



Change is coming!

Jasper Avenue

109 Street to 124 Street



Project Journey



November 30, 2016



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Jasper Avenue is Edmonton’s premier Main Street, connecting the West End to Downtown through the historic and diverse neighbourhood of Oliver. The section of Jasper Avenue from 109 Street to 124 Street is slated for full reconstruction beginning in 2019. This presents the opportunity to develop a comprehensive vision for the avenue which will direct the design of improvements and upgrades.

The purpose of the Imagine Jasper Avenue project is to envision an innovative, vibrant and relevant streetscape that will strive to balance the needs of the community, commuters, businesses and visitors.

Jasper Avenue was officially designated a Main Street by the City of Edmonton in 2015. Main streets are both important destinations and transportation links. To reflect these functions and the Main Streets Guideline, the avenue will be designed and reconstructed to a higher standard, better balancing the needs of all users, with pedestrians given priority.

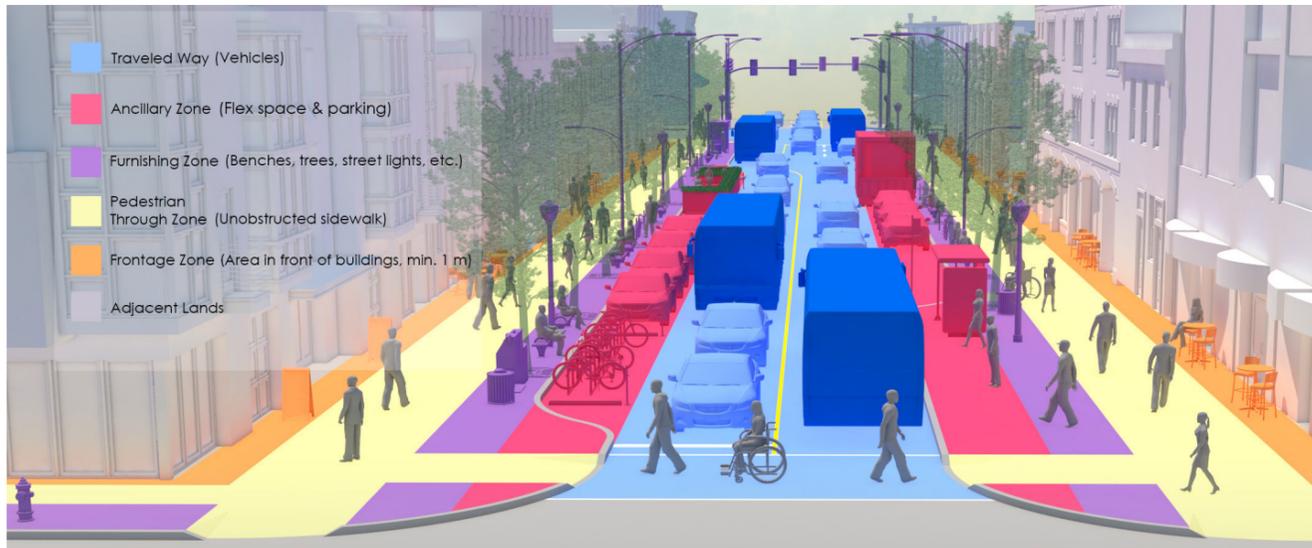
TIMELINE

Broadly speaking, Imagine Jasper Avenue is divided into four phases of consultation with design work, technical studies and implementation of City policies and procedures occurring throughout. All four phases are working towards the final goal of developing a preferred design concept plan to present to City Council in spring 2017.

Each phase involves a public meeting, online survey and additional stakeholder meetings.



Jasper Avenue is Edmonton’s premier Main Street. Officially designated as a Main Street by the City of Edmonton in 2015, Jasper Avenue from 109 Street to 124 Street, is the first main street in Edmonton to be designed and reconstructed with the Main Streets Guideline.



***Note: A main street aims to have space allocated for all zones. It **does not** have to be designed exactly as illustrated. This **is not** the proposed design for Jasper Avenue between 109 and 124 Streets.

What makes a vibrant Main Street?

- **Main Streets** are both important places and important transportation links. These functions need to be in balance.
- **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

How are Main Streets different?

