



Change is coming!

Jasper Avenue

109 Street to 124 Street



Project Journey

Edmonton

March 11, 2017

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IMAGINE JASPER AVENUE

Jasper Avenue is Edmonton's premier Main Street, connecting the West End to Downtown through the historic and diverse neighbourhood of Oliver. The section of Jasper Avenue from 109 Street to 124 Street is slated for full reconstruction beginning in 2019. This presents the opportunity to develop a comprehensive vision for the avenue which will direct the design of improvements and upgrades.

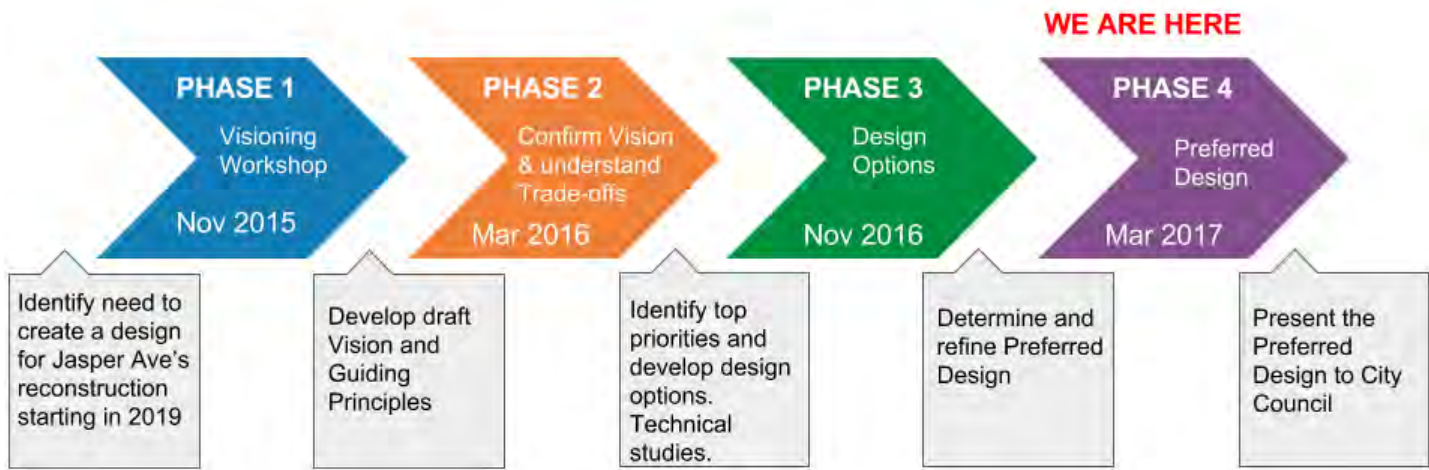
The purpose of the Imagine Jasper Avenue project is to envision an innovative, vibrant and relevant streetscape that will strive to balance the needs of the community, commuters, businesses and visitors.

Jasper Avenue was officially designated a Main Street by the City of Edmonton in 2015. Main streets are both important destinations and transportation links. To reflect these functions and the Main Streets Guideline, the avenue will be designed and reconstructed to a higher standard, better balancing the needs of all users, with pedestrians given priority.

