

WEST ROSSDALE ROADS AND PUBLIC REALM IMPROVEMENT PROJECT HIGHLIGHTS



PROJECT PURPOSE

The City of Edmonton is planning to improve the West Rosedale arterial roadways, including Rosedale Road (integrating Bellamy Hill and 103 Street), 105 Street and 97 Avenue. Improvements will include:

- New pavement and sidewalks;
- Enhanced landscaping and plantings, and;
- Pedestrian friendly improvements, including lighting, furnishings, signage and art.

Development of a concept plan, preliminary and detailed design plan for the arterial roadway improvements are included in the project. It will also involve developing a concept plan for improvement of the local roadways in the West Rosedale community, including 102 Street, 104 Street and 106 Street, and developing a servicing concept design to improve the utilities in the area.

The intent of this project is to revitalize and improve the appearance and function of the area for pedestrians, cyclists, motorists and community members in order to create a sustainable, vibrant, and well-designed pedestrian-friendly area that is accessible by a variety of transportation modes and users.

PROJECT BACKGROUND

The West Rosedale Roads and Public Realm Improvement project is part of a larger plan called the West Rosedale Urban Design Plan (UDP). The UDP was initiated by City Council in April 2004 to

provide development guidelines that both acknowledge the rich history of the area and enhance West Rosedale as a main gateway to the downtown core.

PUBLIC INVOLVEMENT PROCESS

As a key component of developing the roadway improvement concept, preliminary and detailed design plans, input will be obtained from key internal and external stakeholders, community members, user groups and the general public. The project team will use a public involvement process consistent with the City's Corporate Involving Edmonton Framework.

The City is committed to:

- Engaging key internal and external stakeholders, community members, and user groups, as well as the general public, in a transparent and open public consultation process to obtain ideas and input that will inform the concept, preliminary and detailed design plans.
- Providing a variety of opportunities for stakeholders groups to participate in shaping the roadway and streetscape vision for West Rosedale.
- Communicating to stakeholders how their input affects the decision.
- Providing timely and objective information about the potential impacts and changes that may occur.

LEVEL OF INVOLVEMENT

The City of Edmonton's Corporate Involving Edmonton Policy and Framework includes a Continuum of Public Involvement that helps to set clear expectations for everyone involved, informing stakeholders and the public about what they are able to influence, and at what point in the process.

The overall level of Public Involvement for this process is *information sharing to build awareness and consultation to test ideas and of concepts to build knowledge*.

Information Sharing	Consultation		Active Participation	
Sharing information to build awareness	Testing ideas or concepts to build knowledge	Collaborating to develop solutions to build commitment	Sharing decision making to build ownership	Delegating decision making to build responsibility

Public Consultation Continuum

INFORMATION SHARING

Information will be shared throughout the project regarding:

- Project purpose and background.
- Opportunities for involvement.
- Draft concepts, preliminary and detailed design plans.
- How input from stakeholders and the public has been used in the decision process.

CONSULTATION

Opportunities will be provided for the public to be involved at a consultation level relative to:

- Providing feedback on the concept for the streetscape and roadway improvements.
- Providing feedback regarding refining the concept, preliminary design plans.

The *Stakeholder Information Panel (SIP)* will be involved at a consultation level with the project team in:

- Reviewing and acting as a sounding board for concepts and designs.
- Providing ideas on pedestrian and cyclist impacts and mitigations.

- Providing feedback on the concept for public realm, roadway and walkway improvements.
- Providing feedback regarding refining the concept, preliminary and detailed design plans.
- Helping to build ownership and support for the project and process as ambassadors and communication conduits.

HOW THE PUBLIC WILL BE INVOLVED

- Public Information Sessions to obtain input on the vision and concepts for the roadway and streetscape improvements, as well as what is important to consider in the plan (fall 2013); to review and provide input regarding the preliminary designs (winter 2014); to review the final detailed design plan before it is presented to City Council (2014).
- Online opportunity for the public to review and provide input regarding draft concept options.
- Website where background and process, reports from public sessions, and a final evaluation of the public involvement process will be posted.

CONTACT US

To view more information and updates about the project and the West Rosedale Urban Design Plan visit www.edmonton.ca/westrossdaleroad

More information is available from:

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