

Old East Village BIA HAS MOVED

On August 9 the Old East Village BIA moved its offices to 900 King Street at the corner of King and Ontario Streets. Our telephone number, 519-645-7662, remained the same, as did our fax number, 519-645-7041.

Our new mailing address, however, has been changed to:

**Old East Village
Business Improvement Area
316 Rectory Street
P.O. Box 7550
London, Ontario
N5Y 5P8**

LONDON POLICE SERVICE CONTACT NUMBERS

London Police Service main desk:
519-661-5670.

C.O.R. Unit:
Constable David Payette and Constable Chris Churney
519-661-5983 or 519-661-2457
Cell: 519-933-1502
E-mail: coru@police.london.ca

Persons at Risk Program:
Sergeant Lorna Bruce
519-661-5861

Foot Patrol:
Cell: 519-933-1542



Wait a Minute Mr. Postman: Message to greater Old East Village

"Use Your Post Office or Lose Your Post Office"

Bringing a post office back to the Old East Village was no easy chore. Chris and Janice Reid, owners of Old East Village Hardware (753 Dundas Street) along with the BIA, business and community members campaigned long and hard to convince Canada Post that the outlet lost to us with the closing of the 7-11 needed to be reinstated. Finally, Canada Post granted the OEV a full-service post office.

We need you to use it. Canada Post monitors the "traffic" in their postal outlets. Ours needs to increase - so please support your post office. With so many products & services right on our doorstep - parcel delivery, express mail, money orders, stamps, envelopes of all sizes and so

much more, we want to keep our post office right here in the Village.

Hours: Mon-Fri 7am- 6pm Sat 7am - 5pm
Postal Pick-up times: 10am and 5pm
Please call (519) 951-9600 for more information - and "keep those cards and letters coming in."



Canada Post Holiday Mailing Deadlines

By air from all destinations in Canada letters, cards & parcels for:
Asia, Australia, Caribbean, Europe, Middle East & N.Z: Dec.3
USA: Dec 10
*Source: canadapost.ca

Merger Announcement

This newsletter is the first issue to merge the Old East Village BIA and Old East Village Community Association newsletters into one comprehensive quarterly publication. The combined publication will eliminate the unnecessary duplication of news items and expand the range of coverage to keep all readers better informed of the issues affecting Old East Village.

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: Sarah Merritt at the Old East Village BIA office at 519-645-7662 or via email: smerritt@oldeastvillage.com

CREDITS:

Editor/writer - Rodney Perkins
Graphic design/photography - Todd Hutchinson, Old East Village BIA



LAYING THE FOUNDATIONS FOR FUTURE GROWTH

Fall 2007

www.oldeastvillage.com

Village Voices: Profiles and Stories from Our Village

"Power Windows"

It all started with a window display - a '60's retro theme with some home furnishings. Later a small

eye of a passer-by, Jimmy, who along with some friends was visiting London for a few days "He came in and asked if he could try it out", says

Jimmy played it right there in the window. He liked it, purchased it and asked if Michelle could call a cab for him and his friends. Learning they were from L.A, she asked why they were in town. The answer surprised her. "Have you heard of Stevie Nicks? We're in her band."

It turns out the guys we're doing a little window-shopping in the Old East Village when something - namely the keyboard, caught their eye. The customer service impressed them as well and the following Monday Michelle found herself sitting front and center at the Stevie Nicks concert as a guest of the band. It was an experience she will never forget.

"All of this happened because of a window display that attracted the attention of a shopper" Michelle says, still a little overwhelmed by her good fortune.

That's the power of a good storefront display. Are your windows working for you?



Mitch's Treasures - 667 Dundas St.

keyboard was added. The instrument caught the

Mitch's Treasures owner Michele De Veau.

Sidewalk Sale a Success

With a total of 33 stores participating, the 3rd Annual Sidewalk Sale held July 27-28 was a success. In addition to the 21 stores that

regularly take part, 7 new start-up businesses and 5 other existing businesses joined in this year.

The hot and sunny weather allowed merchants to greet their customers on the sidewalks in front of their stores. Hank & Frank entertained near the Dundas Street entrance to the London InterCommunity Health Centre, G&M Electronics and Hey Rock! provided additional music along the corridor creating a festive atmosphere and attracting more shoppers.

This year 10 stores located off the BIA block were welcomed to the Summer 2007 Sidewalk Sale as retailers stretched east to include Egerton Street businesses. A group of 5 stores in the central corridor near Rectory Street rounded out the participants.

A huge thank you is extended to Michelle De Veau for organizing the event.



Meet Our New Neighbours

Hairy Barkers:

Randy Oster and Barb Harmon are happy that business "is going to the dogs". Since arriving in the Village last May, **Hairy Barker's** has



been looking after the grooming needs of the pets that come through their door at 663 Dundas Street. Haircuts, shampooing, nail trimming - Hairy Barker's does it all for pets big and small. Randy laughs when asked about the biggest dog that they have groomed:

"A Newfoundland dog - well over a hundred pounds...but no problems, he liked it." And so

will your pet. Open Mon. - Thurs. 8am - 5pm. Call 519 679-9030.

