

# SPANN

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Serving the communities of Britannia-Youngstown, Canora, Glenora, Glenwood, Grovenor and West Jasper Sherwood

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## Apache Seeds' 65th Anniversary Event



Apache Seeds is your source for expertise in everything plants and gardening!

Feature photo Justin Keats, inset Deanna Eng.

### Justin Keats

Located just north of the northwest corner of 149th street and Stony Plain Road, Apache Seeds Limited is a gardening destination (indoors and out) for customers throughout the Edmonton area. Founded in the spring of 1958 in the Town of Jasper Place, original owners Frank Close and Leonard Vigneau offered a variety of tools and items acquired through a buyout of inventory from a local general store. In 1964, the business moved to its present location into a new, larger, building that included an engine repair shop. Frank and Len experimented with different products and services including: manufacturing sweeping compound, repairing windows, sharpening ice

skates, and selling Skidoos. In the end, gardening reigned supreme and the garden centre has been flourishing ever since.

Further changes came in the 70's and 80's including the expansion of the parking lot and increasing the retail space with the purchase and renovation of the building next door. During the 90's, a greenhouse was built and warehouse space was consolidated onto the current site. The 1960's building still carries reminders of its long history including the original sign post advertising hardware and paint, shop counters that have been used for years and the antique scales that are still in use today. Apache Seeds is now owned and run by Frank's son, Jerry, and is a trusted location to find seeds and bulbs, tropical plants,

nursery stock, tools, and decor. The store stocks a variety of colourful pots, soils and fertilizers, and in the winter months, snow shovels and ice melt.

Open year 'round, Apache Seeds is an in-town resource, close to the community. The staff provides reliable information and will do their best to recommend and source the products that you need as well as advising against unnecessary purchases. They will go so far as to suggest alternative suppliers such as Calade Orchids and Tropicals located on 159th Street and Stony Plain Road. Working in tandem with neighbours promotes community! This dedication to customer service has resulted in many second and third generation gardeners who trust the name and staff of Apache Seeds.

Retail and commercial customers are welcome.

With a foundation of 65 years, Apache continues to maintain small business values and services: Treating folks on a first name basis, working with customers to find solutions, and donating to fundraisers in the community, all while being a local and friendly source of knowledge and expertise. Here's to another 65 years!

Check out Apache Seeds' 65th Anniversary Event at 10136-149 Street NW, running between September 16th to 23rd! Door prizes and treats. The fall bulbs have arrived! Bulbs will be 15% off for the week.

Sources:


1. Close, J., & Moffat, T. (2016, Fall) *Step back in time at Apache Seeds Limited. localgardener.net.* 38-39.

**Getting Around in Jasper Place (JPHP), page 4**

**New Growth & Resiliency on SPR (feature), pages 9-11**

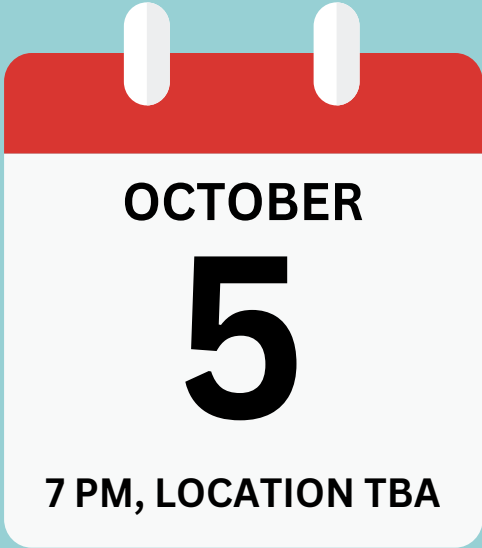
**The Need for the Mustard Seed, page 8**





YOU'RE INVITED:  
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ANNUAL GENERAL MEETING  
2023



OCTOBER  
5  
7 PM, LOCATION TBA

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by Monday, October 2, 2023

Stony Plain Road and Area News Network

# SPANN

Serving the communities of Britannia-Youngstown, Canora, Glenora, Glenwood, Grovenor, and West Jasper Sherwood

Volume 4, Number 3 Fall 2023

**Editors:** Deanna Eng, Justin Keats.


**Contributors:** Randy Boissonnault, Deanna Eng, Eveline Garneau, Sarah Hoffman, Todd Janes, Justin Keats, Paula E. Kirman, Howard Lawrence, Lori Sigurdson.

**Proofreaders:** Deanna Eng, Todd Janes, Justin Keats.


**Designer:** Byron Nilsson.

SPANN is published by the Stony Plain Road Business Association. It is a print and online communications platform intended to connect communities and enhance a sense of place. It seeks to engage area stakeholders (residents, business owners, and agency representatives) with news and information about the area in a way that positively presents Stony Plain Road/Jasper Place as a location that is desirable to live, work, attend events, dine, and shop.

The opinions expressed in SPANN are those of the people named as the authors of the articles, and do not necessarily reflect those of the Stony Plain Road BA. Any submissions may be subject to editing for length and suitability.



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revitalization  
Britannia • Youngstown • Canora  
Glenwood • West Jasper Place



**RALLY**  
*for the*  
**ROAD**

## It's time to RALLY FOR THE ROAD!

Don't detour away from your community's shops and services. During LRT construction, our local businesses need your continued support!

