



VISION  
ZERO

Edmonton

## Towards 40 Program

## Watt Common and 54 Street/4 Avenue

## Sharing Draft Design

Information package

April 2025

For more information on this project, visit  
[edmonton.ca/Towards40Projects](https://edmonton.ca/Towards40Projects) or call 311

## Adaptable Measures

The **Towards 40 Program** is focused on improving safety in areas where speeding and safety issues have been identified. The program will encourage safe driving habits and increase speed limit compliance using adaptable measures

**Adaptable measures** allow the City to improve safety conditions on roads until permanent infrastructure can be installed



VISION  
ZERO

Edmonton

## Why 40 Km/h?

The speed limit is now 40 km/h on most residential and downtown streets.

Reducing speed limits makes our streets safer, calmer and quieter for everyone.

Slowing down gives people more time to react to the unexpected to prevent crashes and reduce the severity of collisions



VISION  
ZERO

Edmonton

# Towards 40 Roadmap

We are at the Sharing Draft Design phase of the roadmap

- The project team shares the draft designs with the public for feedback



**VISION  
ZERO**



## Project Area

- **Watt Common**, from 50 Street SW to Ellerslie Road
- **54 Street/4 Avenue SW** from Ellerslie Road to 50 Street SW

These are low compliance roads, where the default 40 km/h speed limit is regularly violated and safe driving behaviors can be further encouraged.

These roads need improvements to reduce speeding and prioritize safety and accessibility.



**VISION  
ZERO**

Edmonton





VISION  
ZERO

Edmonton

## Background Report Summary

Information package  
April 2025

For more information on this project, visit  
[edmonton.ca/Towards40Projects](https://edmonton.ca/Towards40Projects) or call 311

## Background Report

### City Policies, Programs and Technical Considerations

The following City of Edmonton standards, programs, policies and best practices set the direction for the project team to consider in the **Watt Common and 54 Street / 4 Avenue project area**.

- Vision Zero
- Safe Mobility Strategy
- Speed Limit Reduction
- Complete Streets Design and Construction Standards
- Snow and Ice Control Policy
- Transportation Association of Canada
- And others

VISION  
ZERO

Edmonton

## Background Report

### City Policies, Programs and Technical Considerations - continued

#### Vision Zero

Edmonton's streets are for everyone, whether walking, rolling, biking, driving or taking transit. Vision Zero is the long term goal of zero traffic-related serious injuries and fatalities through safer and more livable streets for all by 2032.

Vision Zero Principles:

- No loss of life is acceptable
- Traffic fatalities and serious injuries are preventable
- We all make mistakes
- We are all physically vulnerable when involved in motor vehicle crashes

#### Complete Streets Design and Construction Standards

The Complete Streets Design and Construction Standards (CSDCS) document provides a single point of reference that supports the planning, design and construction of Complete Streets in Edmonton.

VISION  
ZERO

Edmonton



## Background Report

### Existing Conditions and Observations - Driving and Traffic Safety

Watt Common and 54 Street/4 Avenue are collector roadways. They are painted in some areas as two lanes, but function as one travel lane with parking. There are areas with underutilized parking.

	<b>Watt Common</b>	<b>54 Street/4 Avenue</b>
Volume	Peak hours: 250-400 per hour  5500 vehicles a day	Peak hours: 550-600 per hour
Speed Compliance	25.9% in 2022	35 % for NB vehicles *94% for SB vehicles in 2019

\* SB compliance rate could be due to proximity to crosswalk and full signal



- Volumes are lower along Watt Common than what is typical for a collector roadway
- Additional speed and volume data is being collected this spring

