



public workshop #1

november 25, 2015

# Agenda

- Introductions
- Project Purpose
- Key Objectives
- Listen + Learn from You
- Explain the Streetscape Planning process
- Project Timelines

# Project partners

## City of Edmonton

- Transportation Planning
- Sustainable Development
- Roads Design and Construction

## Consulting Team

- ISL + DIALOG

# Ultimate project goal

The goal of the Imagine Jasper Avenue project is to envision an innovative, vibrant and relevant roadway and streetscape from 109 Street to 124 street that will strive to balance the needs of the community, commuters, businesses and visitors.

# Project purpose

To develop a roadway and streetscape concept plan for Jasper Avenue between 109 Street and 124 Street

# Key project objectives

- Support redevelopment and economic prosperity along the corridor.
- Facilitate enhanced mobility and accessibility for all street users.

# Key project objectives

- Create a safe street that promotes healthy living.
- Establish Jasper Avenue as a Link and a Place with a distinct and authentic identity.

# What is imagine jasper avenue?

- A vision of Jasper Avenue for the next 30 years.
- What do we need to do to get there?
- May need to make tradeoffs to achieve the vision.



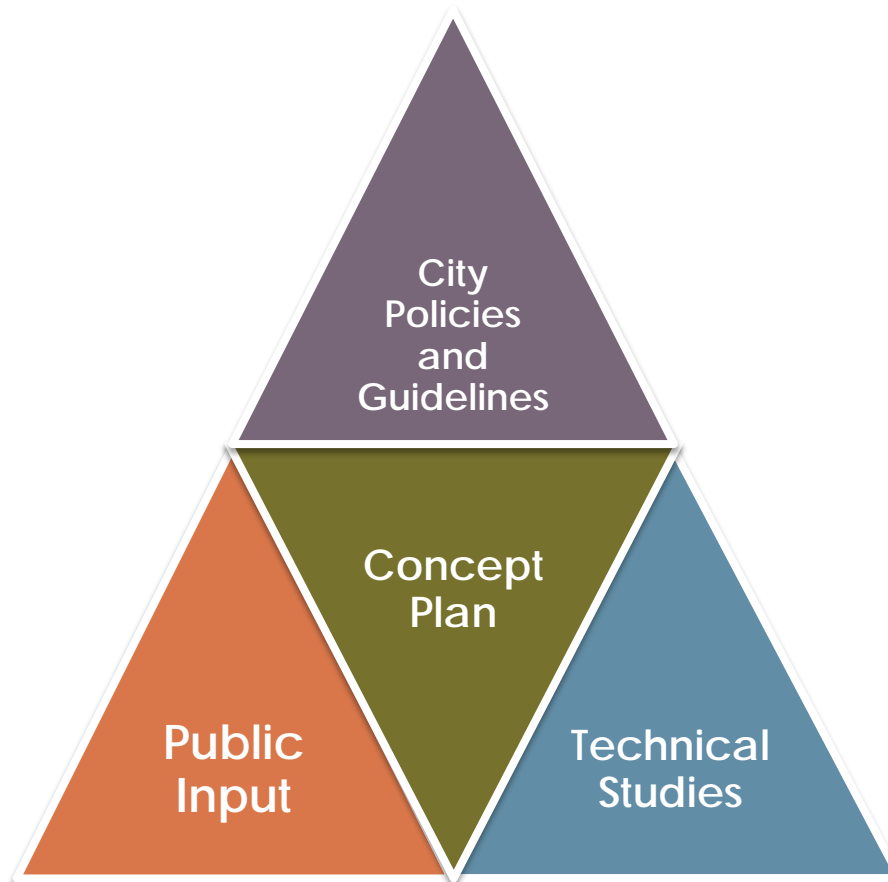
# Why are we here today?

- We want to hear your input to help us understand the **opportunities and challenges** of the existing corridor.
- **You** bring an important **perspective** to the process.
- We want to build our **collective knowledge** on streetscape design and the study area.

