

What We Heard Report: Rossdale Transportation Network

Phase 2 Engagement
September 2022

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

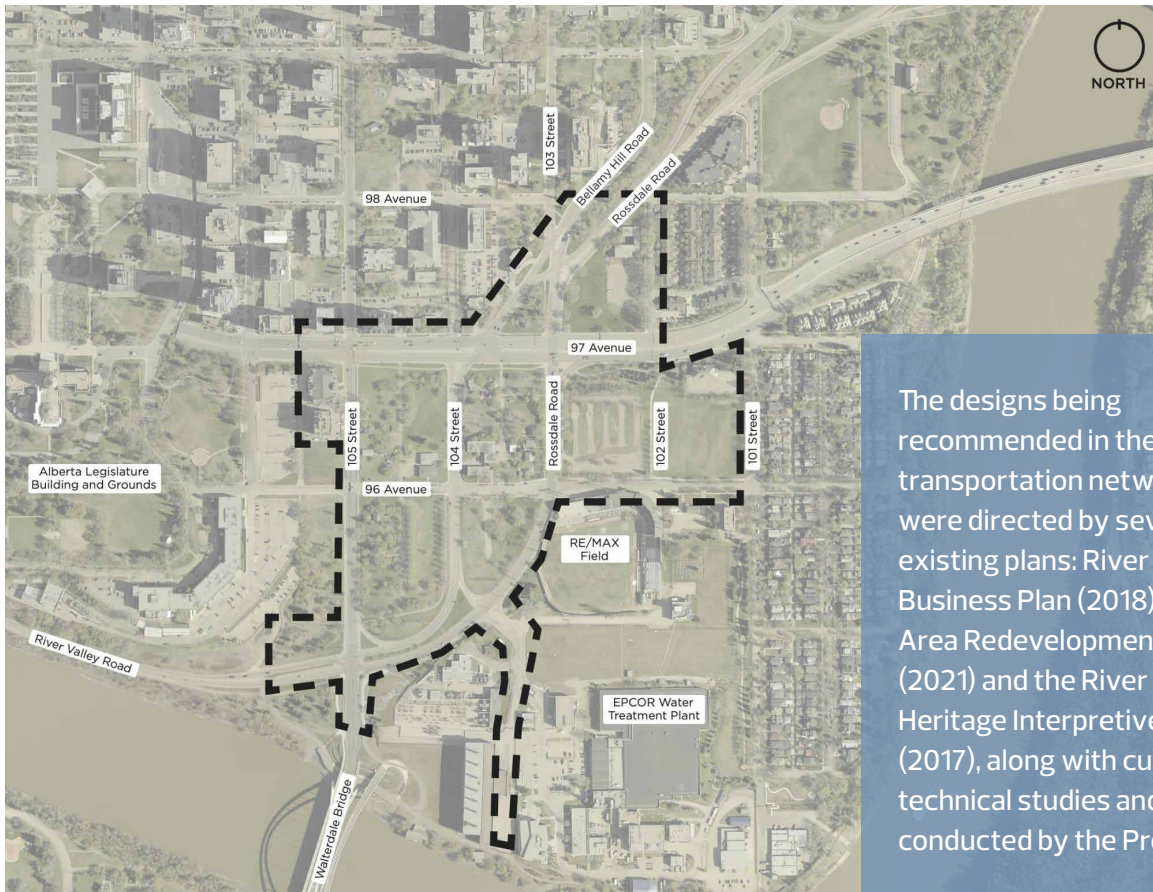
What We Heard Report: Rossdale Transportation Network

CONTENTS

PROJECT OVERVIEW	3
HOW DECISIONS ARE MADE	4
Role of the public	5
How we engaged	5
How we spread the word	7
WHAT WE HEARD	8
WHO COMPLETED THE SURVEY	32
NEXT STEPS	33

PROJECT OVERVIEW

The Rossdale Transportation Network project is developing roadway and streetscape designs in the Rossdale area that will improve active transportation connections (walking, cycling and wheeling) and accommodate drivers travelling into and out of the Rossdale neighbourhood.



The designs being recommended in the transportation network plan were directed by several existing plans: River Crossing Business Plan (2018), Rossdale Area Redevelopment Plan (2021) and the River Crossing Heritage Interpretive Plan (2017), along with current technical studies and analysis conducted by the Project Team.

The transportation network plan includes modifications to the direction of traffic flow, road closures and new connections required to facilitate new development and ensure that all modes of transportation can be used to move to, from and within the River Crossing area. It also considers future development in the area and identifies streets and avenues that would benefit from streetscaping (landscaping, lighting, street furniture), active mode connections and on-street parking.

This report summarizes the input from Public Engagement Phase 2 from June to July, 2022.



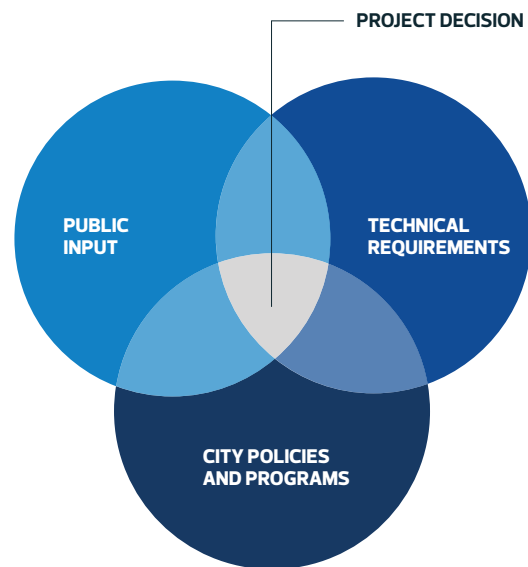
HOW DECISIONS ARE MADE

As part of the decision-making process, decisions are made based on three components:

Technical Requirements – What infrastructure best meets the area needs, where it can fit, and what impacts it will have to the immediate and surrounding area

City Policies and Programs – How City initiatives and activities are implemented

Public Input – Local knowledge and feedback of community stakeholders



Role of the public

The public engagement spectrum explains the level of influence the public has when they participate in City of Edmonton public engagement activities. The level of influence for this phase of the project is ADVISE.

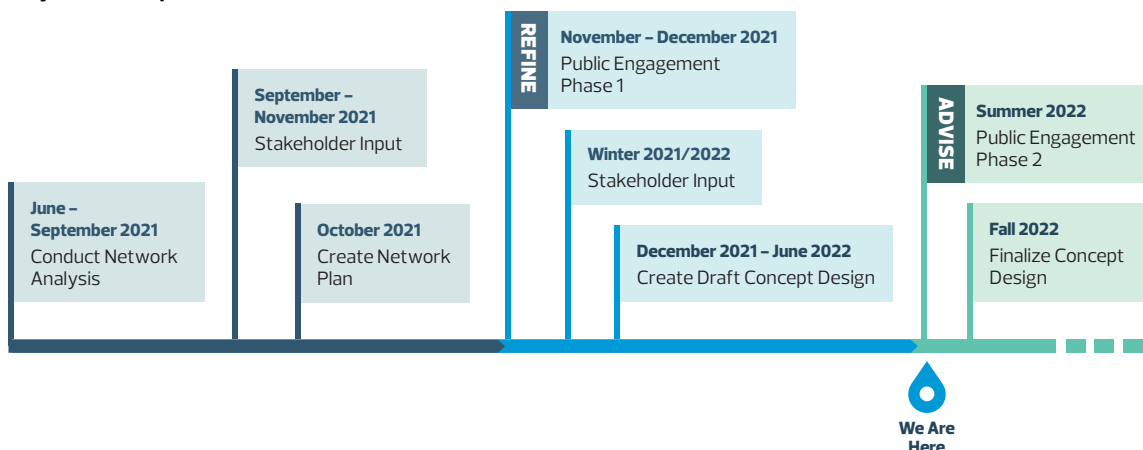
City of Edmonton Public Engagement Spectrum



How we engaged

A two-phase engagement process was designed to gather public and stakeholder input to inform the transportation network design. Phase one was during the network analysis study in late 2021 and the second was during concept planning in spring 2022. This report summarises the engagement process and what was heard during concept planning. The What We Heard Report from the network analysis study (phase one) can be found at edmonton.ca/RossdaleTransportationNetwork.

Project Roadmap



Engagement activities included the following:



Public survey

A survey was used to gather feedback on the concept design. It was administered online on the project webpage and shared using the Edmonton Insight Community—the City’s online citizen panel made up of diverse Edmontonians who provide feedback on City policies, initiatives and issues.

Paper surveys were available for pick-up and drop-off at a community box installed outside of the Rossdale Community League Hall.

The survey was open between June 21 and July 20, 2022. More than 650 participants completed the survey.



Learning event

One public online learning event was hosted on the Zoom platform on June 23, 2022 from 6:30 to 8:00 p.m. The project team shared the draft designs in a presentation and answered participant questions during a facilitated question and answer session. A total of 44 participants attended this event and 69 questions were answered.



Stakeholder meetings

Online stakeholder meetings were held between March 1 and May 31, 2022. Meetings were held with the following:

- + Rossdale Community League
- + Paths for People
- + Downtown Business Association
- + EPCOR
- + Prairie Sky Gondola
- + Edmonton RiverHawks and RE/Max Field

How we spread the word

To promote the project and the engagement opportunities, the following communication methods were used:



Webpage

- + To inform engagement participants, the project webpage (edmonton.ca/RossdaleTransportationNetwork) included a design booklet with detailed information, maps and renderings for the proposed changes to the network.



Newsletters and Postcards

- + 3748 newsletters and postcards were delivered to homes and businesses in Rossdale and nearby communities



Road Signs

- + 10 temporary signs were placed along commuter routes leading to and within the River Crossing area



Yard Signs

- + 30 temporary signs were placed throughout the River Crossing area, including along paths and trails



Digital Billboards

- + Ads were placed on 7 digital billboards around the City



Online Advertisements

- + Organic and paid social media posts were made through the City of Edmonton's Facebook, Instagram and Twitter accounts leading up to and during engagement

Notification to Indigenous Communities and Nations

- + Information was shared with the Indigenous Communities and Nations that had been involved in the development of the River Crossing Business Plan.