**VISION  
ZERO**

Edmonton

## Background Report

### Existing Conditions and Observations - Driving and Traffic Safety

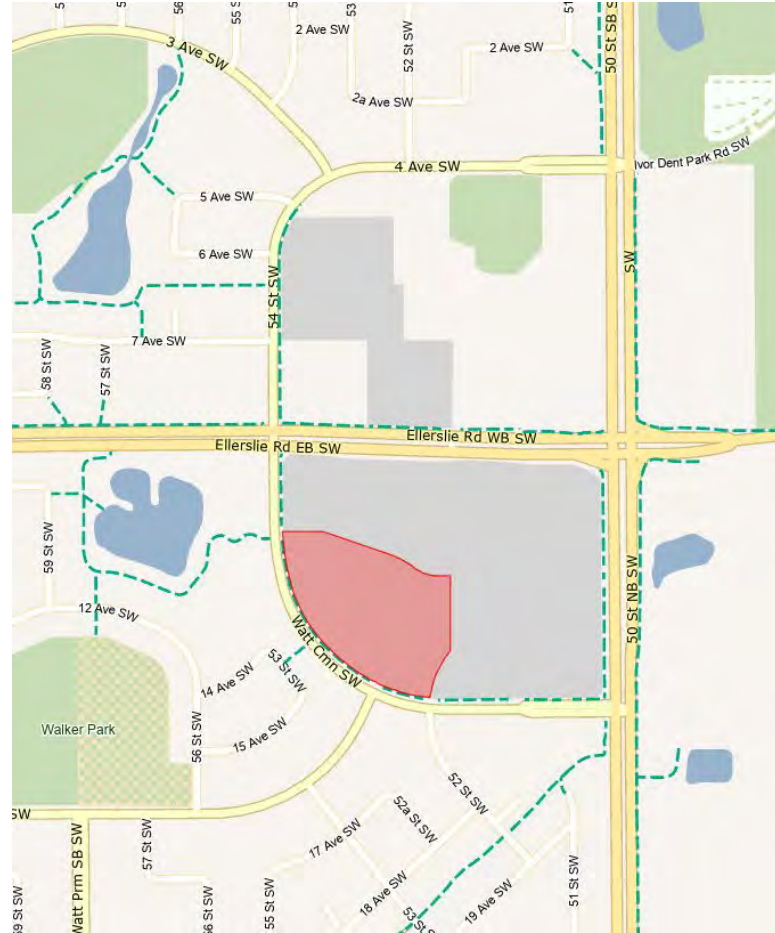
<b>Crash History 2019-2023</b>	<b>Signalized Intersection</b>	<b>Non-signalized intersection</b>	<b>Mid block locations</b>
<b>128 Crashes</b>	51% (65)	23% (29)	27% (34)
<b>Peak locations</b>	4 Avenue & 50 Street	Watt Common and Watt Boulevard	4 Avenue - west of 50 Street Watt Common - west of 50 street
<b>Other locations</b>	Watt Common & 50 Street Ellerslie Road & 54 Street	3 Avenue & 54 Street 4 Avenue & 54 Street Watt Common & 52 Street	
<b>Major injury</b>	0	0	1
<b>Main causes</b>	Following too close; failing to observe traffic signals, changing lanes improperly, improper turns	Traffic sign violations, running off the road, following too closely, driving left of centre	Failing to yield to right of way, stop sign violations, changing lanes improperly, striking parked vehicles

**VISION  
ZERO**

Edmonton

## Background Report Existing Conditions and Observations - Biking

- Nearby district connector routes and neighbourhood routes currently exist in the project area
- Green dotted lines show current off-street bike routes
- Additional off street route is within commercial area south of 5 Avenue



VISION  
ZERO

Edmonton

## Background Report

### Existing Conditions and Observations - Walking

- There are traffic signals at the following intersections in the project areas:
  - Watt Common and 50 Street (full signal)
  - Watt Common and 52 Street (half signal)
  - Watt Common/54 Street and Ellerslie Road (full signal)
  - 4 Avenue and 50 Street (full signal)
- There are marked crossings at the following locations without traffic signals:
  - Watt Common and Watt Boulevard
  - Mid-block on Watt Common by the Sobey's
  - Mid-block on 54 Street by the Superstore
  - 54 Street and 3 Avenue at the all-way stop
  - 4 Avenue and 52 Street



VISION  
ZERO

Edmonton

## Background Report

### Existing Conditions and Observations - ETS and School Bus Routes

- In the project area, there are 4 east/northbound bus stops and 4 west/southbound bus stops.
  - ETS route 519 travels on a portion of Watt Common
  - ETS route 518 travels on a portion of 4th Avenue
  - A school special (route 665) also travels in the project area
- Buses on Watt Common and 54 Street/4 Avenue currently pull over from the driving lane to the curb.
- On most residential and collector roadways in Edmonton, roads are designed to allow ETS buses to stop in the traffic lane at most stops, which may briefly stop the flow of traffic to allow bus loading and unloading. This reduces delay as there is no wait to re-enter the stream of traffic and also helps to reduce traffic speeds on the roadways.
- There are no schools located in the project area, however, school buses use Watt Common and 54 Street/4 Avenue to access Corpus Christi Catholic Elementary Junior High School, which is located on Watt Boulevard.

