

The background features a stylized, colorful illustration of a town. On the left, there are green hills with houses and trees. In the center, a green truck is parked. On the right, there are colorful buildings with geometric patterns and shapes. At the bottom, there are stylized figures of people. The overall color palette is dominated by greens, blues, and yellows.

What We Heard Report

Petrolia
Public Realm
Enhancements

August 2019

BUILDING GREAT
NEIGHBOURHOODS

Edmonton

*Creating a vibrant,
liveable City*

*Over 430 responses
to provide input*

INTRODUCTION

As part of the City's Economic Development Plan, we are working to create a vibrant, liveable city including making enhancements to the public realm around neighbourhood commercial centres. The public realm area next to Petrolia Mall was selected for these enhancements. Public engagement was completed to help advise on and refine designs for the improvements.

INITIAL INPUT

To ensure potential enhancements around Petrolia Mall reflect the surrounding communities' priorities and aspirations, the City asked for input from residents through an open house and survey in 2017. Over 430 responses were received and emerging themes included:

- Desire for improved landscaping (trees, shrubs, flower beds)
- Interest in improved lighting
- Concern regarding the 4-way intersection at 40 Avenue and 114 Street
- Desire for improved pedestrian crossing
- Interest in additional seating and garbage bins
- Concern regarding potholes and the condition of sidewalks
- Concern regarding vehicle access to the mall and property

Additional details can be found at:

edmonton.ca/projects_plans/design_studies/petrolia-streetscape.aspx



Study area

Over 290 people participated in the two engagement events with opportunities to provide feedback on the concept plans

DRAFT CONCEPTS

The City used the input gathered through the event and survey to develop three draft concepts. The draft concepts included landscaping, trees, seating plazas, trash receptacles, and decorative street lights to enhance the space, make it more walkable, and beautify the Petrolia Mall area.

The draft concept plans were available for public feedback at the Royal Gardens Neighbourhood Renewal events held on June 27, 2018 at Royal Gardens Community League and November 8, 2018 at Richard Secord School. Over 190 people attended these events. Participants were asked what they liked about each of the concepts and what they didn't like.

The main themes of feedback included:

- Concept A was the most liked
- Addition of trees and shrubs was the most liked improvement, with support for adding more
- Seating and bus shelter upgrades were liked
- The orientation of the seating should be adjusted
- Some mixed feedback on adding signals to the intersection, with the majority of participants supporting the addition
- Many participants wanted to ensure waiting times at the lights were not too long
- Liked the improvements to walkability and making it easier to cross the street

Over 100 people participated at the pop-up event

REFINED DRAFT CONCEPT

Feedback gathered was used to refine the concepts into one single concept. On January 24, 2019 a pop-up event was held at Matt and Ashley's No Frills in Petrolia Mall. Over 100 individuals viewed the concept to provide feedback. They were asked to share what they like most about the concept and any improvements they would make. The main themes of feedback included:

- Improving the space as shown was important
- Support for adding greenery and plantings
- Support for the lighting additions
- Support for adding signals to the intersection
- Desire to drive in and out from the Westbound lane of 40 Avenue
- Ensuring measures contribute positively to congestion on 114 Street
- Support for the seating plaza



Pop-up engagement event, Matt and Ashley's No Frills

NEXT STEPS

Public feedback gathered will be considered along with technical, strategic, and policy considerations to help finalize the design. The enhancements will be delivered in coordination with the Royal Gardens Neighbourhood Renewal during the 2020 construction season. For more information, please visit edmonton.ca/BuildingRoyalGardens.