WHAT WE HEARD

Stakeholders

Stakeholders are generally supportive of the plans to balance the transportation network in the Rossdale area to make the streets and avenues more inviting and user-friendly for pedestrians and cyclists.

EPCOR identified the need to ensure that large trucks are able to enter the EPCOR access road and noted the potential for conflicts with pedestrians present on the roadway.

Public

WHAT WE HEARD: OVERALL

Those in support of the proposed changes expressed a sense of excitement and enthusiasm for the enhancements, most specifically the addition of trees, greenery, landscaping and other elements that will beautify and transform the area. There is eagerness for the increased access to the river valley and for the future development of the area into a vibrant community. There is great appreciation for the enhancements to the City's active transportation network with an emphatic desire to ensure the safety of all users, including separation of users, where possible.

Respondents not in support of the project feel the proposed changes are unnecessary and that the City should reallocate project funds to areas such as addressing social issues and completing other projects. Some believe that spending any amount on active transportation infrastructure is simply a waste.

There is also the perception that the proposed changes to the roadway network will negatively impact traffic flow and make getting into and out of Downtown more challenging than it is today.

WHAT WE HEARD: DETAIL

The following provides details of each of the proposed transportation network improvements and what we heard about each.

Transform Rossdale Road into a parkway



Rossdale Road
between 97 Avenue
and 105 Street

The draft concept design for Rossdale Road is to create a people focused park-like street, prioritizing safety, cycling, a generous public realm and connections to parks.

The changes for Rossdale Road include:

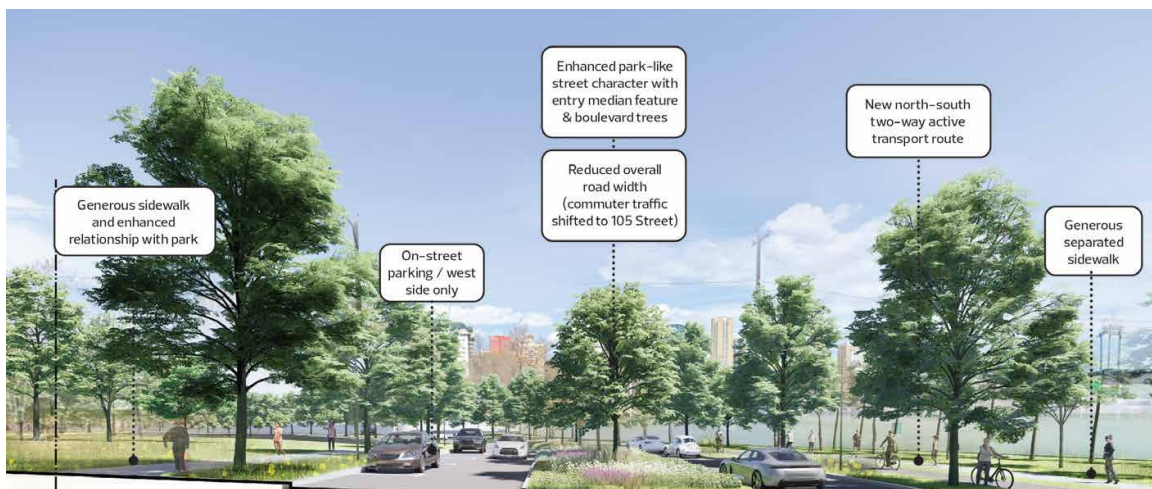
- + a two-way road, one lane in each direction from 105 Street to 96 Avenue
- + on-street parking available along Rossdale Road
- + a space for bikes on the south/east side, separate from vehicle traffic and the sidewalk
- + sidewalks on both sides of the street, separated from the road with a tree-lined boulevard
- + raised intersection at 96 Avenue and a raised crosswalk at the EPCOR access road
- + active mode connections to the river valley trail system, the future interpretive park and the future Touch the Water Promenade

Rossdale Road South

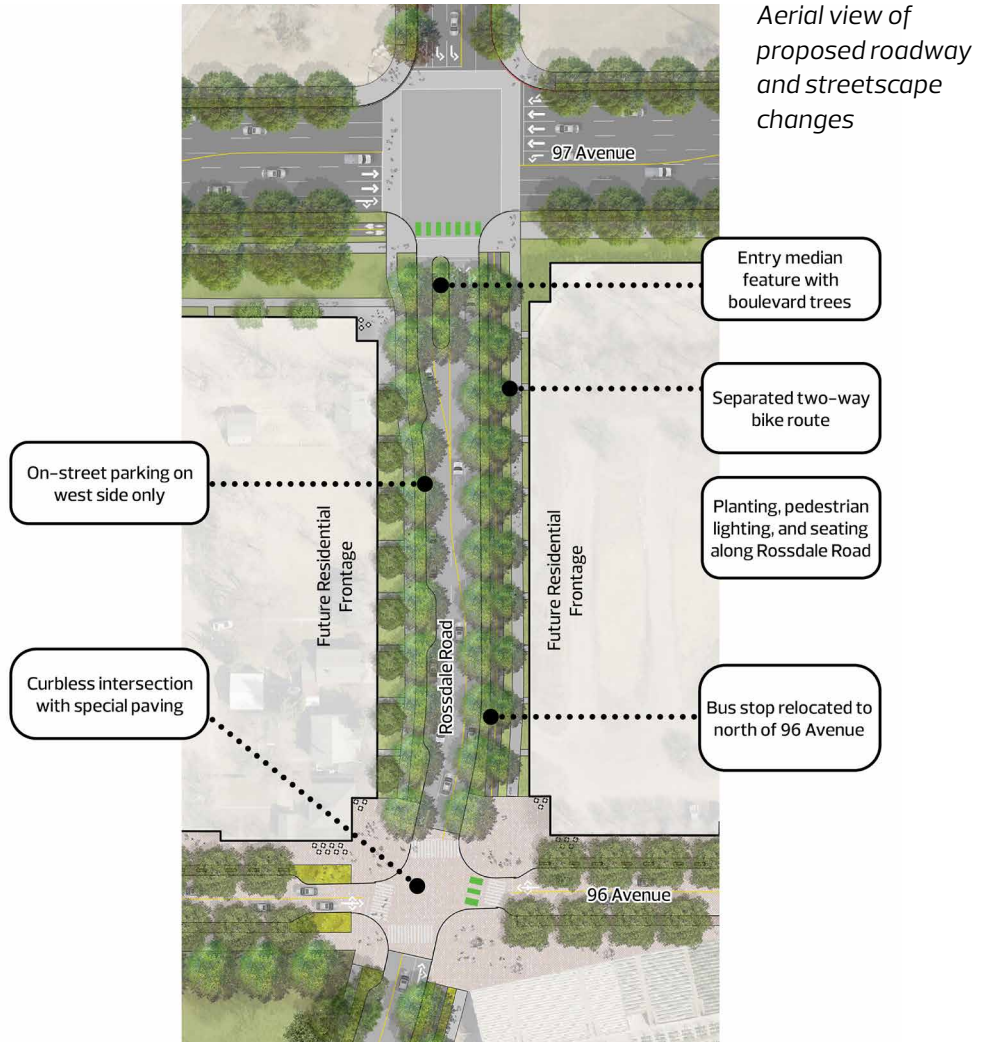


Aerial view of proposed roadway and streetscape changes

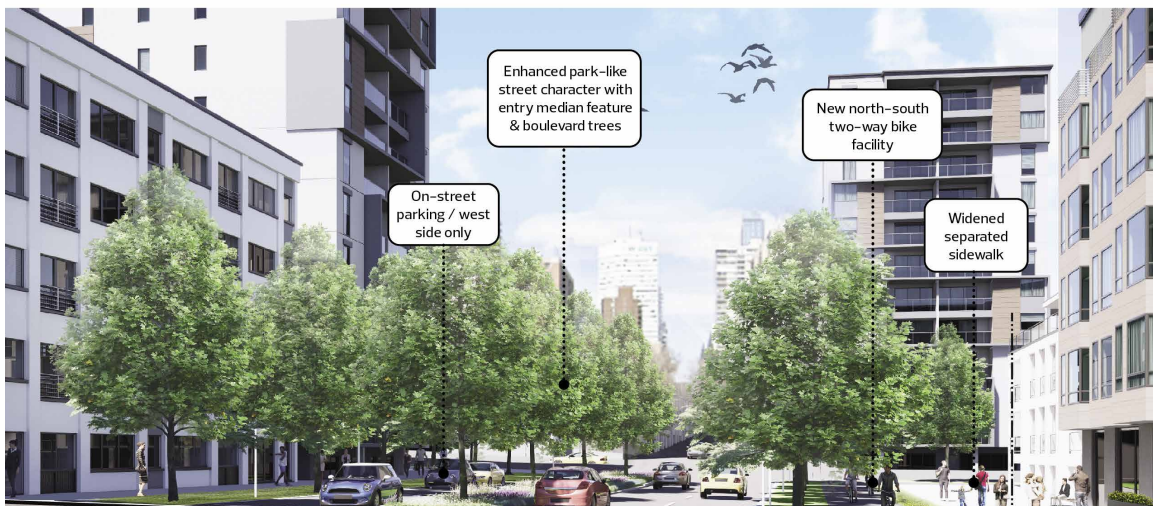
Street view of proposed roadway and streetscape changes



Rossdale Road Mid-Section



Street view of proposed roadway and streetscape changes



What we heard

What respondents like

Respondents indicate significant support for the proposed changes to Rosedale Road with over five times as many in favour of the draft concept design than those who voiced a lack of support. Respondents specifically noted that they like the addition of trees/greenery and landscaping, the separated bike paths, pedestrian improvements including access and safety, the improvements to the active transportation connections generally and the people-focused design. Other respondents indicate what they like about the proposed designs are their ability to reduce traffic and generally improve the area.

What could be improved

Respondents voiced concern about perceived impacts of the design on traffic flow worried that the proposed changes will cause greater traffic congestion in the area. Respondents suggest keeping two vehicle traffic lanes in each direction.

