



What We Heard

Public Engagement Phase 2

Imagine Jasper Avenue is about recreating Jasper Avenue between 109 and 124 Streets as a main street that reflects the City's Main Street guidelines, as well as the views of Edmontonians. Public, business and stakeholder input is being sought to ensure the future Jasper Avenue considers the views of both current and future users. Construction is scheduled to begin in 2019.

During Phase 2 of the public engagement process (Spring 2016), a total of 1018 people provided input that noted areas of Jasper Avenue in need of improvement, confirmed support for the draft vision and principles, and identified priorities for streetscape elements. Input was provided via a comment form/online survey and over 120 comments placed on a hardcopy map of the avenue. This input will be used to shape the streetscape concept plan options for the future main street Jasper Avenue that will be shared publicly during Phase 3 of the four-phase public engagement process, scheduled for Fall 2016.

Where respondents reside

- Oliver community – 13%
- Downtown – 7%
- Other Edmonton community – 80%

How respondents currently use Jasper Avenue *Note: More than one response could be provided.*

- Pedestrian and/or cyclist – 49%
- Vehicle commuter – 48%
- Transit user – 34%

WHAT WE HEARD OVERALL

There is significant support for the draft vision and principles for Imagine Jasper Avenue developed from input received during the Phase 1 Visioning Workshop. The vision and principles also reflect the City's Main Street Guidelines meaning a solid foundation for the project is in place that is supported by both Edmontonians and the City.

When considering streetscape elements that will help realize the guiding principles, the top elements as prioritized by respondents are:

1. Sidewalk cafés and patios (57%)
2. Street trees and landscaping (55%)
3. Wide, unobstructed sidewalks (42%)
4. Promoting high density, mixed use buildings through zoning (40%)
5. Maintaining commuter capacity during peak hours (37%)
6. Pedestrian oriented lighting (37%)



WHAT WE HEARD SUMMARY

Vision and Guiding Principles

During Phase 1 of the public engagement process, respondents indicated a desire for Jasper Avenue to be a vibrant destination, where pedestrians are first but all methods of transportation are considered. Jasper Avenue should have a community feel with increased green spaces and connections to key community and city destinations, as well as the city's overall transportation network. The roadway's arterial function as a key link into downtown should be maintained.

These desires were used to create the draft Imagine Jasper Avenue vision and principles. These principles will guide the team in achieving the vision. During Phase 2 the public was asked to confirm the draft vision and principles.

Draft Vision and Principles:

Jasper Avenue is Edmonton's Premier Main Street—a People Place

- 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

The large majority (77%) of respondents indicated they are Satisfied (45%) or Very Satisfied (32%) with the draft vision and principles.

Streetscape Elements: Priorities and Trade-offs

Specific streetscape elements were identified under each of the guiding principles and respondents were asked to prioritize which elements were most important to them by using a seven point scale, where 1 was *Not a Priority* and 7 was an *Extreme Priority*. Each of the charts below shows each element, the level of priority which received the highest percentage of responses, and the total percentage of respondents which ranked the element at that level.



Principle: Create a vibrant, all seasons destination

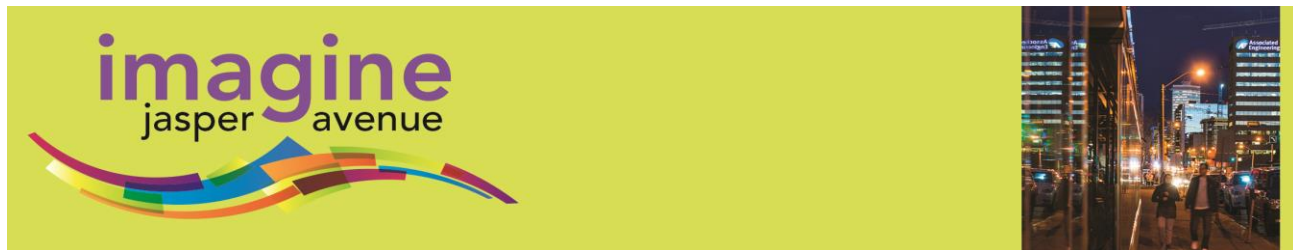
Streetscape Element	Level of Priority	Per cent of Respondents
Pedestrian oriented lighting	High to Extreme	61%
Features that support visual impairment and mobility challenges	Moderate to High	54%
Sidewalk cafés and patios	Moderate to High	53%
Public seating (benches)	Moderate to High	53%
Weather protection features (heated shelters, canopies)	Moderate to High	51%

Pedestrian lighting was ranked by respondents as the highest priority when creating a vibrant, all seasons destination. While all other elements were ranked as a Moderate to High priority, it is important to note that some respondents oppose reducing traffic lanes to accommodate them.