**RallyForTheRoad.com** is your one-stop source for construction progress updates, plus guides and ideas for ways you can show your support for the people and places you love. We'll also chat with local businesses – from neighbourhood icons to fresh startups and hidden gems – to help you get to know your neighbours and discover new favourites!

# RallyForTheRoad.com

# Editor's Notes

What a fun-filled summer! Let's Get Physical came back for its second year, making Butler Memorial Park a hub of activity. Our Movie Night featured the Super Mario Bros, balloon animals, airbrushed tattoos, and more - a smashing success with an attendance of some 500 people! It was great to see so many families, especially since returning from the pandemic - and congratulations to the winner of our giveaway, donated by Just For Fun Video Games! Keep your eyes peeled for more information about the second iteration of our Light Up the Park Event!

Over the summer we have seen new businesses pop up along Stony Plain Road, with some like King of Tarts and Capital Second Hand taking over pre-existing spaces, while others in new commercial developments, such as Cosmic Pizza. We are excited to see the area grow, especially during Valley Line West LRT construction. Additionally, we have seen the Mustard Seed Impact Centre move westward several blocks, closer to those who access its services.



Deanna Eng

This issue of SPANN focuses on growth and resilience within the Stony Plain Road Area. We took this opportunity to interview various businesses along the construction zone. The insight from these businesses is beyond valuable and inspiring. The Jasper Place Community

History Project presents its second installment exploring public transit of the past, while our new Neighbourhood Resource Coordinator, Howard Lawrence, provides insights into Block Parties and how to host your own in your neighbourhood.

We are excited to see quite a few events in the upcoming months throughout the community; make sure to mark your calendars! Various community holiday craft fairs are taking place, so be sure to explore and support local makers.

As we see the leaves change colours and head into cooler nights, we are excited to see what the Fall will bring. Remember to take some time to relax this season, and we hope that you will enjoy our Fall 2023 issue of SPANN!

# 37 Years at Signworks Plus



Image Source: City of Edmonton

Eveline Garneau

September 2023 marks our 37th year of business in our location at 15607 - 100A Avenue. We started our business as Artra Art Supplies in 1986 during the recession and realized that we had to quickly diversify in order to make our business successful so we added a sign shop. Over the years we also added an art school and an art gallery so it really became quite the creative place. In 2000 we decided to concentrate on what we really enjoyed so we downsized to just being a signshop in the back of our building and a friend took over the school and had it at the front of our building for many years. The school moved out approx 6 years ago and Signworks Plus moved to the front

of our building and that's where we've been ever since, creating signs and large 3D props and fun printing projects.

This year sees our little corner of the street being totally changed for the future LRT. We are quite excited that the Jasper Place Station is to be situated directly beside our building and the avenue in front of our building will become more of a cul-de-sac and walking friendly street.

We are excited for the future and hope the construction woes that many businesses are experiencing along with ourselves will be over soon and that the LRT brings shoppers from all over Edmonton to our unique Stony Plain Road businesses and one-of-a-kind shops.

# Welcome to Autumn

*(Actually I am still in denial about that and believe that until September 21st we are still in summer...)*

We are also just coming down from a summer high with the success of our second annual summer movie night in partnership with RioCan Mayfield. This year we had over 500 people attend, and ran out of kettle corn, beverages and ice creams. It is great to see our businesses coming together to create a safe family space to unwind and enjoy a giant live screen of a new release movie along Stony Plain Road. These special events are important as they help build a sense of community connection and create safe spaces for us to gather and celebrate. It also helps build a sense that we are all in this together.

This sense of being in it together was something that became prevalent during COVID-19, and has remained deeply important for our business improvement area. We approach economic development and community development as mutual



Todd Janes

movements, and that you cannot achieve one without the other. Taking this forward I want to introduce you to a few projects that we have been working on:

Rally for the Road is a new campaign that will manifest as a microsite that is a one-stop resource for people wanting to navigate the Stony Plain Road Area and support local businesses and services around our community.

In part it is a rally for support to use and patronize our businesses to ensure that we can maintain and grow our commercial sector. There are a variety of incredible and unique locations for shopping, professional services, and food and beverage places; and we want to ensure they are here long term - Well beyond these few years of construction turmoil. <https://www.stonyplainroad.com/rally-for-the-road/>

We Belong In Jasper Place is an initiative that is emerging from some of the work done previously through the Jasper Place Revitalization. Their website is a landing place for connecting and building community

activation. <https://webelenginjasperplace.ca/> I would like to invite you to check this site up and engage with the increasing movement happening. After engagements during the Spring and Summer, we have moved forward with the idea that community engagement and development is easier if people feel a sense of belonging to their local community and areas.

These two connected projects are about our organization being a meaningful and engaged partner, making our district safer, cleaner, and more vibrant for all residents, businesses and visitors. The Business Association Annual General Meeting is scheduled for Thursday, 05 October at 7 pm, location TBA. Mark your calendars for our second annual Light Up the Park in Butler Memorial Park on Friday, 17 November at 6 p.m. We are also planning some exciting Holiday campaigns and initiatives in November and December too.

Enjoy this Autumn.

Todd Janes is the Executive Director of the Stony Plain Road Business Association and can be reached at 780-807-5526, or by emailing [director@stonyplainroad.com](mailto:director@stonyplainroad.com)



# Getting Around in Jasper Place: *Part Two*

*Public transportation: Diamond Bus Lines and Edmonton's Transit Systems*



Paula E. Kirman

A City of Edmonton bus parked on the corner of 149th Street and Stony Plain Road, 1948. Courtesy of the City of Edmonton Archives, EA-10-166.

