

### COALDALE MAIN STREET GETS INTO THE HOLIDAY SPIRIT



Town staff has been hard at work setting up new holiday decorations for Coaldale's Main Street! Winter-themed banners and festive string lights are displayed throughout 20th Ave in celebration of the holiday season.

The new streetlamps installed to enhance Main Street's unique character allowed for an opportunity to refresh the types of decorations displayed for the holiday season. The old holiday lights will be repurposed and installed on the streetlamps further east along 20th Avenue, extending the festive spirit all the way down to Coaldale's Sportsplex and Community Centre.

Festive lighting will also be displayed on the trees along Main Street, though some final work is required by the electrical contractors to complete this task. Once completed, all of the trees along the 3 blocks of Main Street will be lit up with holiday cheer.

Businesses are also bringing the holiday spirit alive with their own lighting and decorations. Make sure to take a stroll down Main Street to check out the joyful holiday decorations and show your support by shopping locally this year.

### MAIN STREET SNOW REMOVAL PLAN GETS PUT TO THE TEST

In preparation for Main Street reconfiguration, the Town developed an plan for efficient snow removal on Main Street roads and sidewalks following large snow events. Thank you to the snow clearing crews for their early success after the first few snowfalls of the year! Throughout the winter season, the crew will continue to adjust their approach to ensure effective and efficient service.

To learn more about snow removal in Coaldale, visit [coaldale.ca/SnowRemoval](http://coaldale.ca/SnowRemoval).

If you have any questions or concerns about snow removal on Main Street, please contact Justin MacPherson, Director of Operational Services at [justin.macpherson@coaldale.ca](mailto:justin.macpherson@coaldale.ca).



*Crews clearing snow from Main Street at 4am*

**Want to stay up-to-date with the Main Street project? Sign up for our mailing list at: [www.coaldale.ca/mailling-lists](http://www.coaldale.ca/mailling-lists)**



### WHAT'S NEXT FOR "THE MAIN"?

The Main was developed as a communications tool to be used during Main Street construction to ensure that stakeholders and members of the community could stay in the loop about the project, primarily about the construction schedule, changes to the schedule, and any other unforeseen circumstances. Now that construction has ended, the newsletter will continue to run, transitioning to a focus on programming and communications regarding other aspects of downtown Coaldale.

#### Programming:

The Main will now be focused on sharing ideas and supporting businesses and other stakeholders to draw as much visitor traffic to Coaldale as possible. This will help to ensure that Main Street, as the heart of the community, is as successful and enjoyable as possible for residents, visitors and business owners alike.

Some examples of programming could include community- or Town-led events, seasonal activities, and novel amenities such as moveable furniture.

If you or your business or community group are interested in discussing potential programming on Main Street, please reach out to the Town at [planner@coaldale.ca](mailto:planner@coaldale.ca)

#### Communications:

The success of the downtown Coaldale will largely depend on the level of communication between the Town and the stakeholders, recognizing the Town wishes to participate primarily as a support and facilitator of ideas. The Town is eager to assist businesses with:

- Navigating the development permitting process for enhancements such as signage, updated facades, and business expansions;
- Encouraging innovative ideas such as sidewalk patios or sidewalk merchandising, weekend market, and seasonal celebrations;
- Any other business-related endeavors!

### SILVER SPECS EYE CARE + OPTICAL

#### BUSINESS SPOTLIGHT

Silver Specs Eye Care + Optical is a local, family friendly optometrist new to the Town of Coaldale. We are really excited to be part of your community and look forward to serving your eyecare and eyewear needs.

**Location:** 1814 20th Ave Coaldale, AB

**Phone:** 403-345-9801

**Hours:** Monday - Friday 9:00am-5:30pm



*Do you want to be featured here in the next edition of The Main?*

*Call 403-345-1337 or email [communications@coaldale.ca](mailto:communications@coaldale.ca) to participate.*

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