



Share your input!

The City has designated Jasper Avenue as a 'main street' and has developed Main Street Guidelines that will help guide its development into the future. One of the first steps toward realizing Jasper Avenue as a true main street will take place with reconstruction beginning in 2018. The reconstruction will establish the space allocated to both public realm and the roadway for the next 30 years.

With the future in mind, the goal of **Imagine Jasper Avenue** is to envision an innovative, vibrant and relevant streetscape from 109 Street to 124 Street that will strive to balance the needs of the community, commuters, businesses and visitors.

This comment form asks you to review the vision and draft guiding principles for **Imagine Jasper Avenue** which were developed from the input received during the first phase of public engagement in the fall of 2015. It also asks you to think about the priorities you see for the future of Jasper Avenue, as well as the potential trade-offs and impacts of each decision.

YOUR RELATIONSHIP TO JASPER AVENUE (between 109 and 124 Street):

1. I am a resident of _____ community.

2. I am (check all that apply):

- A vehicle commuter who uses Jasper Avenue
- A transit commuter who uses Jasper Avenue
- A pedestrian/cyclist who uses Jasper Avenue
- An owner/operator/employee of a business along Jasper Avenue
- A patron of the businesses and services located on Jasper Avenue
- A representative of an organization/group (please specify): _____
- An interested citizen who lives outside the downtown area
- Other: (please specify): _____





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YOUR THOUGHTS ON THE VISION AND GUIDING PRINCIPLES

Vision:

Jasper Avenue is Edmonton’s premier Main Street—a people place

Guiding Principles:

- **Create a vibrant, all seasons destination:** *Transform Jasper Avenue into a lively downtown destination and a place of social gathering. Ensure Jasper Avenue is accessible, inclusive, and offers a safe and secure environment in all seasons*
- **Shape a community street:** *Shift the focus of Jasper Avenue to an inviting neighbourhood amenity. Commemorate Jasper Avenue's vibrant history, and the dynamic diversity of its people*
- **Put pedestrians first, ensuring travel options for all users:** *Increase the priority on pedestrians, while recognizing the needs of all methods of transportation along Jasper Avenue*
- **Increase the green:** *Enhance and beautify Jasper Avenue with tree planting and landscaping*
- **Consider the Big Picture:** *Reinforce Jasper Avenue’s local connections to the community, river valley, downtown, and other destinations. Use the streetscape as a catalyst for higher quality development and urban form.*

3. Please indicate your level of satisfaction for the vision and guiding principles:

Very Dissatisfied	Dissatisfied	Don't Know/ No Opinion	Satisfied	Very Satisfied
1	2	3	4	5

Comments:





Share your input!

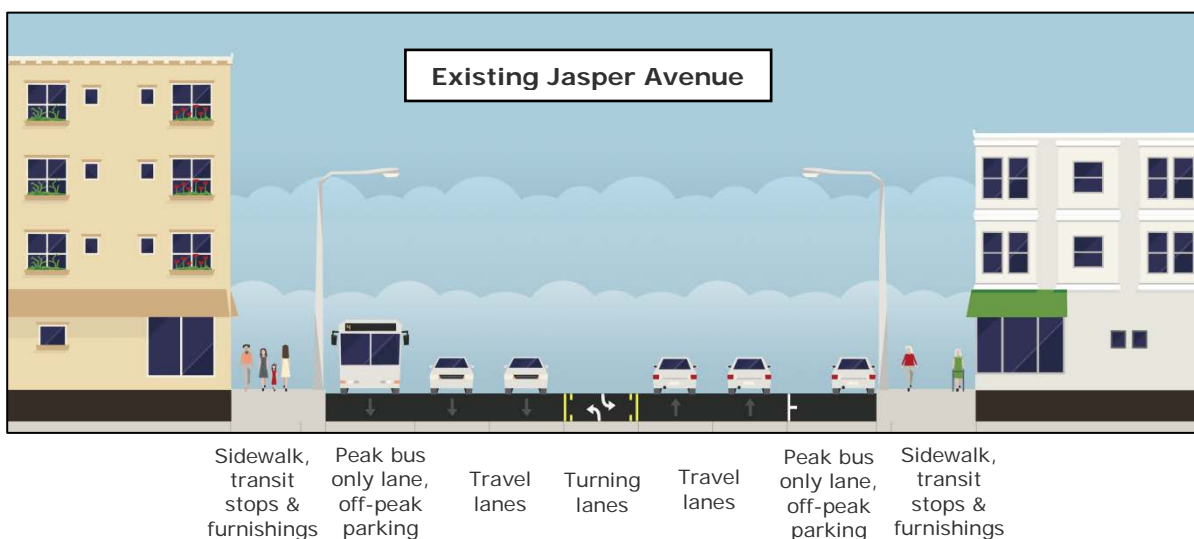
STREETSCAPE ELEMENTS: PRIORITIES AND TRADE-OFFS

The streetscape project area is property line to property line. Proposed streetscape elements must fit within this area. It is possible that there will not be enough space for all desired elements. All elements have an impact and a potential trade-off. With each decision made another desired element may be impacted.