In our previous article, we explored the walkability of Jasper Place prior to its amalgamation with Edmonton. However, many residents in Jasper Place also depended upon existing transit service in Edmonton, prior to amalgamation. Historically, the Edmonton Radial Railway extended its streetcar service in 1913 along 102 Avenue to 142 Street. When this became too expensive to maintain, service up to 149 Street was taken on by Edmonton's first municipally operated bus route in 1932 **1**.

However, the Edmonton Radial Railway expanded its trolley bus service, eventually replacing the bus route with an electrified trolley bus line in 1949, with Jasper Place commuters making their connection at the bus loop at 102 Avenue and 147 Street, the most western point of the trolley line.

Despite a growing community, Jasper Place did not have a bus line of its own until 1949 when Diamond Bus Lines began. A privately-owned company based in Edmonton, Diamond served routes within Jasper Place itself as well as service to the Union Bus Depot in Edmonton's downtown.

While Diamond began with two buses, the company added a third bus to accommodate an additional 41 passengers in 1950 **2**. According to Diamond's manager Cecil Bradshaw, it was the largest bus operating in or out of Edmonton at the time **3**. Then, in 1953, Diamond started a rush hour service between the residential and shopping districts of JP, while also increasing the number of trips into Edmonton **4**.

Jon's father-in-law took the first bus to work each morning from Jasper Place to 66 Street and what is now the Yellowhead area. "It was a very tight transfer that he had to make to be at work on time. Of course, the bus was late one morning and he missed his transfer, which made him 5-10 minutes late for work. His boss refused to pay

him for the first hour, so he refused to work the rest of that first hour. For that, he was banished to the graveyard shift."

Tony used to catch the Diamond bus on 151 Street and 92 Avenue to connect with the Number 1 trolley bus at the turnabout at 149 Street. "[I] often had to go downtown with my mom for shopping and medical appointments. There were no malls at the time, nor peripheral medical centres. Everything was downtown."

In an interview for the Jasper Place Community History Project, former resident Chrystia Chomiak recalls Edmonton's public transit system being more efficient and cleaner than JP's. "In Edmonton you had real sidewalks, you had electric trolleys, and you had paved roads with real sidewalks. In Jasper Place you had wooden sidewalks, you had gravel roads, so in the muddy season if we caught the Diamond bus we'd go out in our rubber boots and get on with them, because you couldn't walk in your shoes," she says. "We had bags, and we'd put our boots in the bag and change into our shoes. The Edmonton system was much better. It was cleaner and more often," Chomiak adds.

Ernie has similar memories of the challenges posed by the unpaved roads. "The true nature of the roads came through when it rained; they became slick and then rutted in clay. Many passengers of the bus lines came home muddied and bruised from pushing the bus out of the mud and back towards Stony Plain Road," he recalls.

Diamond Bus Lines resisted efforts by workers to unionize, often firing workers who were trying to organize **5**. Ultimately, Diamond stopped running its Jasper Place service in August of 1964, just shortly before Jasper Place amalgamated with Edmonton **6**. Edmonton Transit Service (ETS) took over the bus services in Jasper Place in 1964, following amalgamation **7**. With the aid

of subsidies Diamond continued running buses to Sherwood Park and the surrounding refineries, but shut down completely in the late '60s due to financial pressure **8**.

In our third and final part of "Getting Around in Jasper Place," we will examine the history of Barrel Taxi.

Did you live in Jasper Place prior to amalgamation? Did you use Diamond Bus Lines? We would love to learn about your memories. Send us your stories: [jasperplacehistory@gmail.com](mailto:jasperplacehistory@gmail.com)

*Paula E. Kirman is a freelance writer who grew up, and still lives, near the Jasper Place area.*

## References

- 1** Donald Luxton and Associates Inc. and The City of Edmonton: Jasper Place Historic Resources Inventory, published by the City of Edmonton, February 2019, pp. 27-28.
- 2** "Extend Bus Service," Edmonton Journal, Thursday, October 12, 1950, p. 17.
- 3** "West Jasper Place to Have Biggest Bus", The Edmonton Bulletin, Friday, October 28, 1949.
- 4** "Run Buses in Town," Edmonton Journal, Monday, November 16, 1953.
- 5** Working People in Alberta: A History by Alvin Finkel (University of Chicago Press, 2011, pages 157-158).
- 6** Donald Luxton and Associates Inc. and the City of Edmonton, op. cit.
- 7** All-Time List of Canadian Transit Systems by David A. Wyatt <https://home.cc.umanitoba.ca/~wyatt/alltime/edmonton-ab.html>
- 8** "Hearings Continue on Diamond Bus Line," Edmonton Journal, August 24, 1967.



# News From the Ledge:

## Resilience and Diversity Depend on Investment



**MLA Lori Sigurdson**

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Housing and Critic for  
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As MLAs representing the area, we are always excited to see the resilience and growth of businesses along Stony Plain Road. The diversity of businesses present, makes Stony Plain Road and Area a shopping destination. You may decide to go to Kunitz to buy a pair of shoes because you heard about the new Alberta Woodland Creature pattern by illustrator, Jason Blower. While in the area, it's been a while since you've stopped into Ben's Meats and Deli for some delicious cheese. Perhaps you head to Variant Edition to check out graphic novels in their new arrivals section. Or maybe, you visit Apache Seeds Limited to add a touch of green to your home. No matter how you spend your time on Stony

Plain Road, this diversity of businesses makes it a fun place to frequent.