TIMELINE

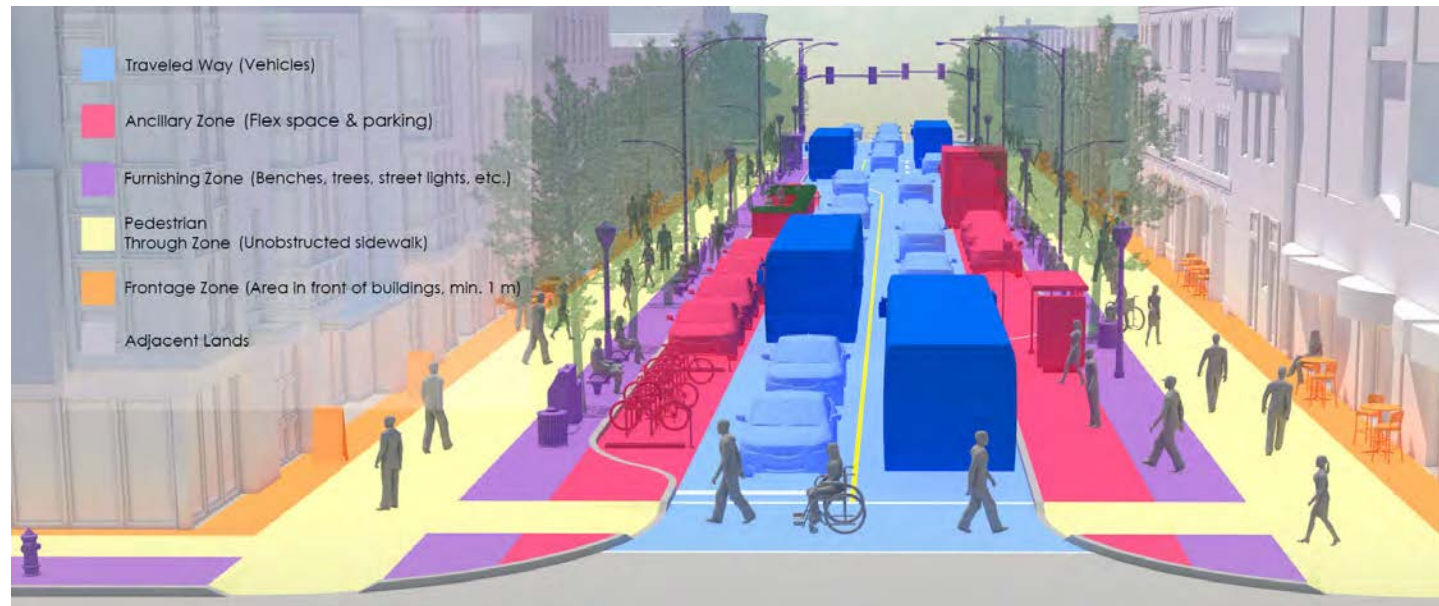
Broadly speaking, Imagine Jasper Avenue is divided into four phases of consultation with design work, technical studies and implementation of City policies and procedures occurring throughout. All four phases are working towards the final goal of developing a preferred design concept plan to present to City Council in spring 2017.

Each phase involves a public meeting, online survey and additional stakeholder meetings.



MAIN STREETS GUIDELINE

Jasper Avenue is Edmonton's premier Main Street. Officially designated as a Main Street by the City of Edmonton in 2015, Jasper Avenue from 109 Street to 124 Street, is the first main street in Edmonton to be designed and reconstructed with the Main Streets Guideline.



***Note: A main street aims to have space allocated for all zones. It **does not** have to be designed exactly as illustrated. This **is not** the proposed design for Jasper Avenue between 109 and 124 Streets.

What makes a vibrant Main Street?

- **Main Streets** are both important places and important transportation links. These functions need to be in balance.
- **Main Streets** act as strong community places and tie into business and community revitalization
- **Main Streets** support a mix of street-oriented land uses
- **Main Streets** are designed and maintained to an enhanced standard

How are Main Streets different?

Main Streets are pedestrian priority streets

- Designed to improve the pedestrian experience
- Entice people to linger on the street by widening sidewalks
- Provide additional space for street furniture and landscaping
- Buffer pedestrians from traffic

In Main Street planning and construction, motor vehicle space is not increased

- Prioritize moving people not just motor vehicles
- Enhance and rebalance the environment for pedestrians, cyclists and transit users

The Main Streets Guideline designates a flex space

- Provide space for a variety of uses - patios, parking, boardwalks, parklets, etc.
- Include an area for temporary businesses like food trucks or street vendors

For more information on the Main Streets Guideline please visit edmonton.ca/OurMainStreets

WHAT WE HEARD IN PHASE ONE vision & guiding principles

During the first phase of consultation, Imagine Jasper Avenue received over 2,100 comments from the workshops, online surveys, social media posts, phone calls and emails. The comments were analyzed for common themes about the current Jasper Avenue from 109 Street to 124 Street. The themes were divided into what people like, what people don't like and ideas for future improvement.

