

What We Heard

Parkallen Corner Store Improvements

Exploring Opportunities

City of Edmonton
Integrated Infrastructure Services
edmonton.ca/ParkallenCornerStore

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Edmonton

ADVISE

TABLE OF CONTENTS

Project overview	2
Engagement approach	3
Engagement tactics	3
Level of influence	3
How we informed and engaged	4
What We Heard	5
In-person meetings	5
Public engagement survey	6
Out of scope feedback	12
Next steps	13

Acknowledgements

The City of Edmonton acknowledges that the traditional land on which we reside is within Treaty Six Territory. We would like to thank the diverse Indigenous Peoples whose ancestors' footsteps have marked this territory for centuries, such as the nêhiyaw (Cree), Dené, Anishinaabe (Saulteaux), Nakota Isga (Nakota Sioux), and Niitsitapi (Blackfoot) peoples. We also acknowledge this as the Métis' homeland and the home of one of the largest communities of Inuit south of the 60th parallel. It is a welcoming place for all peoples who come from around the world to share Edmonton as a home. Together, we call upon all of our collective, honoured traditions and spirits to work in building a great city for today and future generations.

Project overview

The City of Edmonton is undertaking public realm improvements around the Parkallen Corner Store—a long-standing commercial node along the service road, adjacent to 111 Street, between 65 and 68 Avenue. Located across from Ellingson Park, this neighbourhood hub provides essential services and fosters community connections.

Through the Parkallen Corner Store Improvements Project, the City is working to:

- Enhance access for people walking, biking and taking transit
- Upgrade public space with seating, lighting, landscaping and bike parking
- Coordinate with Corner Store grant recipients to improve building facades
- Support local businesses while promoting community vibrancy

Project scope map



This report summarizes feedback gathered during Phase 1 engagement, completed in early 2025. Input from business owners, residents, and visitors will help shape future design options and guide next steps.

Engagement approach

Engagement tactics

- In-person conversations (April 2025): Business and property owners shared their concerns and priorities in meetings with the project team.
- Online Public Survey (April 8 to April 22, 2025): Community members shared their thoughts on access, safety, how the area looks and what could make it better.

Level of influence

People who took part were engaged at the ADVISE level on the City's Public Engagement Spectrum. This means the feedback collected will help inform project decisions.



In Phase 1, we asked business and property owners about how changes to the Parkallen Corner Store area might affect customer access, daily operations, and the long-term success of their businesses. For the wider community, we asked how they use and experience the area today, what they value most, and what changes could improve safety, comfort, and vibrancy.

The input we received helped the project team understand what businesses need to operate successfully and what is important to the community. This information will be used to develop design options that reflect the needs of residents, visitors and local businesses.

This report shares the results in two parts:

- In-person feedback from business, property owners and community league representatives
- Survey results from residents and community members

The results are shown separately to highlight the different views of these groups. While there are some shared interests, residents and community members mostly talked about how the space looks and feels. Business and property owners focused more on how changes could affect their operations and customers. Keeping the feedback separate makes it easier to understand each group's priorities and to consider both as the project moves forward.

How we informed and engaged

How we informed

To raise awareness and encourage participation, the City used a range of communication tools including:

- Project web page updates
- Social media posts and ads
- Lawn signs, road signs and posters placed in the commercial area
- Email notifications to stakeholders and community groups
- Direct outreach to local businesses and property owners

The projects online communications methods received:

- 1,104 views on Engaged Edmonton
- 1,718 visits to the Edmonton.ca project web page
- 874 unique visitors
- 97,500 social media ad views

How we engaged

In-person conversations

- Three meetings were held with business owners, property owners and community league representatives:
 - April 14, 2025
 - April 22, 2025
 - May 1, 2025
- A total of 17 participants attended
- Conversations focused on priorities, potential improvements and how changes could affect business operations and community use of the space

Online public survey

- Open from April 8 to April 22, 2025
- 389 people provided input
- 637 open-ended comments were received

What We Heard

In-person meetings: businesses, property owners and community league representatives

Three meetings were held in April and May 2025, primarily with business owners, alongside property owners and representatives from the Parkallen Community League. The purpose of these meetings was to explain the project's scope and to better understand the needs, wants, and concerns of the business owners most directly affected by possible changes.

