Norwood Boulevard
Corridor Study

Welcome to Our First Public Event

Norwood Boulevard (111 and 112 Avenue) has the potential to be an even more vibrant destination that serves the diverse needs of our community – as a gathering place, a commuter route and a place where people work, shop, learn and play. In recognition of the importance of the diverse needs of all of those who use Norwood Boulevard, the City of Edmonton is undergoing a design process to recreate Norwood Boulevard. This work will follow the City's Main Street Guidelines, along with public input, to develop a new vision for Norwood Boulevard between 109 Street and 82 Street.

What's Happening Tonight?

6:00 – 6:30	Registration, meet the project team, and informal tour of display panels
6:30 – 7:00	Presentation
7:00 – 8:00	Table breakout group discussions
8:00– 8:30	Groups report back
8:30	Wrap up and next steps

What tonight is all about?

Tonight you can:

- Learn about the Norwood Boulevard Corridor Study
- Ask questions of the City and design team

We want to hear from you about:

- What do like about the corridor?
- What would you like to see changed?
- Any other thoughts about the corridor?

Norwood Boulevard
Corridor Study

Who will be working on the study?

The Norwood Boulevard Corridor Study will be led by City of Edmonton Staff and include represtantives from a variety of teams within the City. To further enhance and support this work a full Mobility Assessment and a Market Assessment will be completed by external consultants for the City - those consultants are still to be confirmed.

About the Study

On July 2, 2014, Council directed Administration: “to conduct a corridor study for Norwood Boulevard so that Council can consider adopting updated land use, transportation and design policy for the area.”

There is a good reason to study Norwood Boulevard. The Norwood Boulevard corridor is in need of renewal. It has never enjoyed a coherent vision for its future. Ward, neighbourhood and plan boundaries have always divided the area and as a result no study has ever considered the whole corridor in a holistic manner. Also, with the development of the new Kingsway/Royal Alex LRT Station, there exists a great opportunity to link Kingsway/Royal Alex and Stadium LRT stations with a comprehensive corridor.

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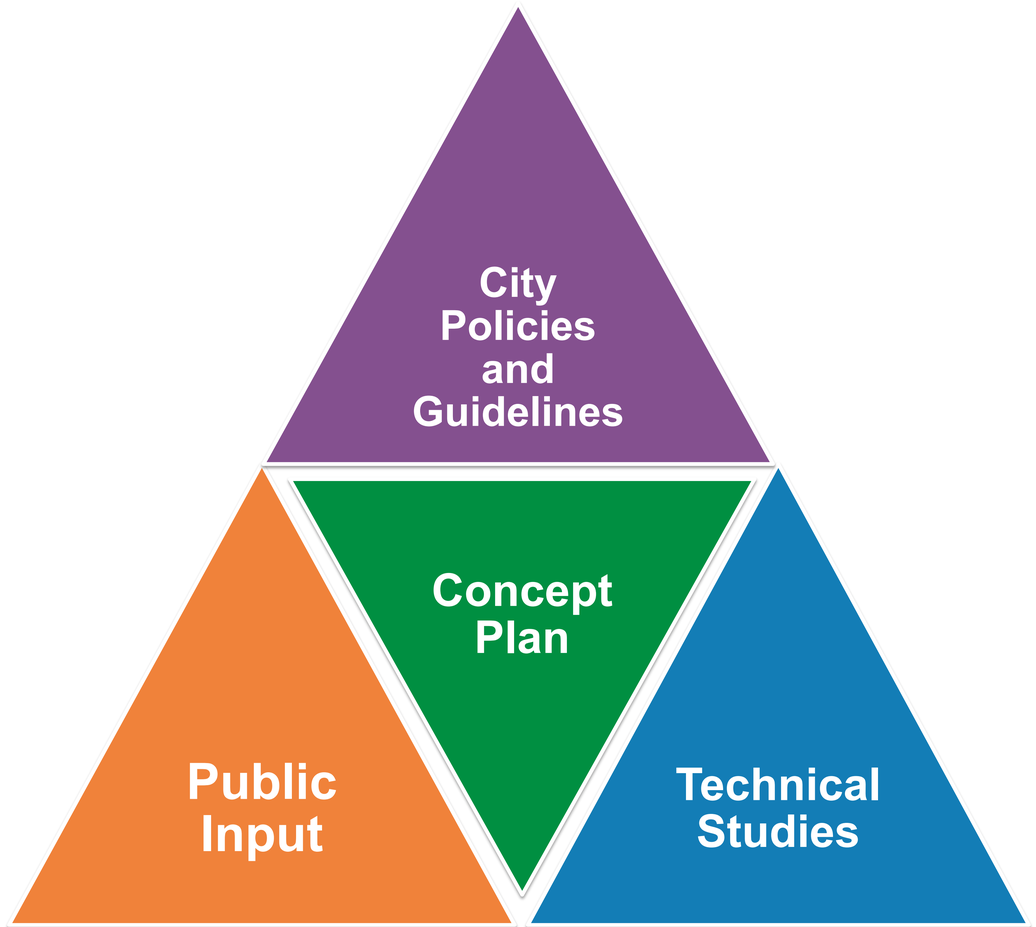
Corridor Study