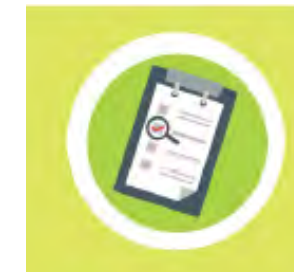


People like:

- great pride in and connection with the community
- history and character of the area
- proximity to the River Valley
- the number of great destinations, services and shops
- strong and diverse community
- new pedestrian crossing lights

People didn't like:

- visually unappealing and lacks trees and greenery
- noisy and vehicle-focused
- sidewalks can be narrow and in poor condition, making it difficult to get around
- connections to amenities and bike lanes broken or non-existent



Ideas for future improvement:

- improve connectivity between key destinations
- create an inviting and pedestrian-friendly space
- increase landscaping and greenery
- align future development with vision
- improve accessibility and safety for families, seniors and persons with disabilities
- create resting and gathering spaces
- include the needs of all travellers, including residents and commuters
- integrate greenery, place-making features, public art and artistic streetscape elements
- enhance transit service and connections to LRT

From these themes the project team developed a draft Vision and Guiding Principles.

Vision: Jasper Avenue is Edmonton's premier Main Street - a people place.

Guiding Principles:

- Create a vibrant, all seasons destination
- Shape a community street
- Put pedestrians first, ensuring travel options for all users
- Increase the green
- Consider the big picture

A more detailed Phase One What We Heard report is available online under Project History at edmonton.ca/ImagineJasperAvenue

WHAT WE HEARD IN PHASE TWO

streetscape element priorities

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In the second phase of consultation, the project team presented the draft Vision and Guiding Principles for public, stakeholder and City review. The large majority of respondents, 77%, were either satisfied or very satisfied with the drafts. The draft Vision and Guiding Principles also reflect the City's Main Streets Guideline, meaning a solid foundation for the project is in place that is supported by both Edmontonians and the City. As a result, they became the official Vision and Guiding Principles for the project.

The second phase of public consultation also presented different options for "streetscape" or "pedestrian space" elements along the avenue. Knowing that the project is working within a set amount of space, it became clear that trade-offs would be necessary. There simply is not enough space to allow for all elements.

Over 1,000 people provided input on the draft Vision, Guiding Principles and streetscape elements through comment forms and online surveys. Over 120 comments were placed on a hardcopy map of the avenue. Targeted stakeholder meetings with seniors and business owners/operators also provided feedback.

In the public survey, 16 different elements were presented to rank in terms of importance for Jasper Avenue. The top five priorities that emerged are listed below.

An on-street cycle facility was given a low priority by the public. However, end-of-trip cycling facilities, such as bike parking, will be provided on the avenue and connections to other bike routes will be improved.

Senior and business stakeholder meetings identified safe pedestrian crossings and parking as additional top priority streetscape elements.

Key project suggestions included:

- Improve intersection safety
- Improve current and encourage future development
- Improve cycle connections
- Narrow and reduce travel lanes
- Slow traffic/reduce speed



These top priorities, areas for improvement and Guiding Principles were all used to assist in creating the design options that were presented for feedback in Phase Three of consultation. Additionally, technical studies and City policies and procedures were used to help refine the design options.

A more detailed Phase Two What We Heard report is available online under Project History at edmonton.ca/ImagineJasperAvenue

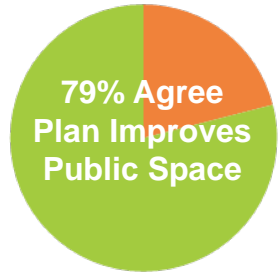
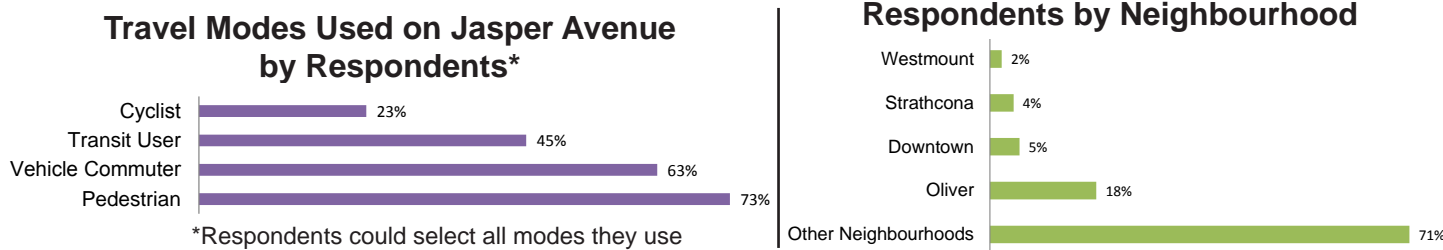
WHAT WE HEARD IN PHASE THREE

