

What We Heard Report

Petrolia Streetscape Enhancements

City of Edmonton

Edmonton

Project Address: 114 Street - 40 Avenue



Project Description

As part of the City's Economic Development Plan, The Way We Prosper, we are working to create a vibrant, livable city. This includes making enhancements to the streetscape around commercial areas such as Petrolia Mall.

To ensure potential changes around Petrolia Mall reflect the three communities' priorities and aspirations, we are seeking your input to develop a strategy which will inform landscape design concepts.

The City will develop concepts for streetscape enhancements around the mall based on the priorities identified and return to the community for further consultation to refine and select a concept for detailed design.

The budget for the streetscape enhancements in this project is \$250,000.

Engagement Type: Open House & Survey

Meeting Date: 6-8 PM on April 16, 2017

Number of Attendees: 70 - 90 people at the meeting, 362 survey respondents

About This Report

The information in this report includes feedback gathered during the April 16, 2017 Open House and the survey which ran from December 2016 - April 2017. The report is shared with the Community Leagues of Royal Garden, Aspen Garden, and Greenfield, attendees who provided their email in the survey and expressed interest in hearing more about the project, the businesses in the mall. The summary will also be shared with the owners of the Petrolia Mall properties and the Ward Councillor. Residents and businesses were invited to attend the Open House with a direct mail flyer and through their Community Leagues. Residents were invited to participate in the Survey with a direct mail flyer, through emails to Community Leagues and on the City of Edmonton website.

Meeting Format

Attendees were encouraged to participate in a self-guided setup that allowed them to view display boards with project information and ask questions of City Staff. As the project is still in the Strategy phase, no specific designs or concepts had been created. The intention of the event was to introduce the public to the project and to collect preliminary feedback on priorities important for future streetscape enhancements around the mall. At the meeting people were encouraged to interact with the display boards by posting comments and using dot stickers to highlight areas of concern or interest.



Notes from the Meeting

From the comments and dot stickers placed on the boards, as well as conversations with attendees at the event, several themes emerged:

1. Desire for improved landscaping (trees, shrubs, flower beds).
2. Concern regarding the 4-way intersection at 40 Avenue-114 Street.
3. Concern around safe pedestrian crossing along 40 Avenue and at the 4-way intersection.
4. Interest in seeing additional seating and garbage bins.
5. Concern regarding potholes and the state of sidewalks.
6. Concern regarding vehicle access to the mall property.
7. Desire to see new businesses in the mall, in particular the vacant building at the northwest corner of the property and improved signage to better identify the businesses on the site.

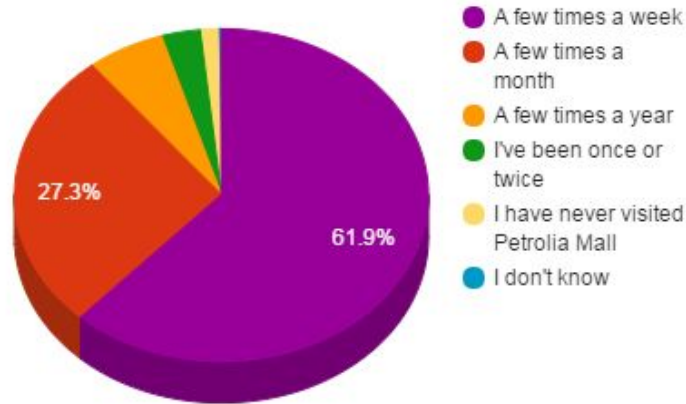


40 Avenue & 114 Street Intersection

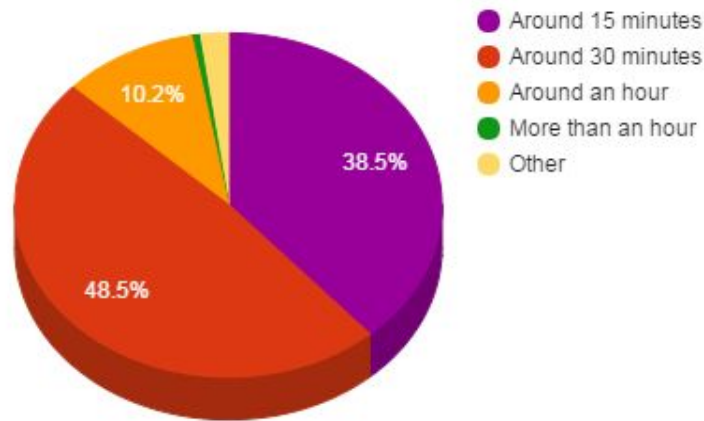
Survey Results

We heard from 362 survey respondents. The survey was available on the City of Edmonton website for several months from December 2016 through to April 17, 2017. Notification of the survey was distributed to a number of stakeholders via Community Leagues sharing with their membership network and advertising on the City website. Paper copies of the survey were also available at the Open House held April 13.