El Amigo Restaurant & Bakery:

Since opening at 760 Dundas Street in the Old East Village last August, the **El Amigo Restaurant and Bakery** has fast become a favourite. With delicious daily specials and baked goods, you can eat in or take home a great taste of Mexico.

Open Mon., Wed, Fri., Sat: 10am -8 pm. Tues. Thurs. 10am - 6 pm. Call 519- 645-7701.

Out of the Box Computers:

Computers new and used, warranted and Internet ready - that's what you'll find at **Out of the Box Computers**. Troy is in-store ready to

help with your computer needs.

Repairs are also available. Call (519) 858-USED or visit the shop at 809 Dundas Street (just east of Rectory) open Mon - Fri 10am - 5pm. or Sat at the Western Fair Market 7am - 3pm.

Western Fair London's Farmers Market:

Agriculture has been a part of this place for over a century, so a Farmers Market at the Western Fairgrounds was a natural fit. Every Saturday over 100 vendors are ready to serve you at 7 am. For those who like a little extra sleep time - worry not. Open until 3pm, they'll be able to look after you too.

Featuring fresh vegetables, meats, cheeses, eggs, baked goods, flowers, dry goods and handicrafts...make Saturday your day to come and enjoy London's newest market experience.

"Hey Good Lookin'!" New Facades, Restorations and Building Upgrades Brighten the O.E.V.

A truck pulls along side a row of storefronts near the Rectory Street intersection of the corridor. A man in dusty work clothes and a red cap hops out. Busy as he is, Mike Mikhie is kind enough to stop and chat for a few minutes about the work he and his family have been doing at 777 - 791 Dundas. 'We bought the properties in June 2006...we have been working on them ever since.' Mike explains. "We have torn most of them apart inside and out and have been putting on a new roof...it has taken a lot of effort." The seven storefronts are dressed with a tan stucco façade that gives an attractive uniformity to the buildings. In addition to the long- standing **G&A Book Shop**, the units are now home to **The Comic Book Collector** and **Neo Tokyo**. Mike is hopeful that work can be completed in the next few months, but adds, "There is still a lot to do."

Vanderwal is working its magic at 680 Dundas help to protect the brick," owner Clark Bryan



The owners of **Michael's Coiffure** at neighboring 773 Dundas Street also feature a new look with the construction of a handsome coffee-coloured façade - an attractive addition

at Elizabeth Street. The storefront is finished with a tan and red trim. Bright yellow trim on the restored windows accents the original dark brick.

says. The caramel colour highlights the signage on the front of the building and the landscaping along the Rectory Street side.



to the Village streetscape.

The **Village Handyworks** team of **Harry**

The exterior walls of the **Aeolian Hall Performing Arts Centre** were painted in early September. "It looks much nicer and this should

Along Dundas Street to the east, a long-serving London business has recently completed a facelift. **McHardy Vacuum Ltd.** stands out with its outstanding tan and black marble accented storefront. A grand re-opening ceremony complete with a ribbon cutting by the mayor took place on Friday, November 23, 2007 - another great day in their 60-plus year history. In addition to their own major renovations, Phil McHardy is pleased to see what is taking place in the Village as a whole: "The bottom line is a lot of work has been going on in this area... I am looking forward to the next ten years."

These upgrade investments on the part of our building owners are tremendous examples of their pride and dedication to their businesses and their belief in this community. Please take time support these neighbourhood businesses and enjoy these new sights along the corridor.

Collaborations...Partners and Friends

The Village Plays the Park

A partnership including the **Aeolian Performing Arts Centre**, the **London Community Players**, the **Old East Village BIA** and the **Western Fair Association**, staged its first outdoor showcase - "The Village Plays the Park" on the Anne Eadie Stage in late September. The summer-like weather drew local residents and visitors to the area to enjoy Queens Park as a social and cultural venue. Recent and ongoing developments are making this historic jewel more inviting and user friendly.

The free concert featured a variety of musical styles. In all, classical, Celtic, folk/blues, funk and punk were covered by a host of entertainers - all with ties to the Old East Village. The Village's theatrical community was ably represented by the London Community

Players Youth Group, while the Aeolian Hall provided performances from its students and owner Clark Bryan.

The event was the first of a proposed series to be presented in Queen's Park. Future presentations being considered: guitar workshops, art-in-the-park, dance, drama, drumming workshops and movie screenings.

Master Planner Visits the Village

The Old East Village has long been implementing recommendations from a Planners study, so it was a great pleasure to welcome world-renown urban planner **Larry Beasley** to the Aeolian Performing Arts Centre. The opinions and observations of this former

Vancouver Director of Planning have been sought by cities around the globe. We can proudly report that in Mr. Beasley's opinion, our overall revitalization initiative is on track.

Palace Theatre President David Long attended the presentation and shared his impressions: "He (Larry Beasley) told us that we have a wonderful blend of commercial main streets that are still intact."

Mr. Beasley pointed out that throughout the world these increasingly rare commercial neighbourhoods - like the Village, are being revitalized to combine retail, residential and green space. "He also said you 'can't plant enough trees.'" Mr. Long added.

This too is encouraging as our Re-forest London initiatives and Old East Village community tree nursery provide proof positive that our future looks "green".