How decisions are made

Your input is one key element of the City's decision-making process



City Policies

- The Way Ahead
- The Way We Grow
- The Way We Move
- Sidewalk Strategy
- Active Transportation Policy
- Complete Streets Guidelines
- Main Streets Guidelines
- Transit Oriented Development Guidelines

Public Input

- Public Workshops and Events
- Stakeholder Interviews
- Community, Business and Residents Committee (CBRC)

Technical Studies

- Traffic and Network Analysis
- Collision Analysis
- Market Analysis

Norwood Boulevard
Corridor Study

Project Purpose

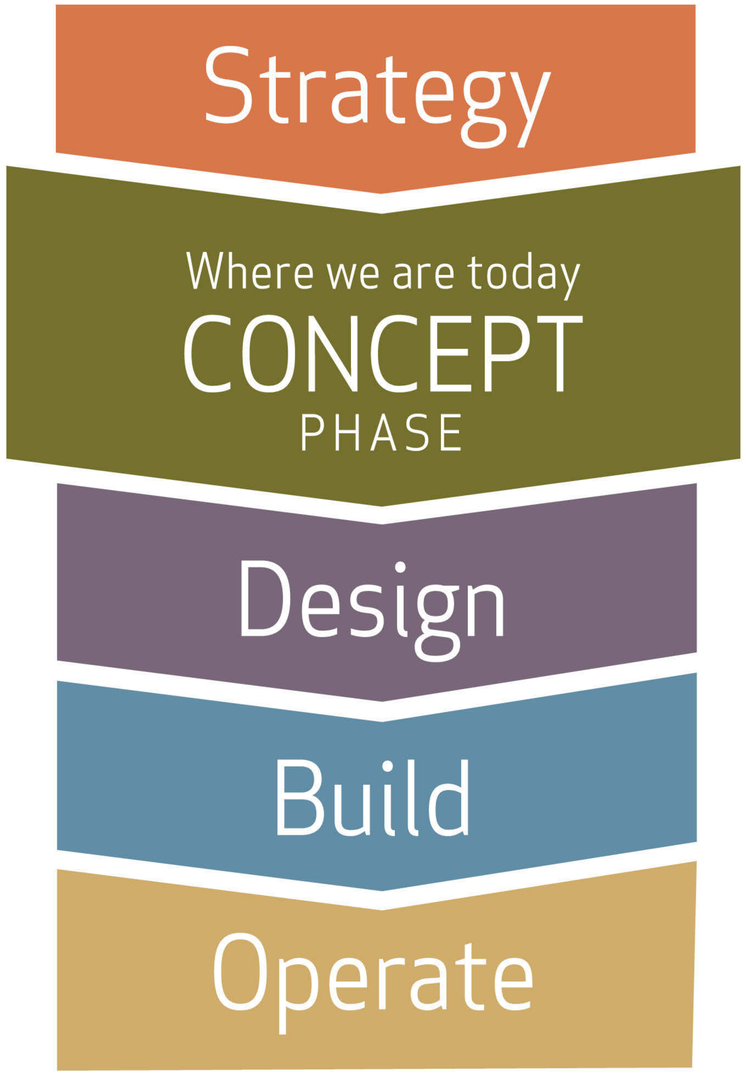
The purpose of this study is to work together to develop a detailed understanding of the corridor, to identify key challenges and opportunities and establish a unified vision for the future of Norwood Boulevard in the short, medium and long term.

Project Goal

To recreate Norwood Boulevard into an innovative, vibrant and relevant streetscape that will strive to balance the needs of the community, commuters, businesses and visitors, and meet the Main Street Guidelines and other City policies.