For example:

- choosing a wider sidewalk will require more space from the roadway, which would mean removing one vehicle travel lane
- more space will be needed to add trees, which would mean removing a vehicle travel lane
- removing on-street parking may reduce flexibility for future business uses on the roadway (ie: parklet or food trucks)
- removing lanes of traffic means there will be fewer left-turn lanes and impacts on buses

Answers to these questions will help the project team understand your priorities and what elements you feel are most important to achieving those priorities.





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4. Please prioritize the following elements related to the guiding principle.

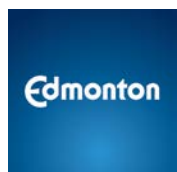
Not a priority	Low priority	Some priority	Don't know/ care	Moderate Priority	High Priority	Extreme Priority
1	2	3	4	5	6	7

Create a vibrant, all seasons destination

Transform Jasper Avenue into a lively downtown destination and a place of social gathering. Ensure Jasper Avenue is accessible, inclusive, and offers a safe and secure environment in all seasons

Sidewalk cafes and patios							
Public seating (benches)							
Pedestrian oriented street lighting							
Features that support visual impairment and mobility challenges							
Weather protection features (heated shelters, canopies)							

Comments:





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5. Please prioritize the following elements related to the guiding principle.

Not a priority	Low priority	Some priority	Don't know/care	Moderate Priority	High Priority	Extreme Priority
1	2	3	4	5	6	7

Shape a community street

Shift the focus of Jasper Avenue to an inviting neighbourhood amenity. Commemorate Jasper Avenue's vibrant history, and the dynamic diversity of its people

Public art within the streetscape							
Public art that references history on Jasper Avenue							
Wayfinding signage to local destinations							
Access to public washrooms							
Ability to close the street for markets or special events							

Comments:





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6. Please prioritize the following elements related to the guiding principle.

Not a priority	Low priority	Some priority	Don't know/ care	Moderate Priority	High Priority	Extreme Priority
1	2	3	4	5	6	7

Put pedestrians first, ensuring travel options for all users

Increase the priority on pedestrians, while recognizing the needs of all methods of transportation along Jasper Avenue

Boulevards (to buffer sidewalk from traffic)							
Wider, unobstructed sidewalks							
Frequent, safe pedestrian crossings							
High quality transit shelters							
Dedicated transit lanes							
On-street parking							
On-street bicycle facility							
Bicycle parking							
Narrow travel lanes supporting safer speeds							
Maintain commuter capacity during peak hours							

Comments:





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7. Please prioritize the following elements related to the guiding principle.

Not a priority	Low priority	Some priority	Don't know/care	Moderate Priority	High Priority	Extreme Priority
1	2	3	4	5	6	7

Increase the green

Enhance and beautify Jasper Avenue with tree planting and landscaping

Street trees							
Planters and landscaping							
Pocket parks along the streetscape							

Comments:





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8. Please prioritize the following elements related to the guiding principle.

Not a priority	Low priority	Some priority	Don't know/care	Moderate Priority	High Priority	Extreme Priority
1	2	3	4	5	6	7

Consider the big picture

Reinforce Jasper Avenue's local connections to the community, river valley, downtown, and other destinations. Use the streetscape as a catalyst for higher quality development and urban form.

Consider surrounding transportation network requirements							
Plan for people moving over vehicle moving							
Safe, high quality bicycle network connections							
Connections to Victoria Promenade, River Valley, key destinations							
Promote high density, mixed use buildings through zoning							

Comments:





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9. From the elements listed below, rank your top five elements from 1 to 5, 1 being the most important and 5 being the least important.

Top 5 Elements

1. _____

2. _____

3. _____

4. _____

5. _____

- a. Sidewalk cafes and patios
- b. Wide, unobstructed sidewalks
- c. Features that support visual impairment and mobility challenges
- d. Street trees and landscaping
- e. Pedestrian oriented lighting
- f. Street furnishings (benches, garbage cans, bike racks etc)
- g. Public art
- h. Access to public washrooms
- i. Dedicated transit lanes
- j. High quality transit shelters
- k. On-street bicycle facility
- l. On-street parking
- m. Maintain commuter capacity during peak hours
- n. Promote high density, mixed use buildings through zoning
- o. Ability to close the street for markets or special events

Comments: _____





Share your input!

Please help us prepare for future meetings by answering the following:

10. How did you hear about this meeting? *(Please check all that apply)*

- | | |
|---|---|
| <input type="checkbox"/> Word of mouth | <input type="checkbox"/> Road signs |
| <input type="checkbox"/> Newspaper advertisements | <input type="checkbox"/> Flyer in mailbox |
| <input type="checkbox"/> Media coverage | <input type="checkbox"/> Email |
| <input type="checkbox"/> Website | <input type="checkbox"/> Other <i>(Please specify):</i> _____ |
| <input type="checkbox"/> Social media | |

11. Please answer the following about your participation in tonight's open house:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The information presented was useful, informative and easy to understand.					
I was able to find satisfactory answers to my question					
The project representatives were helpful, friendly and available to talk to me					
I have a better understanding of the project because of my attendance.					
Participating in this session was a good use of my time					

Thank you for your comments!

Please leave your completed feedback form at the welcome desk tonight. For more information or to fill out the feedback form online, visit edmonton.ca/ImagineJasperAvenue. You can also email completed forms to ImagineJasperAvenue@edmonton.ca. Deadline for submission is April 4, 2016.

