

## **Mandate**

The Jasper Avenue Entertainment Working Group (Working Group) will focus on issues regarding Jasper Avenue nighttime entertainment districts with the goal of creating a comprehensive strategy to ensure Edmonton maintains a vibrant area that balances the needs of local businesses, residents, visitors, and nighttime entertainment patrons.

## **Objectives and Key Activities**

### Objectives

The objectives of the Working Group are based around stakeholders working collaboratively to identify issues and develop solutions related to nighttime issues in the Jasper Avenue entertainment zones.

- To identify issues contributing to nighttime disorder around Jasper Avenue.
- To identify options for resolving community concerns.
- To develop an integrated, collaborative approach to address the issues.
- To develop recommendations for actions that may be undertaken or facilitated by the City of Edmonton.
- To develop recommendations for actions that may be undertaken by various area stakeholders.
- To facilitate a long-term network of property owners, business operators, not for profits, and other area stakeholders, for the purpose of enhancing communication and collaboration.

### Key Activities

Key activities the Working Group will focus on are engaging stakeholders and bringing forward recommendations to both internal and external groups.

- Consulting with landowners / business operators through group and one-on-one meetings to invite participation in the activities of the Working Group.
- Responsible Hospitality Edmonton (RHE) will provide orientation to the Working Group including sharing of City initiatives and practices currently in place for the Jasper Avenue and Whyte Avenue entertainment zones.
- The Working Group will engage the community in identifying opportunities and challenges facing Jasper Avenue Entertainment Zones.

- The Working Group will develop recommendations for both the City and area stakeholders to preserve and enhance the safety and vibrancy of these zones.
- Identify resource needs for implementation of recommendations.

## **Deliverables**

The following deliverables are expected from the Working Group at the end of their term.

- An interim report will be produced to outline initial findings and actions; and, following review and feedback from stakeholders, a final strategy document will be presented to Corporate Leadership Team.
- Administration will provide a final report to City Council outlining recommendations that have been developed by the community that support and nurture the safety and vibrancy of the Jasper Avenue entertainment zones in September 2010.

## **Background**

The City of Edmonton has identified several existing and emerging nighttime entertainment zones. In these entertainment zones issues have emerged:

- street crowding after bars close
- fighting
- vandalism
- street noise
- lack of nighttime transportation
- public urination
- public nuisance caused by over/excessive drinking.

Some solutions that have been implemented include:

- the creation of the Public Safety Compliance Team (City wide)
- engaging industry
- the creation of the Old Strathcona Integrated Services Team
- an overlay restricting increased licensed seating in the area
- the Street as a Venue Facility Manager program
- patron responsibility campaigns
- increased hospitality zone beat police presence

Collectively these initiatives are the outputs of a program known as Responsible Hospitality Edmonton (RHE). The work of RHE revolves around increasing safety and vibrancy in and around licensed premises; education and enforcement of licensed premises; managing areas with multi-use sidewalks; and collaborating with internal and external partners.

The combination of these solutions has increased vibrancy and led to a decrease in crime and disorder around Whyte Avenue and has been recognized locally and internationally as an innovative approach to planning, managing and policing hospitality zones. In 2009, RHE was

recognized by the Responsible Hospitality Institute as "The Sociable City." This award was received for the innovative, collaborative approach the City has taken in managing entertainment zones.

Jasper Avenue has emerging entertainment zones and has emerging issues similar to those found on Whyte Avenue. In the past few years there has been some discussion regarding the increase in Jasper Avenue nighttime public disorder, and associated problems. For 2010 Council has allocated funds for temporary public washrooms on Jasper Avenue to alleviate the issue of public urination. While many issues have already been identified and potential solutions canvassed, there has not yet been a comprehensive effort to address the problems as part of an overall strategy to ensure efforts work together to achieve a healthy and vibrant balance for Jasper Avenue. As the business and residential population in the area grows, these issues are becoming more acute. The work of the Jasper Avenue Working Group can build off the successes of the Whyte Avenue Entertainment zone.

## **Scope**

The project will be limited to an area bounded by 97<sup>th</sup> Street on the East, 121<sup>st</sup> Street on the West, 100<sup>th</sup> Avenue on the South and 104<sup>th</sup> Avenue on the North.

- This area is comprised of three entertainment zones (or Hospitality Zones) as identified by RHE:
  - Downtown Core - 104 St to 97 St & 100 Ave to 104 Ave
  - Jasper Avenue West - 112 St to 105 St & 100 Ave to 104 Ave
  - Oliver - 121 St to 113 St & 100 Ave to 104 Ave
- The project will invite the participation of landowners, business operators, not for profits, institutions and community stakeholders within the project area.