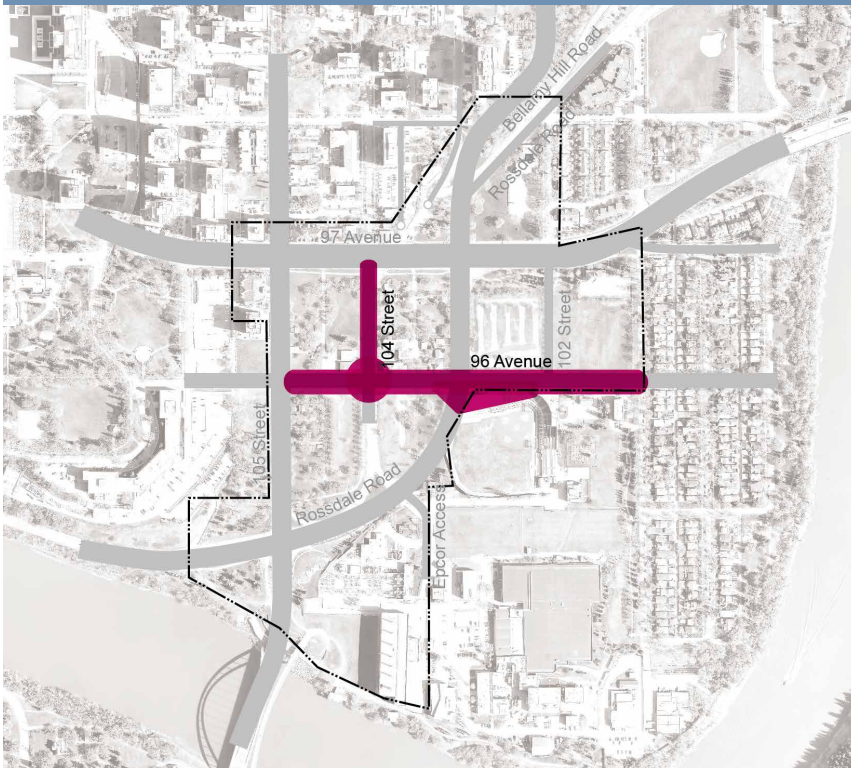
Parking is a key area of interest. There are suggestions to remove on-street parking and to allocate this space to greenspace, enhance the beauty and safety of the active transportation facility or add another vehicle lane. It is also felt that on-street parking detracts from the user experience.

There are suggestions to include underground parking, as well as comments about how to best manage on-street parking from time limits to parking programs.

There is a desire to slow vehicle speeds with many suggestions on how to accomplish this from lowering the speed limit to including physical traffic calming measures.

Respondents are also looking for greater beautification of this area and the addition of amenities to create spaces that make people want to stay, not just move through. Bike parking, art, street furniture and seating, washrooms, food services, flowers and greenery are all suggested.

Creating a Community Heart



96 Avenue: 105 Street to 101 Street

104 Street: 97 Avenue to Rosssdale Road

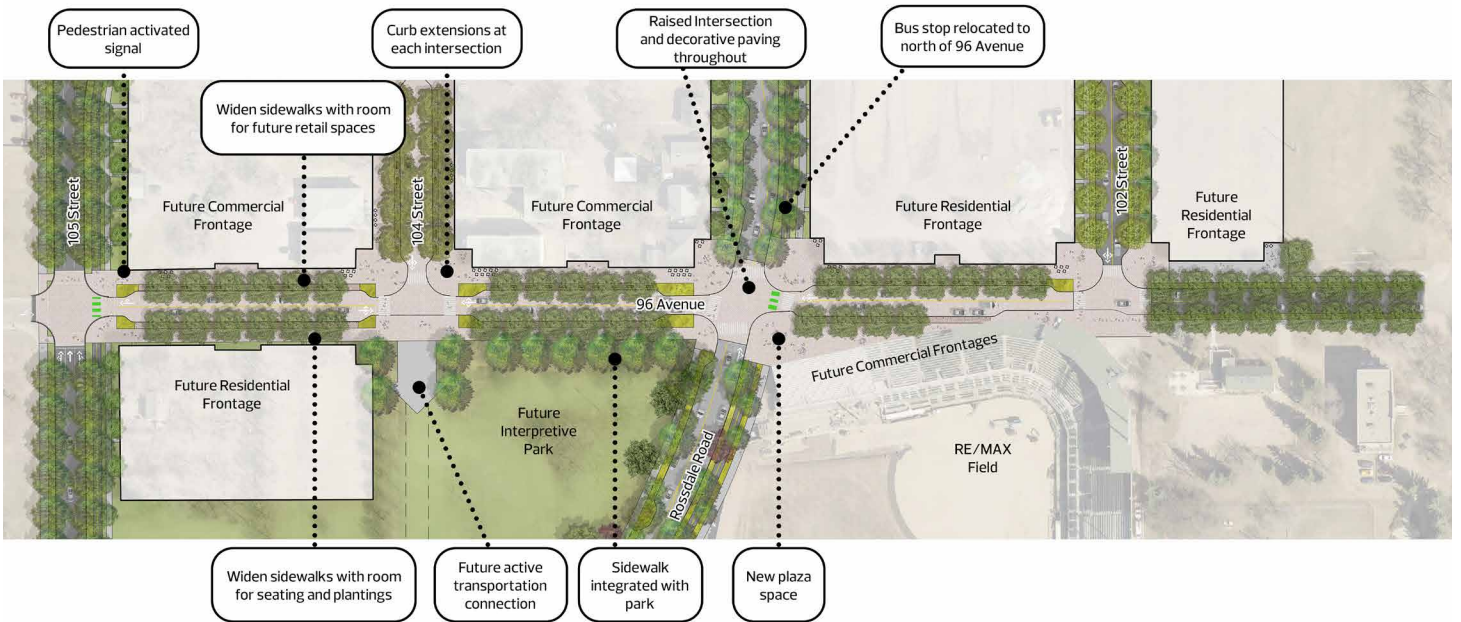
The draft concept design for 96 Avenue is to create a street that supports the development for future commercial/retail spaces and the current Re/Max Field, a central cultural hub for socializing, gathering, celebrating, shopping and much more.

The proposed changes include:

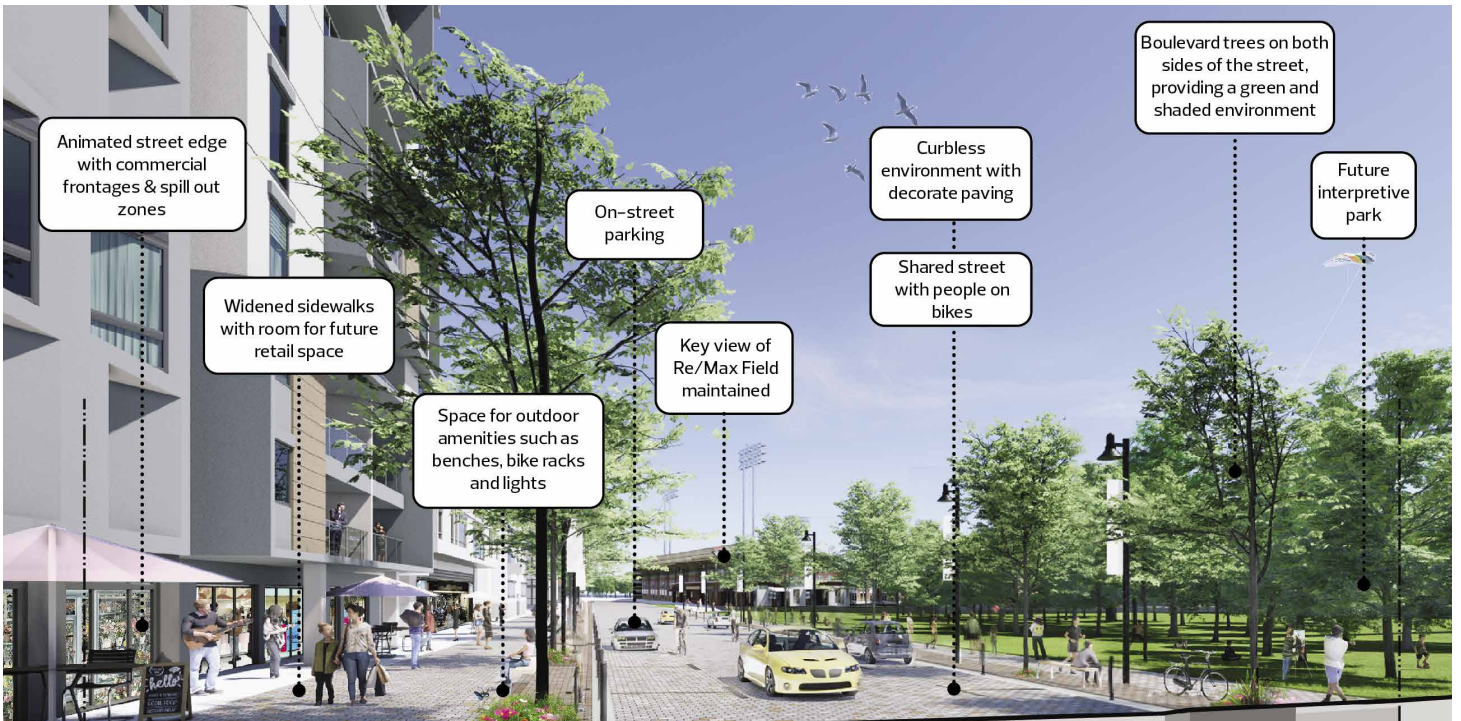
- + both 96 Avenue and 104 Street as a curbless streets with decorative paving
- + raised intersection at Rosssdale Road and 96 Avenue
- + wide sidewalk on the north side of 96 Avenue with room for furniture and commercial spaces
- + wide sidewalk on the south side of 96 Avenue with planting and seating and opportunity for integration with the future interpretive park
- + wide sidewalks on both sides of 104 Street with room for furniture and commercial spaces
- + on-street parking on both sides of the 96 Avenue and 104 Street
- + full signal at 97 Avenue and 104 Street
- + closure of 104 Street south of 96 Avenue for the future interpretive park
- + lower speed limit to 30 km/h on 96 Avenue and 104 Street

96 Avenue: 105 Street to 101 Street

Aerial view of proposed roadway and streetscape changes



Street view of proposed roadway and streetscape change



What we heard

What respondents like

There is general support for this proposed design. Elements specifically noted as what respondents like are the addition of trees/landscaping and greenery and that the changes are people focused, enhancing the pedestrian experience with improved access and safety, such as sidewalk improvements. Respondents like that the design will attract and promote businesses in the area, enhance/expand the active transportation connections and generally improve the area.