**VISION  
ZERO**

Edmonton

## Background Report

### Existing Conditions and Observations - Parking

- Parking is available along the project area in most areas. Exceptions include in ETS or school bus stop zones, near fire hydrants, near intersections and stop signs and accesses (as part of Bylaw 5590). Some of these locations have signage and some do not.
- The roadway is part of a seasonal restriction, where a parking ban can be declared during the winter season with eight hours notice and remain in effect until the road has been cleared.
- There is low parking usage along areas where homes flank or back onto the roadway and do not have direct access (i.e. are fenced)
- Areas that see high parking usage include areas where homes face the roadway and near apartment or condo buildings
- Where parking is permitted but where cars are not parked, the roadway appears very wide and could be confused as two travel lanes, when it functions as one travel lane with parking. This perception can contribute to speeding along the roadway.

VISION  
ZERO

Edmonton



## Background Report Public Engagement Summary and Results (Highlights)

In **September/October 2024**, over 80 participants provided their feedback on the online survey. The in-person public engagement session on October 3, 2024 was attended by 26 participants

Through the **Gathering Information** public engagement phase, respondents shared their feedback on their lived experience, observations and opportunities for improvements within the project areas whether they drive, bike, walk or roll. The following is a summary of some common themes we heard:

- Speeding issues
- Visibility issues due to parked cars
- Improvements to crosswalks - signage, flashing lights or raised crossings

“Even at stop signs, people do not stop, they roll right through and do not look for pedestrians.”  
- Towards 40 participant

“A light to control traffic at the intersection of Watt Blvd and Watt Common ... or even a all-way stop sign”  
– Towards 40 participant

“Increase speed signage along the whole stretch of the road as there are not enough signs, and many drivers speed along this stretch.”  
- Towards 40 participant

“The all-way stop at 3 Avenue needs enforcement due to many drivers not stopping or rolling through the stop sign.”  
– Towards 40 participant

