



What We Heard Public Engagement Phase 2

Imagine Jasper Avenue is about recreating Jasper Avenue between 109 and 124 Streets as a main street that reflects the City's Main Streets Guideline, as well as the views of Edmontonians. Public, business and stakeholder input is being sought to ensure the future Jasper Avenue considers the views of both current and future users. Construction is anticipated to begin in 2019.

During Phase 2 of the public engagement process, consultation activities were conducted with the public, landowners, businesses owners and operators, representatives of mobility and accessibility challenged groups and seniors.



139 Visitors to
Public Event 2



Over 1,000
Surveys Completed



19 Meetings with
Business & Land Owners



6 Meetings with
Senior Communities



6 Meetings
Oliver Community League



100+ Businesses Visited:
Door to Door Campaign



2 Business Meet
and Greet events



2 Meetings
Community Business
Resident Committee

What We Heard – What We Did

The second phase of consultation confirmed the Vision and Guiding Principles for the project, and identified public priorities and streetscape design preferences.

The table on the back page outlines what we heard most often from the consultation and how we incorporated what we heard into the draft design.



**What We Heard
(from public and stakeholders)**

How we addressed what we heard in the proposed design

Improve intersection and pedestrian crossing safety

- Curb bulbs added for shorter crossing distances
- Full signals at every intersection with pedestrian priority signal timing and automatic walk signals (pedestrian activated signals at 122 and 124 Streets)
- Zebra markings for added visibility
- Dual curb ramps to line up with crossing directions

Narrow and reduced travel lanes

- Reallocation of bus/parking lane to pedestrian space
- Lanes could not be narrowed further as they currently are at lowest the standard width

Add sidewalk cafes and patios

- Wide public use space offering room for future businesses to incorporate patios/cafés.
- Flex space that could be transformed into patios

Encourage future development; promote high-density, mixed-use buildings

- Design allows for wide public use space, street parking, landscaping elements, amenity zone, flex space that will encourage future development opportunities.
- Zoning decisions by City Council for Jasper Avenue will be informed by the Main Streets Guideline and criteria

Maintain parking

- Number of on-street parking stalls have been maintained; available 24/7.
- Proposed side street angle parking.

Improve cycling connections

- 121 Street improved pavement markings and separated bike lane
- 110 Street improved pavement markings, two-way cycle track west side south of Avenue and new vehicle stop controls at alley
- Bike parking at every other intersection

Maintain peak hour commuter capacity

- Traffic analysis shows current traffic volume can be maintained during peak hours. Slight delays may be experienced (3-4 minutes longer than present overall travel times)
- Full signals at every intersection synced to ensure optimum traffic flow
- Removal of on-demand pedestrian signals reduces pedestrian crossing interruptions

Slow traffic/reduce speed

- Traffic signals at each intersection, same number of travel lanes. Reallocated space from bus/parking lane.
- curb bulbs and boulevard trees encourage slower driving speeds

Include street trees and landscaping

- Trees and/or landscaping incorporated on both sides
- Possibility of treed median from 117 Street to 121 Street.
- Possibility of landscaped median at 124 Street intersection.

Add pedestrian-oriented lighting

- Fixtures that light both the sidewalk and the street will be incorporated

Provide wide, unobstructed sidewalks

- Minimum clear sidewalk width of 3 m will be maintained. Street furnishings, trees and other amenities will be provided their own space and not obstruct pedestrian walking area.