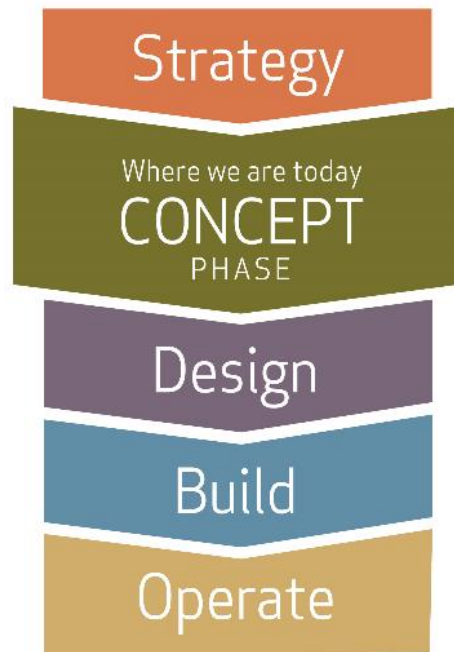


*Your voice is one note in the symphony*

# Components of the decision making process



# Process overview



- Reconstruction of Jasper Avenue
  - 109 Street to 124 Street
- Streetscape and roadway concept plan (2015-2016)
- Preliminary and detailed design (2017-2018)
- Tentative construction start (2019/2020)

# Public involvement process

- Public Event #1 (November 25, 2015)
- Online + Social Media (ongoing)
- Community, Business, and Resident Committee
  - (five meetings over the year)
- Stakeholder Interviews (Fall 2015 & Winter 2016)

# Public involvement process

- Public Event # 2 (early 2016)
- Public Event #3: (Spring 2016)
- Streetscape Mock Up (Spring / Summer 2016)
- Public Event #4: (Fall 2016)



visioning charette

## where we are at...

- Reaching out
- No preconceptions
- Listen + engage
- A year long process of ongoing dialogue

# workshop objectives

- Imagine Jasper - what makes great main streets?
  - SWOT exercise
  - Next steps + moving forward





# roadmap for success

- Think big, dream bigger
- Harvest your input! (Play, doodle, draw)
- Social Media (#imaginejasperavenue)

imagine  
jasper avenue

ingredients to a great street!





think about  
your favorite  
street?



**THIS IS WHAT WE  
WERE PROMISED**



**THIS IS WHAT  
WE GOT**

**OUR  
GRAND  
DISCONNECT**

imagine  
jasper avenue



MOVING  
PEOPLE  
NOT CARS

SOURCE: QUINO (JOAQUÍN SALVADOR  
LAVADO)



Jasper Avenue in 1901



1901, JASPER AVENUE, EDMONTON

Imagine Jasper Avenue...  
what does the future look  
like?

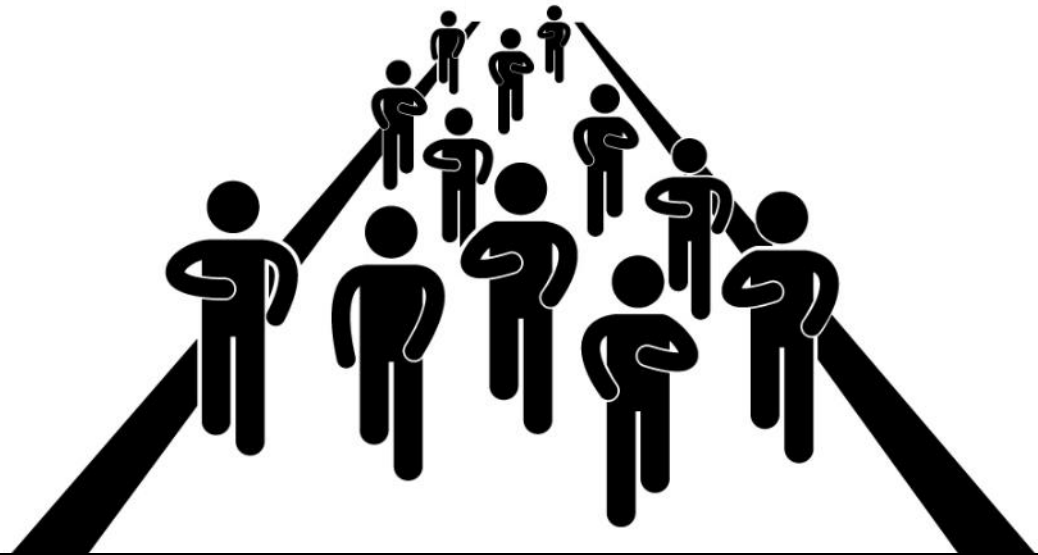




ingredients of a great street(scape)



great streets are filled with **PEOPLE**:



great streets are filled with PEOPLE:  
**CRITICAL MASS**



# great streets are filled with PEOPLE: **WALKABLE**



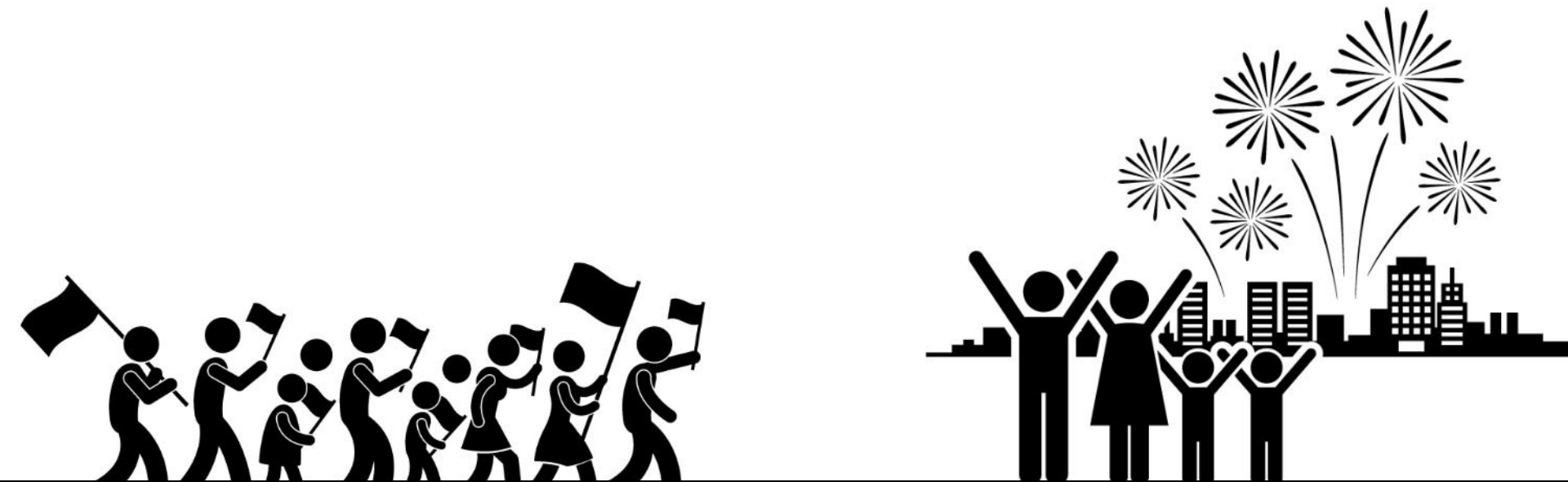
great streets are filled with PEOPLE:  
**MULTI-MODAL**



great streets are filled with PEOPLE:  
**HUMAN SCALED**



great streets enable **ACTIVITY:**



great streets enable **ACTIVITY:**  
places for **LINGERING**  
and **SOCIAL GATHERING**