Main Streets are pedestrian priority streets

- Designed to improve the pedestrian experience
- Entice people to linger on the street by widening sidewalks
- Provide additional space for street furniture and landscaping
- Buffer pedestrians from traffic

In Main Street planning and construction, motor vehicle space is not increased

- Prioritize moving people not just motor vehicles
- Enhance and rebalance the environment for pedestrians, cyclists and transit users

The Main Streets Guideline designates a flex space

- Provide space for a variety of uses - patios, parking, boardwalks, parklets, etc.
- Include an area for temporary businesses like food trucks or street vendors

For more information on the Main Streets Guideline please visit edmonton.ca/OurMainStreets

During the first phase of consultation, Imagine Jasper Avenue received over 2,100 comments from the workshops, online surveys, social media posts, phone calls and emails. The comments were analyzed for common themes about the current Jasper Avenue from 109 Street to 124 Street. The themes were divided into what people like, what people don’t like and ideas for future improvement.

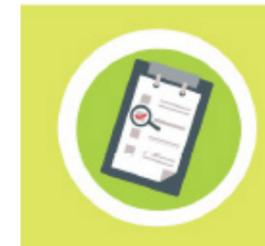


People like:

- great pride in and connection with the community
- history and character of the area
- proximity to the River Valley
- the number of great destinations, services and shops
- strong and diverse community
- new pedestrian crossing lights

People didn’t like:

- visually unappealing and lacks trees and greenery
- noisy and vehicle-focused
- sidewalks can be narrow and in poor condition, making it difficult to get around
- connections to amenities and bike lanes broken or non-existent



Ideas for future improvement:

- 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 families, seniors and persons with disabilities
- create resting and gathering spaces
- include the needs of all travellers, including residents and commuters
- integrate greenery, place-making features, public art and artistic streetscape elements
- enhance transit service and connections to LRT

From these themes the project team developed a draft Vision and Guiding Principles.

Vision: Jasper Avenue is Edmonton’s premier Main Street - a people place.

Guiding Principles:

- Create a vibrant, all seasons destination
- Shape a community street
- Put pedestrians first, ensuring travel options for all users
- Increase the green
- Consider the big picture

A more detailed Phase One What We Heard report is available online under Project History at edmonton.ca/ImagineJasperAvenue



In the second phase of consultation the project team presented the draft Vision and Guiding Principles for public, stakeholder and City review. The large majority of respondents, 77%, are either satisfied or very satisfied with the drafts. The draft Vision and Guiding Principles also reflect the City's Main Streets Guideline, meaning a solid foundation for the project is in place that is supported by both Edmontonians and the City. As a result, they have become the official Vision and Guiding Principles for the project.

The second phase of public consultation also presented different options for "streetscape" or "pedestrian space" elements along the avenue. Knowing that the project is working within a set amount of space, it became clear that trade-offs would be necessary. There simply is not enough space to allow for all elements.

Over 1,000 people provided input on the draft Vision, Guiding Principles and streetscape elements through comment forms and online surveys. Over 120 comments were placed on a hardcopy map of the avenue. Targeted stakeholder meetings with seniors and business owners/operators also provided feedback.

In the public survey, sixteen different elements were presented to rank in terms of importance for Jasper Avenue. The top five priorities that emerged are listed below.

An on-street cycle facility was given a low priority by the public. However, end-of-trip cycling facilities, such as bike parking, will be provided on the avenue and connections to other bike routes will be improved.

Senior and business stakeholder meetings identified safe pedestrian crossings and parking as additional top priority streetscape elements.

Key project suggestions included:

- Improve intersection safety
- Improve current and encourage future development
- Improve cycle connections
- Narrow and reduce travel lanes
- Slow traffic/reduce speed



These top priorities, areas for improvement and Guiding Principles have all been used to assist in creating the design options that will be presented for feedback in Phase Three of consultation. Additionally, technical studies and City policies and procedures have been used to help refine the design options.

A more detailed Phase Two What We Heard report is available online under Project History at edmonton.ca/ImagineJasperAvenue

With City Council policies and public input used to develop goals for the project outcomes, technical analyses were completed to determine the existing and future requirements for the avenue.

Market Analysis

A market analysis was completed to review the nature of existing development and to identify areas that have a greater potential for redevelopment.