The meetings were held in a walk-and-talk format, where participants moved through the space with project team members and talked about different parts of the area while looking at them. This helped focus the conversations on how the space is used every day.

While there was some openness to public space improvements, some business owners shared concerns. These concerns were often different from the feedback provided by the wider public and community members.

The biggest concern for business owners was the possible loss of parking. Several said even small changes to parking could make it harder for customers to visit, which they felt could hurt daily business and long-term success. Some also said that parking is important for attracting and keeping tenants.

Other common concerns included:

- Construction impacts on customer access and deliveries, especially during busy times of the year
- Whether new features like seating or landscaping would work throughout all seasons
- General worries about finding the right balance between public improvements and the needs of businesses

Some participants were cautiously open to certain changes, such as boulevard seating, lighting, bike parking and shade trees, as long as these would not reduce parking or create other business challenges.

Overall, clear or consistent support for the project from business operators has not yet emerged. Business owners said the success of the project depends on keeping parking, reducing construction impacts and making sure any improvements do not cause problems for how businesses run.

This feedback gave important insights into the needs and concerns of businesses and property owners. It also showed some clear differences between what the public would like—such as more gathering spaces or less vehicle space—and what businesses feel they need to succeed.

Public engagement survey

Through the online public survey, 389 people shared how they currently access the Parkallen Corner Store area, what prevents them from visiting more often and what changes they would like to see. The survey collected both multiple choice and written feedback, resulting in 637 open-ended comments. This helped the project team understand the community's priorities and gather a wide range of ideas.

The results showed clear preferences for improvements that support comfort, safety and accessibility, as well as a strong desire to maintain the area's walkable, neighbourhood feel.

How do people travel to the Parkallen Corner Store area?

Participants were asked how they usually travel to the Parkallen Corner Store area. They could choose multiple modes of transportation. The chart shows the percentage of respondents who use each option, highlighting the most common ways people access the space.

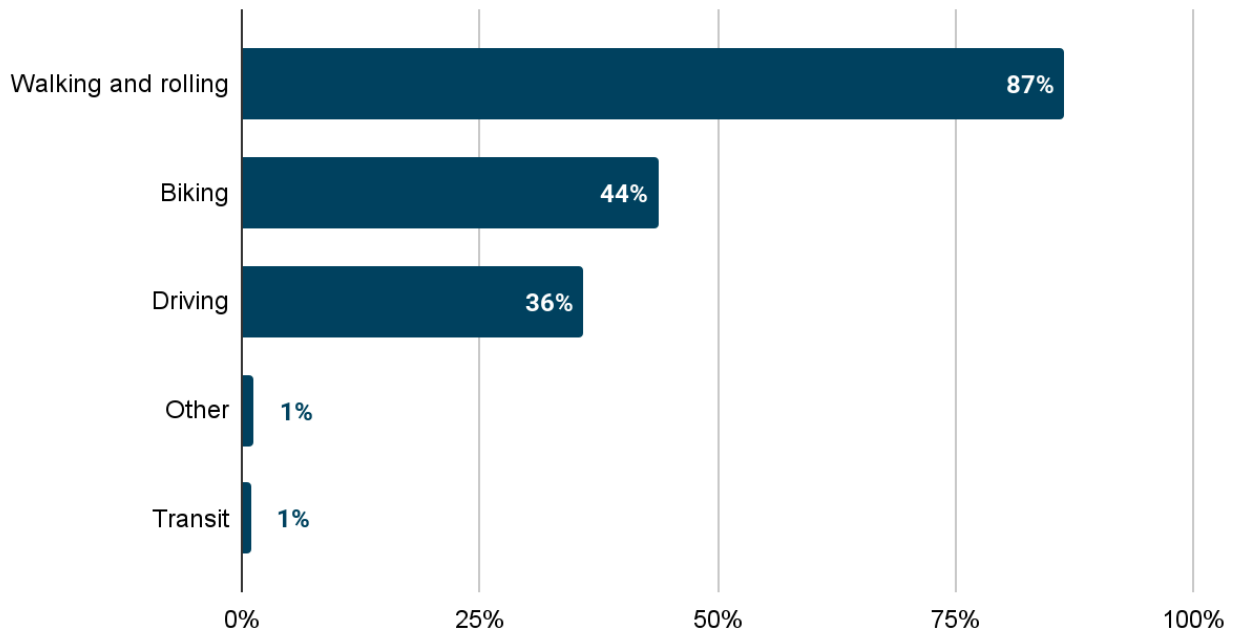
Most people said they walk or roll to the Parkallen Corner Store area, with 86.5 per cent choosing this option. Walking is the main way people get to the space, showing how important safe and easy routes for people walking and rolling are.