**VISION  
ZERO**

Edmonton

## Background Report

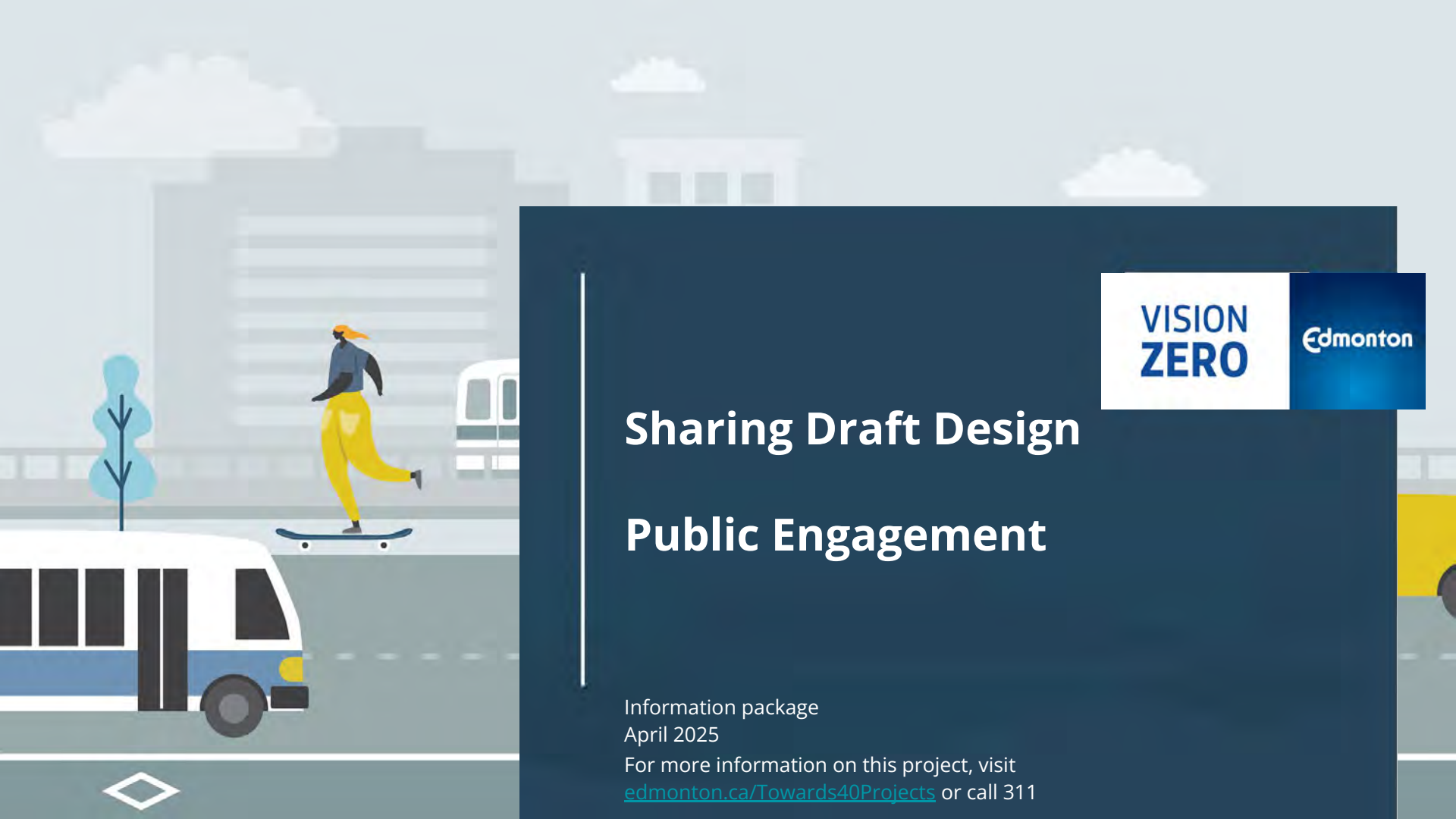
### Considerations for Draft Design

These are as summary of the design considerations based on the information in the Background Report. View all the design considerations at [edmonton.ca/Towards40](https://edmonton.ca/Towards40)

- Ensure that passenger vehicles, ETS buses, school buses and emergency vehicles have the appropriate driving space, and maintain roadway capacity while reducing roadway width to align with design standards
- Define the driving lanes and parking lanes to avoid confusion, especially in areas where cars are not parked
- Use traffic calming measures to create visual awareness for drivers, especially at pedestrian crossings.
- Review all crossing locations for potential improvements and ensure visible sightlines.
- Design the roadway that allows for transit operations that are consistent to other residential and collector roadways in Edmonton

VISION  
ZERO

Edmonton



VISION  
ZERO

Edmonton

# Sharing Draft Design Public Engagement

Information package  
April 2025

For more information on this project, visit  
[edmonton.ca/Towards40Projects](https://edmonton.ca/Towards40Projects) or call 311

## Public Engagement

Your feedback along with City policies and technical considerations will provide the overall direction in developing appropriate safety measures to be applied to the project area.



Learn more about the City's public engagement process at [edmonton.ca/engagement](https://edmonton.ca/engagement)

**VISION  
ZERO**

**Edmonton**

## Share Your Feedback

We are at the **Sharing Draft Design** phase of the project. We encourage those who use Watt Common and 54 Street/4 Avenue, whether you walk, bike, roll or drive to share your feedback on the draft design for this project area.

How to Participate:

- Scan the QR code to take the survey or go to [edmonton.ca/Towards40](https://edmonton.ca/Towards40).
- Attend the in-person event on April 24, 2025 from 6-8 p.m. at Corpus Christi Catholic School



VISION  
ZERO

Edmonton

## Watt Common and 54 Street/4 Avenue

### Draft Design Features

**The project team has prepared two draft design options using adaptable measures for Watt Common and 54 Street/4 Avenue.**

The draft designs include the following features that improve safety as you walk, bike, roll or drive by encouraging safer speeds.