Another area in which diversity is important is in Alberta's energy sector. We all need affordable energy and making sure we have diversified supply is the responsible thing to do. We can have a strong oil and gas industry as well as renewables. In fact, Alberta was leading Canada in renewables growth, and creating good paying jobs while doing so. That is until the UCP put a moratorium on renewable energy, which is putting \$33 billion in investment and 24,000 jobs at risk. We believe this decision must be reversed immediately, before Alberta jobs and our economic future suffer long-term consequences.

These investment and job loss figures come from detailed analysis conducted by the Pembina Institute. They found that 118 projects under various stages of development are at risk due to the moratorium. The projects span the province, from Alberta's southern border to as far north as Peace River. The companies and organizations developing these projects are just as diverse and range from a First Nation to longtime renewable energy companies to municipalities, to an established oil and

gas company.

This moratorium is also impacting Alberta families who are facing record-high electricity prices, significantly higher than anywhere else in Canada. Rather than presenting solutions to lower cost, Danielle Smith and the UCP are limiting opportunities for landowners, businesses and all of us using electricity.

We believe that Alberta should be doing everything in our power to attract renewable investment and lower electricity costs for families - which can both be achieved by supporting economic diversification efforts. Just as Stony Plain Road and Area shows us, diversity is a good thing.



**MLA Sarah Hoffman**

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Critic for  
Education and  
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## Delivering Results for Edmontonians

**Randy Boissonnault, MP**

Dear Neighbours,  
It's been two years since you put your trust in me to represent our community within our federal government, and we've been working hard to help families manage affordability, build more housing, and invest

in a 21st century economy where Canadians have good paying careers.

We're delivering on our promise to build a Canada-wide early learning and child care system, reducing fees by 50% for the average Albertan family.

This March, we secured an agreement with the Government of Alberta to provide \$24.18 billion in federal funds to improve health care services and outcomes for Albertans. We've launched the new Canadian Dental Care Plan which has already helped more than 840 children under 12 residing in Edmonton Centre, and will cover children under 18 by the end of this year.

Through the Rapid Housing Initiative, we've partnered with local organizations to build hundreds of new affordable housing units to ensure our most vulnerable neighbours in Edmonton are safe and secure.



**Randy Boissonnault**

We're investing in cutting-edge, world-class facilities in the Edmonton region, like Air Products' Net-Zero Hydrogen Energy Complex and Heidelberg Materials' net-zero cement plant. We're funding Alberta's biomedical sector to strengthen the industry and increase the domestic production of critical medicines.

We're also investing \$3.7 Million to enhance and support Edmonton's vibrant tourism economy.

These are just a few of the results we have delivered this year, and we will continue to deliver as we head into the Fall session in the House of Commons.

Let's continue to work together to tackle climate change, the housing and opioid crisis, and all forms of discrimination in our communities. These are challenging times, and as your Member of Parliament, I will work collaboratively with my colleagues on both sides of the House, and across all orders of government to build the brightest future for Edmonton.

*Randy Boissonnault, PC, MP  
780-442-1888  
randy.boissonnault@parl.gc.ca*

### Are you looking to start a business?

**The Business Friendly Edmonton team can help!**

We offer one-on-one business support, grants, webinars, and help navigating City processes.

Visit [edmonton.ca/SupportBusiness](https://edmonton.ca/SupportBusiness)





NICOLA, owner of *TwinFlower Studio*, located at 14716 Stony Plain Rd. She's leveraging delivery services such as Skip the Dishes and Uber to serve her customers. Read more about how local businesses are coping with LRT construction in our feature article on *Page 9!*

# Bounce Right Back

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PRESENTS

# Light Up the Park!

## 2023

**MARK YOUR CALENDARS!**

BUTLER MEMORIAL PARK  
15715 STONY PLAIN RD  
NOVEMBER 17, 2023





*What a Difference a Year Makes! For the second year, we hosted two events along Stony Plain Road this summer!*




On July 29th Let's Get Physical 2023, an event promoting physical literacy and health, featured a digital social media contest and a wrap up party at Butler Memorial Park! A huge thank you to our local participating businesses and demonstrators: Bounce Right Back Massage, FXR Racing, La Copa Sports, NEO Juicery, Planet Fitness, Princess and the Pea, Taoist Tai Chi, The Chopped Leaf, and Wolfhouse MMA! Our Free Family Movie

Night was held at Riocan Mayfield on Sunday, August 20th, with a drive-in screening of the Super Mario Bros. Movie! We saw 500 people come out for entertainment and fun provided by Airbrush Tattoos by Eveline, Balloon Artist Russ, JoJo's Magic Circus, and Rapid Fire Theatre! We look forward to making these events bigger and better each year - Thank you for coming out and supporting your Stony Plain Road!



# VARIANT EDITION



## GRAPHIC NOVELS AND COMICS

**CANADA'S BEST  
GRAPHIC NOVEL  
STORE HAS A  
NEW LOCATION  
15129  
STONY PLAIN RD**



# New Mustard Seed Location Emphasizes Complexities of Social Disorder

Justin Keats

The Mustard Seed Community Impact Center is now sharing a space with two local churches at Fusion Centre (101 Avenue and 153 Street), a few blocks away from their former location at the Christian Care Center on 150 Street. This has resulted in new neighbours, some of whom are experiencing elements of social disorder that has arrived in the vicinity. SPANN reached out to the Mustard Seed to learn more about the complexities of this situation.