What could be improved

When commenting on what could be improved in this design, respondents note concern about the loss of parking in the area with some suggesting that an underground parkade in the area would be a benefit. As noted by respondents throughout the survey there is worry about the perceived negative impacts of the design on traffic flow therefore causing an increase in congestion.

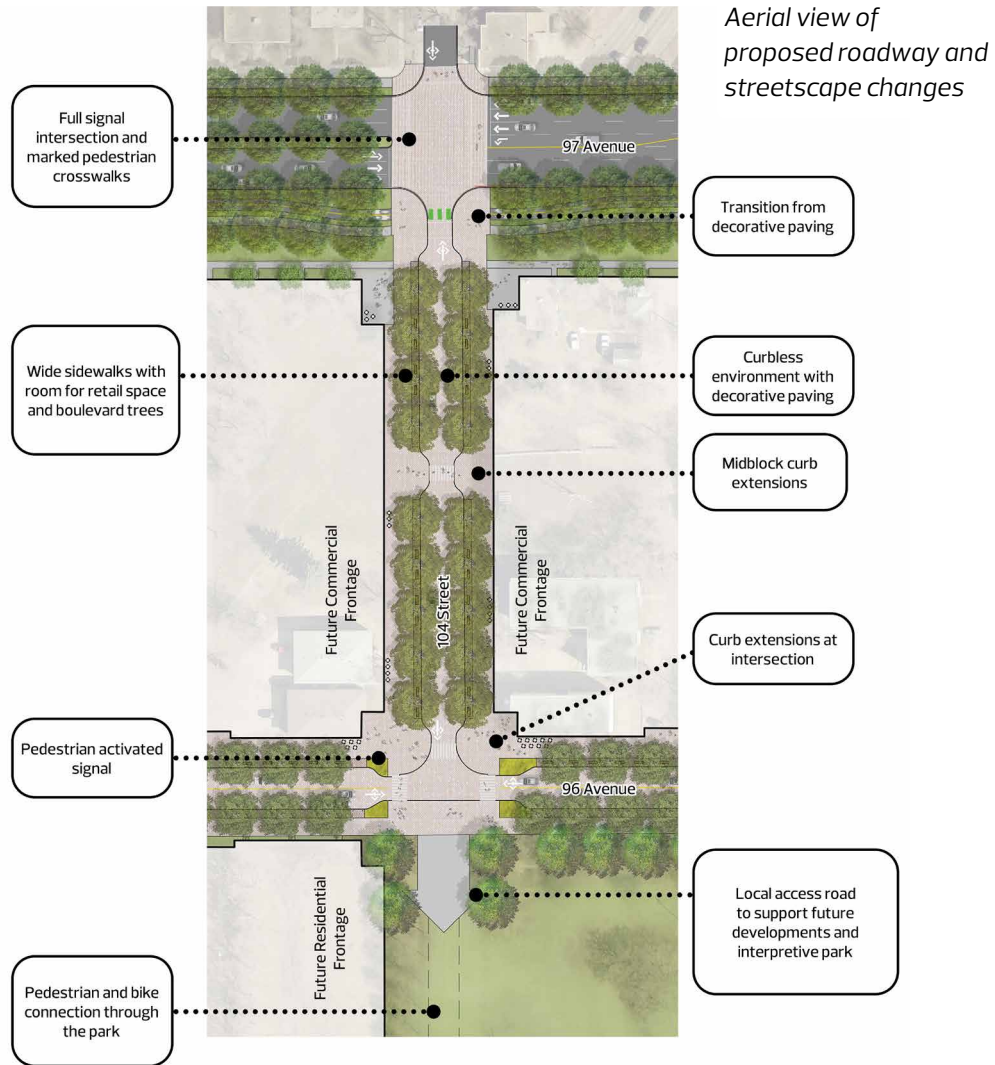
Respondents remind the City about the impacts of winter conditions and the need for appropriate maintenance and snow removal. There is a concern about the use of decorative paving, its impact on those with mobility issues (wheelchairs and walkers, for example) and durability of the material.

Respondents note that active transportation should be the priority and, from a safety perspective, bikes should be separate from vehicles. Trees are mentioned as important with a desire to maintain existing trees, as much as possible.

Some respondents support lowering the speed limit while others suggest maintaining the speed limit or raising it.

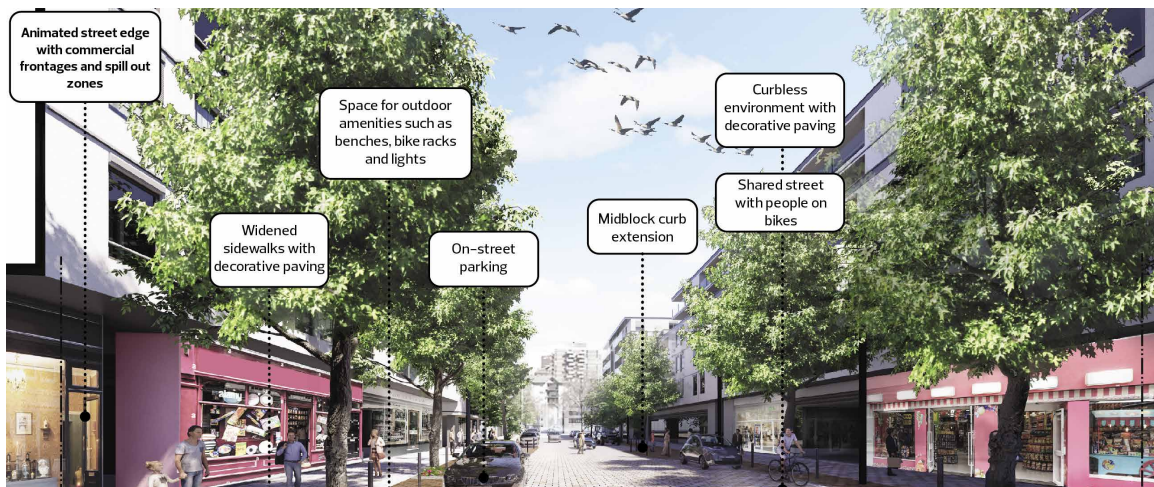
While there is some support for the mixed-use developments, with the introduction of commercial spaces some respondents note with concern the high vacancy rate and loss of businesses along Jasper Avenue. If/when the commercial area is developed, there is a desire to focus on local businesses/vendors.

104 Street: 97 Avenue to Rosedale Road



Aerial view of proposed roadway and streetscape changes

Street view of proposed roadway and streetscape change



What we heard

What respondents like

Similar to 96 Avenue, respondents note general support for the proposed design for 104 Street, again noting the addition of trees/landscaping and greenery and the commercial areas and shops which will liven the space and create an interesting and attractive destination. Also noted, and also similar to 96 Avenue, is the focus on people in the design, which will enhance the pedestrian experience and attract visitors.

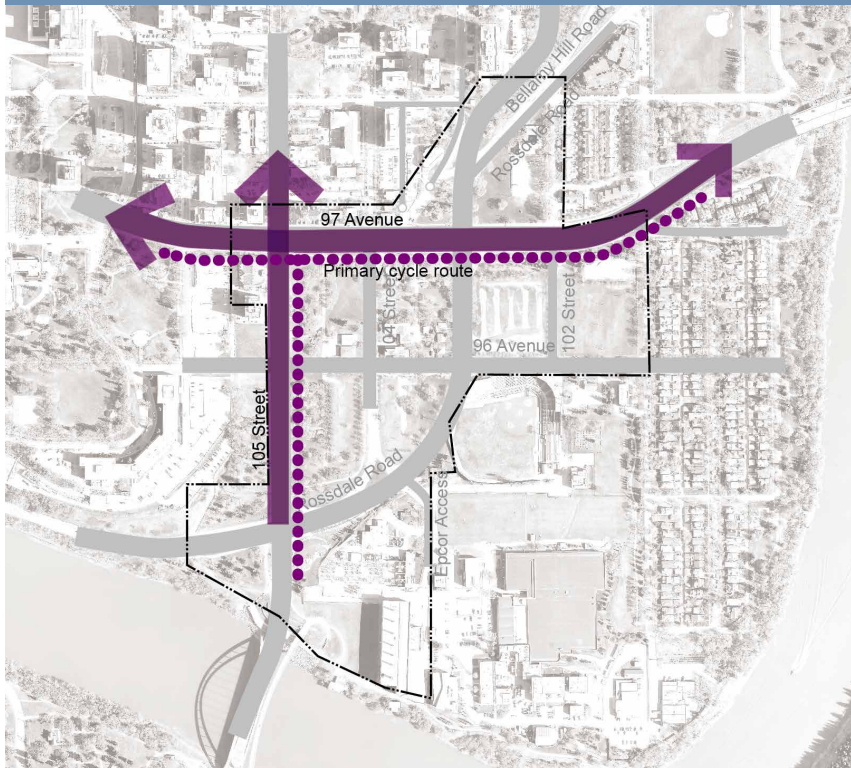
What could be improved

Suggested improvements include a desire to prioritize active transportation by considering wider sidewalks; crossings, signals and timing; the inclusion of appropriate connections across Rossdale Road and south, and potential for less vehicle access or a total removal of cars along this corridor. It was noted pedestrian signals should not be beg buttons but timed with traffic and a concern about 97 Avenue being too wide to safely cross, especially for those with mobility aids (wheelchairs and walkers, for example).

Concern is also expressed about the use of decorative paving as it is believed this type of material creates issues for those with mobility challenges and also requires increased maintenance and upkeep.

There is a desire to add amenities along this corridor including seating, washrooms, water fountains and patios. Respondents also note a concern about the loss of parking and a desire to add more to the area.