Principle: Shape a community street

Streetscape Element	Level of Priority	Per cent of Respondents
Wayfinding (directional) signage to local destinations	Moderate to High	62%
Access to public washrooms	Moderate to High	55%
Public art that references history on Jasper Avenue	Moderate to High	51%
Public art within the streetscape	Moderate to High	51%
Ability to close the street for markets or special events	Moderate to High	48%

The majority of respondents ranked all five elements to shape a community street as a Moderate to High priority with suggestions that local artists be used to create the public art; closing the street happen only occasionally, such as on weekends; and directional signage should be tasteful and not distracting. Also noted was concern about safety, security and maintenance regarding the addition of public washrooms.



Principle: Put pedestrians first, ensuring travel options for all users

Streetscape Element	Level of Priority	Per cent of Respondents
Frequent, safe pedestrian crossings	High to Extreme	59%
Maintain commuter capacity during peak hours	High to Extreme	43%
Wider, unobstructed sidewalks	High to Extreme	43%
High quality transit shelters	Moderate to High	54%
Bicycle parking	Moderate to High	44%
Dedicated transit lanes	Moderate to High	39%
Narrow travel lanes supporting safer speeds	Moderate to High	38%
On-street bicycle facility	Moderate to High	31%
On-street parking *		

There is significant support for frequent, safe pedestrian crossings suggesting improvements with light timing, frequency of crossing and mid-block crossings.

Some respondents interpreted maintain commuter capacity to include all methods—pedestrians, transit users, vehicle drivers and cyclists—and rate this element as High to Extreme. Those interpreting the phrase to mean on vehicle commuters desire the flow and capacity of Jasper Avenue to be maintained during peak hours and do not support a reduction in lanes.

Concerned respondents suggest that preparing alternate routes for Jasper Avenue commuters is going to be required to assist with commuter capacity. Other comments support elements that encourage a mode shift towards transit, cycling and pedestrians that will, in turn, reduce the need for vehicle commuters on Jasper Avenue.

* Respondents have mixed feelings about the importance of on-street parking with 34 per cent who rate it as Not a Priority to a Low Priority and 28 per cent who rate it as a Moderate to High Priority.



Principle: Increase the green

Streetscape Element	Level of Priority	Per cent of Respondents
Street trees	High to Extreme	55%
Planters and landscaping	Moderate to High	57%
Pocket parks along the streetscape	Moderate to High	49%

Over half of respondents place a High to Extreme priority on street trees as they add beauty, character and shade. Concerns however, include maintenance, survival, cost and sightline issues.

Pocket parks are also Moderate to High priority with the suggested addition of community gardens or adoptable planters to the parks. Safety of users is a concern.

Principle: Consider the big picture

Streetscape Element	Level of Priority	Per cent of Respondents
Promote high density, mixed use buildings through zoning	High to Extreme	56%
Plan for people moving over vehicle moving	High to Extreme	44%
Safe, high quality bicycle network connections	High to Extreme	41%
Consider surrounding transportation network requirements	Moderate to High	57%
Connected to Victoria Promenade, River Valley, key destinations	Moderate to High	57%

While there is support for high density, mixed-use buildings to promote economic growth and bring more street level business, some respondents are concerned with building heights causing shading on the street. Supporters of the safe, high quality bike network noted connections are essential for cyclists to access businesses along the avenue and other destinations, while others suggest cyclists are limited and the activity is seasonal and therefore not a priority. Some respondents place a High to Extreme priority on people moving, supporting a shift toward other methods of transportation (walking and cycling) beyond vehicular travel while others suggest Jasper Avenue vehicle movement should be maintained and/or improved as Edmonton is a vehicle city.



TOP 5 ELEMENTS

Respondents were asked to rank the streetscape elements they feel are most important to include in the Imagine Jasper Avenue streetscape concept plan. The top five elements are listed below:

1. Include sidewalk cafés and patios - 57%
2. Add street trees and landscaping - 55%
3. Create wide, unobstructed sidewalks - 42%
4. Promote high density, mixed use buildings through zoning - 40%
5. Maintain commuter capacity during peak hours - 37% and Pedestrian oriented lighting - 37%

Respondents were most vocal about maintaining commuter capacity during peak hours suggesting that Edmonton is a car city. Others suggest that traffic needs to be reduced and discouraged on this avenue.

AREAS FOR IMPROVEMENT

Respondents identified key areas for improvement along Jasper Avenue, specifically:

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

NEXT STEPS

Input received during Phase 2 will be used to develop draft streetscape concept options for Jasper Avenue which will be presented to the public for feedback.

- Public Event 3: Fall 2016 - Draft Streetscape Concept Options
- Public Event 4: Winter 2016/2017 – Recommended Streetscape Concept Option
- Construction: 2019

FOR MORE INFORMATION

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