design preferences & thoughts on the plan

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The project team presented a draft design plan and design options during the third phase of consultation. The team asked the public, stakeholders and businesses their level of support for the overall plan, whether or not they felt the plan was aligned with the project's Vision and Guiding Principles, and their preferences on different design options in a few specific locations along the avenue. This information was used to develop a preferred design that will be presented to City Council in spring 2017.

An open house with 209 attendees was held on November 30, 2016. A survey was available at the open house and online. It was also sent to opted-in members of the Edmonton Insight Community. The survey received a total of 845 responses.



Main Feedback Topics:

Pedestrian crossing at 124 Street: two design options were proposed for feedback. Responses were mixed, but a majority (53%) preferred the landscaped median option. Technical assessments also support this design.

121 to 117 Street: respondents provided comments on the option of a treed median along this section. Again, responses were mixed, but a majority (52%) supported the median option. Comments in support showed respondents believe it will: help beautify the avenue, create a more pleasant pedestrian experience, help slow traffic and allow for future road changes if needed. There was some concern that trees do not thrive well in medians.

Cycle connections: Respondents agreed that the proposed designs for the cycle connections on 110 Street (69%) and 121 Street (68%) are improvements on the current function of these routes. There were some concerns about the interaction between pedestrians and cyclists north of the avenue on 110 Street. Suggestions for additional cycle connections were also received.

Peak hour bus/off-peak parking lanes: Comments on possible negative impacts to vehicle traffic due to the reallocation of space from these lanes to public space were also received.

A business owner/operator Drop-In Session was held February 1, 2017. Fifteen businesses attended and supported the overall plan. Some businesses raised access concerns north of Jasper Avenue on 112 and 111 Streets with the proposed shared lanes in the draft design.

A more detailed Phase Three What We Heard report is available online under Project History at edmonton.ca/ImagineJasperAvenue

CHANGES BETWEEN THE DRAFT & PREFERRED DESIGNS

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Design Feature	Phase 3 input	Preferred Design
124 Street pedestrian crossing	Survey respondents preferred median option. Some safety concerns.	Median added to design. Crossing location moved to north end of the median to improve safety and pedestrian connectivity.
121 Street to 117 Street median	Survey respondents preferred the treed median option. Some concerns about health of the trees.	Median added to design. Working with City Urban Foresters to ensure health of the trees. Eastbound left turn bay at 118 Street.
Cycle connections at 110 & 121 Streets	Survey respondents agreed proposed design is an improvement over the current function of these routes. Some operational issues. Suggestions for additional north-south connections also received.	110 Street cycle track will be separated from the sidewalk on the north side of Jasper Avenue. 121 Street connection as shown in draft design. Different options to mark the routes are being explored. Suggestions for additional north-south cycle connections to be reviewed with Bike Grid study
Bike parking	Preference for frequent parking at destinations along the avenue over larger parking areas at select locations.	Large parking racks provided only at 110 Street & 121 Street cycle connections. Individual parking rings placed along the avenue.
111 & 112 cross streets	Concerns with access from 111 & 112 Streets with proposed shared lanes in draft design.	Further analysis confirmed turning lane requirement. Existing configuration with southbound turn lanes maintained.
Transit operations	Suggestions for buses to pull-out instead of stopping in the vehicle travel lane.	Bus loading areas increased to accommodate two buses to avoid blocking intersections. Buses will stop in the vehicle travel lane.
Gathering space	Comments received about the limited amount of community gathering space along the avenue.	Opportunities for enhanced treatments along 123, 122, 113, 112 & 111 cross streets identified. As development occurs, these areas could be improved and closed for community event use.
Flex space	This space seemed to look and act like parking only space in the draft design.	A material other than asphalt will be used for this space to mark it as separate from vehicle travel spaces.