Carmen manages the newly relocated Impact Centre, which has a large common area, kitchen, and a flex room used for storage, course work, and as a first aid station. The site shares a single bathroom on the premises. Lunch is held each Tuesday from 12-2, with a brunch service served Wednesday through Friday. Afterwards, patrons can only remain for activities scheduled on site (such as Bingo), or actively engaged in self work or other tasks, such as time-sensitive applications for income support and other services.

Carmen outlines how preconceived notions, bias, and emotions of frustration are often at the heart of arguments or accusations involving clients. They may be perceived as loitering outside when in fact they may be waiting for a service while keeping an eye on their bicycle, being unable to afford a lock. Individuals who

do cause problems in the area are often not clients, or, are new to the area and have yet to forge a relationship with the Mustard Seed and expectations, stresses these relationships help establish better behaviour.

Todd Janes, Executive director of SPRBA notes that the services provided by The Mustard Seed are important as the Impact Centre offers a site where individuals connect with services, and is the only agency providing this work with the recent closure of the Jasper Place Wellness Centre. Individuals need a point of contact and support, and The Mustard Seed has stepped up. Like any business, there are expectations around line up controls and keeping their site clean.

Kris Knutson, Senior Director for The Mustard Seeds' Community Impact Centres, echoes Thomas' observations. Connecting with the Mustard Seed, and mutual exploration of pathways to work together, allows individuals to feel valued and a part of their community. Through this sense of value, they grow to respect the help being offered, and are more willing to speak up when others act out in a manner that contributes negatively to their collective reputation.

It's also important to note that The Mustard Seed is limited in what it can do for the offsite actions

of some clients, as they are not wards of the organization. However, services can and have been declined as a means of establishing expectations.

Kris emphasizes that individuals on the street did not grow up with the goal of becoming addicts or without housing. Substance abuse is mostly correlated with the suppression of extreme traumas, with many individuals sharing painful stories and experiences that have led them to where they are today. This trauma, and the actions to suppress it, often lead others to the assumption that individuals don't want something more of their lives.

With a recent increase in police presence in the downtown core, the social disorder typically clustered there has spread across Edmonton, emphasizing the lack of proper programs and funding to accommodate the complex problems associated with homelessness. With approximately 70% of its clients "sleeping rough", and that same population doubling during the COVID pandemic, the center has gone from serving 50-60 people to close to 150, illustrating the gap in services and funding to address the problem - A bandaid put across a large open wound.

To work with, learn more, contribute or donate, inquiries can be sent to [InfoEdmonton@theseed.ca](mailto:InfoEdmonton@theseed.ca).

## Block Parties: *Creating connection in Jasper Place neighbourhoods, one block at a time.*

### What is a Block Party?

A Block Party is an opportunity for nearby neighbours to connect, meet new neighbours, have fun and create a safe and supportive street. Block Parties are gatherings by residents for residents living on the same street. The City of Edmonton supports Block Parties through planning, operations and permitting. All it takes is a resident to step forward as an organizer and get the word out. Keep it simple but make it happen! Your block will never be the same.

### Eight Great Reasons to Host a Block Party or Play Street

- Here are a few examples of how block parties can benefit a neighbourhood and its residents:
- Helps us feel safe by knowing who lives around us.
- Promotes interaction between neighbours of all ages.
- Increases a sense of belonging to the community.
- Encourages neighbours to look after each other and the neighbourhood.
- Connects long-time and new neighbours, and teaches about neighbourhood history.
- Build stronger communities which have the power to

make a difference.

- Boosts our health when we feel welcomed and included.
- It's fun!!

The City of Edmonton can offer additional resources to help your Block Party or Play Street be successful:

**Block Party Kits** - animate your party with bunting flags, name tags, plastic table cloth to draw an area map, sidewalk chalk, neighbouring question games and more! Contact [blockpartyplaystreet@edmonton.ca](mailto:blockpartyplaystreet@edmonton.ca) if you would like a Kit.

**Howard Lawrence is your Neighbourhood Resource Coordinator.** For general support regarding resources available from the City of Edmonton reach out to him. Also be in touch to find out more about Community Development in Neighbourhoods.

**Let's Do it!**  
To discuss your Block Party email [blockpartyplaystreet@edmonton.ca](mailto:blockpartyplaystreet@edmonton.ca) or [howard.lawrence@edmonton.ca](mailto:howard.lawrence@edmonton.ca)

For full Block Party information, check out [https://www.edmonton.ca/residential\\_neighbourhoods/neighbourhoods/block-parties-play-streets](https://www.edmonton.ca/residential_neighbourhoods/neighbourhoods/block-parties-play-streets)

## Happening in Our Community

### Canora Community League

September	November
30 Family Grocery Bingo	18 Christmas Craft Sale
October	December
21 Crib Tournament	2 Kids Christmas Party
28 Family Halloween Party	9 Christmas BINGO

More information at [mycanora.com](http://mycanora.com)

### Glenora Community League

December
9 Santa Visit

More information at [glenoracl.com/about-4](http://glenoracl.com/about-4)

### Britannia Youngstown Community League

November
17 X-Mas Craft Sale
18 X-Mas Craft Sale

Keep and eye out at [facebook.com/BYCL.EDMONTON](https://facebook.com/BYCL.EDMONTON)



# Resiliency & New Growth Along Stony Plain Road

Justin Keats

Long known as a shopping destination, it's no secret that Stony Plain Road is in for big changes. The Valley Line West LRT extension will link the downtown core to the Misericordia Hospital, West Edmonton Mall, and Lewis Estates west of the Anthony Henday; with three stations in the area located at 142nd, 149th, and 156th street. The roads' current state, however, is not what it used to be, with construction impacting traffic along the corridor for its second year. Work on the southern (eastbound) lanes of the road and its sidewalk has progressed slowly for various reasons, while walls of fencing impede visibility and discourage foot traffic for the area in general.