Biking was the second most common choice at 43.8 per cent. This shows that many people like to use active travel, especially for short trips within the neighbourhood.

Driving was chosen by 35.9 per cent of participants. While fewer than half said they drive, vehicle access is still important for some people, especially for quick errands or trips from farther away.

The results show that walking, biking and driving are all important ways people travel to the Parkallen Corner Store area. Future design work should support all three options to meet the different needs of the community.

Type of travel



What prevents people from visiting more often?

Participants were asked what stops them from visiting or spending more time at the Parkallen Corner Store area. They could select as many concerns as they wanted. The chart shows the percentage of respondents who selected each barrier, highlighting the most common concerns.

The most common concern was limited seating or gathering spaces. Many people said they would like more comfortable places to sit, rest or meet others when visiting the area.

The second most common issue was lack of bike parking. While many participants said they enjoy biking to the area, some noted there are not enough safe and secure places to park bikes.

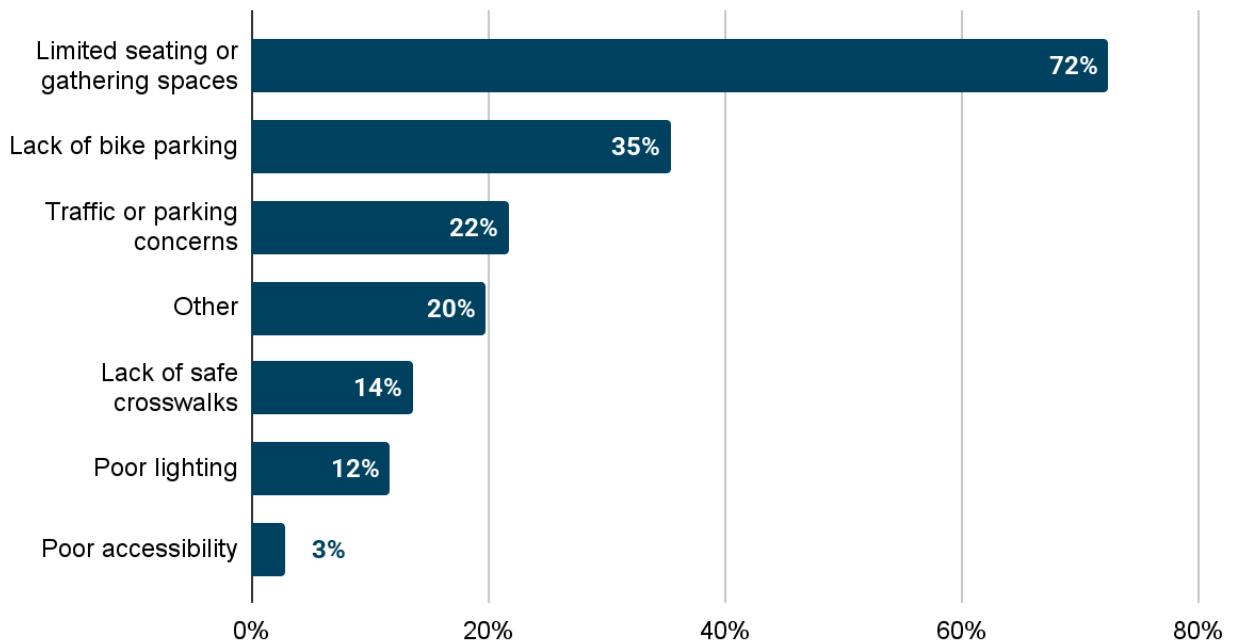
Traffic or parking concerns were also raised. Some people said that parking availability or traffic flow makes it harder to visit, especially for those who drive for certain trips.

Other barriers included poor lighting, which can make the area feel less safe or welcoming when it is dark, and poor accessibility, which can affect people using strollers, wheelchairs or other mobility aids.

