

THE



**Old East
Village**
London, Ontario

VOICE

LAYING THE FOUNDATIONS
FOR FUTURE GROWTH

Summer 2006

www.oldeastvillage.com

Message from the Chair

2005 was a banner year for our **Old East Village BIA**. We have continued to move forward with significant initiatives, laying the foundation for the future economic growth of the commercial corridor from Adelaide Street to our newly expanded Community Improvement Plan boundary of Charlotte Street.

Our journey toward a bright future has taken time and patience. Our earliest stages involved getting the area "back onto the City's radar" - regaining council's recognition and support as a partner in our revitalization endeavors. Through our efforts and with the help of the Planners Action Team (PACT), we have been able to achieve this goal.

Our next steps involved implementing PACT Team recommendations - foremost among those, securing re-zoning to lay the groundwork for infrastructure initiatives such as our **Upgrade to Building Code, Façade Restoration and Tax**

Grant Incentive programs.

In order to prepare for the next phase of the initiative, marketing the area and filling the buildings, a Leasing and Marketing Development Plan supported by a building inventory, has been developed and is currently being implemented. Despite challenges, a slow and steady regeneration in the area is underway, fueled by those property owners who have taken advantage of the Incentive Programs and the endeavours of artistic venues such as the Aeolian Performing Arts Centre and the Palace Theatre. The participation of local merchants and businesses in corridor beautification, business networking and mutual support are also critical elements in our re-emergence as a unique commercial district. We look forward to working with you all to secure a bright future that celebrates our rich and diverse past.

Phil Singeris, OEV BIA Chairperson

Marketing the Area

David Hall Associates, respected in the field of urban revitalization, guided the in-depth process of creating our Leasing and Marketing Development Plan (L.M.D.P.)

David is known in the London area for his accomplishments with the Covent Garden Market. He offers his insights on some of the Plan's findings:

"The study tells us how many businesses we're dealing with and allows us to follow the direction those businesses are going... this area is becoming popular throughout southwestern Ontario as an antiques and collectibles district with people coming from as far away as Stratford to see what we have to offer. We have also learned that many of our shoppers are between

the ages of 18 and 25."

In marketing this is a desired demographic, as people of this age group tend to have both disposable income - and the time to spend it.

The inventory also shows that some of the close to 150 businesses in the Village have been in operation for more than 50 years - a statistic almost unheard of in retail!

As with the PACT study, the L.M.D.P. indicates a tremendous amount of heritage stock in the commercial corridor. "This historical architecture belongs to the area." David says, adding: "we are hopeful that property owners will take an active role as stewards of these great community assets."

Village Events

Aeolian Performing Arts Centre

795 Dundas Street
www.aeolianhall.ca

Saturday, June 17, 2006

Brent Jones Presents "The Grid" with Special Guest Jude Haines

July 1 - August 31

Summer Soiree 2006
Pop/Folk/Rock/Jazz/Classical

London Community Players

Palace Theatre, 795 Dundas Street
www.londoncommunityplayers.com

June 16 - 25, 2006

Filthy Rich
By George F. Walker

2006 Youth Theatre Programme

July 15, 2006 at 1pm

Session One Performance
The Fairyland Sanitation Company

July 29, 2006 at 1pm

Session Two Performance
East vs. West

Old East Village Sidewalk Sale

Dundas Street: Adelaide to Kellogg Lane

July 28 - 30, 2006

Shop at participating stores to enter to win an ipod Nano

Museum London

421 Ridout Street

The Old East: A Neighbourhood that Works
Until July 30, 2006 - Lawson Family Gallery

Our Rich Heritage

In an effort to make the most of our rich heritage a **Historical and Heritage Inventory** of the commercial corridor has been developed. It identifies many of our heritage buildings using archived materials such as pictures, articles, adverts and listings of past tenants. Information dates back as far as 1886 - the year East London amalgamated with the City of London. Heritage-themed celebrations designed to attract business

to the area can now be readily researched and promoted using this resource. These research materials have been used for façade restoration, planning and to assist with heritage designated buildings.

Housing and Development Initiatives

New Convert-to-Rent Program (C.T.R): As a result of the success of the Old East Village's

Convert to Rent pilot Programs, the City of London has established a follow-up C.T.R Program. Property owners in the area of Dundas Street from Adelaide to Charlotte Street may be eligible to apply. For more information contact Sarah Merritt at the BIA office at (519) 645-7662 or via email: sarah@oldeastvillage.com

Collaborations...Partners and Friends: The BIA continues to cultivate community partnerships.

This past year in conjunction with the **London Inter Community Health Centre** and the **London Coffee House**, the BIA helped to develop the **Street Outreach London East (SOLE) Project**. To date, approximately 120 people per month who would have often otherwise been homeless and on the commercial corridor were assisted by a staff of two outreach workers.

