Agenda

• Introductions
• Project Purpose
• Key Objectives
• Listen + Learn from You
• Explain the Streetscape Planning process
• Project Timelines
Project partners

City of Edmonton
- Transportation Planning
- Sustainable Development
- Roads Design and Construction

Consulting Team
- ISL + DIALOG
The goal of the Imagine Jasper Avenue project is to envision an innovative, vibrant and relevant roadway and streetscape from 109 Street to 124 street that will strive to balance the needs of the community, commuters, businesses and visitors.
Project purpose

To develop a roadway and streetscape concept plan for Jasper Avenue between 109 Street and 124 Street
Key project objectives

• Support redevelopment and economic prosperity along the corridor.

• Facilitate enhanced mobility and accessibility for all street users.
Key project objectives

- Create a safe street that promotes healthy living.
- Establish Jasper Avenue as a Link and a Place with a distinct and authentic identity.
What is imagine jasper avenue?

- A vision of Jasper Avenue for the next 30 years.
- What do we need to do to get there?
- May need to make tradeoffs to achieve the vision.
Why are we here today?

• We want to hear your input to help us understand the opportunities and challenges of the existing corridor.

• You bring an important perspective to the process.

• We want to build our collective knowledge on streetscape design and the study area.

Your voice is one note in the symphony.
Components of the decision making process

- Public Input
- Concept Plan
- Technical Studies
- City Policies and Guidelines
Process overview

- Reconstruction of Jasper Avenue
  - 109 Street to 124 Street
- Streetscape and roadway concept plan (2015-2016)
- Preliminary and detailed design (2017-2018)
- Tentative construction start (2019/2020)
Public involvement process

- Public Event #1 (November 25, 2015)
- Online + Social Media (ongoing)
- Community, Business, and Resident Committee (five meetings over the year)
- Stakeholder Interviews (Fall 2015 & Winter 2016)
Public involvement process

- Public Event #2 (early 2016)
- Public Event #3: (Spring 2016)
- Streetscape Mock Up (Spring / Summer 2016)
- Public Event #4: (Fall 2016)
visioning charrette
where we are at...

- Reaching out
- No preconceptions
- Listen + engage
- A year long process of ongoing dialogue
workshop objectives

• Imagine Jasper - what makes great main streets?
  • SWOT exercise
  • Next steps + moving forward
roadmap for success

• Think big, dream bigger
• Harvest your input! (Play, doodle, draw)
• Social Media (#imaginejasperavenue)
ingredients to a great street!
think about your favorite street?
This is what we were promised

This is what we got
MOVING PEOPLE NOT CARS

SOURCE: QUINO (JOAQUÍN SALVADOR LAVADO)
Jasper Avenue in 1901
Imagine Jasper Avenue... what does the future look like?
ingredients of a great street(scape)
great streets are filled with PEOPLE:
great streets are filled with PEOPLE: CRITICAL MASS
great streets are filled with PEOPLE: WALKABLE
great streets are filled with **PEOPLE**: **MULTI-MODAL**
great streets are filled with **PEOPLE: HUMAN SCALED**
great streets enable **ACTIVITY:**
Great streets enable **Activity:** places for **lingering** and **Social Gathering**
great streets enable **ACTIVITY:**
ANIMATED AT-GRADE, OPEN and **TRANSPARENT**
great streets enable **ACTIVITY:** 
SAFE and ACCESSIBLE
great streets enable **ACTIVITY:** FINE-GRAINED
great streets are **AUTHENTIC:**
great streets are **AUTHENTIC:**
**IDENTITY** and **CHARACTER** of **PLACE**
great streets are AUTHENTIC: an opportunity for DAY-TO-DAY LIVING
great streets are **AUTHENTIC:**
tell a **STORY**, weave **WAYFINDING**
great streets are **AUTHENTIC**: **GREEN**
Great streets are **authentic**: 
create places.
great streets are AUTHENTIC: subtly solve PARKING, LOADING, SERVICING
world café - SWOT

• Contribute your thinking + experience
• Listen to understand
• Listen together for patterns + insights
• Connect ideas
• Play + doodle + draw!
SWOT Analysis

• Strengths / Weaknesses of the existing corridor (present)
  • Threats / Opportunities for its future vision (future)

• What is possible and what might we need to overcome?
  • Two rounds of 15 minutes each
SWOT Analysis

• Group discussion + report back
Next steps

• Stakeholder interviews
• Launch of Community, Business, and Residents Committee (CBRC)
• Project vision confirmation
• Concept review
Thank you, stay in touch!

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questions + comments?