Common suggestions for those who chose “Other” included adding more retail choices such as a grocery store or family restaurant, making the area more welcoming for people with dogs and improving sidewalk safety for older adults and people with mobility challenges.

These results show a strong need for improvements that focus on comfort, safety and accessibility. Adding more seating, better bike parking and improved lighting could make the area more welcoming for both short visits and longer stays.

Challenges and barriers



What improvements do people want to see?

Participants were asked to select their top three improvements that would make the Parkallen Corner Store area more comfortable, inviting and encourage them to visit more often. The below chart shows the percentage of respondents who included each option in their top three choices, highlighting which improvements had the broadest support.

The most common suggestion was more seating and shaded areas. Many people said they would like comfortable places to sit, rest or gather, especially with shade to provide relief from the sun and weather.

The second highest priority was improved crossings. Participants said better crossings would make it easier and safer to reach the area, especially for people walking with children or using mobility aids.

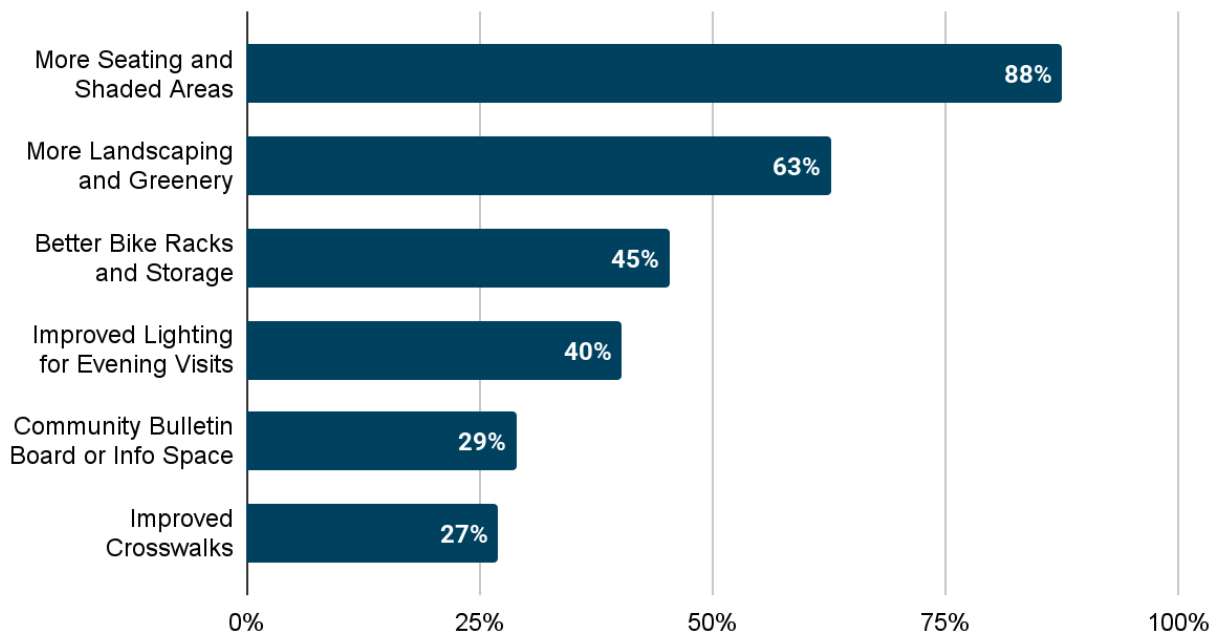
More landscaping and greenery was also a popular request. Many people felt that adding trees, planters and other greenery would improve both the look and feel of the space.

Better bike racks and storage followed closely behind. This reflects earlier feedback that more secure and convenient bike parking is needed for people who cycle to the area.

Finally, improved lighting for when it is dark was a common priority. Participants said better lighting would help people feel safer and more comfortable spending time in the area after sunset.

The results show strong support for practical improvements that would make the area more welcoming, safe and attractive for a variety of users.

Preferred improvements



What do people like most about the Parkallen Corner Store area?

When asked what they value most about the Parkallen Corner Store area, participants shared a wide range of positive feedback. The most common theme was the area's strong community feel. Many people described the area as a place where they can connect with neighbours, meet friends and enjoy a sense of belonging.