STUDIES AND ANALYSES INFLUENCING THE DESIGN

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With City Council policies and public input used to develop goals for the project outcomes, technical analyses were completed to determine the existing and future requirements for the avenue.

Market Analysis

A market analysis was completed to review the nature of existing development and to identify areas that have a greater potential for redevelopment.

- 124 to 119 Streets: community-focused businesses with a greater need for pedestrian space
- 119 to 112 Streets: a mix of community services and destination businesses with a greater need for access and parking. This area has the highest redevelopment potential.
- 112 to 109 Streets: gateway into downtown with a mix of office, retail and institutional use



The operational requirements of the intersections along the avenue were also reviewed in consideration of the surrounding development needs. Shown above, the yellow intersections are major transportation locations, either for vehicle, transit or cyclist use. The green intersections are community-focused, while the blue intersections are minor intersections with higher access requirements.

Traffic Analysis

The existing configuration of Jasper Avenue does not allow for improvements to the pedestrian space. The current number of vehicles along the avenue require maintaining two travel lanes in each direction. A main street must act as both destination and transportation link. Thus, the reallocation of the space from current outside lanes, which are for peak hour bus / off-peak hour parking was tested. The removal of existing left turn lanes at all intersections was also tested.

Traffic Analysis Results

Four lane option functions well between 124 Street and 117 Street, with left turns from the travel lanes

Left turn lanes are needed east of 117 Street to avoid grid-locking the transportation network and to accommodate access to surrounding areas

Three to four minute impact to overall travel times when travelling from 109 Street to 124 Street

Drainage Review

In order to accommodate servicing needs of future development, and to address current drainage issues, a drainage review was completed. A new storm line is recommended to be constructed along the avenue during the roadway reconstruction.

Changes from draft concept plan (November 2016):

Median at 124 Street with signalized crossing shifted to north side

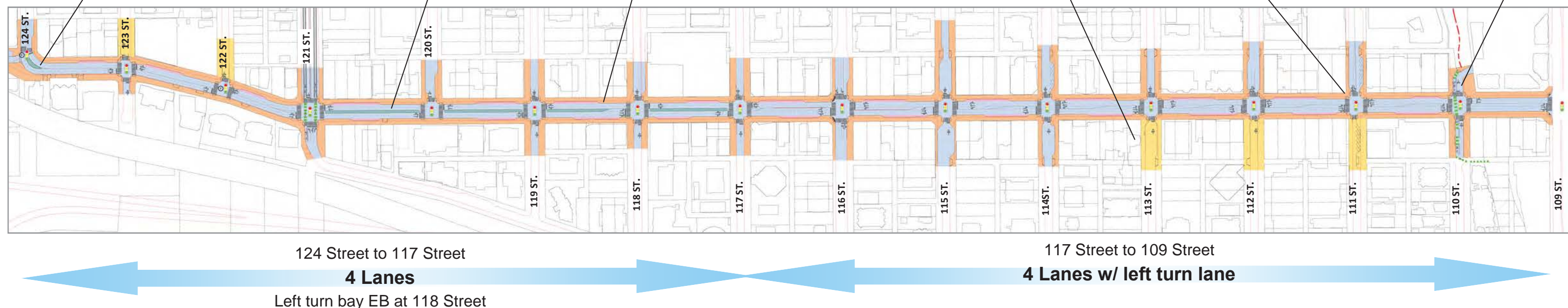
Treed median with raised planting bed added between 121 Street and 117 Street

