

Project Overview

Vision Zero Street Labs is a program designed to address traffic safety concerns at the neighbourhood level by installing traffic calming measures. Each Street Lab is tailored to the unique needs of the neighbourhood and its road users in order to address concerns such as speeding, shortcutting and other unsafe driving behaviours.

In May 2024, the City conducted public engagement in **Wild Rose** to gather information on the lived experience and traffic safety concerns in the community. The City then used the public feedback along with collected traffic data, City design standards, federal and provincial transportation infrastructure legislation, and engineering technical expertise to create a Street Lab plan for Wild Rose. Read the [What We Heard](#) report for more details.

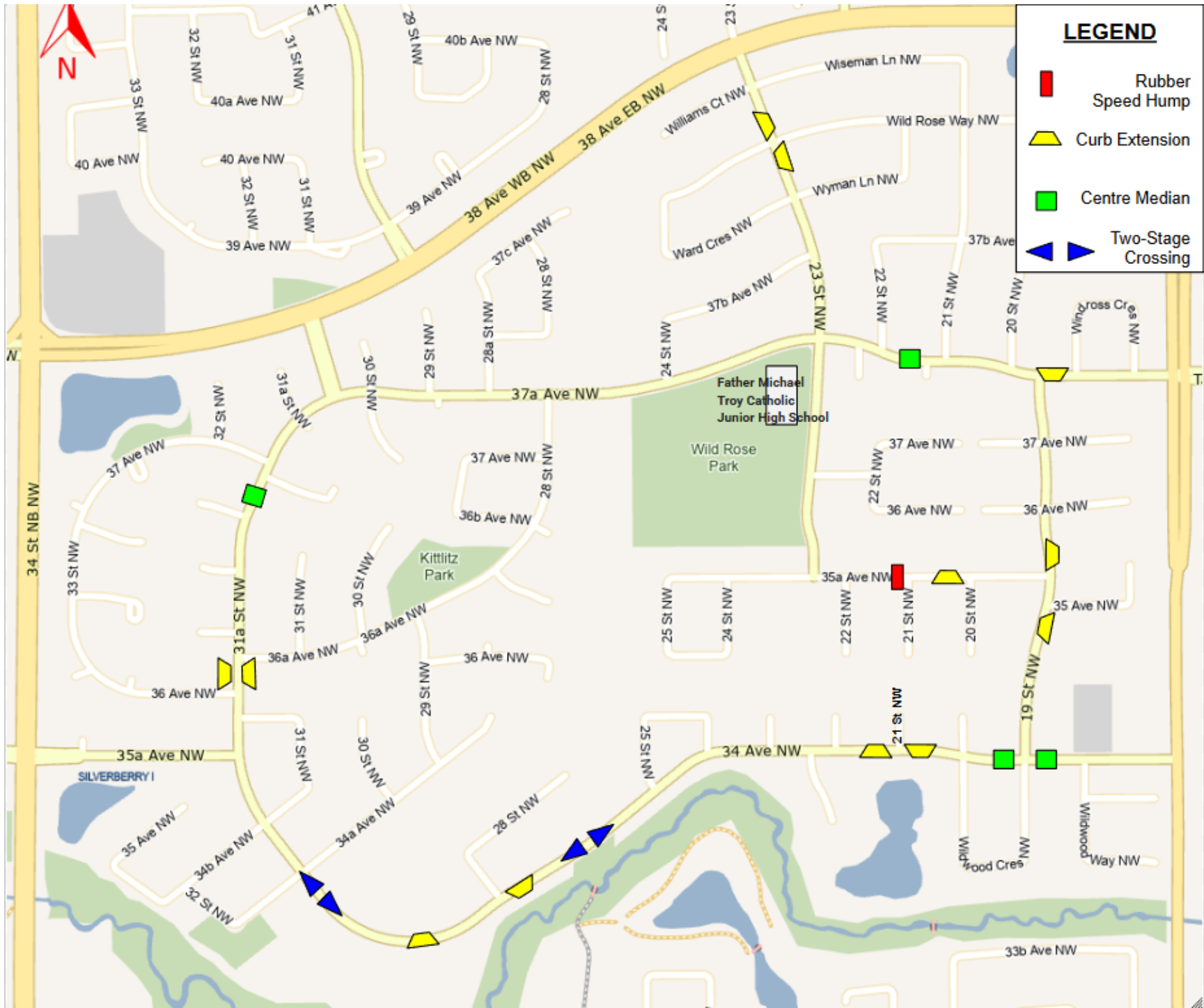
The [Street Lab plan](#) included rubber speed humps, curb extensions, centre medians, and two stage crossings. These traffic calming measures were installed in June 2025. Following the installation, the City reviewed and assessed the effectiveness of these measures in addressing the identified traffic safety concerns. Findings of the assessment is outlined in the table below:

Assessment Summary and What We Decided

Traffic Calming Measure	Assessment Summary & What We Decided
Curb Extensions  34 Avenue and 21 Street 34 Avenue and 28 Street 36A Avenue and 31A Street 37A Avenue and 19 Street 35A Avenue and 19 Street 35A Avenue and 20 Street 35 Avenue and 19 Street 23 Street and Wild Rose Way	Curb extensions: ✓ Encourage slower vehicle speeds. ✓ Reduce pedestrian crossing distance. ✓ Improve visibility of people crossing the street. ✓ Prohibit people from parking close to the crosswalk, creating clearer sightlines for all road users. All curb extensions will remain in place for continued pedestrian safety.
Rubber Speed Humps  35A Avenue between 21 Street and 22 Street	Speed humps: ✓ Slow vehicle speeds by 6 to 13 km/h (<i>Transportation Association of Canada's Canadian Guide to Traffic Calming, 2018</i>). ✓ Discourage shortcutting through the neighbourhood. ✓ Reduce the risk of serious crashes. ✓ Increase safety for people walking, biking, rolling and driving. The rubber speed hump will be converted to a permanent asphalt measure to continue to promote safe speeds. Construction of asphalt speed humps will be completed in the 2026 construction season. Permanent measures are more durable than adaptable measures, resulting in less maintenance issues during the wintertime.

Two-stage Crossings  34 Avenue west of 25 Street 34 Avenue east of 34A Avenue	Two-stage crossings: ✓ Encourage slower vehicle speeds. ✓ Reduce pedestrian crossing distance. ✓ Increase pedestrian crossing opportunities, allowing people to cross one lane at a time. ✓ Improve visibility of people crossing the street. The following rules apply to road users when approaching a two-stage crossing: ✓ People walking have the right of way when crossing. ✓ Drivers need to slow down and check for others. ✓ People who bike or use a shared e-scooter must yield to vehicles and pedestrians before crossing one lane at a time. The two-stage crossings will remain in place for continued pedestrian safety. Converting them to permanent concrete measures will also be explored for the 2027 construction season.
Centre Medians  34 Avenue and 19 Street 31A Street and 36B/37A Avenue 37A Avenue and 22 Street	Centre medians: ✓ Encourage slower vehicle speeds. ✓ Reduce pedestrian-vehicle conflicts by providing clear vehicle lanes. ✓ Give pedestrians a safe refuge across each travel lane. The centre medians will remain in place to continue to promote pedestrian safety and safer speeds. Converting them to permanent concrete measures will also be explored for the 2027 construction season.

Current Street Lab Plan



Next Steps

The City will continue to monitor traffic data in the area to determine if further adjustments are needed to the measures in place. Community members can continue to inform the City about any maintenance needs related to this Street Lab through [311](#).

Learn more about creating safer streets at edmonton.ca/VisionZero.