- 124 to 119 Streets: community-focused businesses with a greater need for pedestrian space
- 119 to 112 Streets: a mix of community services and destination businesses with a greater need for access and parking. This area has the highest redevelopment potential.
- 112 to 109 Streets: gateway into downtown with a mix of office, retail and institutional use



The operational requirements of the intersections along the avenue were also reviewed in consideration of the surrounding development needs. Shown above, the yellow intersections are major transportation locations, either for vehicle, transit or cyclist use. The green intersections are community-focused, while the blue intersections are minor intersections with higher access requirements.

Traffic Analysis

The existing configuration of Jasper Avenue does not allow for improvements to the pedestrian space. The current number of vehicles along the avenue require maintaining two travel lanes in each direction. A main street must act as both destination and transportation link. Thus, the reallocation of the space from current outside lanes, which are for peak hour bus / off-peak hour parking was tested. The removal of existing left turn lanes at all intersections was also tested.

Traffic Analysis Results

Four lane option functions well between 124 Street and 119 Street, with left turns from the travel lanes

Left turn lanes are needed east of 119 Street to avoid grid-locking the transportation network and to accommodate access to surrounding areas

Three to four minute impact to overall travel times

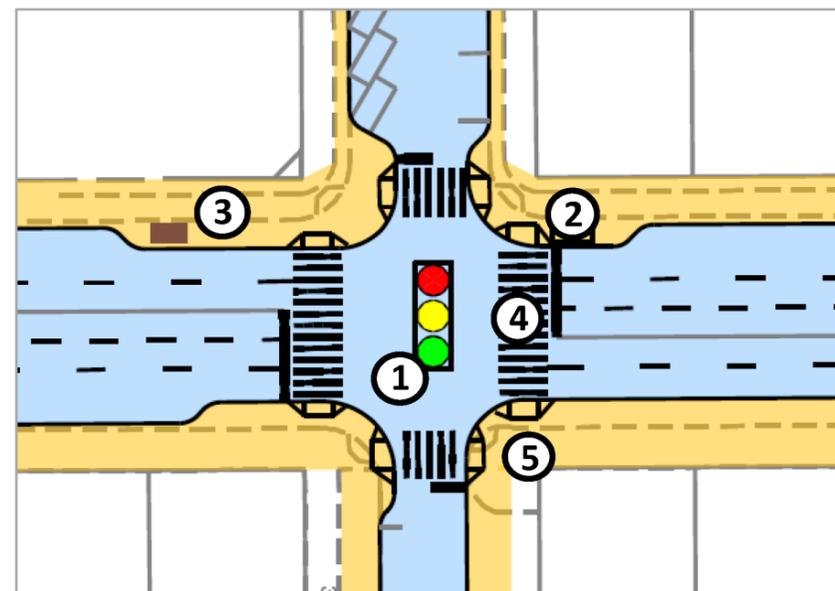
Drainage Review

In order to accommodate servicing needs of future development, and to address current drainage issues, a drainage review was completed. A new storm line is recommended to be constructed along the avenue during the roadway reconstruction.



Overall Design Features:

- ◆ Reallocated space from existing outside peak hour bus/off-peak parking lanes to improve pedestrian space
- ◆ Trees proposed on both sides of the avenue
- ◆ Sidewalk space maximized near intersections to reduce crossing distance and where future redevelopment may occur
- ◆ Flex space (can be used for parking, bike corrals, patios, etc.) provided to support existing businesses and community activities
- ◆ Improved signal timing with pedestrian priority
- ◆ Pedestrian-oriented lighting will be provided along the avenue
- ◆ Bike parking locations proposed at every other intersection
- ◆ Side street parking increased through angle parking where possible



Typical Intersection Improvements:

- ① Full signals at all intersections for crossings on all sides
- ② Curb bulbs to reduce crossing distance
- ③ Bus stops in curb bulbs to allow buses to load from travel lane
- ④ Zebra markings to increase visibility of pedestrian crossings
- ⑤ Dual curb ramps to line up with crossing directions