Bus stop loading areas increased to accommodate two buses at the same time

Opportunities identified to enhance cross street treatments for community use

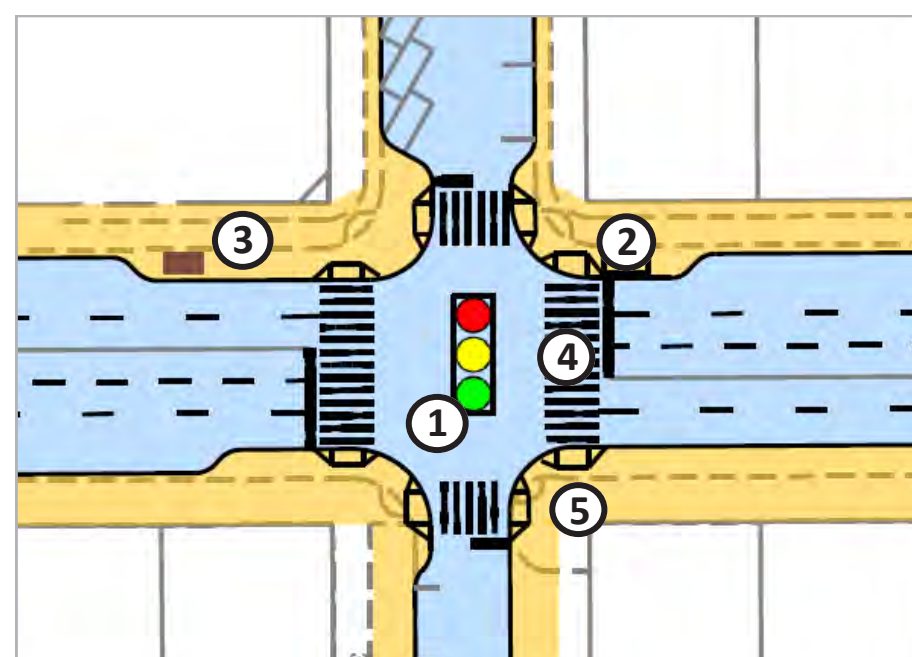
Turn bays maintained for north legs of 111 Street and 112 Street for access

Cycle track separated from pedestrians north of Jasper Ave at 110 Street



Overall Design Features:

- ◆ Reallocated space from existing outside peak hour bus/off-peak parking lanes to improve pedestrian space
- ◆ Trees included on both sides of the avenue
- ◆ Sidewalk space maximized near intersections to reduce crossing distance and where future redevelopment may occur
- ◆ Flex space (can be used for parking, bike corrals, patios, etc.) provided to support existing businesses and community activities
- ◆ Improved signal timing with pedestrian priority
- ◆ Pedestrian-oriented lighting will be provided along the avenue
- ◆ Bike parking locations proposed at bike route connections, and will be placed along the avenue at destination points
- ◆ Side street parking increased through angle parking where possible



Typical Intersection Improvements:

- ① Full signals at all intersections for crossings on all sides
- ② Curb bulbs to reduce crossing distance
- ③ Bus stops in curb bulbs to allow buses to load from travel lane
- ④ Zebra markings to increase visibility of pedestrian crossings
- ⑤ Dual curb ramps to line up with crossing directions

Vision: Jasper Avenue is Edmonton’s Premier Main Street - A People Place

Create a vibrant, all seasons destination

Flexibility in design to adapt uses for each season or for special occasions or changes from future development. Flex space for different uses and activities. Pedestrian-oriented street lights will ensure the avenue is well lit at all times.

Shape a community street

Measures to increase accessibility for all ages and abilities. Creation of resting and gathering spaces along the avenue through increased sidewalk widths. Flex space can potentially be used for community activities. Potential gathering spaces along cross streets identified.

Put pedestrians first, ensuring travel options for all users

Enhanced pedestrian space and operations, while also maintaining transit and traffic capacity. End-of-trip cycling facilities, such as bike parking, and connections to 102 Avenue and 100 Avenue bike routes provided.

Increase the green

Street trees and/or landscaping along the length of and on both sides of the avenue. Treed median from 117 Street to 121 Street. Landscaped median at 124 Street intersection.

Consider the big picture

Enhanced transportation and active modes network connections. Market analysis to identify areas most likely for future development. Zoning decisions to be informed by Main Streets Guideline. Zoning regulations to ensure minimum of 1 metre setback of buildings, which will allow additional space for sidewalk cafes and patios as required.

Proposed Streetscape Element Concepts



What is Flex Space? How does it work?