Creating Grand Boulevards



105 Street: Walterdale Bridge to 97 Avenue

97 Avenue: West of 105 Street to 101 Street

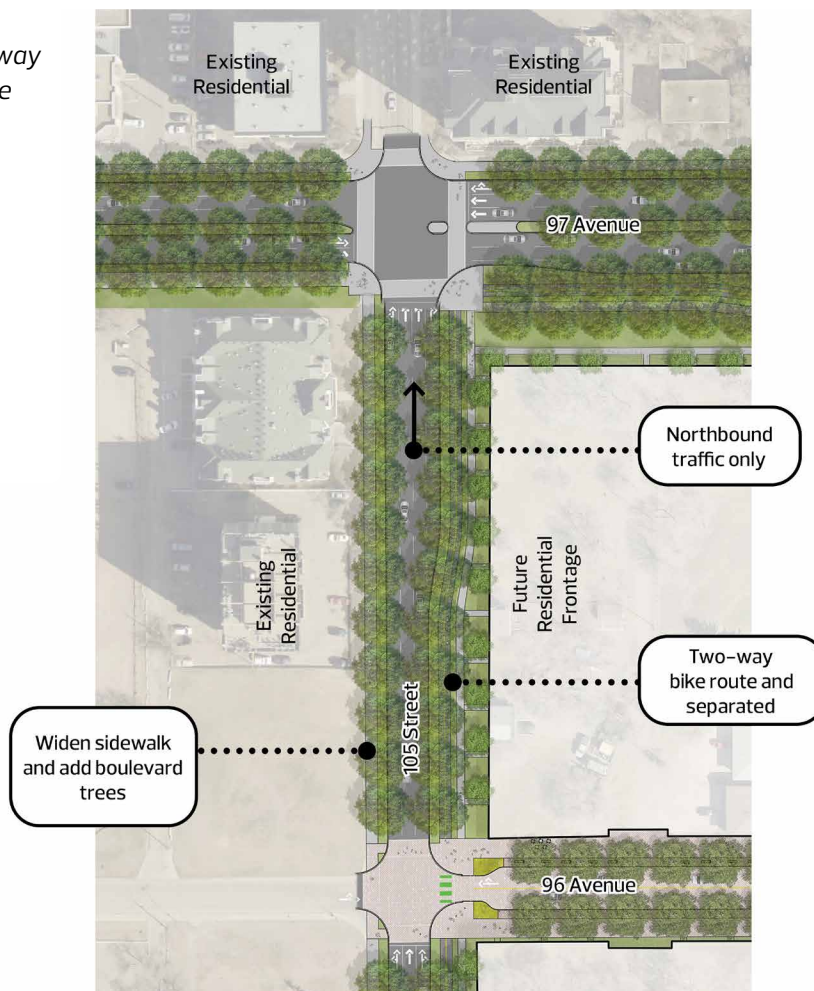
The draft concept design for 105 Street and 97 Avenue is designed to provide efficient and pleasant dedicated routes for all commuters, whether they walk, wheel, bike or drive.

The proposed changes include:

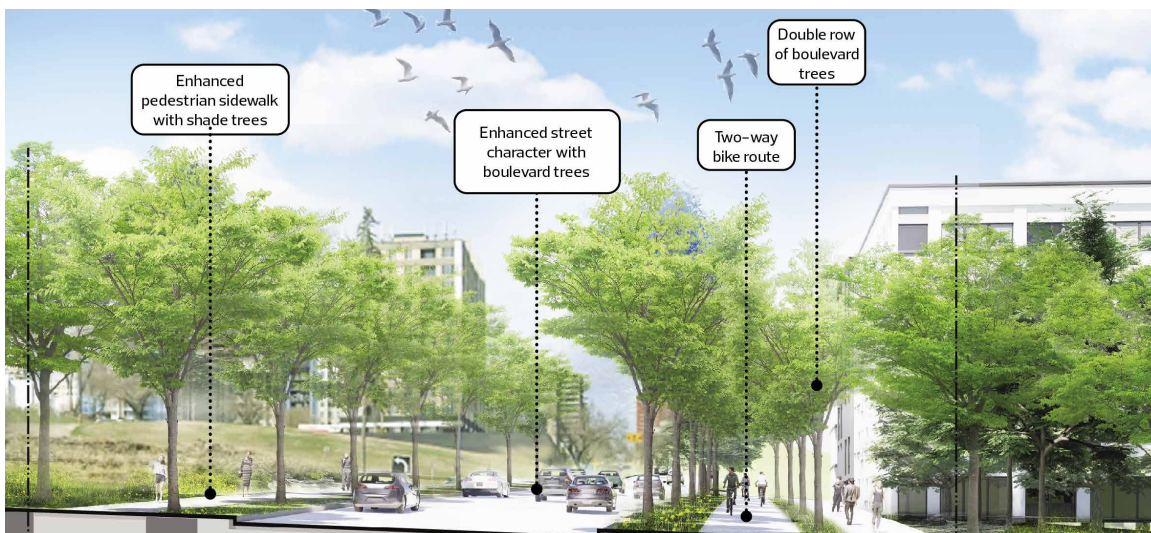
- + remove dedicated northbound right turn lane onto Rosedale Road from Walterdale Bridge
- + remove west curb lane on 105 Street between Rosedale Road and 96 Avenue
- + add a right turn lane on 105 Street at 97 Avenue
- + widened sidewalks on both sides of 105 Street
- + add a bike path on 105 Street and on the south side of 97 Avenue
- + remove dedicated right turn lanes on 97 Avenue
- + update the lane widths to current standards on 105 Street and 97 Avenue
- + add traffic lights at all intersections along 97 Avenue, and provide crosswalks on all sides of each intersection
- + maintain traffic lights along 105 Street at Rosedale Road and 97 Avenue
- + add trees to the boulevards and in the centre median along 97 Avenue
- + maintain current speed limits on 105 Street and 97 Avenue

105 Street: Walterdale Bridge to 97 Avenue

Aerial view of proposed roadway and streetscape changes



Street view of proposed roadway and streetscape changes



What we heard

What respondents like

Respondents are enthused by the design and the City's efforts to enhance this key corridor by balancing the area and providing safe spaces for all users. As with the other designs, respondents like the addition of trees/landscaping and greenery. There is general support for the active transportation enhancements with specific mention of the addition of the separated bike path and the wide separated sidewalk.

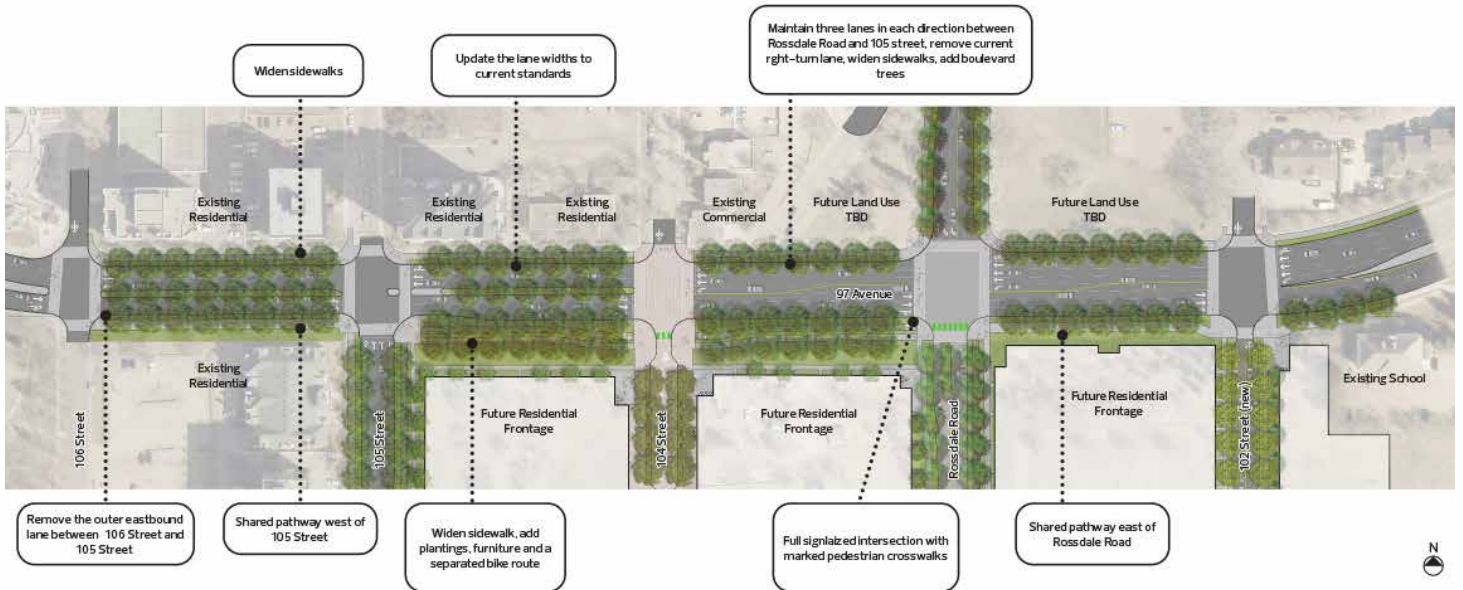
What could be improved

Respondents are concerned about the design's potential impact on traffic flow, with the belief that it will increase congestion along this very busy commuter corridor and restrict access into Downtown. Many respondents suggest not reducing the number of traffic lanes, and to maintain the dedicated right turn lane onto Rosedale Road just north of the Walterdale Bridge.

