

City's Corner Store Program generates economic benefits to Newton Centre

June 4, 2016

The City of Edmonton, Councillor Tony Caterina and community and business members celebrated the newly-improved Newton Centre today at the Newton Community Festival.



"It's great that Newton Centre is one of the first sites for the [City's Corner Store Pilot Program](#)," said Ward 7 Councillor Tony Caterina. "Its success has been a great boost to the area, and shows how powerful city-building at the community level can be, giving us another reason to be proud of this friendly neighbourhood."

Newton Centre received City of Edmonton support to stimulate local economic and community benefits. The support included:

- Complete renovation of the exterior including a window display program, lighting, signage, cladding and landscaping. Funded through the [Facade Improvement Program](#).
- Interior renovation support through the [Development Incentive Program](#).
- Retail market analysis and marketing support.
- Dedicated guidance through the building permit application process.
- Community engagement to generate awareness of the program.

"The Corner Store Pilot Program is not just about storefronts and landscaping, but is about building community hubs, a place for families and friends to come, linger, and build relationships. And we're excited to say we've achieved this at Newton Centre," said Wai Tse Ramirez, Manager for the Community Economic Development Unit.

Since the pilot program took effect, Newton Centre has achieved:

- Four new businesses moved into the centre
- Strong collaboration and networking of business owners contributing to business growth
- Highly invested and engaged property owners contributing to a renewed commercial centre presence
- An increase in customer activity reported by all businesses. In particular, the KJ Bowl is reporting an increase of 20% in customer traffic.

"The property and business owners at Newton Centre have been an intrinsic part of the success of Newton Centre. Their vision and dedication to creating a community hub has been key," continued Ramirez

The Corner Store Program aims to re-establish mature neighbourhood shopping centres as hubs of activity in the community through improvements to City infrastructure, the buildings and the businesses within. The pilot began with three sites in Ritchie, Elmwood, and Newton and will be expanding to five additional sites this year.

For more information:

[Corner Store Pilot Program](#)
[Newton Centre](#)

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