Despite these challenges, local business owners are working hard to serve their local customers and persevere through this extended period of construction, which directly follows the heels of the COVID-19 pandemic. New businesses are also setting up shop in the area, drawn to the area's proximity and the customer traffic it traditionally caters to. With the promise of a future LRT route cutting through half of the business improvement district, there are high hopes for a bustling commercial corridor that encourages development and density along the route.

**SPANN** reached out to a number of local business owners, both along and offside the path of construction, to get a better idea of what businesses are looking forward to in the future, the struggles they face in the interim, and how they are managing a complex set of variables.

## Enduring Today For A Brighter Tomorrow

Susan owns the newly opened Capital Second Hand, located in the former Blue Jar Antiques space at 15230 Stony Plain Rd, and is no stranger to the area: Her father owns West End Exchange, which has been in the area since 1993. Located directly in the epicentre of construction at the moment, business has been slow, as there are customers navigating the streets with the imposition of construction. She's frustrated with the seeming slow pace - Last year, work abruptly stopped in the fall, and did not pick up until spring the following season, and this year not much progress seems to have been made. As a business owner, any delays in construction simply mean an increase to the period where her customers are impeded, and additional stress on her own bottom line.

Marian, owner of The Gilded Rabbit Art & Framing located at 10104 149 St, has similar concerns. She purchased the business from its previous owners in 2018, fully aware of the upcoming LRT project, only to have COVID hit in 2020. Additionally, timelines for the project have extended past their original dates. She, like many business owners, are still paying back business pandemic loans, and current construction impacts are an additional factor to contend with. She's watching how construction is progressing on the south side of the street knowing work will eventually switch to the north side (in 2024).

*Continued on page 10*



Westbound view of construction along Stony Plain Road between 153rd and 154th Streets.

*Photo credit Justin Keats.*



The Stony Plain Road Business Improvement Area will be home to three LRT stations, two of which will border major shopping destinations: 142nd Street at West Block Glenora (above), and 149th Street at Jasper Gates (below).

*Source: City of Edmonton, [https://www.edmonton.ca/projects\\_plans/transit/valley-line-west](https://www.edmonton.ca/projects_plans/transit/valley-line-west)*





# "Adaptation is a mindset we need to have"

- Nadia, Ch. Cafeteria

*Continued from page 9*

A block east at Ch. Cafeteria on 14802 Stony Plain Rd, owner Nadia watches with anticipation - The MacKinnon Ravine pedestrian bridge, traditionally an anchor connection to the residential area of Crestwood south of her cafe, has been torn down since 2022 in tandem with the LRT project. While she’s excited that its replacement is coming next year, she, like Marian, knows that her true test with LRT construction has yet to come. “Adaptation is a mindset we need to have,” she says, “You can’t stop this development, cities grow.” In the meantime she’s “counting pennies” to be safe, but remains optimistic about the future and the broader changes coming to Stony Plain Road.

**Finding Ways To Pivot**

For some business owners along the route, LRT construction has not necessarily impacted them the same way. Kareema at Neo Juicery, located in Revolution Square at 10062 151 St NW, outlines that in a customer survey in October 2022, some 40% advised that construction was the primary contributor preventing them from visiting the store. While sales were laggard that summer, 2023 has proven anything but - Traffic has *increased*. That can’t be attributed to the LRT, but she also recognizes that their home delivery service offers value to their customer base. They’ve also offset losses by increasing their presence at various pop-up markets across the city, growing their customer base and revenue. She’s motivated to be distinguished by the value of her services, and contribute to the future of Stony Plain Road during and after construction - She’s encouraged with new shops such as King of Tarts, also in Revolution Square at 10051 152 St NW, and the diversity such shops bring for shared consumers.

Cafe Rista, located at 14213 103 Ave NW in the Westgrove Professional Building, is owned by Simon. Open since 2010, he welcomes the LRT to the area, recognizing it as a critical piece of infrastructure that will allow the corridor to become a shopping district similar to 124th Street. “If you haven’t had the word ‘pivot’ tattooed in your brain after COVID, now is the time” he says. “Mass transit is essential to the growth of the city; we have to adapt and plan for the future”. Simon believes that the city plan for the area can be successfully implemented. “I can’t fight it [construction], I have to work with it.” He makes a point of canvassing when construction is busy, handing out his card, ensuring workers are aware they can grab a bite and coffee at his shop for lunch. While he has a preference for small independent businesses, he recognizes the presence of new franchises in the area as a positive indicator that redevelopment initiatives have been successful so far - We built it, and they came.

Hifa would agree. Owner and operator of El Corazon YEG, another West Block business located at #150 - 14101 West Block Dr NW, Hifa sees an evolution taking place in the area.

