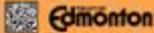
- In 2013 Big Bin Event, 1004 vehicles dropped off an unprecedented number of items over a two day weekend. At the event, out of a total of 165.5 tonnes of material, 38.12 were recycled. In 2014, a big bin event is planned for August 16 and 17<sup>th</sup>.
- In 2013, one bylaw enforcement officer was assigned to the Revitalization area.
- 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 October 4<sup>th</sup> and 5<sup>th</sup> of 2013 in the Jasper Place area, the CAT program issued 57 warrants, performed 17 arrests, had 478 public interactions, stopped 118 vehicles, and visited 26 residences!
- 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.
- Improving lighting and safety in area parks and open spaces (i.e. school sites, trails, utility corridors or alleyway connections) including site improvements to Butler Memorial Park Area

**HELP BUILD SOMETHING GREAT!**

We're working to revitalize the communities of Cairns, Stanswell, Britton, Youngtown and West Jasper Place. The Jasper Place Revitalization Initiative is looking for energetic community members!

Join a dynamic group of your neighbours and friends to shape the future of Jasper Place. No experience necessary!

To volunteer, please dial 311 or visit:  
[www.edmonton.ca/jasperPlaceRevitalization](http://www.edmonton.ca/jasperPlaceRevitalization)



## **The Marketplace**

As part of the Jasper Place Revitalization Strategy, there was a focus on the business and retail environment related to filling the retail vacuum, attracting the residential populations, improving façades, drawing new businesses to the area and creating a healthy, safe and more walkable community.

The Stony Plain Road and Area Business Association strategic plan aligns with the Strategy by supporting enhancement of the business area and creating collaborative opportunities for projects that benefit both businesses and residents. A key factor in bringing businesses here is the streetscape improvements and vision to create a marketplace of unique shops and restaurants.

## **Building Something Great - Going Forward into the Future**

The vision in the strategy from the communities will continue into the future as well. Sustainable strategies will be worked on so that residents feel safe in the communities, connect to each other and to build a great place to live. The vision included methods to encourage residents to keep their properties clean and tidy and be good neighbours. Also, programs to support the police and bylaw officers by being made aware of crime and reporting problems. The new public market initiative will help to formalize local strategies to patronize the businesses along Stony Plain Road and encourage them to improve their façades, facilitate foot traffic, and provide services that enhance the communities. Residents still have numerous opportunities to get involved in the new public market and other community initiatives led by local organizations that build and improve the community for the better.



## 2013 BOARD OF DIRECTORS

Dan Allan	Alberta Print Shop
Ivan Beljan	Beljan Developments
Deborah Baradziej	Trilogy Family Law
Don Calder	The Calderco Foundation Ltd.
Greg Downie	Allmake Vacuums Service Ltd.
Salim Keshwani	Arctic Auto Wash
Jason Leblanc	Planworks Design Studio
Deb McCotter	Alberta Treasure Branch
Ken McCoy	Royal LePage

## CONTACT US

We offer you many ways to stay in touch:

- Visit us on the web: [stonyplainroadbrz.ca](http://stonyplainroadbrz.ca)
- Follow us on twitter: [@stonyplainroad](https://twitter.com/stonyplainroad)
- Like us on Facebook: [/stonyplainroad.brz](https://www.facebook.com/stonyplainroad.brz)
- Phone us at: (780) 477-5169
- Visit us at: 201 15241 Stony Plain Road  
Edmonton, Alberta T5P 3C4

Sincerely,

A handwritten signature in blue ink that reads "Diane Kereluk".

Diane Kereluk  
Executive Director



# Building Something special...