- A designated and defined driving lane in each direction that aligns with Complete Streets Design and Construction Standards and the 40 km/hr speed limit.
- The operation of intersections near arterial roads will remain the same as they are today with some changes at 54 Street and Ellerslie Road
  - Travelling northbound, there will be one northbound through lane, instead of two; the northbound right lane turns right only
- A new all-way stop is added at the Watt Common and Watt Boulevard collector intersection

VISION  
ZERO

Edmonton



## Watt Common and 54 Street/4 Avenue

### Draft Design Features

- A rapid flashing beacon is added to the pedestrian crossing at 54 Street, south of 6 Avenue
- An overhead flasher is added to the pedestrian crossing at Watt Common, south of Ellerslie Road
- ETS bus stops are located in the same place they are today
- Parking areas are defined and aligned with Bylaw 5590. Some parking is removed in areas where homes flank or back onto the roadway or where parking is underutilized
  - Project area will continue to be a Phase 1 Parking Ban area, where a parking ban can be declared during the winter season and remain in effect until the road has been cleared
  - Some areas have a winter only parking ban. No parking during the winter months (October - April)
- Alley access is changed to allow right -in and right-out turns in three locations along Watt Common

VISION  
ZERO

Edmonton

## Watt Common and 54 Street/4 Avenue Draft Design Features



- Adaptable centre medians will be added. An adaptable center median is a raised island along the center of a street that improves visibility and encourages slower speeds.



- Adaptable curb extensions will be added. Adaptable curb extensions extend into the roadway, either at crossings or midblock and help to define the use of the road. They are typically placed to provide shorter crossing distances near pedestrian crossings or to help define where parking is permitted.

VISION  
ZERO

Edmonton

## Watt Common and 54 Street/4 Avenue Draft Design Features - Curb Extension Option

- The curb extension option includes all the design features listed previously
- Adaptable curb extensions are primarily used along Watt Common and 54 Street/4 Avenue in most locations
- Centre medians are used in select locations, closer to the nearby arterial roadways (50 Street, Ellerslie Road)
- Parking areas are defined. Some parking is removed in areas where homes flank or back onto the roadway or where parking is underutilized.

To view the draft design, please visit [edmonton.ca/Towards40Projects](https://edmonton.ca/Towards40Projects)

VISION  
ZERO

Edmonton

## Watt Common and 54 Street/4 Avenue Draft Design Features - Centre Median Option

- The centre median option includes all the design features listed previously
- Adaptable centre medians are primarily used along Watt Common and 54 Street/4 Avenue in most locations
- Adaptable curb extensions are used in select locations to define pedestrian crossings and/or parking in select locations.
- ETS buses stop in the traffic lane at most stops, which may briefly stop the flow of traffic to allow bus loading and unloading. This reduces delay as there is no wait to re-enter the stream of traffic and also helps to reduce speeds on the roadway
- Parking areas are defined. Parking is removed in areas where homes flank or back onto the roadway or where parking is underutilized. More parking is removed in this option, please see the draft design to see these locations.

To view the draft design, please visit [edmonton.ca/Towards40Projects](https://edmonton.ca/Towards40Projects)

VISION  
ZERO

Edmonton

## Watt Common and 54 Street/4 Avenue

### Next Steps

The project team will be reviewing your feedback and updating the draft design into a final design. Feedback gathered through the public engagement phases, along with City policies and programs and technical considerations, will provide the overall direction in developing appropriate adaptable measures to be applied to the project areas.

A **What We Decided Report** summarizing how the project team arrived at the final design using adaptable measures to encourage speed compliance and safer driving behaviours will be posted on [edmonton.ca/Towards40Projects](https://edmonton.ca/Towards40Projects) in late spring/early summer 2025.

For more information on the Towards 40 program, visit [edmonton.ca/Towards40](https://edmonton.ca/Towards40)

VISION  
ZERO

Edmonton