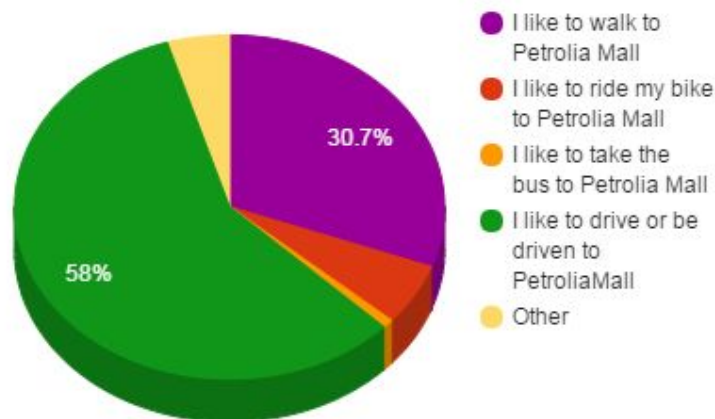
How often do you visit Petrolia Mall?



When you visit Petrolia Mall, how long do you usually spend there?

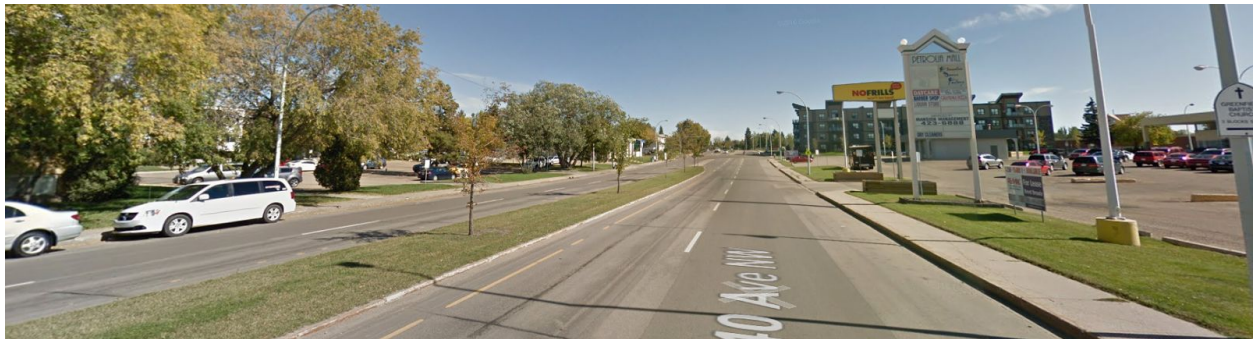


What is your preferred way to get to Petrolia Mall?



65% of people in the survey were not satisfied with the current streetscape of **40 Avenue**. 29% of people surveyed were neither satisfied nor dissatisfied. 6% of people were satisfied with the current streetscape.

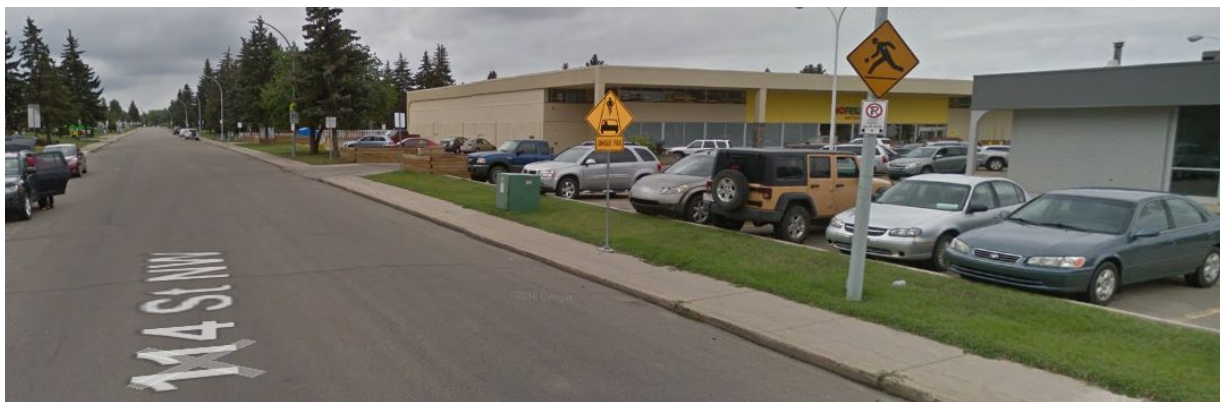
When asked for specific changes they would like to see in the area along **40 Avenue**, people identified landscaping and trees as a priority. There is an interest in improved lighting along 40 Avenue. Residents expressed concern regarding the current state of the sidewalks and a desire for improved pedestrian crossing also ranked highly in responses. Others commented that they would like to see new businesses in the vacant spaces in the mall. Several also flagged access to the mall property for vehicles as an issue.



40 Avenue

58% of people in the survey were not satisfied with the current streetscape of **114 Street**. 32% of people surveyed were neither satisfied nor dissatisfied. 10% of people were satisfied with the current streetscape.

When asked for specific changes they would like to see in the area along **114 Street**, many people identified concern regarding the state of the sidewalks and desire for new crosswalks. Several also flagged access to the mall property for vehicles as an issue. Additional trees and enhanced landscaping were also a popular recommendation. Several commented that they would like to see a mural or art piece on the large bare wall on the side of the grocery store.



114 Street