Over the last five years, the variety of businesses catering to the community has expanded, bringing in more shopper traffic as a result. With an increase in destination businesses that cater to specific needs, she only sees more shops popping up that complement the existing ones around them, creating an experience. She envisions people enjoying dinner at El Corazon, stopping at the nearby Leopard Pizza for craft beer afterwards, and perhaps finishing off the evening at Square 1 Coffee. On this note, she emphasises the importance of support and collaboration with other businesses; that their presence contributes to the area, the choices available, and the willingness of customers to return and explore. With the LRT in mind, she sees positive benefits for the business community when it is working together.

**SPR Still Attracting New Businesses**

Angel owns Preddy's Angel Hair and Beauty Supply, located at 15209 Stony Plain Rd; surrounded by construction. She finds communicating the traffic detours are the biggest hassle, which was made apparent during our interview when a customer arrived for an appointment and exclaimed the trouble they had determining where to park. She’s appreciative that Marigold has installed signage along 100 Avenue directing customers up 152 Street to her shop. Having already established a successful business in Brampton, Ontario, she opened this location in January of 2023. She credits a friend with comparing the area to Queens Street, which piqued her interest, and the great landlord and affordable rental rates at her current location sealed the deal. Today she has an established and loyal customer base, producing over twenty different homemade hair and body products. Her success lies in part to the culturally diverse neighbourhood with varying needs, and she hopes to expand her location and staff in the near future, believing that the LRT will bring even more residents and diversity.

TwinFlower Studio, located at 14716 Stony Plain Rd, is owned by Nicola. Having always wanted to run a flower shop at an early age, and already looking for a brick-and-mortar shop to expand her home business, she jumped at the opportunity to purchase the previous site of Yans Flowers in early 2023. “The Yans opportunity, it had it all - parking, located in a stripmall with other destination businesses, along a busy street in a central neighbourhood with visual impact,” she says. Being new to the street, she hasn’t much of a basis to judge the impact of LRT construction on her doorstep, but also recognizes that she spends a considerable amount of time and effort on online marketing, while ensuring her services are available for order and delivery with services like Skip The Dishes and Uber. She’s looking forward to when the LRT is complete, bringing a sense of calm and normality to the area, which will simply encourage more people to explore the area.

Jonathan owns Square 1 Coffee. Located at #140 - 14055 West Block Dr in the new West Block Glenora mixed use district, he saw the opportunity in setting up shop along Stony Plain Road - multiple businesses surrounded by a large established residential community, with more development planned. West Block is a preview of the SPR corridor becoming more walkable, especially once LRT construction is complete and additional development takes place at other street corners along the route. Where coffee shops are typically busier in the winter, that has proven to be the opposite during the summer of 2023 at his location. He attributes West Blocks’ design and accessibility as contributing to the increase in activity. He also recognizes the brand name of the area and the word of mouth that accompanies it.

**Off The Tracks**

While businesses west of 156th Street may not be as impacted by construction, many still look forward to the future benefits for the area LRT will bring. Noni owns Ritualistics, a body piercing and tattoo shop located at 15804 Stony Plain Rd. While she has had some minor disruptions to traffic flows, the majority of her clients are not having problems arriving on time for their appointments. She’s looking forward to a prettier, more visually appealing street in both shape and form that will help enhance the character of the area. At One Stop Biker Shop (10007 167 St NW), manager Angela surmises that once the project is completed, they will see a permanent increase of eastbound traffic on 100 Avenue, which would only be a positive for them.

Michael and Jodene at nearby Authentic Dungeons, a role playing game cafe at 10041 166 St NW, welcome the LRT. They know it will offer another option for their regular customers who rely on mass transit, some of whom travel all the way from St. Albert to book a game room with friends. At The Chopped Leaf (114 Mayfield Common Northwest), owner Colleen recognizes that despite the route not passing her location, it will probably contribute to more people travelling to the general area, which compounds the chances that new developments and increased density will follow. This simply means more customers, and more opportunities to connect with new neighbouring businesses that contribute to the variety those customers enjoy.

**Supporting Stony Plain Road Today**

Stony Plain Road and its business community has a long history. As part of the former Town of Jasper Place, it enticed past Edmontonians with the lure of late-night shopping options, and has seen many evolutions since its amalgamation by the city in 1964. The Valley Line West LRT is the latest of these evolutions, and while there are growing pains, local businesses are doing their best to remain visible and contribute to the continued vibrancy of the area. With this in mind, remember to show them some love, and make an effort to support them during this time of change!



MARIAN at *The Gilded Rabbit Art and Framing*, located at 10104 149 St NW. She knows many businesses are still recovering from the pandemic, and LRT construction is yet another obstacle.