## **Membership**

A recommendation is made that the Working Group will be comprised of decision makers from a variety of internal and external stakeholders including:

- City of Edmonton –
  - DCMO - Responsible Hospitality Edmonton
  - Community Services / Fire Rescue Services
  - Transportation
  - Planning and Development
  - Asset Management & Public Works
- Edmonton Police Service
- Residents
- Edmonton Downtown Community League
- Non Governmental Organizations
- Downtown Business Association
- Business Operators- Daytime and Nighttime
- Commercial Property Owners

- Hospitality Industry

### Roles and Responsibilities

- The Working Group members will act as resources representing their departments and agencies, and will work together in the preparation of all Working Group documentation, including the final report to Administration.
- The Working Group will act as “partners”; supporting, participating, and facilitating process development and implementation.
- The Working Group members will be committed to their participation in the process, and will work as a team.
- The Working Group members are responsible for implementation on any initiatives within their internal departments or external agencies.
- A Project Manager must be identified to lead the Working Group, undertake stakeholder consultation through a facilitated process, and compile the results of the consultative effort. The Project Manager will ensure that the scope, timelines, and budgetary constraints are met.

### **Reporting**

- The Working Group will report to Corporate Leadership Team upon completion of each of the identified milestones.
- The Working Group will provide periodic updates to Ward Councillors as the project progresses. Project updates will be posted on the City of Edmonton website.

### **Consultation**

#### Key Stakeholders

There are many stakeholders who have insight and experience in the challenges facing Jasper Avenue, and specifically the issues that occur at night. All of those stakeholders need to be part of identifying the problems and advancing solutions. The City of Edmonton cannot do this alone – as a community all have a role to play in improving the downtown. Stakeholders to be consulted include, but are not limited to, the following organizations:

- Downtown Business Association (DBA)
- Edmonton Economic Development Corporation (EEDC)
- Private Liquor Retailers
- Alberta Health Services
- Student organizations – U of A, MacEwan, NAIT
- Northern Alberta Institute of Technology
- University of Alberta
- MacEwan University
- Alberta Gaming & Liquor Commission
- Edmonton Transit System
- Vehicle for Hire Commission

- Downtown Community League
- Residents
- Nighttime Patrons

### Public

Community input is an important component of the Working Group's strategy. To ensure that all groups and citizens can offer their comments and suggestions on Jasper Avenue nighttime issues, a Public Involvement Plan will be developed and implemented.

### **Time Frame**

The Working Group will require a practical time frame in which to review previous work on this issue as well as to canvas stakeholders on how best to coordinate a comprehensive strategy to manage growing concerns. Additional resources are required to be assigned to do this work. It is anticipated that the Working Group will bring recommendations to Corporate Leadership Team for review within four to six months of its establishment. If additional resources are not available until the next budget cycle, that will impact timelines.

### Proposed Schedule:

The agreed upon strategies will be implemented and occur throughout the next three to four months, as individual actions are ready. The Action Plan will be fully rolled out by September.

- Mid-May 2010: Launch Working Group
- June and July: Working Group meets regularly to canvass issues, undertake necessary research, and propose recommendations.
- August/September: Recommendations and Action Plan brought to Corporate Leadership Team for review. Build required resources into 2011 budget request.
- September 2010 Action Plan commences implementation.

### **Outcomes & Risks**

#### Positive Outcomes

- A better civic, community and industry understanding of the issues and challenges facing the Jasper Avenue entertainment zones.
- An improved understanding of the collaborative effort necessary to ensure the long-term vibrancy of the Jasper Avenue entertainment zones.
- Enhanced communication between area stakeholders through the networks established during the Working Group process.
- Recommendations that can focus area stakeholders and the City of Edmonton on feasible solutions for the Jasper Avenue area.
- Leverage the existing efforts to have a greater comprehensive impact.
- Ultimately, to see substantial positive change towards safety and vibrancy in the Jasper Avenue entertainment zones.

## Risks and Mitigating Actions

- Risk: Property owners, business operators, and community stakeholders may have raised expectations about the outcomes of the process
  - Mitigating Action: Managed by highlighting the parameters within which the process is operating and by orientation of the Working Group members to City policies, practices, and existing activities in the Jasper Avenue area and City-wide
- Risk: Recommendations brought forward are not approved. Resources may not be available.
  - Mitigating Action: Feedback and justification will be provided to the Working Group, as well as the impacted community and business stakeholders. Increased communication and understanding of issues amongst stakeholders will be of benefit.
- There may be no viable solutions to some of the issues identified
  - Mitigating Action: Managed through open and honest dialogue between stakeholders regarding limitations (for example, some “solutions” may be beyond the jurisdiction of Municipal Government or community initiatives)

## **Strategic Alignment**

All recommendations advanced will align with City's Strategic Plan, The Way Ahead.

Most closely relates to:

- Improve Edmonton's Livability
- Transform Edmonton's Urban Form

Principles:

- Integration
- Sustainability
- Livability
- Innovation