Project Timeline

Winter 2015/6	Project scope
Spring 2016	Initial information gathering
Summer 2016	First public event
Summer 2016	Concept design options
Fall 2016	Second public event
Winter 2016	Final concept
2017	Recommendations to Council



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Corridor Study

What is a Streetscape?

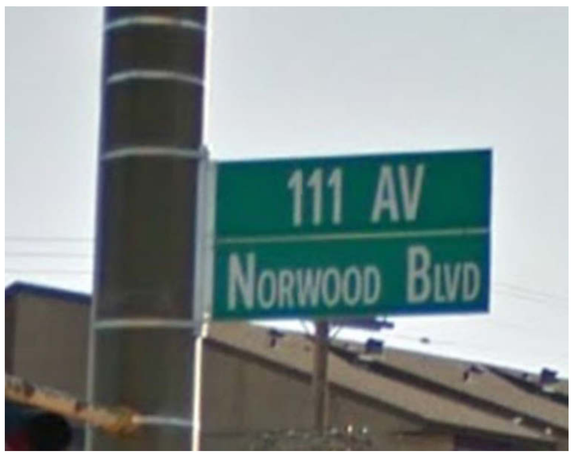
- Refers to how a street looks, feels and functions
- Considers how the street impacts all users (pedestrians, cyclists, transit riders and drivers)
- Addresses sidewalks, landscaping, lighting, street furniture, signage, connectivity, crosswalks, universal design, traffic management, parking, safety, maintenance and more.

Heritage - Norwood Blvd. - Edmonton

Surrounding Character - 96 St, Edmonton

Sidewalk - Auckland, NZ

Crosswalks - Toronto, ON



Signage - Norwood Blvd. - Edmonton

Street/Parking Design - Wellington, NZ

Street Furniture/Trees - Vancouver, BC

Lighting/Banners - 104 St, Edmonton

Norwood Boulevard
Corridor Study

Norwood Boulevard - An ‘Aspiring’ Main Street

- Norwood Boulevard was designated as an ‘aspiring’ Main Street in 2015 following an amendment to the Complete Streets Policy.
- The City’s Main Street Guidelines along with public engagment and technical studies will guide the development of any future Streetscape Concepts for Norwood Boulevard.
- The Streetscape Concepts will establish road and sidewalk widths, as well as other streetscape elements.
- This ‘aspiring’ Main Street will evolve over many years.

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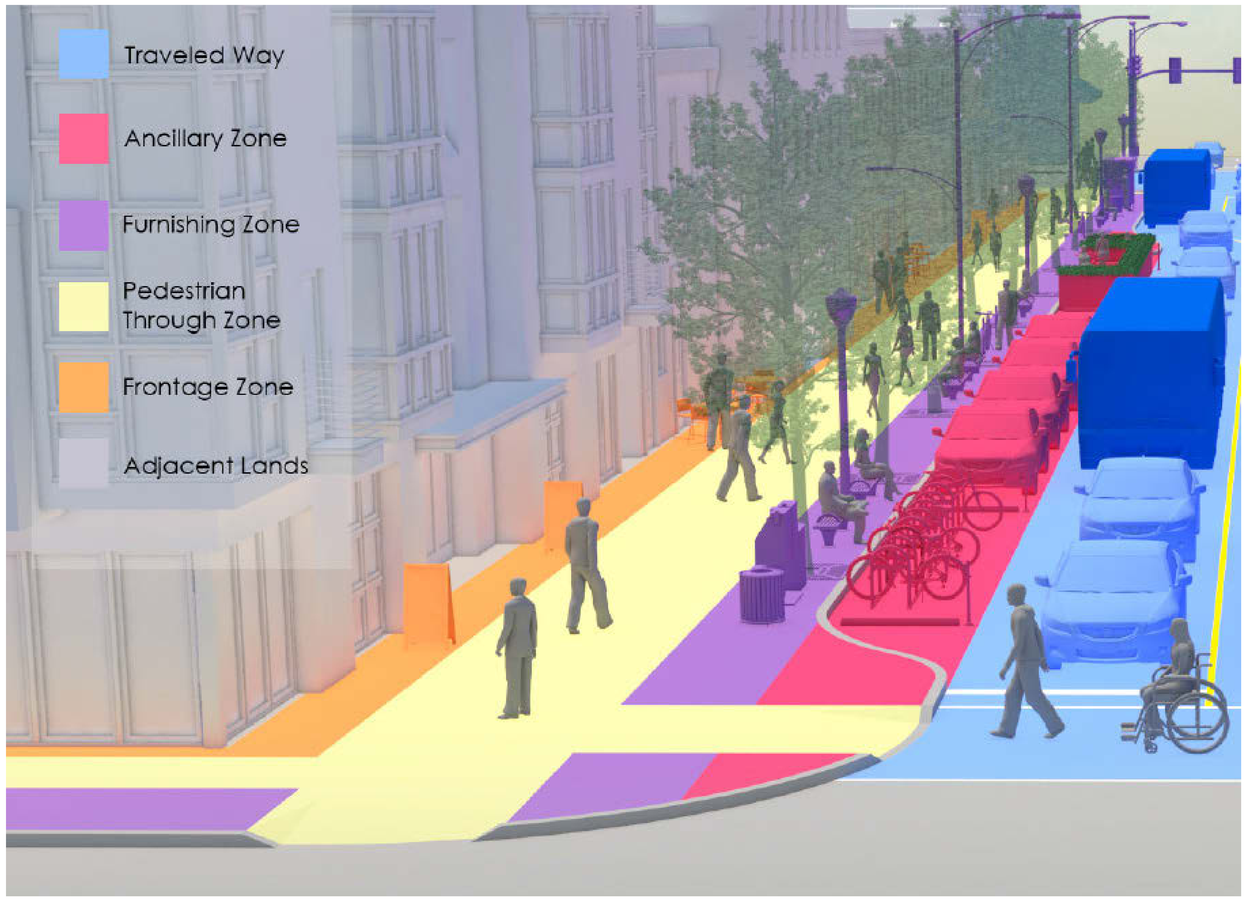
Corridor Study