Guiding Principle	How was it incorporated?
Create a vibrant, all seasons destination	Flexibility in design to adapt uses for each season or for special occasions or changes from future development.
Shape a community street	Measures to increase accessibility for all ages and abilities. Creation of resting and gathering spaces along the avenue. Flex space for different uses and activities.
Put pedestrians first, ensuring travel options for all users	Enhanced pedestrian space and operations, while also maintaining transit and traffic capacity. End of trip cycling facilities, such as bike parking, and connections to 102 Avenue and 100 Avenue bike routes.
Increase the green	Street trees and/or landscaping on both sides of the avenue. Possibility of treed median from 117 Street to 121 Street. Possibility of landscaped median at 124 Street intersection.
Consider the big picture	Enhanced transportation and active modes network connections. Market analysis to identify areas most likely for future development. Zoning decisions to be informed by Main Streets Guideline. Zoning regulations to ensure minimum of 1 m setback of buildings.

Streetscape / Pedestrian Space Element	How was it incorporated?
Sidewalk cafes and patios	Space in dedicated pedestrian space included where possible, flex space in other locations. Flex space may be used for patios.
Street trees and landscaping	Street trees and/or landscaping on both sides of the avenue. Possibility of treed median from 117 Street to 121 Street. Possibility of landscaped median at 124 Street intersection.
Wide, unobstructed sidewalks	Minimum clear width of 3 m will be maintained along both sides of avenue. Street light poles, trees and street furnishings, such as benches and garbage cans, are all given their own space separate from the dedicated unobstructed sidewalk space. Minimum 1 m setback of buildings for separate frontage zone.
Promote high-density, mixed-use buildings through zoning	Zoning decisions by City Council for Jasper Avenue will be informed by the Main Streets Guideline. Zoning regulations to ensure minimum of 1 m setback of buildings.
Maintain commuter capacity during peak hours	Existing volume of vehicles travelling on Jasper Avenue during peak hours is maintained and operational
Pedestrian-oriented lighting	Street light fixtures that light both the sidewalk and street will be used along the avenue. The exact design has not yet been determined.
Parking	On-street parking possible in flex space. Additional angle parking possible on some side streets.
Pedestrian crossings	All intersections receive curb bulbs to reduce crossing distance, full signals timed for pedestrians, zebra markings to improve visibility of crossings and curb ramps aligned with crosswalk.

Why are you removing the peak hour bus lanes?

Removing the lanes was necessary to allow for pedestrian space improvements. Through traffic analysis and working with Edmonton Transit System (ETS), it was determined the lanes could be reallocated to pedestrian space without negatively impacting vehicles or buses.

Why is there no on-street cycling route included in the plan?

As a main street, Jasper Avenue has a pedestrian priority and acts as a destination and link. Adding an on-street cycling route would negatively impact the amount of available pedestrian space and link function of the avenue. As well, during Phase Two of consultation, this element was given a very low priority by the public in relation to other streetscape elements. There is a parallel cycling route along 100 Avenue, and a high quality cycle track on 102 Avenue. North-south connection improvements to these routes are proposed at 121 Street and 110 Street. Suggestions for other connections that could be improved are welcome. End-of-trip cycling facilities, such as bike parking, will be provided on the avenue.

Why are we including on-street parking along Jasper Avenue?

The space for on-street parking is designated as flex space in the design. Flex space can be used for a variety of uses other than parking in different seasons, such as patios and bike corrals. On-street parking is important to businesses and people coming to Jasper Avenue by car, which also supports the avenue's role as a destination. Opportunities to increase parking availability on the side streets is also being reviewed to make up for parking that may be lost through public space improvements.

Why are you proposing a left turn lane at every intersection from 118 Street to 109 Street?

This portion of Jasper Avenue has a higher volume of daily vehicles than the remaining segment to the west. In order to maintain current traffic capacity - a priority for the public as determined through Phase Two of consultation and a requirement of the Main Streets Guideline - the left turn lane was maintained. This requirement was also confirmed through traffic analysis. Additionally, the east portion of Jasper Avenue has the highest potential for commercial and residential redevelopment, the left-turn lane will accommodate future growth and access to these areas.

How will the proposed changes impact vehicle and transit travel times along Jasper Avenue?

The traffic analysis revealed a potential increase of three to four minutes to overall travel times.

Why are you proposing full signals at every intersection?