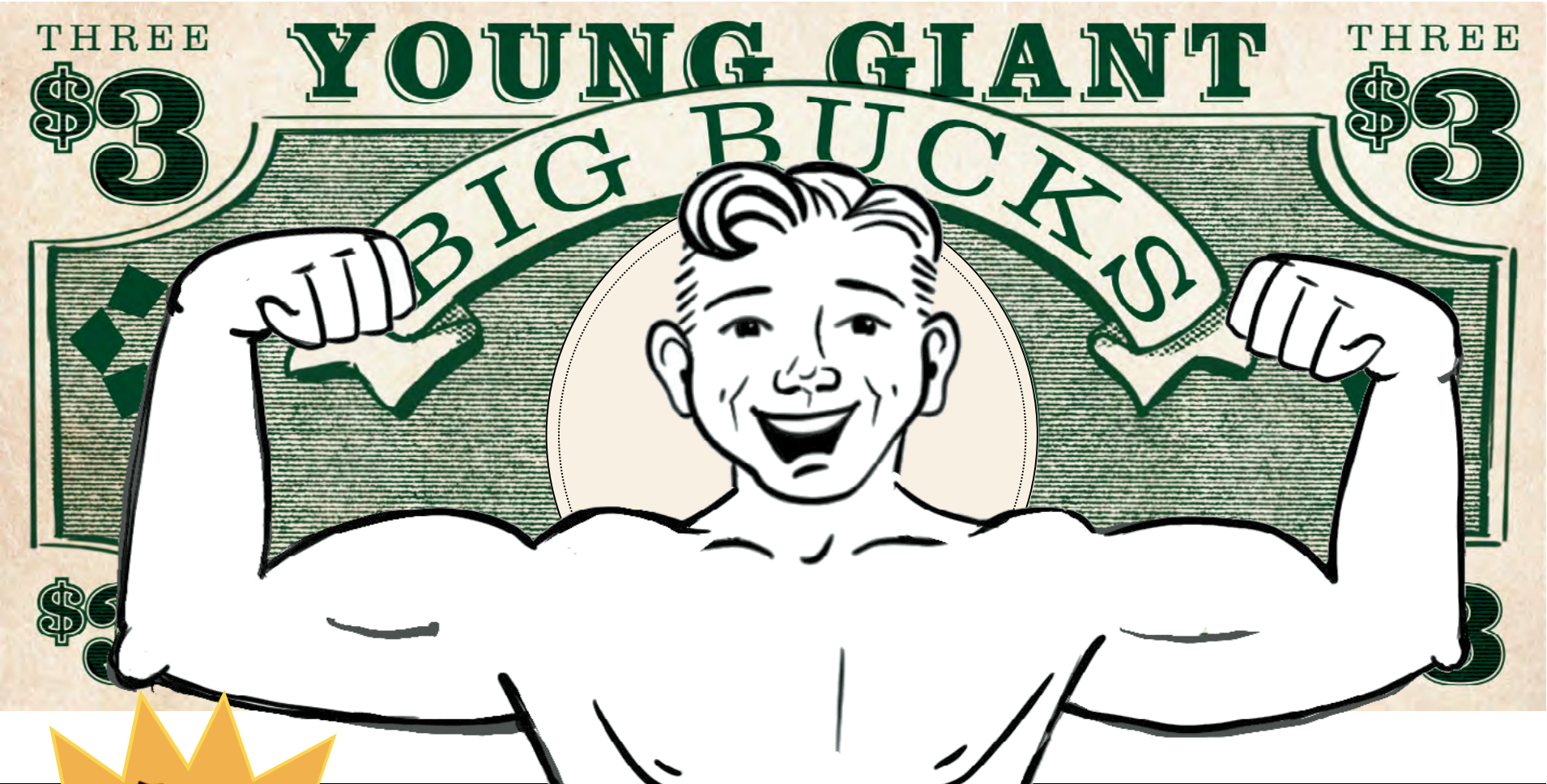


SIMON at *Cafe Rista*, located at 14213 103 Ave NW. He looks forward to the future of SPR and the benefits of the LRT for the surrounding area.

NONI at *Ritualistics*, located at 15804 Stony Plain Rd. She hopes the LRT will redefine the street and enhance its character.









# BIG BUCK MERCHANT MAP



- |   |  |  |  |   |  |
|---|--|--|--|---|--|
| 1) Bead World<br>10150 156 St NW              | 5) Bounce Right Back Massage<br>14628 Stony Plain Rd                   | 9) The Chopped Leaf<br>114 Mayfield Common NW                              | 13) Little Village Greek Takeout<br>14816 Stony Plain Rd | 17) Ocean Odyssey Inland<br>10019 167 St NW                     | 21) Svitlana's Bridal & Custom Made Dresses<br>14628 Stony Plain Rd    |
| 2) Ben's Meats & Deli<br>15726 Stony Plain Rd | 6) Cafe Rista<br>14213 103 Ave NW<br>(Westgrove Professional Building) | 10) The Gilded Rabbit:<br>Artist Supplies & Framing<br>10104 149 Street NW | 14) Live To Dye Salon<br>16837 Stony Plain Rd            | 18) Rendezvous Pub 49<br>10108 149 Street                       | 22) TwinFlower Studio<br>14716 Stony Plain Rd                          |
| 3) Best Donair<br>15043 Stony Plain Rd        | 7) ch. cafeteria<br>14802 Stony Plain Rd                               | 11) Grin Dental Hygiene Centre<br>14620 Stony Plain Rd                     | 15) Martin Food Store<br>10134 156 St NW                 | 19) Ritualistics<br>Tattoos & Piercings<br>15804 Stony Plain Rd | 23) Variant Edition<br>Graphic Novels & Comics<br>15129 Stony Plain Rd |
| 4) Boston Pizza<br>180 Mayfield Common NW     | 8) Chef Tony's<br>14921 Stony Plain Rd                                 | 12) Just For Fun Video Games<br>10066 156 St NW                            | 16) Neo Juicery<br>10062 151 St NW                       | 20) Square 1 Coffee<br>14055 West Block Dr NW                   |  |



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