Main Street Guidelines

Edmonton's Complete Streets Policy now includes a definition of Main Streets and a provision that they are to be designed and maintained to an enhanced standard.

Main Street Principles

- Vibrant, all season people places;
- Provide travel options;
- Support a network of streets;
- Adaptable;
- Contribute to sustainability; and
- Cost-effective and provide value.



Main Streets are both a 'Link' and a 'Place'.

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General Questions - to start you thinking about the corridor...

Where do you go, how do you move, what do you use (shops, street furniture, amenities) and what do you do in the study area?

What do you like in the study area and/or what are its strengths?

What do you dislike? What would you change about it?

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Corridor Study

Current Land Use

The study area consists of a variety of land uses including commercial; institutional; light industrial/manufacturing; and low, medium and high density residential. The map below illustrates that no one use dominates the area.

Areas of Stability and Change

The degree and location of change in the study area will vary based on each site's location and current use. Within and around the study area there are a number of areas with the potential to change over time.

Existing Land Use

- One Unit Dwelling
- Two Unit Dwelling
- Multi Unit Dwelling
- Apartment
- High Rise Apartment
- Other Residential
- Commercial
- Industrial / Utilities
- Institutional
- Recreation / Open Space
- Agriculture
- Transportation
- Vacant / Undeveloped
- No Data / Unknown

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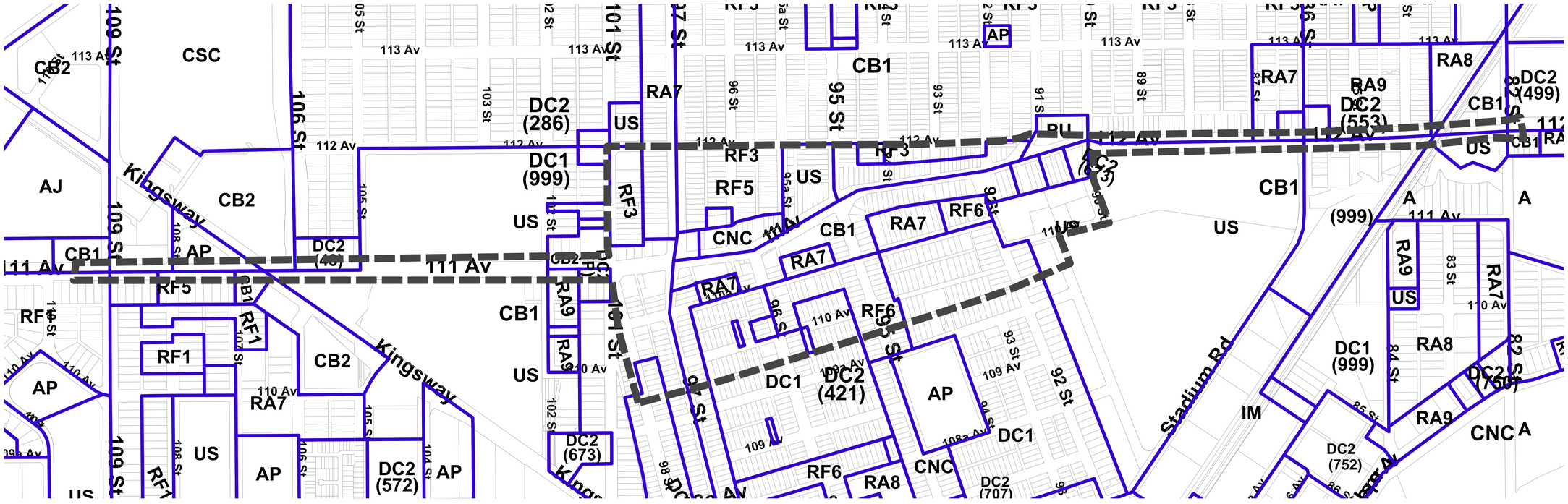
Corridor Study