The BIA have partnered with **ReForest London** to plant more trees on the corridor as part of a five-year greening plan. This project has also involved additional fundraising on our part to help cover the significant costs of this Plan. A partnership formed with **Investing in Children**

connects East London Visual Artists with area children. Once a business plan and funding have been secured, this collaboration will be beautifying our Village corridor with decorative **Fire & Frost Festival** street banners. We will invite business owners to sponsor these banners to assist with costs.

Of tremendous impact to this community is our partnership with the **Western Fair**, the **City of London** and the **Old East Village Community Association** for the re-development of Queens Park. Often referred to as "*the Fairgrounds*", Queens Park has the distinction of being one of the oldest park areas in the city dating back to the late 1800's. Sitting proudly on the south side

of Dundas Street, the property is bounded by Egerton, Rectory, Ontario and York Streets. We are pleased to report that work is already well under way. A bright new entranceway with crisp,



bold signage was constructed in 2005. This year the beautification continues with poles and banners. Site furniture currently includes 4 new benches. With the coming of spring, tree planting and gardening are also in full swing. Queens Park - a great place for "Villagers" and visitors to enjoy.

A Banner Day for Local Students and Community

On Monday May 29 the **Old East Village Banner Project** brought together 20 local children from **Lorne Avenue, St. Mary's, Blessed Sacrament, and Bishop Townsend** elementary schools. The children in grades 4 through 8, met at the London InterCommunity Health Centre (LIHC) to design 4 street banner images for the Old East Village Fire & Frost Festival. This partnership project between **Investing in Children**, the **Old East Village BIA** and **London InterCommunity Health Centre** made it possible for the children to work with artist **Wanda Sawicki** to design the banners. Through individual efforts, group collaboration

and consensus, four designs were roughed out, considered, and then painted using acrylics on fabric.



The images will be reproduced as street banners

to be hung on lamp posts during the **Fire & Frost Festival**. The festival will coincide with the **Santa Claus Parade on November 25, 2006** and will feature street entertainment and exhibition of all the art work submitted by local children to the competition for selection to design the banners.

Special thanks goes to Wanda Sawicki for her enthusiastic facilitation and to those who assisted the children through out the design session: Students from the Beal High School art program, Investing in Children staff and volunteers, parent volunteers, staff from the London InterCommunity Health Centre and Old East Village BIA staff.

Village Voices: Profiles and Stories from Our Village

Old East Village Cleans Up!

It could be said that 6-year-old Asher has dedicated half of his life to the O.E.V. Clean and Green cause - he has been eagerly joining his dad at the annual event since age 3. On April 22, Asher once again donned his work gloves and picked up his rake along with over 50 other

Side streets, back alleys and parking lots - all were tackled and transformed. Merchants cleaned their storefronts while students from Westervelt College's Police Foundations Program joined in to help remove graffiti. Asher recalls: "Big garbage trucks came and picked up the garbage after it was collected... I got to throw



Photograph By: Ingelbert Lievaart

Photograph By: Ingelbert Lievaart



Old East Village Clean Up Crew 2006

volunteers. Teams swept and picked up garbage along Dundas from Adelaide to Egerton Streets.

some bags in (the hopper) and watch them get squashed...it was neat."

Later in the day he helped serve juice and water to the thirsty crews of volunteers.

Thanks Asher and special thanks to all participants and supporters:

Centretown Pawnbroker, Western Fair, Flavours Diner, London Police Services, Goodbye Graffiti, City of London, Anthony's Men's and Boy's Wear and the Clean and Green Committee.

The Aeolian Announces "Summer Arts Soirée 2006"

Soirée n : a party of people assembled in the evening (usually at a private house)

Clark Bryan, owner of the The Aeolian Performing Arts Centre, the historic acoustic performance hall located at Dundas and Rectory Streets, is opening his "house" for the **Second Annual Summer Arts Soirée 2006** from July 1, 2006 to August 31, 2006.

"This is certainly the largest festival offering to London this Summer... (and) will appeal to a wide variety of audiences and showcase both local and non-local artists" says Mr. Bryan. **Theatre, Art Exhibitions, Poetry readings, Workshops and Music** will be featured in these exotic evenings. Music will include **Gospel, Jazz, Rock, Folk and Classical.**

