

Deliverables for Corner Store Pilot Sites

Currently, the Corner Store pilot sites are progressing successfully through each stage of the program. The four concurrent stages are:

1. Assess: retail market analysis
2. Plan: public realm enhancements and business support
3. Deliver: marketing strategy, custom business retention/expansion plan and Façade Improvement application
4. Sustain: sustainability marketing objectives and measure performance.

Ritchie

This area, long branded Ritchie Four Corners by local residents is the most advanced in the pilot program. A collaborative website profiles each business owner and their service/product with user friendly administrative controls that allows for easy data enhancements. The Ritchie Community League readily adopted the program by initiating a marketing subcommittee in the early stages of the implementation. This group has been instrumental in garnering community support, facilitating business-community relationship development and contributing to a draft streetscape design. Coordination with the replacement of streetlights in the area has enabled decorative lighting to be installed.

A public engagement plan to determine any additional public realm enhancements will be underway by the third quarter of 2016.

Assess

- Completed Ritchie retail market analysis
- Held a business community meeting to review retail market analysis

Plan

- Approved South East Façade Improvement grant
- Developing North West Façade Improvement grant
- Ongoing business support meetings with nine of fourteen businesses
- Completed public realm enhancement vision
- Public realm enhancement Charter for the Ritchie site to be completed by June 2016.

Deliver

- Launched ritchiefourcorners.ca website with search engine optimization (a collaborative commercial marketing strategy)
- Completed resident and business program satisfaction survey (Attachment 1)
- Construction scheduled for installation of nine decorative lights in the first quarter of 2016

Sustain

- Ritchie sustainability strategy to be completed June 2016

Newton

This commercial site has been rebranded Newton Centre and has developed a marketing strategy centering on an enhanced online presence that has resulted in one less vacant commercial retail unit. The new façade design for the commercial building draws out feelings of nostalgia and modern influences reflected in the demographic of the residents and the long term legacy of the existing businesses. As well, a public engagement plan will be developed in early 2016 to create a commercial public realm enhancement design that aligns with the scheduled 2018 neighbourhood renewal program. This collaboration will lead to a dynamic capital infrastructure investment that benefits the community and advances local economic development.

Assess

- Completed Newton retail market analysis
- Held a business community meeting to review retail market analysis and draft façade design

Plan

- Approved building Façade Improvement grant
- Ongoing business support meetings with all businesses
- Completed public realm enhancement vision
- Newton public realm enhancement component of the program will be aligned with the 2018 Neighbourhood Renewal construction

Deliver

- Launched newtoncentre.ca website with search engine optimization (a collaborative commercial marketing strategy)

Sustain

- Newton sustainability strategy to be completed June 2016

Elmwood

This commercial site is in early stages of reinvestment. The property owner has been approved to receive a Façade Improvement Grant and is in the process of acquiring a development permit. As the site is in close proximity to single family residences, row housing and schools there is significant opportunity to enhance community connectivity and create a gathering place for the neighbourhood. Public engagement will occur in the second quarter of 2016 to develop a streetscape design.

Assess

- Completed Elmwood retail market analysis
- Held a business community meeting to review retail market analysis

Plan

- Approved building Façade Improvement grant
- Ongoing business support meetings with five of the six businesses

- Completed a high level public realm enhancement vision
- Conduct an infrastructure assessment to determine if public realm enhancements are necessary

Deliver

- Launched elmwoodcentre.ca website with search engine optimization (a collaborative commercial marketing strategy)

Sustain

- Elmwood sustainability strategy to be completed December 2016