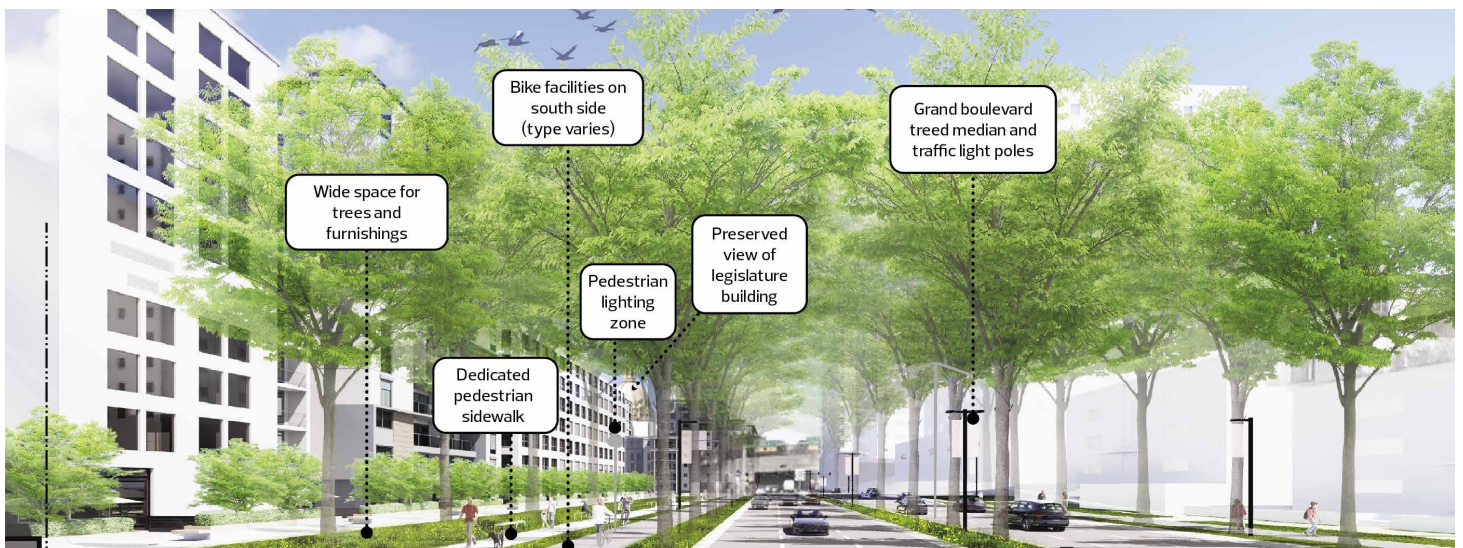
There is also a call to maintain the dedicated left turn lane from 105 Street to 97 Avenue and to create a much needed loading zone in front of Parliament Plaza, the condominium building at 9640 105 Street, as well as a safe zone for pedestrians in this area. Respondents question the need for on-street parking along this roadway. There is also a desire for the further beautification and the addition of art that would create a landmark in the area, with suggestions ranging from a water fountain to a statue to evergreen trees, which would ensure colour in the area year round.

97 Avenue: West of 105 Street to 101 Street

Aerial view of proposed roadway and streetscape changes



97 Avenue – Street view of proposed roadway and streetscape changes



What we heard

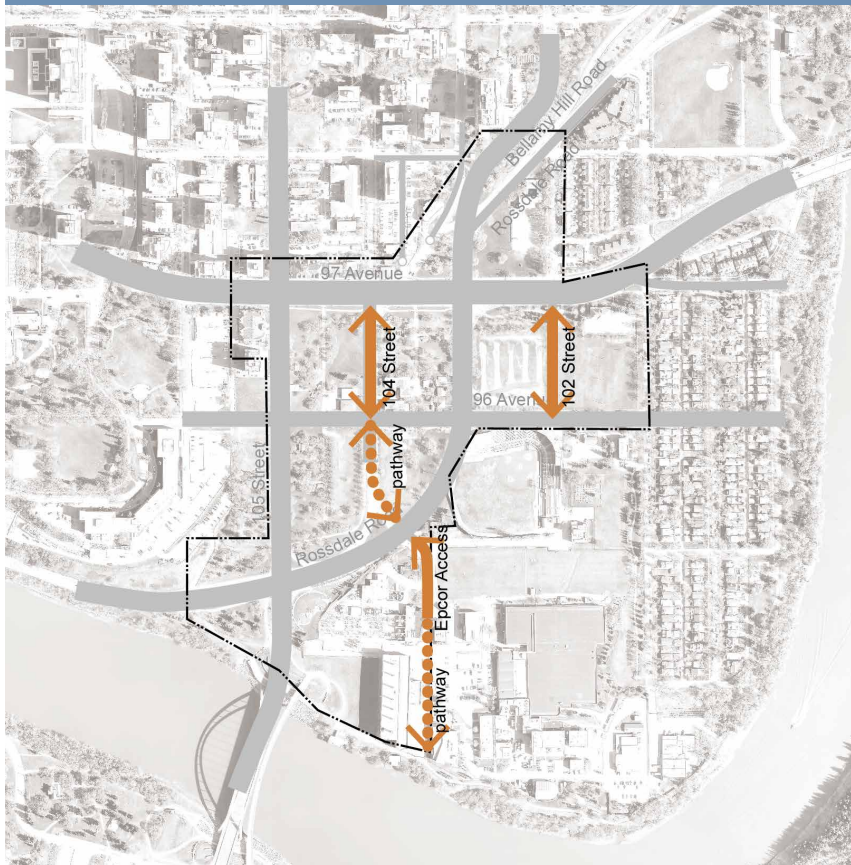
What respondents like

The most common comment received from respondents regarding what they like about the 97 Avenue design is the beauty/aesthetics of the design with the addition of trees, landscaping and greenspace. The green and treed boulevards are specifically noted, as well as the preserved view of the Alberta Legislature and the enhanced pedestrian experience created by the overall design aesthetic. The separated, dedicated bike paths are also mentioned as they will enhance safety for all users.

How could the design be improved

There is concern about the perceived impact of the 97 Avenue design on traffic flow, with anticipation it will create additional congestion, impeding the flow of traffic into and out of Downtown. There are suggestions to not remove any vehicle lanes. Some suggest that transit should be given higher priority in this location, perhaps with a dedicated bus lane.

Expand neighbourhood connections



Add EPCOR Access:
Rosssdale Road
towards the river

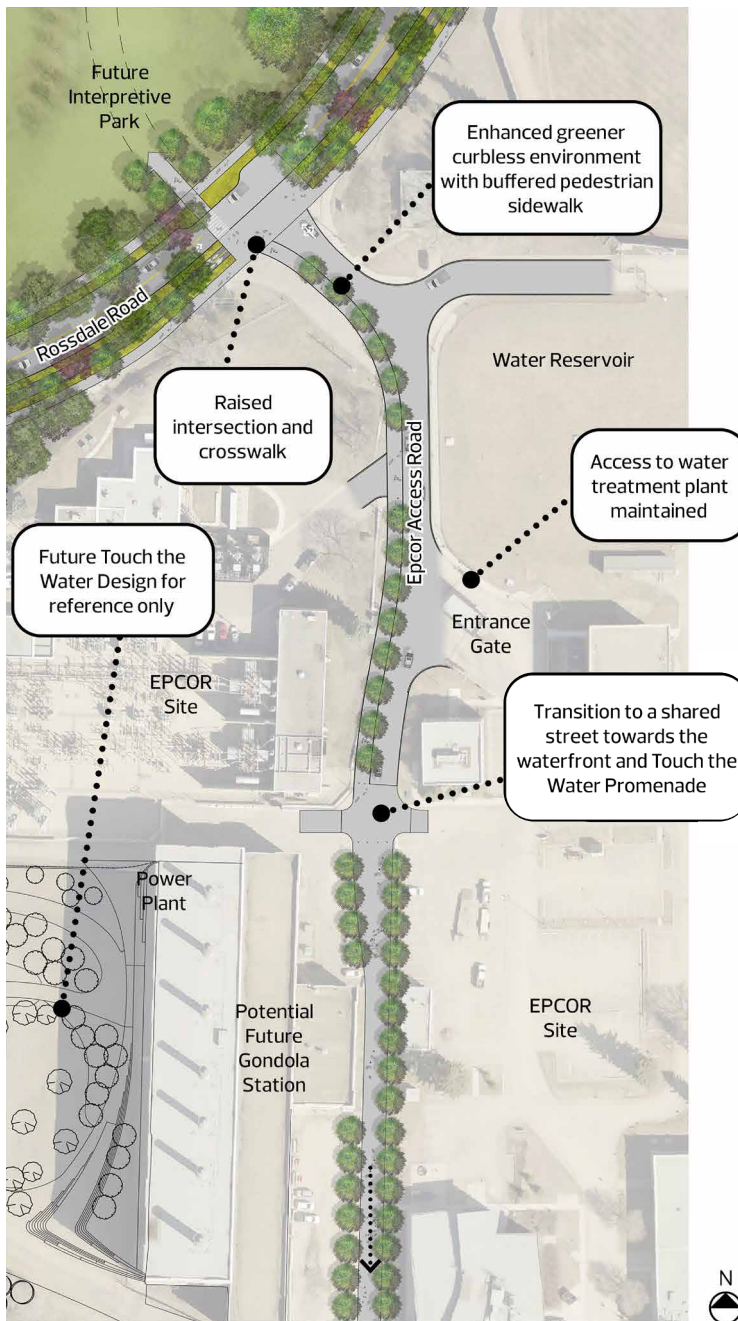
Add 102 Street: 97
Avenue to 96 Avenue

The draft concept design creates new neighbourhood streets, laneway connections and pedestrian connections for future residential developments, the future interpretive park and access to the river valley.

The proposed changes include:

- + creating a new street connection at 102 Street between 96 Avenue and 97 Avenue with wide sidewalks on both sides with room for furniture and treed boulevards
- + full signal at the intersection of 102 Street and 97 Avenue with pedestrian connections across 97 Avenue
- + on-street parking on both sides of 102 Street
- + EPCOR access road as a curbless street with decorative paving