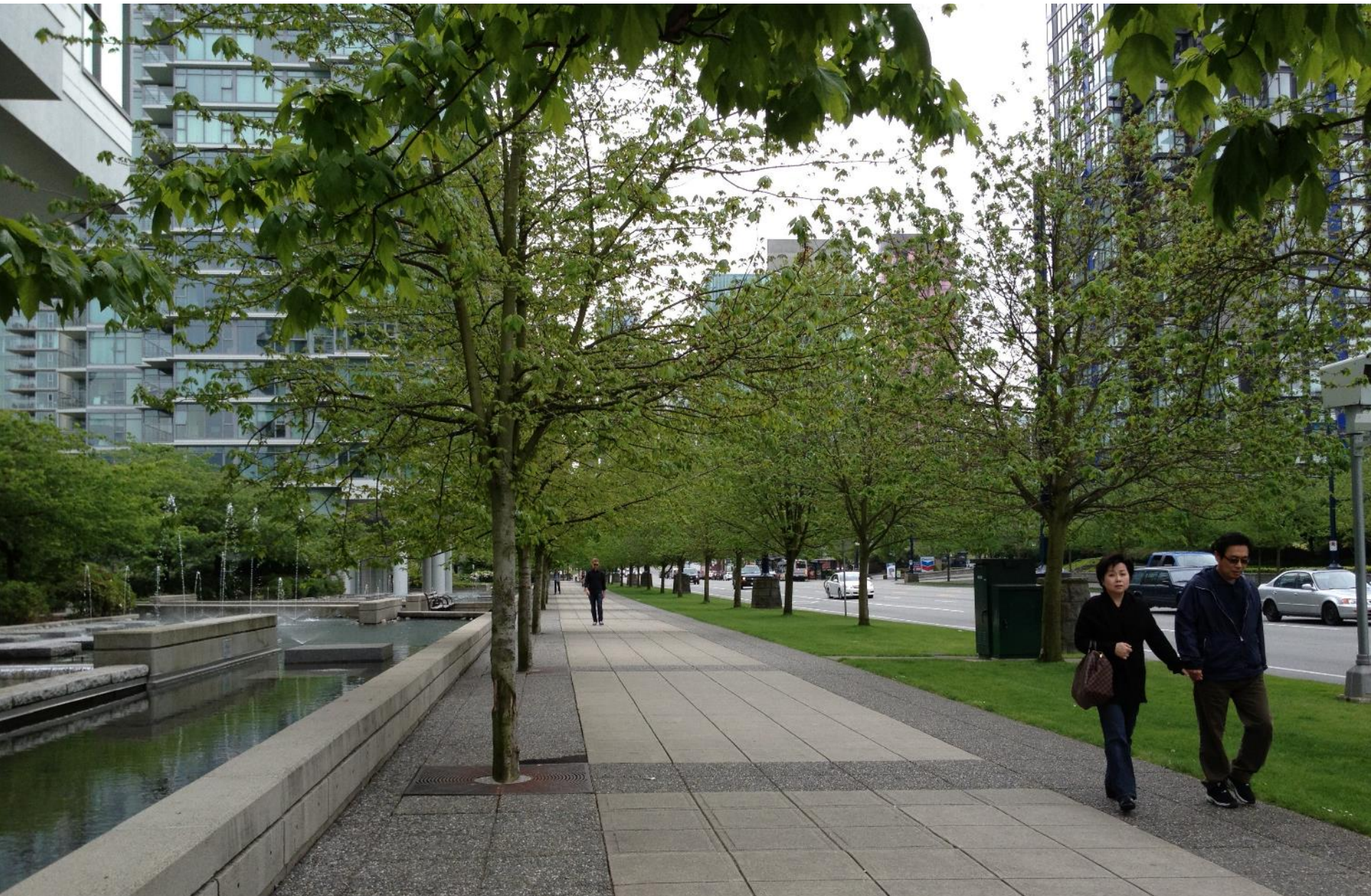


great streets enable **ACTIVITY:**  
**ANIMATED AT-GRADE, OPEN and TRANSPARENT**





great streets enable **ACTIVITY:**  
**SAFE** and **ACCESSIBLE**



great streets enable **ACTIVITY:**  
**FINE-GRAINED**



great streets are **AUTHENTIC**:



great streets are **AUTHENTIC**:  
**IDENTITY** and **CHARACTER** of **PLACE**



great streets are **AUTHENTIC**:  
an opportunity for **DAY-TO-DAY LIVING**



great streets are **AUTHENTIC**:  
tell a **STORY**, weave **WAYFINDING**



great streets are **AUTHENTIC:**  
**GREEN**



great streets are **AUTHENTIC**:  
**CREATE PLACES**





great streets are **AUTHENTIC**:  
subtly solve **PARKING, LOADING, SERVICING**



# imagine

jasper avenue





Existing Jasper Avenue



Existing Jasper Avenue



Existing Jasper Avenue



Existing Jasper Avenue



Existing Jasper Avenue

# world café - SWOT

- Contribute your thinking + experience
  - Listen to understand
- Listen together for patterns + insights
  - Connect ideas
  - Play + doodle + draw!



# SWOT analysis

- Strengths / Weaknesses of the existing corridor (present)
  - Threats / Opportunities for its future vision (future)
- What is possible and what might we need to overcome?
  - Two rounds of 15 minutes each

# SWOT analysis

- Group discussion + report back

# Next steps

- Stakeholder interviews
- Launch of Community, Business, and Residents Committee (CBRC)
- Project vision confirmation
- Concept review



# Thank you, stay in touch!

#imaginejasperavenue

[www.edmonton.ca/imaginejasperavenue](http://www.edmonton.ca/imaginejasperavenue)

[imaginejasperavenue@edmonton.ca](mailto:imaginejasperavenue@edmonton.ca)

Call 311





questions + comments?