

imagine jasper avenue



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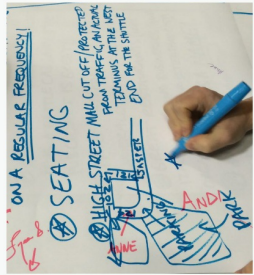


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#ImagineJasperAvenue

What We Heard - Workshop - November 25, 2015



Common Themes

We have carefully analyzed responses from the first phase of the public engagement, including over 2,100 comments from the workshop, on-line surveys, social media posts, phone calls and emails.

Everyone's ideas are important in developing a shared vision for this section of Jasper Avenue. Some common themes emerged and are summarized below.



Examples of what people did like

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



Examples of what people didn't like

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



Ideas for future improvement

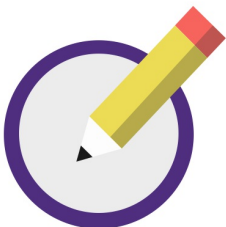
- improve connectivity between key destinations
- create an inviting & pedestrian-friendly space
- increase landscaping & greenery
- align future development with vision
- improve accessibility & safety for families, seniors & person with disabilities
- create resting and gathering spaces
- include the needs of all travellers, including residents & commuters
- integrate greenery, place-making features, public art & artistic streetscape elements
- enhance transit service & LRT connections

What's Next?

In this consultation phase, we will confirm the vision that emerged from this input, learn about the factors that will influence future design options and begin to work together to start identifying trade-offs and priorities.

Later in 2016, options for Imagine Jasper Avenue will be explored with the community, stakeholders, and internal City of Edmonton departments. Following this work, a draft concept plan will be created and brought back for further feedback in fall 2016.

Once the Imagine Jasper Avenue concept plan is finalized, it will undergo preliminary and detailed design before road reconstruction starts in 2018.



Edmonton



Proposed Vision & Guiding Principles - March 21, 2016

What do you think?

Please review the proposed vision and guiding principles for Imagine Jasper Avenue. On the comment form or through the online survey, please provide your thoughts. Let us know how satisfied you are or aren't with the following.

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.



Residents present their group's Strengths, Weaknesses, Opportunities and Threat analysis of Jasper Avenue at the workshop on Nov. 25, 2015



The kids' workshop on Nov. 25, 2015 had kids share their vision for Jasper Avenue through drawing and Lego. Places for pizza and ice cream were main themes.