Public Event # 2
March 21, 2016
Welcome and Introductions
TONIGHT’S AGENDA

5:00  Presentation and Q/A

5:45  Streetscape Design 101 (learn about streetscape design!)
      Visit Displays, project area map and vision wall

7:00  Presentation (repeat) and Q/A

7:45  Streetscape Design 101 (learn about streetscape design!)
      Visit Displays, project area map and vision wall
TONIGHT’S PURPOSE

- Share information about the Imagine Jasper Avenue Project
- Share what we heard during phase 1 public engagement
- Explain the streetscape concept planning process
- Confirm the Vision and Guiding Principles
- Listen and learn from you
- Identify issues and concerns along Jasper Avenue
- Understand your priorities
PROJECT OVERVIEW

The purpose of this study is to develop a streetscape concept plan for Jasper Avenue between 109 Street and 124 Street.

Project Goal: To envision an innovative, vibrant and relevant streetscape that will strive to balance the needs of the community, commuters, businesses and visitors.

Project Timeline:

Streetscape Concept Plan ...................... 2015-2016
Preliminary and Detailed Design.......... 2017-2018
Tentative Construction Start.................2018
WHAT IS A STREETSCAPE?

- How a street looks, feels and functions

- Considers how the street impacts all users:
  - pedestrians
  - transit riders
  - drivers
  - cyclists

- Addresses the following elements:
  - sidewalks
  - crosswalks
  - landscaping
  - universal design
  - lighting
  - traffic management
  - street furniture
  - parking
  - signage
  - safety
  - connectivity
  - maintenance and more
HOW DECISIONS ARE MADE

- Technical Studies
- Public Input
- Concept Plan
- City Policies and Guidelines
- Technical Studies
CITY POLICIES AND GUIDELINES

- Sidewalk Strategy (2008)
- The Way We Grow (2009)
- The Way We Move (2009)
- Bicycle Transportation Plan (2009)
- Active Transportation Policy (2009)
- Complete Streets Policy (2013)
Main Streets
WHAT IS A MAIN STREET?

- Main Streets are important transportation routes.
- 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.
MAIN STREETS PRINCIPLES

Vibrant, All Seasons People Places
MAIN STREETS PRINCIPLES

Provide Travel Options
MAIN STREETS PRINCIPLES

Support a Network of Streets
MAIN STREETS PRINCIPLES

Adaptable
MAIN STREETS PRINCIPLES

Contribute to Sustainability
MAIN STREETS PRINCIPLES

Cost Effective & Provide Value
MAIN STREET JASPER AVENUE

- Jasper Avenue was designated a ‘Main Street’ in 2015
- The City’s Main Street Guidelines, together with public input and Technical studies, will guide the streetscape design
- The streetscape design will establish road and sidewalk widths, as well as other streetscape elements
- The first phase of construction begins in 2018
- The Main Street will evolve over many years
Public Input
Public Involvement Opportunities

PHASE 1
Visioning Workshop
Nov 2015

PHASE 2
Vision and Understanding Trade-offs
Mar 2016

PHASE 3
Design Options
Spring 2016

PHASE 4
Preferred Option
Fall 2016

WE ARE HERE

CBRC Meeting 1

CBRC Meeting 2

CBRC Meeting 3
Phase 1 What We Heard

- Strengths
- Weaknesses
- Opportunities
- Threats

Existing Jasper Avenue

Future Jasper Avenue

Public Input
Strengths of the Existing Jasper Avenue

❖ Great pride in and connection with the community
❖ History and character of the area
❖ Proximity to the River Valley
❖ Number of great destinations, services and shops
❖ Strong and diverse community
❖ New pedestrian crossing lights
Weaknesses of the Existing Jasper Avenue

❖ Visually unappealing and lacks trees and greenery
❖ Noisy and vehicle-focused
❖ Sidewalks can be narrow and in poor condition, making it difficult for all populations to get around
❖ Poor connections to amenities and adjacent bike routes
Threats to the Future Jasper Avenue

❖ Public and political buy-in to vision
❖ Loss of the vision over time
❖ Time and cost to implement vision
❖ Traffic impacts of adjacent projects (LRT on 104 Ave)
❖ Future development not contributing to vision
Opportunities for the Future Jasper Avenue

❖ 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 all ages and abilities
❖ Create resting and gathering spaces
❖ Include the needs of all types of travelers
❖ Integrate greenery, place-making features, and public art
❖ Enhancing transit service and LRT connections
VISION

Jasper Avenue is Edmonton’s premier Main Street—a people place.
GUIDING PRINCIPLES

- Create a vibrant, all seasons destination
  a safe place of gathering for all ages and abilities
- Shape a community street
  celebrate the history and diversity of its people
- Put pedestrians first, ensuring travel options
  for all users
- Increase the green
  enhance and beautify with trees and plantings
- Consider the big picture
  reinforce connections and promote quality development
TECHNICAL STUDIES

❖ Traffic and Network Analysis
❖ Collision Analysis
❖ Market Analysis
❖ Utility Studies
Work Completed to Date

Internal Visioning Workshop (Nov 13/15)
Public Engagement Event #1 (Nov 25/15)
  • Two visioning workshop sessions with SWOT exercise
Directors Workshop (January 26/16)
Surveys
  • Business owner/operator survey
  • Edmonton Insight survey
Community, Business and Resident Committee (March 8/16)
Next Steps
NEXT STEPS

❖ Complete Technical Studies and Engineering
  • Traffic and Network Analysis
  • Collision Analysis
  • Market Analysis
  • Intersection Evaluations
  • Utility Studies

❖ Public Engagement
  • Stakeholder Meetings
  • CBRC Meetings
Questions?
Streetscape Design 101
Rules of Engagement

• Everyone will hear and be heard
• There are no wrong ideas
• You ARE allowed to change your mind
• The goal is NOT to agree—rather to gather input and gain understanding
• Everyone has wisdom
• Be respectful
Thank You!

#imaginejasperavenue

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