



CORNER STORES

The Corner Store Pilot Program is a City of Edmonton initiative that aims to re-establish neighbourhood strip malls as hubs of activity in their neighborhood, ultimately creating more vibrant, walkable and connected communities.

FOREST HEIGHTS STRIP MALL



7911 – 101 AVENUE, EDMONTON

WHAT IS THE CORNER STORE PROGRAM

CURRENT SITUATION

There has been a major shift in the shopping behavior away from local communities in favor of big-box stores, power centres and mega-malls. This shift has a negative impact on community businesses and their residents as economic and social activity moves away.

PROGRAM GOALS

The outcomes expected from a successful program include:

- connect commercial small business services to community needs
- improve opportunities for walkability to local amenities
- contribute to the overall economic development of the area
- empower business owners to contribute to a vibrant and diverse local economy
- positively impact the quality of life for neighbourhood and its residents

5 KEY INGREDIENTS



STREETSCAPE IMPROVEMENTS To CITY LAND

1



HOW DOES IT WORK?

The Corner Store Program provides up to \$250,000 in upgrades to land surrounding the commercial centre.

Through consultation with the property owners, community, business owners, and various City departments, we determine what upgrades to prioritize.

Due to the complexity of these projects, results happen over the course of 2-3 yrs on average.

Common elements we seek to improve are:

- General aesthetic
- Decorative street furniture
- Crosswalks
- Transit stations
- Landscaping
- Street lighting
- Banners
- And more...



EXTERIOR IMPROVEMENTS AND MATCHING GRANTS

2

HOW DOES IT WORK?

The Façade Improvement Program provides a matching grant of up to \$30,000 for street front property and up to \$60,000 for a corner property.

The grant serves to improve the appearance and functionality of the buildings exterior.

Here are a few examples of some projects that have gone through the façade improvement program along with streetscape enhancements.



Before



After



Before



After



Before



After

QUALITY RESEARCH AND CONSULTING

3

MARKET ANALYTICS

Understanding your market not only allows you to make better decisions but also helps you anticipate where the next opportunity will be and seize it.

Data is gathered through various means including census information, purchased data sets, formal and informal surveys and then compiled into meaningful insights.

A report is provided on all of the sites to guide our decisions but can also be customized for property owners and businesses that show interest.



DEDICATED PROJECT MANAGERS AND CITY SUPPORT

4

WITH YOU EVERY STEP OF THE WAY.

A dedicated Project Manager works with you on the entire project to ensure things go smoothly. Not only helping you understand the process but also making sure you are moving forward and ensuring the most favorable outcome for all parties concerned.



MARKETING PLANNING AND SUPPORT

5

SUPPORT MENU

BUSINESS CONSULTANT

Each business will have access to a business consultant.
The consultant is available to assist with a wide range of services.

MARKETING PROGRAM

A custom marketing plan is created for each business and the commercial centre itself.

TENANT ATTRACTION & RETENTION

We assist in bringing in the right tenants that will contribute to success.

COMMUNITY ENGAGEMENT

Working with Community leaders and organizations, we generate interest and gain insight for the businesses within the commercial centre.

MARKET RESEARCH

Big data helps guide our efforts. We use this by providing businesses and property owners valuable insights into their market to guide decisions.

STUDENT RESOURCES

Certain businesses will qualify for student assistance from the University of Alberta, Norquest College, NAIT and other educational institutions.

HAVE YOUR SAY TAKE OUR SURVEY



PLEASE TAKE OUR SHORT SURVEY AND HELP SHAPE THE
FUTURE OF THIS LITTLE MALL FOR YEARS TO COME.