

City partners to protect Old Strathcona's historical character

The Old Strathcona Business Association, the Old Strathcona Foundation and the City of Edmonton announced a partnership to help educate business owners about special sign guidelines in the Old Strathcona Historical Commercial Direct Control area.

"Old Strathcona falls within a Provincial Historical Area and is an attraction for many Edmontonians and visitors to our city every year," said Stuart Kehrig, Senior Planner with the City of Edmonton. "The City identified this as an important initiative because we share the interests of the Old Strathcona businesses and residents in protecting this unique, vibrant and attractive area."

The need for compliance was first identified by the Old Strathcona Business Association and the Old Strathcona Foundation. After the partners brought this forward, the City of Edmonton did an inventory of the area and found that many of the signs were installed without permits. The partnership was born with a goal to communicate how signage contributes to the heritage and character of the area to business owners and gain compliance.



"The historic look and feel of the area is a big part of the "experience" that is Old Strathcona, and we all need to continue to work together in support of not only maintaining that charm, but enhancing it as well," said Murray Davison, Executive Director of the Old Strathcona Business Association. "This initiative is a step in the right direction to build on the character of the area, but also show how important this area is to our great city, and our willingness and need to project it as we face growing pressures for future development."

The campaign will begin with a business ambassador street team making their way through the area. The team will educate business owners about the special historical sign guidelines for the area and provide information about the permit application process.

"As a steward of the historical assets that contribute so significantly to the vibrancy of this community, the Old Strathcona Foundation is looking forward to this collaborative initiative to ensure that all of our business owners are educated about these regulations that are meant to enhance not only the character and experience of the entire area but should also benefit each individual business moving forward," said Karen Tabor, Executive Director of the Old Strathcona Foundation. "We see this as a great first step towards improving the look and feel of our streetscape to highlight the historic assets that make Old Strathcona a premier destination for Edmontonians and visitors alike."

City of Edmonton building and development permits help business owners ensure that their property is safe and consistent with the rest of the neighbourhood.

For more information:

edmonton.ca/oldstrathconaheritage

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