Flex Space is located between the furnishing zone and the travelled way. It can be used for a variety of purposes in different seasons, such as patios, bike corrals, performance spaces, street sales and any number of other flexible uses. The use of flex spaces is dependant on local businesses and the community to plan how the spaces should be used and activated. The default of the flex space will be on-street parking, which can be easily reallocated to spaces for people rather than cars, as demand arises. To mark this space as separate from the travelled way, it is proposed that the flex space be made of a different material than asphalt.

Why are you removing the peak hour bus/off-peak hour lanes?

Reallocating the space from these lanes was necessary to allow for pedestrian space improvements. Through traffic analysis and working with Edmonton Transit System (ETS), it was determined the lanes could be reallocated to pedestrian space without negatively impacting vehicles or buses.

Why is there no on-street cycling route included in the plan?

As a main street, Jasper Avenue has a pedestrian priority and acts as a destination and link. Adding an on-street cycling route would negatively impact the amount of available pedestrian space and link function of the avenue. As well, during Phase Two of consultation, this element was given a very low priority by the public in relation to other streetscape elements. There is a parallel cycling route along 100 Avenue, and a high quality cycle track on 102 Avenue. North-south connection improvements to these routes will be made at 121 Street and 110 Street. Suggestions for other connections that could be improved have been received and will be reviewed with the Bike Grid study. End-of-trip cycling facilities, such as bike parking, will be provided on the avenue.

Why are we including on-street parking along Jasper Avenue?

The space for on-street parking is designated as flex space in the design. Flex space can be used for a variety of uses other than parking in different seasons, such as patios and bike corrals. On-street parking is important to businesses and people coming to Jasper Avenue by car, which also supports the avenue’s role as a destination. Increasing parking on some side streets through angle parking is also part of the preferred design to make up for on-street parking that may be lost through public space improvements.

Why are you proposing a left turn lane at every intersection from 118 Street to 109 Street?

This portion of Jasper Avenue has a higher volume of daily vehicles than the remaining segment to the west. In order to maintain current traffic capacity - a priority for the public as determined through Phase Two of consultation and a requirement of the Main Streets Guideline - the left turn lane was maintained. This requirement was also confirmed through traffic analysis. Additionally, the east portion of Jasper Avenue has the highest potential for commercial and residential redevelopment, the left-turn lane will accommodate future growth and access to these areas.

How will the proposed changes impact vehicle and transit travel times along Jasper Avenue?

The traffic analysis revealed a potential increase of three to four minutes to overall travel times.

Why are you proposing full signals at every intersection?

Full signals at all intersections will allow the avenue to be timed for pedestrians, and also facilitates safely crossing the avenue from all sides. As well, it “breaks up” groups of traffic during peak periods, reducing operating speeds and overall traffic congestion. Pedestrian-activated signals are recommended at 122 Street and 124 Street, due to reduced turning and crossing demand.

FREQUENTLY ASKED QUESTIONS

Why aren't there more design options for elements like street lights, trash cans and benches?

There are a number of factors that must be considered when determining the options for these elements. Important factors include ongoing operational and maintenance requirements, availability and cost, and consistency with the look of the elements used in the Jasper Avenue New Vision (97 Street to 109 Street). With these factors taken into account, there are a limited number of possible options.

What are the construction timelines? Will construction require the avenue to be shut down?

Construction is anticipated to begin in 2019, starting at 109 Street and moving west toward 116 Street. Construction will be staged so that two-way traffic will continue to be open along Jasper Avenue. Pedestrian access to businesses will be maintained at all times.

Why is a median being included from 121 Street to 117 Street?

The treed median option was presented at the November 2016 public event and was included in the survey for feedback. Public input indicated that 52% of respondents were in favour of the treed median option. Further examination also revealed advantages to the median for clearing streets in the winter. As well, it will create a more pleasant pedestrian experience, aligning with the Vision of Imagine Jasper Avenue. A left turn bay will be included eastbound at 118 Street.

Won't the trees in the median die?

Trees will be placed in a raised median, protecting the trees and improving their health. Urban Forestry will work to choose the appropriate species for this location, taking into consideration needs for light, soil volume and other environmental concerns. The Urban Foresters will ensure tree health remains a top priority before, during and after the construction process.

