

104th Street Informer

1 0 4 T H S T R E E T A C T I O N C O M M I T T E E

SPECIAL POINTS OF INTEREST:

- Advice and information from the EPS.
- How we can all help keep our streets clean.
- What's happened and what's coming up.
- Plans under way to highlight our community.

**WE'RE HERE! WE'RE FABULOUS!
GET USED TO IT!**

Welcome to the first edition of the 104th Street Informer – a newsletter geared to share information relevant to the residents and business owners along 104th Street - the best place to live and do business in Edmonton.

We feel we are on the verge of many great opportunities to enhance the community and market on our street.

Not in love with 104th Street yet? Take a moment to review what your street is a part of: Edmonton's finest Farmer's Market, running from May until mid-October every year; Al Fresco block party; Edmonton's best parades right outside your front door; commercial and movie

shoots along our unique, original street...and so much more.

The 104th Street Action



Great Quality of Life of 104 Street is Obvious

and updates on the success of current ones.

Should you wish to get involved with your community, or have any questions or concerns, please contact: Ed Fong, at 780.421.9463 or by e-mail at ed@devinewines.ca.

This issue will focus on street security, keeping our streets clean, new and exciting events planned for our fair promenade, and marketing initiatives planned for 104th Street.

Committee will be using this medium to pass on details geared to enriching your lives. In this and subsequent newsletters, you'll find information on upcoming events, new initiatives,

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1 0 4 S T R E E T C L A S S I F I E D S

Edmonton on The Edge
Under the guise of Reclaiming Lost Spaces, a group of volunteers, many from 104th Street, have been working with the Edmonton on the Edge Committee at changing the look and feel of the alley behind Sobey's running from Beaver Hills

Park to 103 Street. If you are interested in taking part, please contact Trish at 780.248.1056 or trish.zuk@fo.ualberta.ca

The University of Alberta – Your Nearby Neighbors!
September brings a wide variety of new courses at

Enterprise Square – Liberal Studies, Business and Management, Construction, Environmental Health, English Language – the opportunities, dates and times are endless! For further information www.extension.ualberta.ca.

EPS HOLDS SECURITY MEETING WITH COMMITTEE

On April 20, 2010, Edmonton Police Service conducted a Security Seminar for our community. Twenty people attended the seminar. Some pertinent notes arising from the seminar are included here:

- Reporting Crime:
 1. Report non-violent crime to the EPS Complain Line at 780.423.4567

As a business owner, you can designate "Agent Status" to the EPS to act on your behalf.

2. If you experience delays in trying to report crime through regular channels, the EPS Beat Officers may be able to assist. As of May 20, 2010, our beat officers are:

- a. Morgan Page: Cell: 780.292.6731
morgan.page@edmontonpolice.ca
- b. Daniel Delhaas: Cell: 780.983.8911
daniel.delhaas@edmontonpolice.ca
- c. James Stang: Cell: 780.983.4312
- d. Peter Coates: Cell: 780.914.5264
- e. Dale McDonald: Cell: 780.691.9848
- f. Jason Perry: Cell: 780.218.9302

- Designating Agent Status to the EPS – By designating Agent Status to the EPS, "Any police officer may issue and enforce bans against a person who, in their sole discretion, is determined to be a trespasser on the property, and to affect their

purpose, are further authorized to enter onto any portion of the property." This means the owner of the property does not have to be reached to deal with a trespasser. Businesses who wish to designate Agent Status to EPS can fill out the attached form. The forms can be faxed to the attention of Ed Fong, deVine Wines & Spirits at 780.421.9477.

Forms will be collected and turned over to EPS who will follow up with the individual businesses. A sticker will be issued to place on your window or door.

We recommend business owners apply for Agent Status.

The Crime Prevention Through Environmental Design study requested by the 104th Street Action Committee was completed and presented at the seminar. This study will be used for planning future security initiatives on the street.



Edmonton Police Service—at work to keep our community safe

We thank EPS for their ongoing support in crime prevention.

STREET PROGRAMMING

The Downtown Farmers' Market introduced a series of five cultural festivals to enhance the market experience. The festivals are sponsored by the Downtown Business Association. The next festival is set to take place on September 18, 2010 where Ukrainian culture will be celebrated. Please visit the City Market's website at www.city-market.ca for more information.

Al Fresco 2010 took place on June 12 and was a roaring success. Our community came together and raised \$22,500 for the E4C Edmonton School Lunch Program. Over \$6,000 was retained by the Action Committee for the programming of future events and marketing of our street community. A big THANKS to everyone who made Al Fresco 2010 a great community event!

Plans are being made to use 104th Street as a venue for the **Edmonton International Film Festival**. On September 25, 2010, the Film Festival will use the Downtown Farmers' Market as a venue to launch their 6th Annual 24/1 Filmmaking Challenge. This new and exciting partnership will be a fabulous way to promote our street and downtown Edmonton.

To add our own drama and

flair to the September 25 festivities, we will be announcing the winner of the *Name 104th Street* contest!



The Downtown Farmers' Market

STREET CLEANLINESS



Keeping 104th Street clean is a major goal of the committee. Studies show clean and kempt neighbourhoods that take pride in their appearance decreases crime. When we present a unified front on initiatives like this, we show that our community has a strong position against crime.

- On Friday, April 23, the 104th Street Action Committee organized a "Cleaning Blitz" of our street. Over 40 people came out to lend a hand to sweep up and remove rubbish accumulated during the

winter months. Working in conjunction with the Capital City Cleanup Program and the Boyle Street Community Services' "Downtown Proud" team, our group of local business owners, property owners and residents all chipped in to clean up. Thank you all for showing pride in our city!