What is Zoning?

- Land Use Zoning classifies the type of development allowed on a parcel of land.
- Land use zone types in Edmonton include residential, commercial, industrial, urban services, agricultural and reserve zones, as well direct control provisions (customized to each site) and special purpose overlays.



Major zones listed

DC1 - Direct Control 1
DC2 - Direct Control 2
CNC - Neighbourhood Convenience Commercial Zone
CSC - Shopping Centre Zone
CB1 - Low Intensity Business Zone
CB2 - General Business Zone
AP - Public Parks Zone
PU - Public Utility Zone
RF and RA zones - Residential - Single detached to high rise apartment

Norwood Boulevard
Corridor Study

Transportation

Street Network in the study area

The street network surrounding the area is defined by its relatively consistent, rectilinear grid network of streets. Block sizes generally are from 190m x 100m. These blocks are broken in two by Norwood Boulevard which meanders through neighbourhood following the path of the now buried Rat Creek.

The Corridor (Vehicles and Buses)

Norwood Boulevard is an arterial road that is 4 to 6 lanes wide and has traffic volumes that generally average to about 19,600 vehicles per day. The corridor serves as an east-west transit route with two bus routes travelling along its' length. These two routes carry a daily average of 1,500 passengers.

The Corridor (Pedestrians)

Daily pedestrian counts at the intersection of Norwood Boulevard and 97 Street show 400 people walking along the corridor and 600 crossing the corridor and at the intersection of Norwood Boulevard and 95 Street there are 760 people walking along and 600 crossing.

Norwood Boulevard
Corridor Study

Design

Urban Design

The neighbourhoods along the corridor are all mature neighbourhoods, each with their own distinctive urban character, demographics and socio-economic patterns. The area contains a variety of building forms and orientations and is generally defined by low and some mid-rise buildings fronting onto the street with some large setbacks from the street in a number of locations.

Public Spaces/Landscaping

The corridor and surrounding areas contain a number of community amenities, including schools, parks and community centres. The corridor generally lacks much in the way of vegetation - few street trees are located along its' length. Also, there are few green spaces along the corridor itself except the lands adjacent to the fire hall.

Universal Design

All of the elements that make up the street within the study area will be reviewed. This includes, the sidewalks, street furniture (benches, etc.), bike and vehicle parking, streetlights and any vegetation to achieve the goals of creating a Main Street where all users of the corridor, be they on foot, in a wheelchair, on a bike, in a bus or in a vehicle, are conveniently and safely considered.

Norwood Boulevard
Corridor Study

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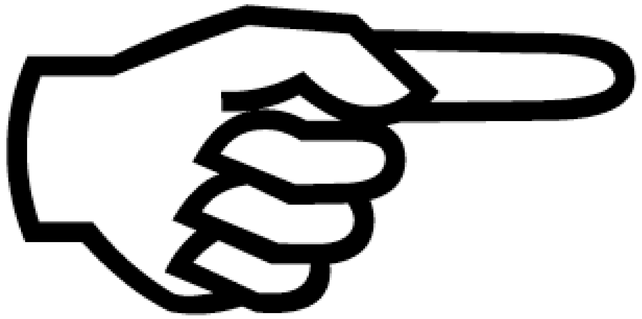

Join the conversation to help recreate Norwood Boulevard!

Welcome to the

Young Designers Table

Pick up some crayons/markers and some paper
and help us recreate Norwood Boulevard!