Were vehicle commuters involved in this planning process?

Yes. In addition to the four public events held during the project, online surveys/comment forms for each phase of the project were made available online at edmonton.ca/ImagineJasperAvenue and questions about the project were included on some of the Edmonton Insight Community mixed topic surveys. As well, requests to opt-in to Imagine Jasper Avenue specific surveys were sent to Edmonton Insight Community members. In the latest survey for phase three of the project, 63% of respondents identified themselves as vehicle commuters.

Why angle parking on side streets? Are vehicles backing out a safety concern for cyclists?

After working with businesses and developers, availability of parking was identified as a high priority to ensure Jasper Avenue can be a destination for all Edmontonians. Angle parking is being added to side streets to offset the impacts to on-street parking on the avenue through the enhanced pedestrian spaces. The design of the parking stalls will be confirmed in later stages to ensure adequate visibility and will not be located on streets designated as north-south cycle connections, such as 110 & 121 Streets.

How is the City balancing the needs of all users when one travel mode is given priority over others on a street (Jasper Avenue - pedestrians, 102 Avenue - cyclists, 104 Avenue - LRT, 107 Avenue - vehicles)?

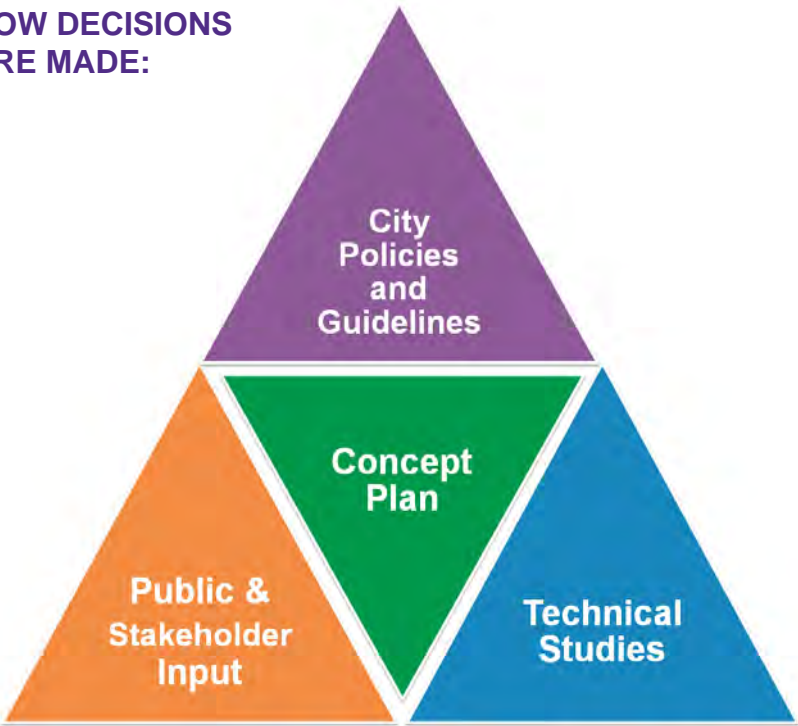
One of the principles of a main street as identified in the Main Streets Guideline, is that a main street supports a network of streets that together accommodate all users and allow for efficient and high quality travel experiences. Jasper Avenue is one route in a complete transportation network for downtown. Different streets have different priorities, but working together this full network meets the needs of all users. As well, while each street prioritizes one mode, they are still designed and operate to accommodate all modes.

NEXT STEPS

The preferred design with estimated costs will be presented to City Council in spring 2017. Preliminary design will begin this year, and will confirm additional items such as possible utility conflicts, access locations and construction staging.

A preferred design 'demo' is planned to take place from approximately 110 Street to 114 Street in summer 2017. This demo will allow Edmontonians to experience some of the Imagine Jasper Avenue design features and gain a sense of what a renewed Jasper Avenue may be like prior to construction beginning in 2019.

HOW DECISIONS ARE MADE:



To stay up-to-date on Imagine Jasper Avenue, subscribe to the project email list by visiting edmonton.ca/ImagineJasperAvenue

For More Information

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