- Cigarette Receptacles - Installation of cigarette receptacles on our street took place in early June. We wish to thank our Ward 4 City Councillors for supporting the committee's initiative and extending this pilot project to 104th Street.
- Don Belanger from Capital City Cleanup worked closely with 104th Street Action Committee to site the disposal tubes. He writes:

"The City has arranged to empty and maintain these units on an ongoing basis.

If you discover a unit that is broken, requires emptying because it is full or simply emitting smoke, please contact our office at 780.944.5470.

Please provide the ashtray number located in the upper left corner of the sign located immediately above the ashtray."

- If you would like to volunteer as a 104th Street Cleanup Captain, please contact Ed Fong at 780.421.9463.

Studies show clean and kempt neighbourhoods that take pride in the appearance decreases crime.

MARKETING INITIATIVES

Many new marketing initiatives are being planned to promote our neighbourhood.

- The 104th Street Action Committee was successful in its bid to attract a team of University of Alberta MBA students to develop a five year marketing plan for our street. The students may be contacting you in the fall for your feedback.
- New cloth street banners have been approved for 104th Street.

The banners are in the design stage and the program is fully funded.

- The 104th Street Action Committee is working with the Downtown Business Association and The Places (Art & Design in Public Places) to conduct a feasibility study for commissioning an anodized iconic metal banner and sculpture for the street.
- The Downtown Business Association is investigating expanding the

Winter Lights Program onto 104th Street.

- The 104th Street Action Committee conducted a name the street contest for 104th Street. The name will be launched when a logo is selected for the street. The 104th Street Action Committee is finalizing the process we will use to select the graphic artist commissioned to design the logo.

A MESSAGE FROM THE COMMITTEE CHAIR

Greetings fellow neighbours and residents! Since the formation of the 104th Street Action Committee a little over a year ago, we have taken many steps in acting on your concerns to improve our community. The committee members who have gathered together to advocate issues on your behalf have begun to tackle the issues which concern you the most.

We have formed close working relationships with Edmonton Police Services to keep your street safe and with Capital City Cleanup to keep your street clean. Our sense of community has been fostered and strengthened through the development of closer ties with the Downtown Business Association, the Farmers' Market, the Downtown Edmonton Community League

and our City Council. We celebrated downtown living by coming together as a community to make Al Fresco another huge success for the benefit of children less fortunate than ourselves. All of this was accomplished in one short year. We look forward to seeing what we can achieve on your behalf to make our street and even better place to live, work, play, shop and learn.

ABOUT US

104TH STREET ACTION COMMITTEE

The 104th Street Action Committee is comprised of volunteer members from our community. Your members are:

- Ed Fong—deVine Wines and Spirits
- Bridget Smatlan—Fridget Apparel
- Barbara Ursuliak—City of Edmonton
- Catherine Bergamo—Melcor Developments
- Thomas Rose—Sobeys
- Kelly McCauley—Coast Edmonton Plaza
- Shauna Warwick—Resident
- Jon Hall—Resident
- Nick Tooke - Free House Wines & Spirits
- Richard Wong—Edmonton Downtown Farmers' Market
- Ryan Mayer—Resident

- Sherry Kully—U of A, Enterprise Square Coordinator
- Michael Phair—University of Alberta
- Bob Watson—City of Edmonton
- Mark Foerster—Transportation Department, City of Edmonton
- Ben Henderson—City Councilor
- Jane Batty—City Councilor
- Noel Xavier—Resident
- Jim Taylor—Downtown Business Association
- Erica Viegas—Resident
- Chelle Busch—Resident

If you would like to become involved, please contact Ed Fong at 780.421.9463 or by e-mail at ed@devinewines.ca. Thank you all for helping make 104th Street an exciting place to live, work, shop, learn and play!

FEATURE ON... ARMSTRONG BLOCK 10125-27 104 STREET

This 92-year-old building, on the southern edge of Edmonton's warehouse district, is one of the city's finest remaining examples of commercial style architecture. It cost the Armstrong Brothers (Reginald Wilfred Ross and Louis Herbert Smith) \$88,000 to build over eight months in 1912—the height of the city's pre First World War building boom. The design by David Hardie made the four-storey rectangular block the first in the area to offer space for wholesale trade on the basement and first floor, offices on the second floor and residential units on the top two floors.

The Armstrong was the only building in the warehouse district to be constructed with brick and steel throughout. Hardie included such architectural details as: projecting brick pilasters,

cast stone detailing, arched lintel, pressed metal cornices and an elevated front parapet with cast stone A insignia.

Inside, hardwood floors, a skylit stairwell, graceful curved staircase and cast iron bathroom fixtures gave it heft and working class elegance. The square stairwell was designed to house an elevator shaft, but the Armstrongs ran out of money right before the First World War, so they never built the elevator. Instead, a poor mans lift - a cross beam and hook atop the staircase on the fourth floor -- was used for lifting furniture in and out of the building's 51 suites.

Over the years, hundreds of tenants have called the Armstrong Block 'home.' In the early days, they included

Robert Tegler -- the man who financed the Tegler Building (since demolished). He rented Suite 219 from 1913 to 1920. Many stayed much longer -- like Sophie Arensen, who lived in Suite 453 for 45 years. Ms. Arensen was a seamstress for Holt Renfrew and stayed at the Armstrong until she moved to Vancouver at the age of 85.



Photo courtesy of Edmonton Archives