Full signals at all intersections will allow for the avenue to be timed for pedestrians, and also facilitates safely crossing the avenue from all sides. As well, it "breaks up" groups of traffic during peak periods, reducing operating speeds and overall traffic congestion. Pedestrian-activated signals are recommended at 122 Street and 124 Street, due to reduced turning and crossing demand.

What will happen to the existing direct business accesses/driveways along Jasper Avenue?

To improve safety and align with the Main Streets Guideline, all pedestrian and vehicle interaction should occur at a controlled intersection. This means, where possible, accesses from Jasper Avenue will be closed and relocated to side streets or alleys. The project team will work with property owners to assess impacts of closing an access. All access closures will need to be approved by City Council during the next stages of design.

Who will be responsible for maintaining the wider sidewalks along the Avenue?

As there is currently no business association and as the Main Streets Guideline requires enhanced standards for operations and maintenance for main streets, the City will clear the sidewalks during the winter months. This additional maintenance cost will be incorporated into the overall funding request for the reconstruction of Jasper Avenue.

With what materials will the sidewalks be paved? What will the street lights and street furniture look like?

Options for these elements will be developed during the next phase of the project, once the preferred design plan for the avenue is confirmed.

What are the construction timelines? Will construction require the avenue to be shut down?

Construction is anticipated to begin in 2019, starting at 109 Street west toward 116 Street. Construction will be staged so that two-way traffic will continue to be open along Jasper Avenue. Pedestrian access to businesses will be maintained at all times.



NEXT STEPS

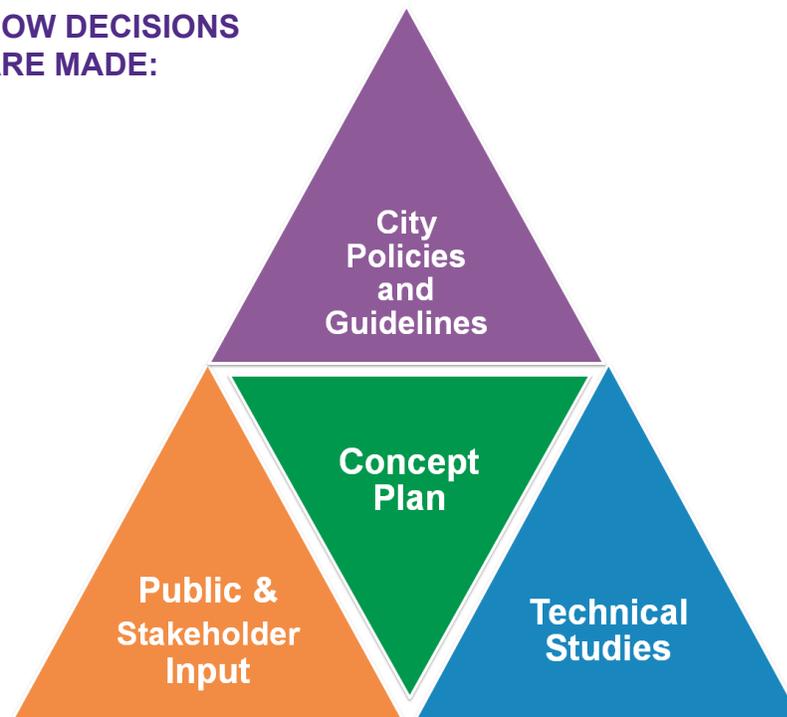
Your comments and feedback on the draft design options will be used to help refine and determine the preferred design option that will be presented to City Council. Technical studies, stakeholder input and City policies will also be used to determine the preferred design option.

The project team will be continuing to hold meetings with stakeholders, such as landowners along the avenue, the Oliver Community League, and the Community, Resident and Business Committee. Potential impacts to City operations and maintenance will be clarified and the design will be adapted as necessary.

Another public event will be held to present the proposed preferred design option prior to presenting it to City Council. Public feedback will be gathered at this event, and used to further refine the design plan. Any information or options available for developing the avenue's "theme" or "look" will also be shared at this event.

As the preferred design option is finalized, an overall construction and operational budget will be developed. This budget will be presented along with the preferred design to City Council.

HOW DECISIONS ARE MADE:



To stay up-to-date on Imagine Jasper Avenue, subscribe to the project email list by visiting edmonton.ca/ImagineJasperAvenue

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