Walkability was also frequently mentioned. Participants valued being able to reach the space easily on foot or by rolling, which makes it convenient for people of all ages and abilities.

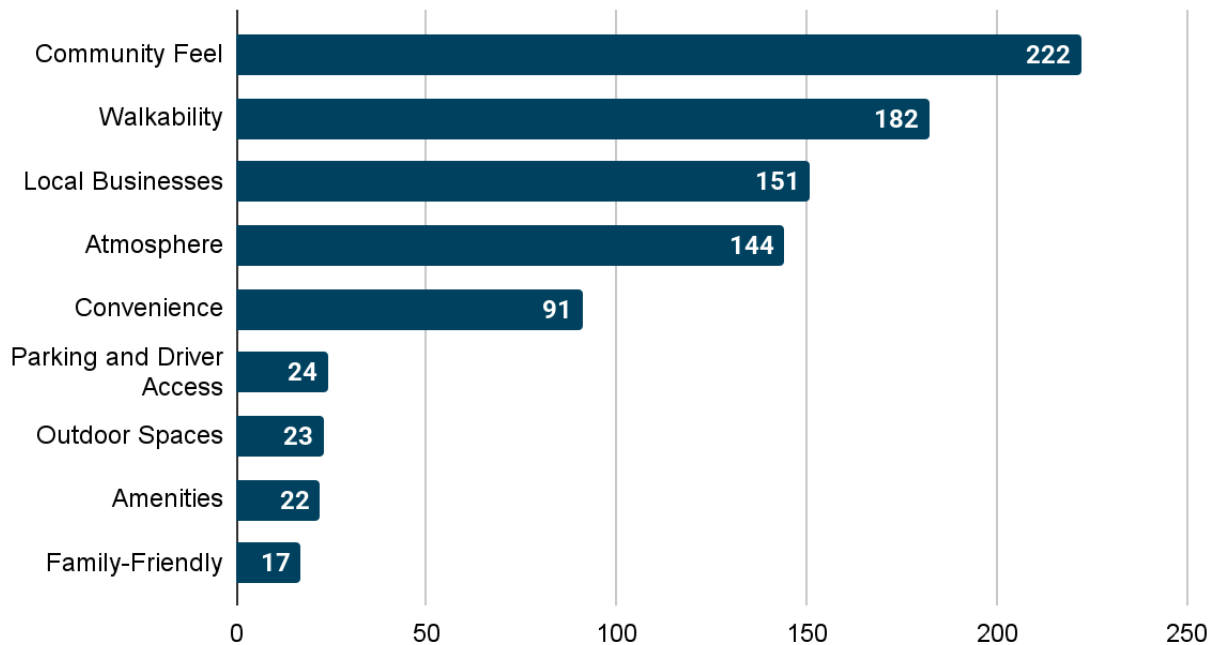
Many people highlighted the importance of local businesses. They said they appreciate having small, independent businesses nearby and feel these contribute to the unique character of the neighbourhood.

Convenience was another key theme. Participants said they like being able to combine quick errands with social visits or family outings.

Finally, some people praised the outdoor spaces and general atmosphere of the area. They said it already feels like a welcoming gathering place, even without many formal seating or placemaking features.

Overall, the results show that people see the Parkallen Corner Store area not just as a place to shop, but as an important part of the neighbourhood's identity and daily life.

What people value at the Parkallen Corner Store area



What other suggestions or comments do people have?

Participants were asked if they had any other ideas or concerns they wanted to share about the Parkallen Corner Store area. The chart below shows the most common themes mentioned in these additional comments and how often they were raised, highlighting a mix of suggestions, concerns and broader feedback.

The most common suggestions focused on retail variety. Participants said they would like to see a greater mix of shops and services, such as a grocery store, café or small restaurant. While retail variety is outside the scope of this project, these suggestions can be shared with the community to help highlight the types of businesses residents and visitors feel would be successful in the area.

Many also supported outdoor seating and placemaking features. Ideas included more benches, patios and spaces where people could gather and spend time. Landscaping and greenery was another frequent theme, with participants saying that adding trees, planters and other greenery would improve the look and feel of the area.

Some people suggested lighting improvements and better infrastructure for people walking and rolling, especially safer crosswalks and wider, more accessible sidewalks. Others mentioned the need for better bike parking and traffic calming to make the area safer for walking and biking.

