



# 103 Avenue Streetscape Project Fact Sheet



Edmonton

## 103 AVENUE STREETScape

### About the Project

103 Avenue Streetscape is a **Green and Walkable Catalyst Project**. Catalyst projects make an area more attractive to live and invest in, bringing more diversity, vibrancy, and energy to downtown Edmonton. This is a component of the Downtown Capital City Plan that calls for improvements to Downtown roadways and streetscapes that support safe and comfortable pedestrian movement, sidewalk vibrancy, quality urban design, and more trees and greenery.

[https://www.edmonton.ca/projects\\_plans/downtown/capital-city-downtown-plan.aspx](https://www.edmonton.ca/projects_plans/downtown/capital-city-downtown-plan.aspx)

103 Avenue was selected for streetscaping because of the natural connections that link people to Ice District, the Civic Precinct including the Royal Alberta Museum, Winspear Centre, City Hall, Stanley A. Milner Library as well as office towers, restaurants, hotels and the Valley Line-South LRT. 103 Avenue also connects hundreds of Edmontonians, including seniors, to their homes.

It is expected that with this improvement, economic activity in the area will be increased through ground level retail opportunities, increased pedestrian activity and add attractiveness and vibrancy in the area. The improvements will also enhance the public realm and the perception of Edmonton's downtown prosperity and safety.

### Project Goals

The goals of the project are to:

- Carry through on the Downtown Public Places Plan which champions 103 Avenue as a priority for enhancing the public realm and creating a vibrant pedestrian connection between Civic Precinct and Ice District.
- Strengthen connections by transforming the avenue into a green and walkable street. with opportunities for more green space, increased walkability, and being more welcoming to people of all ages and abilities

- Increase pedestrian safety from a traffic management perspective, aligning with the City's Vision Zero goals, including increased usage of the public realm by private businesses and citizens as a gathering place or for commercial gain (patios, busking, festivals, etc.).
- Engage the public and stakeholders in all phases of the project including a Visioning component which will lead to the development of the Concept Plan.

## **Project Timeline**

103 Avenue Streetscape Project will include

- |                               |                |
|-------------------------------|----------------|
| ● Vision and Concept Planning | December 2019  |
| ● Preliminary Design          | April 2020     |
| ● Detailed Design             | September 2020 |
| ● Tendering and Construction  | 2021           |

## **Engagement Opportunities**

There will be several opportunities for public and stakeholder engagement in all phases of the project.

During Phase One, Visioning and Concept Planning, the City will be gathering ideas and perspectives as the City explores a vision for the avenue. The vision will be used to design a Concept Plan. Between August and November 2019, citizens will be invited to participate in interviews, workshops, pop ups and drop in sessions

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