



March 2016



Jasper Avenue: Edmonton's Main Street

Jasper Avenue was designated a Main Street in 2015. The avenue has the potential to be a vibrant destination that serves the diverse needs of our community – as a gathering place, a commuter route and a place where people work, shop and play—a place we can all enjoy and be proud of.

Join the conversation as we work with Edmontonians to shape Jasper Avenue as Edmonton's premier main street.

In recognition of the importance of the diverse needs of all of those who use Jasper Avenue, the City of Edmonton is undergoing a design process to imagine Jasper Avenue's future. Imagine Jasper Avenue will follow the City's Main Street Guidelines, along with public input, to develop a streetscape design for Jasper Avenue between 109 Street and 124 Street.

The streetscape concept plan will determine road and sidewalk widths, as well as other streetscape elements. The first phase of construction will begin in 2018, with the full main street to evolve over many years through ongoing development along Jasper Avenue.

What is a Main Street?

A Main Street is both a **Link** and a **Place** for the community and visitors.

Main Street Principles

- Vibrant, All Seasons People Places
- Provide Travel Options
- Support a Network of Streets
- Adaptable
- Contribute to Sustainability
- Cost Effective and Provide Value

Project Goal

To envision an innovative, vibrant and relevant **streetscape** that will strive to balance the needs of the community, commuters, businesses and visitors, and meet the Main Street Guidelines.

What is a Streetscape?

- Refers to the area of the street from property line to property line
- Refers to how a street looks, feels and functions
- Considers how the street impacts all users (pedestrians, cyclists, transit riders and drivers)
- Addresses sidewalks, landscaping, lighting, street furniture, signage, connectivity, crosswalks, road design, traffic management, parking, safety, maintenance and more
- Recognizes streets as places where people engage in activities
- Defines the character, stimulates the economic activity and contributes to the sustainability of the street



Jasper Avenue Today



Planning Considerations

The streetscape planning will consider:

- Traffic capacity requirements, lane configurations and potential road width changes
- Operational and safety improvements
- Evaluation of intersections and transit connections
- Creation of a pedestrian-oriented public realm that may include trees, site furnishings, and wider sidewalks
- Integration with the existing and planned downtown cycling network
- Potential traffic calming and parking options
- Property/business accesses and turn bay requirements
- Traffic, collision and market analyses

Project decisions must align with City of Edmonton policies, bylaws and standards.

What We've Done So Far

Imagine Jasper Avenue officially kicked off with two public workshops on November 25, 2015. Participants shared their visions for Jasper Avenue and worked through an analysis of strengths, weaknesses, opportunities and threats.

Over 2,100 comments were received during the first phase of consultation from workshops, online surveys, social media posts, phone calls and emails.

What we heard from the public was used to develop a proposed vision and guiding principles for Imagine Jasper Avenue.

Get Involved

During this second phase of public consultation we want to hear from you.

- Did we get the vision and principles right?
- Learn about the factors that will influence future design options.
- Tell us what is important to you and what your priorities are on design trade-offs.

Project Timeline

Winter 2015	Visioning
Spring 2016	Information gathering
Summer 2016	Streetscape concept design options
Fall 2016	Draft streetscape concept plan Final streetscape concept Plan
2017/2018	Preliminary and Detailed Design
2018	Streetscape construction begins

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