Aerial view of proposed access lane and streetscape changes



EPCOR Access Road

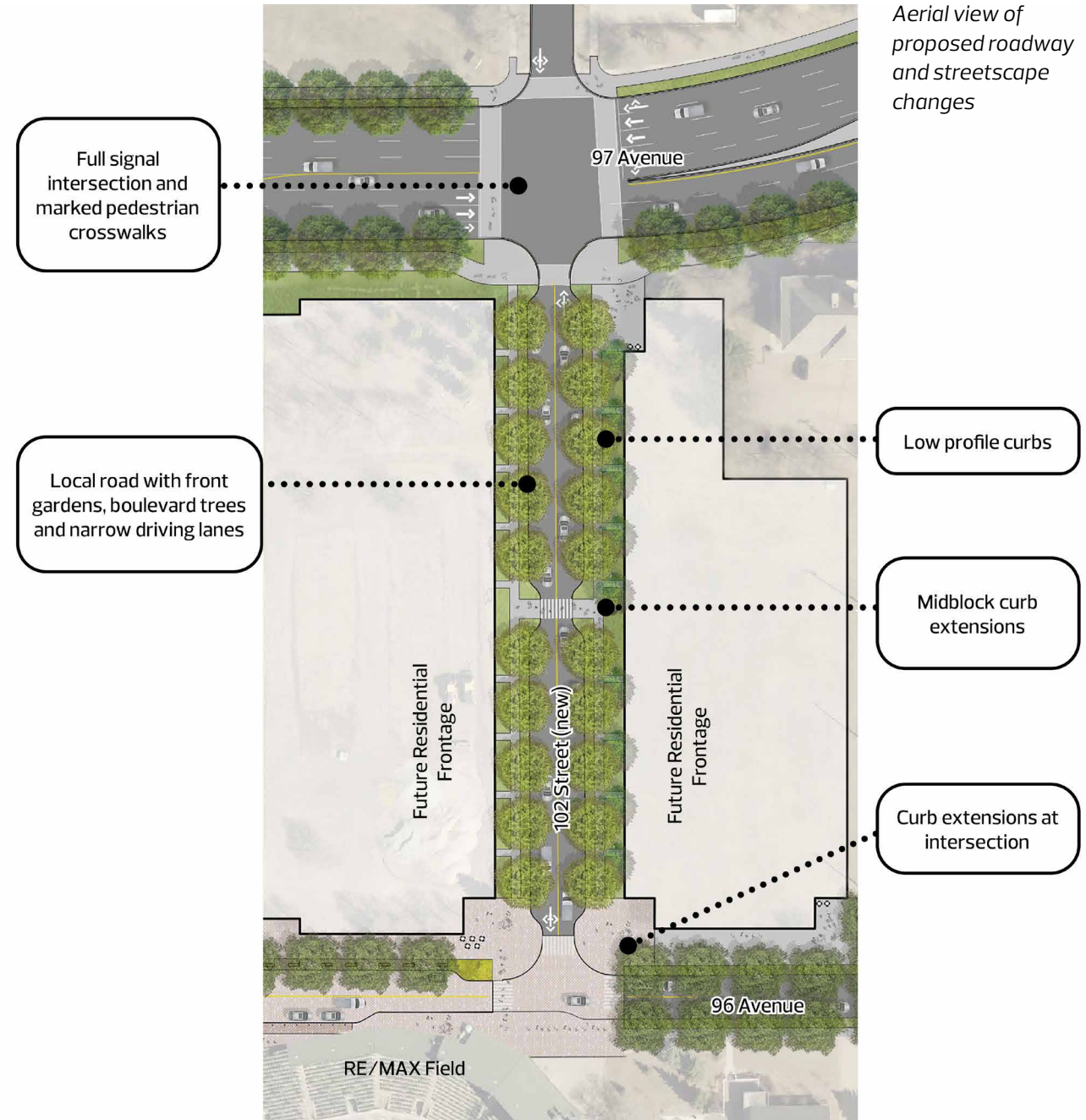
What respondents like

There is clear support for this design with respondents appreciating the overall aesthetic, as well as the improved access into the area for all users. Specifically mentioned are the enhancements for both pedestrians and cyclists including the wide sidewalks and new pathways. The addition of trees, greenery and landscaping is also noted as something respondents like.

How could the design be improved

When asked about what can be improved about the EPCOR access road design, respondents shared a range of suggestions from beautification of the area such as hiding the utilities, to safety for all users. Safety suggestions include the need for appropriate lighting and other safety considerations along the active transportation connections and the addition of traffic calming measures. Again with this design, there is concern for its perceived impact on traffic flow.

102 Street: 97 Avenue to 96 Avenue



102 Street: 97 Avenue to 96 Avenue

Street view of proposed roadway and streetscape changes



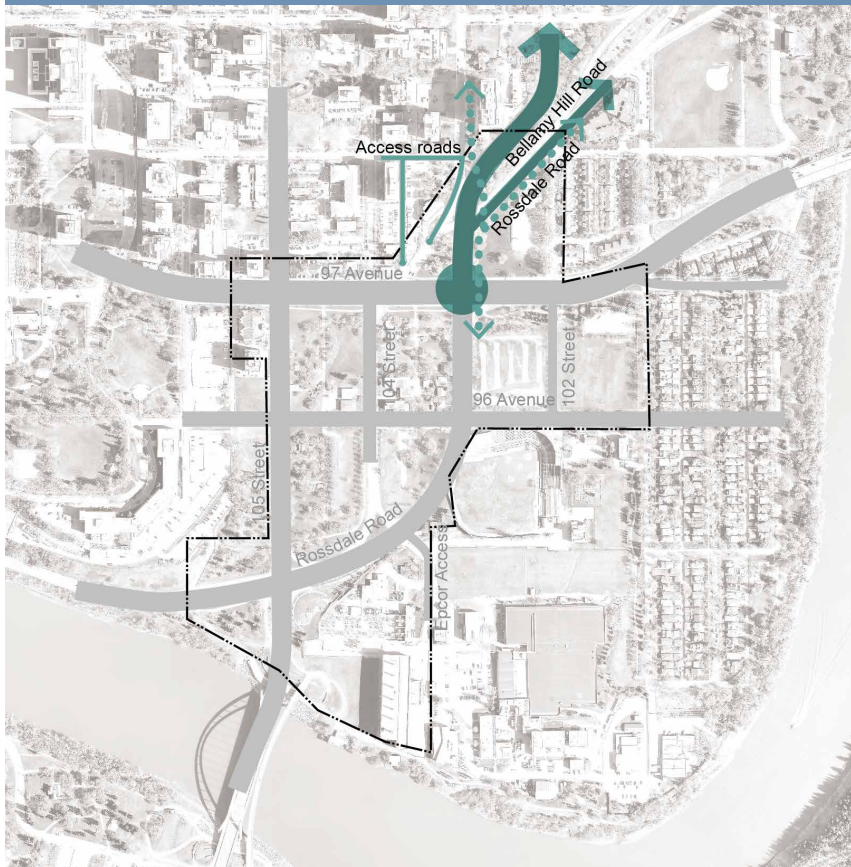
What respondents like

What respondents most like about the 102 Street design is the addition of trees along this corridor. The design is noted as being liked overall, with comments specifically noting the improved streetscape with enhancements provided by trees, greenery, landscaping and curb extensions. The addition of residential units providing increased density was also positively received.

What could be improved

Respondents believe an improvement to the design would be the addition of parking in the area for both general visitors, as well as for those who attend events. Related to the roadway design, there is a desire to reduce vehicle traffic along this corridor or to eliminate it entirely.

Simplifying connections north of 97 Avenue



Rosdale Road:
north of 97 Avenue

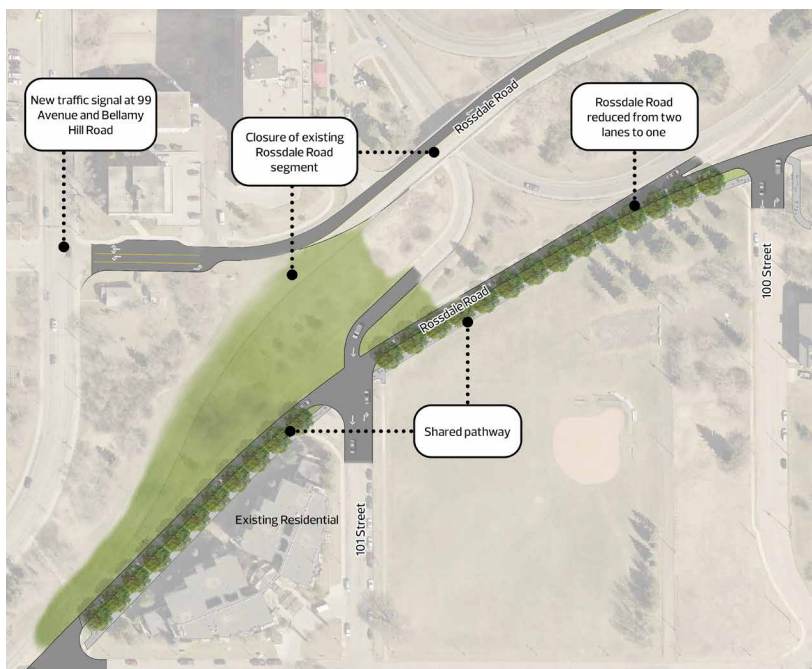
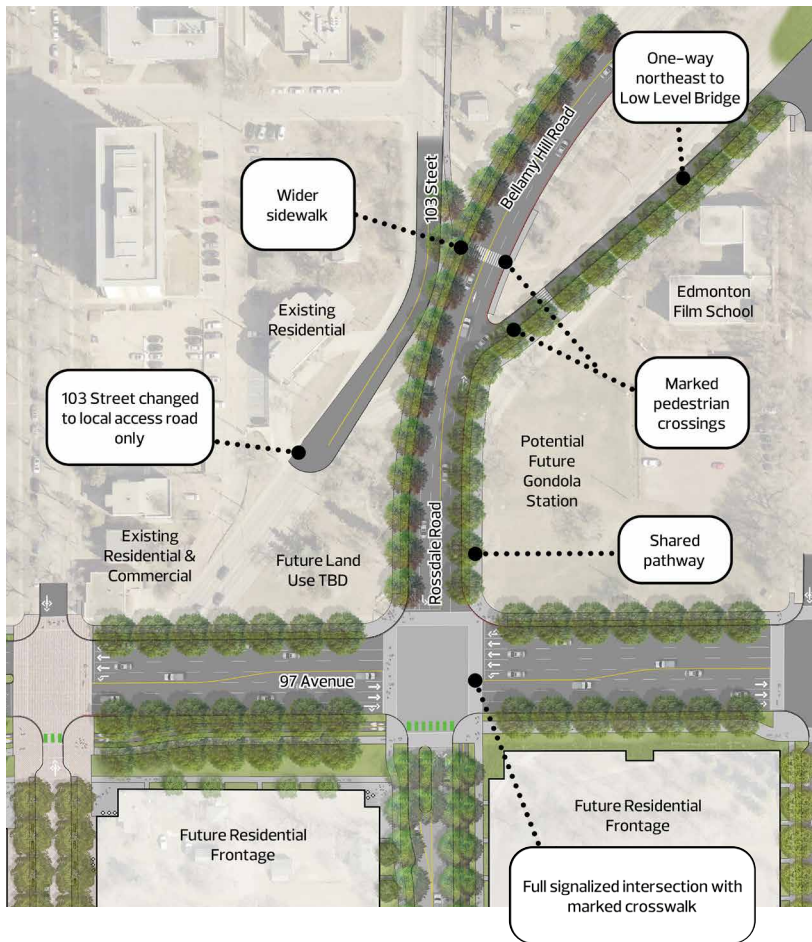
Bellamy Hill: north
of 97 Avenue

The draft concept plan improves the connection north of 97 Avenue and prioritizes safety for all modes of transportation into downtown.