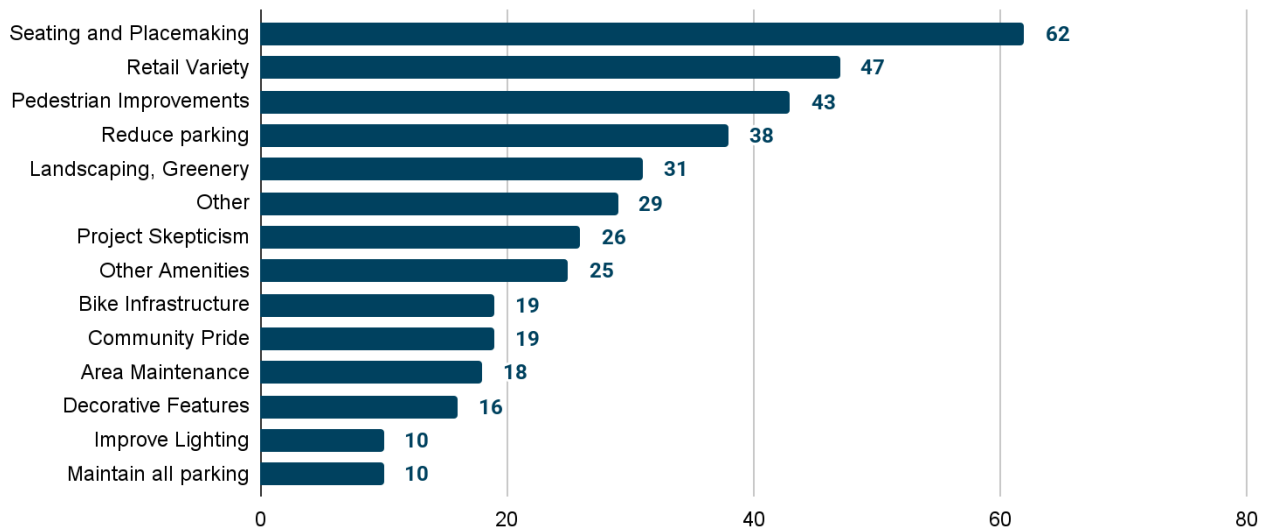
A number of participants also said they would like to see less space dedicated to cars and parking. While a few participants mentioned the importance of maintaining parking, more comments focused on creating a welcoming, pedestrian-friendly and community-focused space.

While many comments were supportive, some people shared concerns about construction impacts, ongoing maintenance and whether changes would be maintained over time.

Several participants also expressed community pride and support for the project, saying they were excited to see improvements that would make the area more vibrant and welcoming.

Some suggestions were outside the scope of this project, including requests for new businesses, changes to private buildings, property maintenance and broader neighbourhood issues like snow clearing or private parking management. While noted, these cannot be addressed through this public space improvement project.

Other suggestions from participants



Out of scope feedback

While many suggestions focused on public space improvements, some feedback went beyond the scope of this project. These included:

- Leasing or tenant issues, such as requests for different businesses or changes in tenancy
- Private property maintenance, including concerns about building upkeep or specific property conditions
- Broader community concerns not related to the public realm infrastructure, such as crime, safety, housing or social issues

These topics were noted and will be shared with the appropriate City departments or agencies where possible, but they cannot be addressed through this public space improvement project.

Next steps

The project now enters Phase 2: Concept Design Development. The City will:

- Use input gathered from the community, local businesses, property owners and stakeholders to develop design options
- Continue working closely with business and property owners to better understand their needs, concerns and potential solutions
- Prepare draft design options that respond to the priorities and feedback shared so far
- Seek additional public and stakeholder feedback on the proposed designs in summer 2025

While many community members expressed support for improving the public space, some business owners raised concerns that could affect the feasibility of the project moving forward. In particular, concerns about parking, construction impacts and operational needs will need to be carefully considered as design options are developed.

No final decisions have been made at this time. The City will continue to review all feedback, engage with those most directly affected and assess whether the project can proceed in a way that meets the needs of both the community and local businesses.

For updates on the project and future engagement opportunities, visit edmonton.ca/ParkallenCornerStore.