MUSIC

- Sat Jul 1:** Carole Allison - "Gospel Jubilation"
- Sun Jul 2:** Ted & Irena Baerg- "Mozart" Program
- Fri Jul 7:** Staylefish
- Sat Jul 8:** Six Shooter Jamboree
- Fri Jul 14:** The Voices
featuring Paul Gigliotti of WAVE wsg/ STUTTER
- Sat Jul 15:** Electrocult w/ Electric Pony
- Sun Jul 23:** Chris Norley
- Fri Jul 28:** Clark Bryan/Marion Miller -piano duets w/ Steve Grega piano workshop
- Sat Jul 29:** Susan Eichhorn Young
"Kurt Weil Program"
- Sun Jul 30:** Aviva Chernick
- Tue Aug 1-11:** Baerg Arts
"La Boheme Vocal Academy"
- Sun Aug 6:** Kane Sisters
- Fri Aug 11:** Dayna Manning and Friends
- Sat Aug 19:** DK Ibomeka
- Sun Aug 20:** Baerg Arts
"La Boheme Vocal Academy Highlights"
- Fri Aug 25:** Catherine MacClellan
- Sat Aug 26:** Hunter Valentine wsg/

- Clothesmaketheman, Kevin Murphy
- Wed Aug 30:** Sharon Bee
- Thu Aug 31:** Guy Flechter - Schubert
"Die Winterreise" program

VISUAL ARTS

- Sat Jul 22 - Sun Jul 30 :**
Marion Drysdale - "Recent Works On Paper"
- Anya Romanenko - "paintings"
- Michael Wickerson - "sculpture"
- Penn Kemp - "Poetry"

THEATRE

- Sat Aug 12 - Tues Aug 15:**
Jason RIP - "Dirty Deeds Done To Sheep"
- Wed Aug 16 - Fri Aug 18:**
Jonah Allison - "Glengary Glen Ross"
- Sun Aug 27 - Tue Aug 29:**
Jonah Allison - "Glengary Glen Ross"

For Tickets Call: 672-7950
Concert Schedule and Event Info: www.aeolianhall.ca

London Community Players Youth Theatre Programme

London Community Players, with the support of the Sifton Family Foundation, is offering a summer theatre programme for youth in London. This year will be the third year that London Community Players has offered this fully subsidized programme.

memorization, choreography and studies in drama and comedy.

This year, we are asking all participants to pay a \$35 enrollment fee which will be returned upon completion of the programme. Space is limited.



Youth Theatre participants 2005

The Youth Theatre Programme is aimed at giving our youth the opportunity to develop self-confidence, and presentation and people skills, while giving them exposure to theatre. Participants in the programme will undertake scene construction and painting, line

Registration: Please contact the London Community Players at 519-432-1029 or drop by our office at 708 Dundas Street. Office hours are Monday to Friday from 11 a.m. to 5 p.m.

For more info, please contact
info@londoncommunityplayers.com

Session One - The Fairyland Sanitation Company

Ages: 7 to 12 years old

Dates: July 3 - 7 and 10 to 14, 10am to 3pm

Performance Date: July 15, 1 pm

Session Two - East vs. West

Ages: 13 to 17 years old

Dates: July 17 - 21 and 24 - 28, 10 am to 3 pm

Graffiti: Good As Gone

YOUR OPPORTUNITY TO PARTICIPATE IN A COST EFFECTIVE GRAFFITI REMOVAL PROGRAM

The Old East Village BIA has received a small amount of government funding to remove graffiti from buildings in the Old East Village. As a result of this support, graffiti will be removed from your building.

To ensure the prompt removal of any future graffiti, we are asking all business owners to share in the cost of an ongoing clean-up program that will remove graffiti within 36 hours of reporting.

The cost of this program to business owners is only \$100.00 per year - less than \$2 a week!

Fees will be collected by the BIA twice a year or by special arrangement.

If you own a business or property on Dundas St. from Adelaide St. to Rectory St., your contribution is critical to the success of the program.

If you have any questions, please do not hesitate to contact the Old East Village BIA office at 645-7662.

An Evening of Entertainment - Aeolian Hall Style

Hosted jointly by the BIA and Aeolian Performing Arts Centre owner Clark Bryan, "An Evening of Entertainment" was a special night of performances offered as a 'thank you' to community friends and partners for their continued support throughout the OEV's revitalization process. Festivities began with jazz-classic piano favourites from Bryan Gloyd -

setting the tone for the evening. In addition to serving as emcee, Clark Bryan then provided piano accompaniment for renowned opera singer Irena Welhasch Baerg and pianist Marion Miller.

Before closing the show with a solo performance, Blue Rodeo steel guitarist Bob Egan took time to acknowledge efforts to preserve the Aeolian

Performing Arts Centre: "Throughout Canada there are great old town halls like these - they're treasures and it's great to see this community embracing this one... I really appreciate what you're doing here."

REMEMBER:

The "Old East VILLAGE VOICE" is here for you. Send us your announcements, news and details for upcoming events. We also welcome your ideas and feedback. Please contact: Todd Hutchinson at the Old East Village BIA office at (519) 645-7662 or via email: todd@oldeastvillage.com

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