The proposed changes include:

- + simplify the vehicle traffic movements and intersections to decrease driver confusion and improve safety for those who drive, walk, cycle and wheel
- + closure of Bellamy Hill Road/104 Street between 103 Street and 97 Avenue (the one-way couplet) with traffic rerouted to the intersection at 97 Avenue and Rosedale Road
- + Rosedale Road north of 97 Avenue becomes one-way north/eastbound only
- + wide sidewalk on the west side connecting to 103 Street

Aerial views of proposed roadway and streetscape changes



What respondents like

Significantly, respondents support the design and believe it will simplify and improve traffic flow and make the area safer for all users. Trees are noted as the key benefit of this design, as are the wider sidewalks and shared pathway.

What could be improved

Respondents encourage the City to consider safety in this design and the impact of the hills/slopes and sightlines on all users. Crossing lights and/or other strong visual cues are desired for pedestrian crossings, potentially adding raised crosswalks as pedestrian safety is noted as paramount and must be well supported.

There is a desire to ensure the bike facilities are separated from traffic for safety, especially considering the challenge of riding uphill. Also noted are potential conflicts between bikes and pedestrians.

Final comments

Respondents were asked for any additional comments that they had not already noted in the survey. The following is a list of some of the things we heard and the City's responses.

Comment	City Response
Please be cognizant and consult Indigenous communities. Focus and honour the Indigenous with interpretive areas and storytelling.	<p>Indigenous history is paramount to the City and will be a key aspect of how this area evolves over time.</p> <p>Extensive consultation with First Nations and Métis organizations took place in the development of the River Crossing Heritage Interpretive Plan and the River Crossing Business Plan, which provided direction for this project.</p> <p>The next step in implementation of the River Crossing Business Plan is the creation of a governance structure that includes the City's Indigenous partners in decision making related to each project that will advance in River Crossing. This will include consideration of how the Rossdale Transportation Network is redesigned and constructed.</p>
Consider accessibility—wheelchairs and strollers	Designing for all ages and abilities is a key consideration for new transportation infrastructure in Edmonton and is included in all aspects of this project according to the City's Access Design Guide and Complete Streets Design Standards.
Add bike infrastructure along Grierson Hill and 109 Street.	Grierson Hill and 109 Street are outside of the project scope. However, 109 Street has a plan in place to incorporate bike facility, which will be evaluated as part of the Mobility Network Assessment and will be implemented as a separate project, if it is necessary.
Include space for community agriculture such as fruit trees, berry bushes and community gardens.	<p>Consideration of different plantings and landscape design will continue through future design work on this project and will also be a considered in the Interpretive Park and Touch the Water, other projects slated to advance in River Crossing.</p> <p>A community garden currently exists alongside the Rossdale Community League Hall. The vision laid out in this concept plan would not impact that garden.</p>
Consider the environmental impact in all decisions. How does this plan, which seems conventional, address climate change?	Environmental impacts are key considerations in the City's decision-making process.

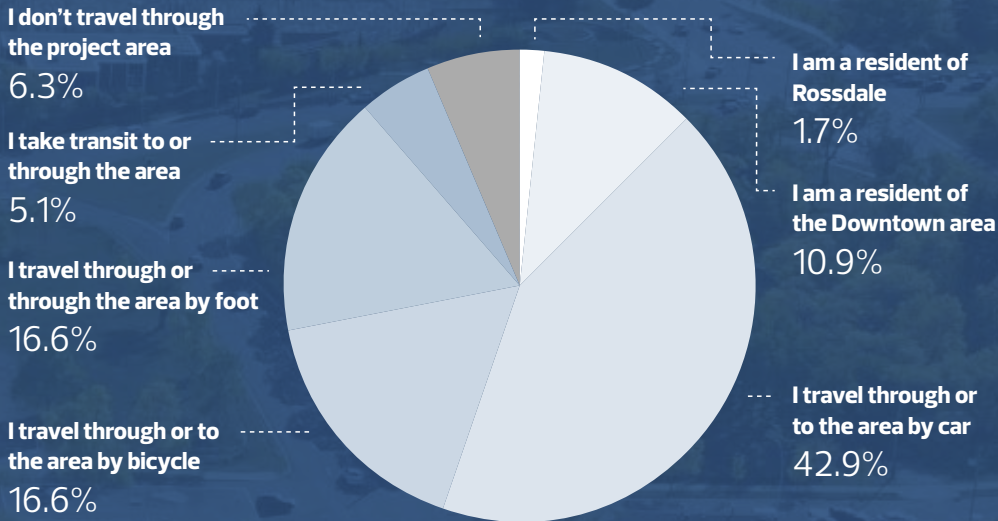
Comment	City Response
Demonstrate how the project fits into the overall City Plan.	The Rossdale Transportation Network project enables the advancement of the River Crossing redevelopment, which is identified as a priority growth area in the City Plan. This redevelopment will see the creation of up to 2,600 new households, new economic and commercial opportunities, the creation of a new river valley park, enhanced connections to the river from downtown, and the reuse of a significant piece of industrial heritage in the City. New active transportation connections provide an opportunity for increased use of non-vehicle modes of transportation as a goal of the City Plan.
Do not use beg buttons for crossings, and if possible, make signal buttons accessible to cyclists without the need to dismount.	Automated pedestrian crossings will be considered as the project progresses from concept to a more detailed design. Bike detection will be designed following the current City standard using in lane detection but may consider including bike accessible buttons.
Gathering place, entertainment/ event hub for community.	This project will see the redesign of 96 Avenue as a central cultural hub for socializing, gathering, celebrating, shopping and much more. It will also create the footprint for the new interpretive park, which will be a new river valley park co-designed with our Indigenous Partners. The vision for this park includes the reestablishment of this area as a place of gathering, celebration and ceremony, reflection and heritage interpretation
Add a loading zone for Parliamentary Plaza.	A loading zone at this location will be considered during the next phase of design.
Consider the impact of the design on access into the Rossdale neighbourhood.	Access into the Rossdale neighbourhood has been considered during planning and design, and will continue to be considered as this project advances.
Picnic shelters site desired.	Picnic sites and shelters to be considered in the park design.
For years, the City purchased land in Rossdale to make it as parklike as possible. This plan negates that vision.	This plan enables the creation of River Crossing as reflected in the River Crossing Business Plan (2019) and ARP (2020), building off the 2017 Heritage Interpretive Plan.
Redevelop the Rossdale power plant. It's a cool heritage building that's being wasted.	Reuse of the Rossdale Power Plant, a provincially designated historic structure, is also a part of the River Crossing vision. The Rossdale Power Plant Advanced Assessment and Priority Rehabilitation Project currently underway is a first step on the journey toward enabling public access to the Power Plant. Visit edmonton.ca/RossdalePowerPlant

Comment	City Response
Improve public transit with dedicated bus lanes to improve the capacity of all corridors to move people.	The plan follows the recommendations of the City's most current transit plans where bus traffic is shared with other traffic.
Use CPTED (Crime Prevention Through Environmental Design) principles.	CPETD principles are considered when creating all City design plans.
Provide strategies to support resident and pedestrian safety in these areas.	Pedestrian safety is prioritized with separate sidewalks and/or multi-use paths provided on all roadways in the plan. In addition, all pedestrian crossings at high traffic volume intersections are signalized and optimized to enhance pedestrian safety.
Build townhomes with street entrances, where possible to add to the street vibrancy.	High density living areas are being considered as part of the design.
Get it done! Don't wait another 20 years!	Funding is in place for the planning of the Rossdale Transportation Network. There is currently no timeline for construction. It is anticipated that full build of the area will take place over many years, and will coincide with City Council priorities and available funding.

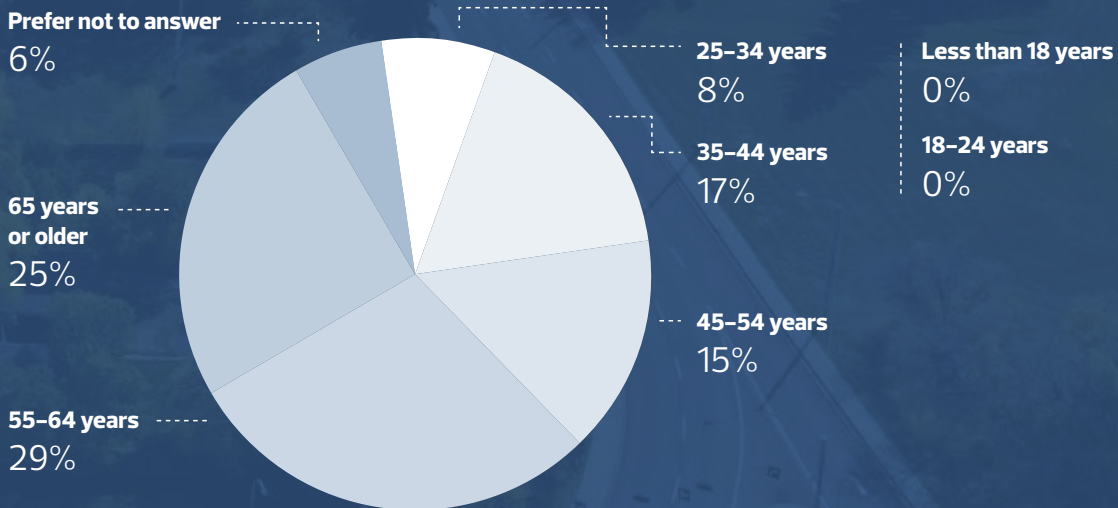
WHO COMPLETED THE SURVEY

The survey was open between June 21 and July 20, 2022. More than 650 participants completed the survey.

Participants were asked to identify how they were related to the project area.



Participants were asked to share their age.



NEXT STEPS

The Project Team will consider all comments received as the project moves forward with the design. The final concept designs will be shared in fall 2022.

There is currently no timeline for construction.

Sign up for project email update at edmonton.ca/RossdaleTransportationNetwork

QUESTIONS?

Website: edmonton.ca/RossdaleTransportationNetwork

Email: rossdaleTN@edmonton.ca

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton