

imagine

jasper avenue



Public Event # 2
March 21, 2016

Edmonton

Welcome and Introductions

TONIGHT'S AGENDA

5:00 Presentation and Q/A

5:45 Streetscape Design 101 (learn about streetscape design!)
Visit Displays, project area map and vision wall

7:00 Presentation (repeat) and Q/A

7:45 Streetscape Design 101 (learn about streetscape design!)
Visit Displays, project area map and vision wall

TONIGHT'S PURPOSE

- ❖ Share information about the Imagine Jasper Avenue Project
- ❖ Share what we heard during phase 1 public engagement
- ❖ Explain the streetscape concept planning process
- ❖ Confirm the Vision and Guiding Principles
- ❖ Listen and learn from you
- ❖ Identify issues and concerns along Jasper Avenue
- ❖ Understand your priorities

Project Overview

PROJECT OVERVIEW

The purpose of this study is to develop a streetscape concept plan for Jasper Avenue between 109 Street and 124 Street.

Project Goal: To envision an innovative, vibrant and relevant streetscape that will strive to balance the needs of the community, commuters, businesses and visitors.

Project Timeline:

Streetscape Concept Plan 2015-2016

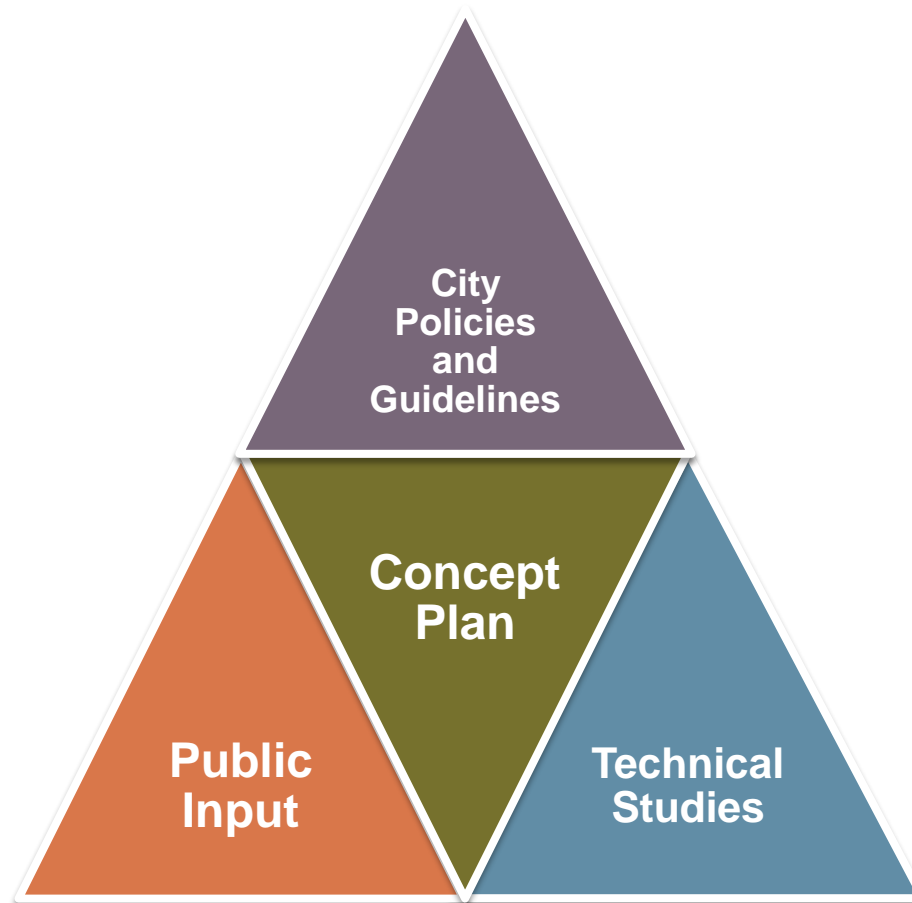
Preliminary and Detailed Design..... 2017-2018

Tentative Construction Start.....2018

WHAT IS A STREETScape?

- ❖ **How a street looks, feels and functions**
- ❖ **Considers how the street impacts all users:**
 - pedestrians
 - transit riders
 - drivers
 - cyclists
- ❖ **Addresses the following elements:**
 - sidewalks
 - crosswalks
 - landscaping
 - universal design
 - lighting
 - traffic management
 - street furniture
 - parking
 - signage
 - safety
 - connectivity
 - maintenance and more

HOW DECISIONS ARE MADE



CITY POLICIES AND GUIDELINES

- ❖ Sidewalk Strategy (2008)
- ❖ The Way Ahead (2009-2018)
- ❖ The Way We Grow (2009)
- ❖ The Way We Move (2009)
- ❖ Bicycle Transportation Plan (2009)
- ❖ Active Transportation Policy (2009)
- ❖ Complete Streets Policy (2013)



Main Streets

WHAT IS A MAIN STREET ?

- ❖ Main Streets are important transportation routes.
- ❖ Main Streets act as strong community places and tie into business and community Revitalization.
- ❖ Main Streets support a mix of street-oriented land uses.
- ❖ Main Streets are designed and maintained to an enhanced standard

MAIN STREETS PRINCIPLES

Vibrant, All Seasons People Places



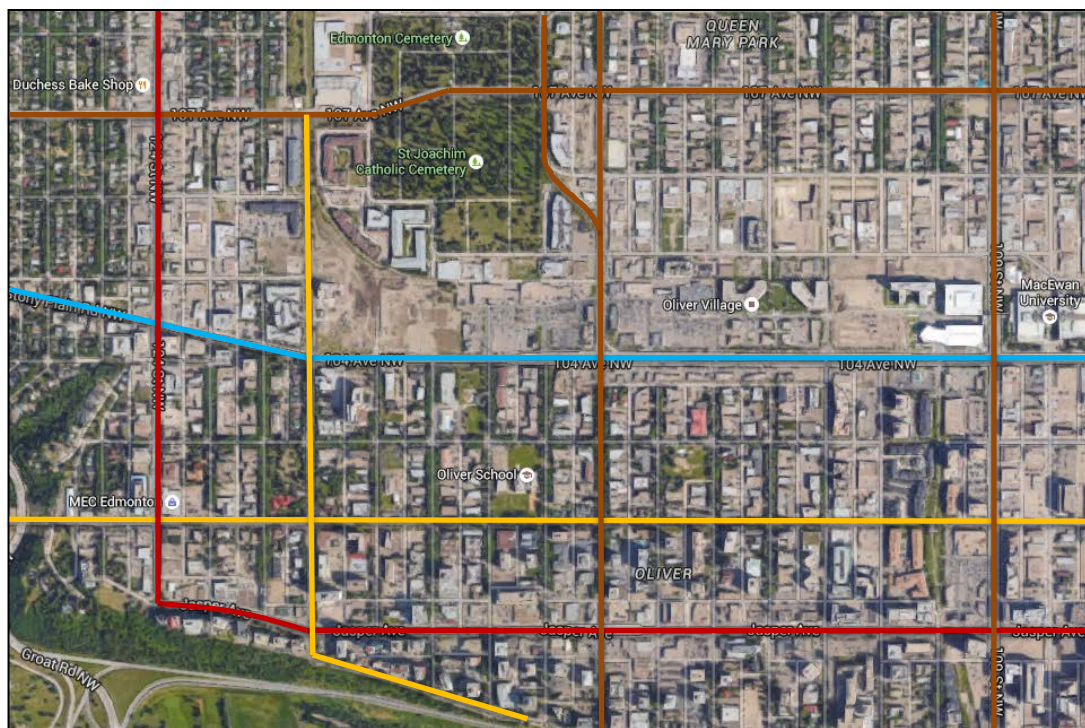
MAIN STREETS PRINCIPLES

Provide Travel Options



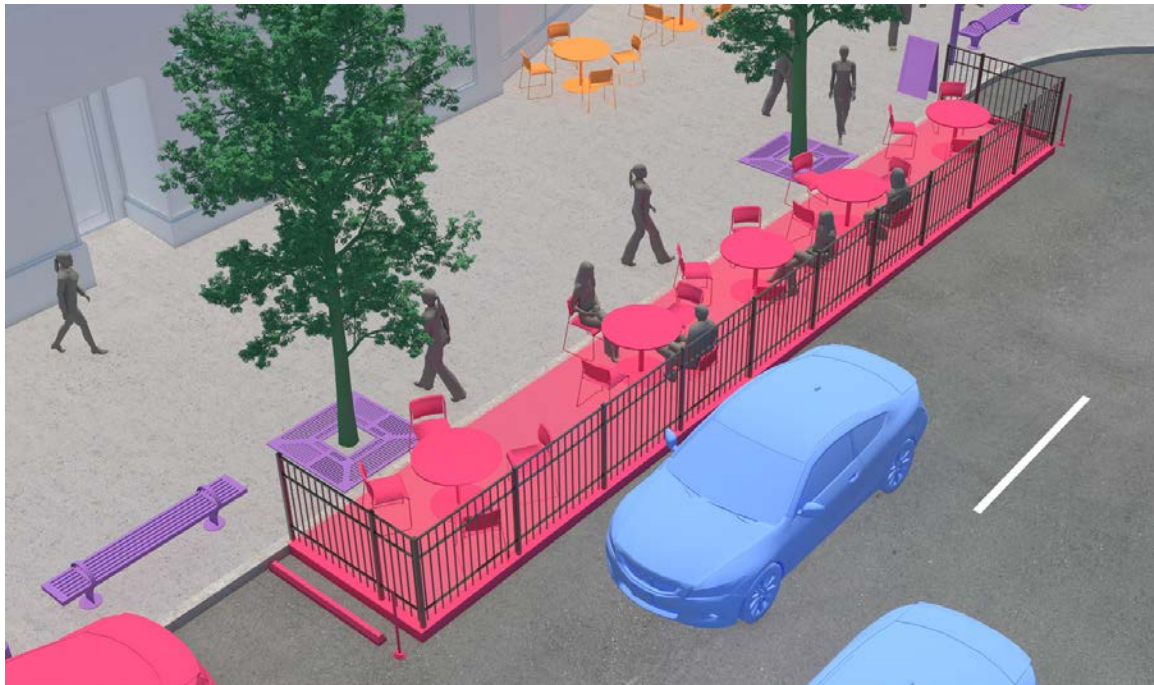
MAIN STREETS PRINCIPLES

Support a Network of Streets



MAIN STREETS PRINCIPLES

Adaptable



MAIN STREETS PRINCIPLES

Contribute to Sustainability



City
Policies
and
Guidelines

MAIN STREETS PRINCIPLES

Cost Effective & Provide Value



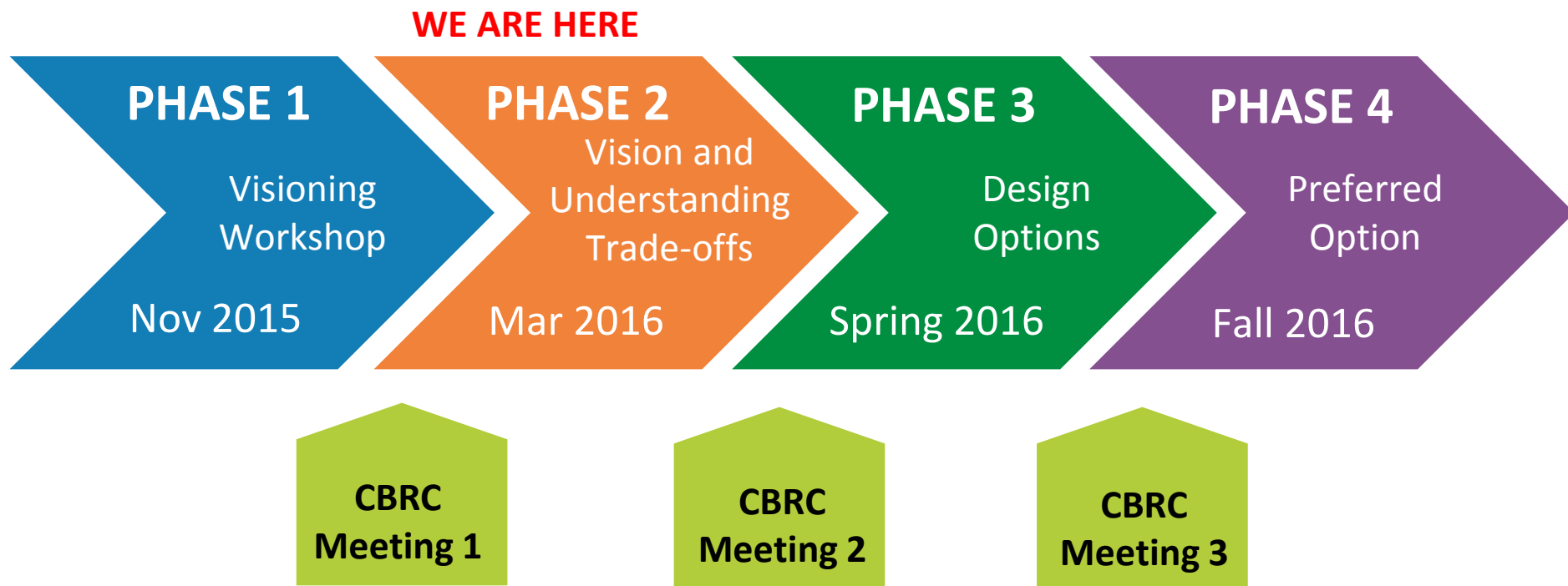
MAIN STREET JASPER AVENUE

- ❖ Jasper Avenue was designated a 'Main Street' in 2015
- ❖ The City's Main Street Guidelines, together with public input and Technical studies, will guide the streetscape design
- ❖ The streetscape design will establish road and sidewalk widths, as well as other streetscape elements
- ❖ The first phase of construction begins in 2018
- ❖ The Main Street will evolve over many years

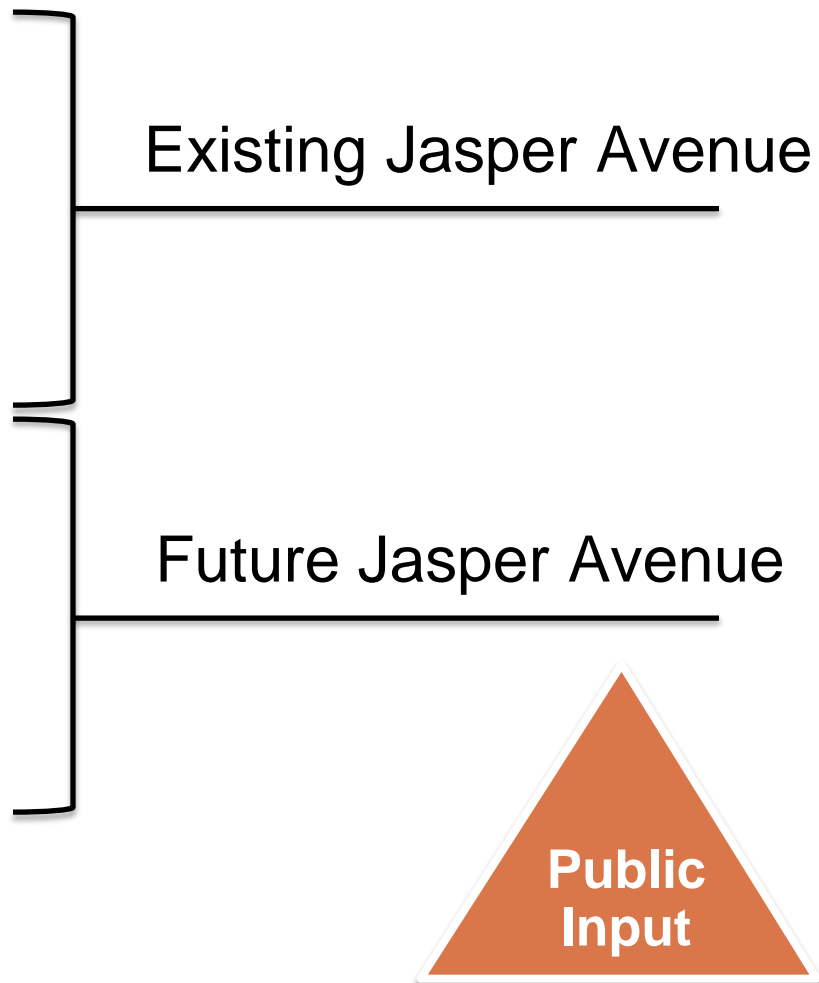


Public Input

Public Involvement Opportunities



Phase 1 What We Heard



Strengths of the Existing Jasper Avenue

- ❖ Great pride in and connection with the community
- ❖ History and character of the area
- ❖ Proximity to the River Valley
- ❖ Number of great destinations, services and shops
- ❖ Strong and diverse community
- ❖ New pedestrian crossing lights

An orange triangle with a white border, pointing upwards, containing the text "Public Input".

Public
Input

Weaknesses of the Existing Jasper Avenue

- ❖ Visually unappealing and lacks trees and greenery
- ❖ Noisy and vehicle-focused
- ❖ Sidewalks can be narrow and in poor condition, making it difficult for all populations to get around
- ❖ Poor connections to amenities and adjacent bike routes

Public
Input

Threats to the Future Jasper Avenue

- ❖ Public and political buy-in to vision
- ❖ Loss of the vision over time
- ❖ Time and cost to implement vision
- ❖ Traffic impacts of adjacent projects (LRT on 104 Ave)
- ❖ Future development not contributing to vision



Public
Input

Opportunities for the Future Jasper Avenue

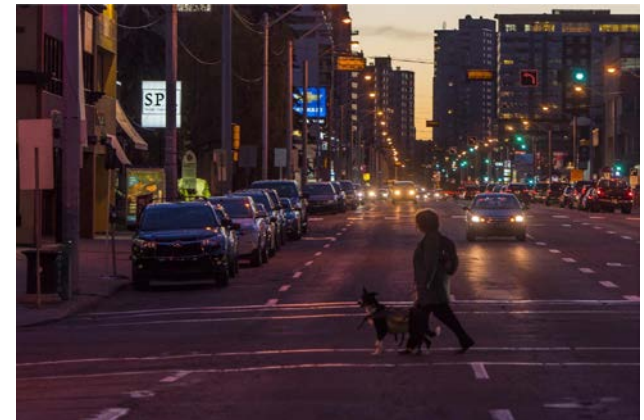
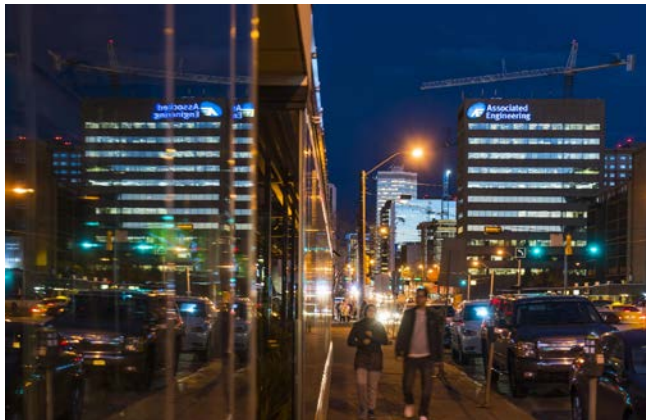
- ❖ Improve connectivity between key destinations
- ❖ Create an inviting and pedestrian- friendly space
- ❖ Increase landscaping and greenery
- ❖ Align future development with vision
- ❖ Improve accessibility and safety for all ages and abilities
- ❖ Create resting and gathering spaces
- ❖ Include the needs of all types of travelers
- ❖ Integrate greenery, place-making features, and public art
- ❖ Enhancing transit service and LRT connections

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Public
Input

VISION

**Jasper Avenue is Edmonton's premier
Main Street—a people place.**



GUIDING PRINCIPLES

- ❖ **Create a vibrant, all seasons destination**
a safe place of gathering for all ages and abilities
- ❖ **Shape a community street**
celebrate the history and diversity of its people
- ❖ **Put pedestrians first, ensuring travel options for all users**
- ❖ **Increase the green**
enhance and beautify with trees and plantings
- ❖ **Consider the big picture**
reinforce connections and promote quality development

TECHNICAL STUDIES

- ❖ Traffic and Network Analysis
- ❖ Collision Analysis
- ❖ Market Analysis
- ❖ Utility Studies



Technical
Studies

Work Completed to Date

Internal Visioning Workshop (Nov 13/15)

Public Engagement Event #1 (Nov 25/15)

- Two visioning workshop sessions with SWOT exercise

Directors Workshop (January 26/16)

Surveys

- Business owner/operator survey
- Edmonton Insight survey

Community, Business and Resident Committee
(March 8/16)



Next Steps

NEXT STEPS

❖ Complete Technical Studies and Engineering

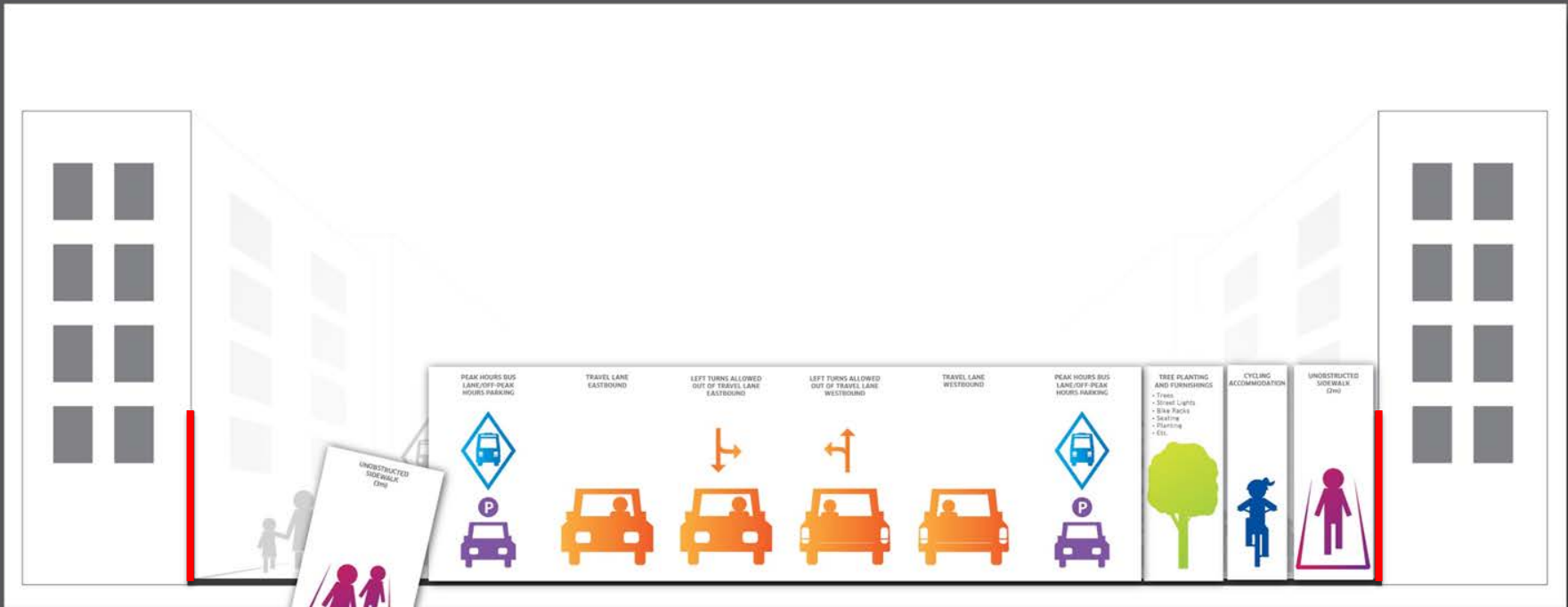
- Traffic and Network Analysis
- Collision Analysis
- Market Analysis
- Intersection Evaluations
- Utility Studies

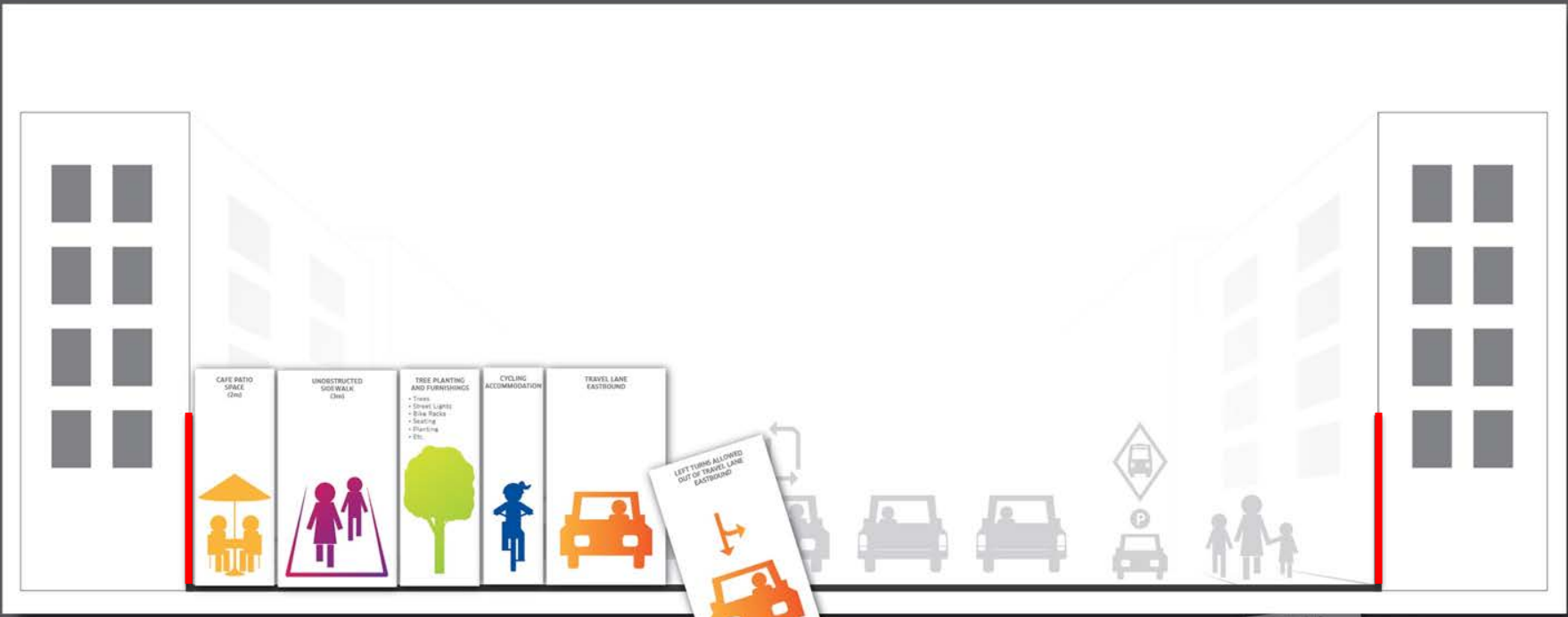
❖ Public Engagement

- Stakeholder Meetings
- CBRC Meetings

Questions?

Streetscape Design 101







Rules of Engagement

- Everyone will hear and be heard
- There are no wrong ideas
- You ARE allowed to change your mind
- The goal is NOT to agree—rather to gather input and gain understanding
- Everyone has wisdom
- Be respectful



Thank You!

#imaginejasperavenue

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