

City of Edmonton 107 Avenue Revitalization Project

What We Heard Report: 107 Avenue Revitalization Project

August 2021

| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton

What We Heard Report: 107 Avenue Revitalization Project

SHARE YOUR VOICE SHAPE OUR CITY

We welcome your input on how we maintain, grow and build Edmonton.

We believe engagement leads to better decision making.

We are committed to reaching out to diverse communities in thoughtful and meaningful ways.

We want to understand your perspectives and build trusting relationships with you.

We will show you how your voice helps influence the City's decisions.

Share your voice with us and shape our city.

THANK YOU FOR SHARING YOUR THOUGHTS AND IDEAS WITH US.

We appreciate your taking the time to tell us what you think.

The COVID-19 pandemic has touched nearly every aspect of daily life, including how we were able to connect with you during the first phase of public engagement. Thank you for engaging with us virtually as we adjusted our approach. Although in-person public events are paused, the project team remains committed to sharing project information and offering meaningful public engagement as efficiently and safely as possible.

107 Avenue Revitalization Project Overview

THE AVENUE

107 Avenue intersects several communities in Edmonton. As a significant commercial street for the area, 107 Avenue is populated by businesses, services and multi-unit residences.

The communities it serves are rich in character. Central MacDougall and Queen Mary Park have been described as where the world meets in Edmonton. These neighbourhoods continue their historical role of welcoming generations of newcomers to Edmonton and providing the city with a strong cross-cultural influence.

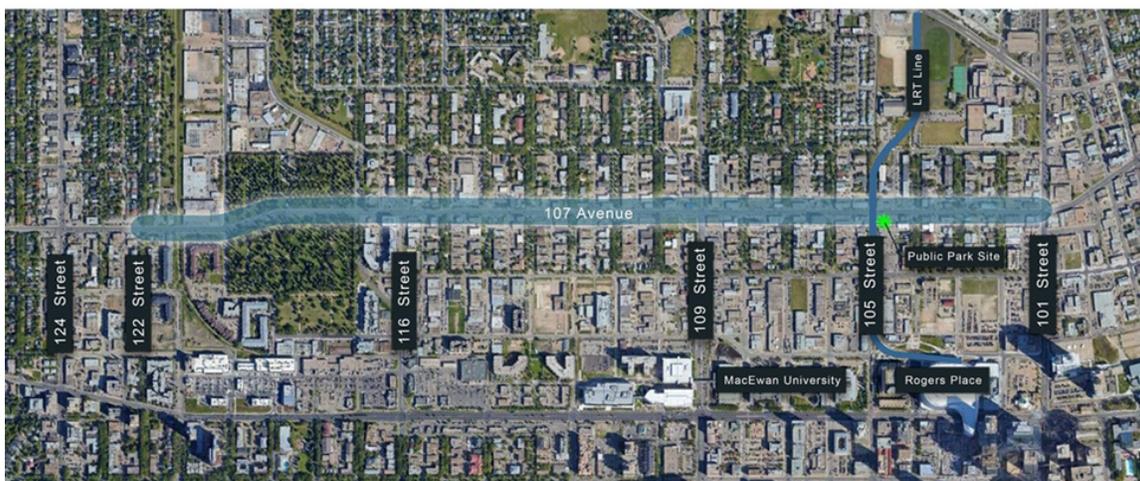
107 Avenue itself within the project area comprises primarily two and three-storey buildings, with larger units scattered along the street. Its building structures generally lack strong, unifying design elements or consistency in façade rhythm and location. For example, some buildings are set back while others are closer to the street.

THE PROJECT

After the public and stakeholder consultation through the Neighbourhood Revitalization Program (2012), the City completed a comprehensive [Urban Design Analysis](#) with Edmontonians in February 2017. This community-driven project focused on key initiatives that support the [Central MacDougall & Queen Mary Park Neighbourhood Revitalization Strategy](#)'s overarching goals to:

- + Develop safer communities
- + Create beautiful neighbourhoods
- + Build a dynamic economic environment
- + Connect our community

Through the Urban Design Analysis, seven key elements were identified to help revitalize Central MacDougall and Queen Mary Park. Of those seven, four of the elements have been combined to create the 107 Avenue Revitalization.



The 107 Avenue Revitalization Project area extends along the avenue from 101 Street to 122 Street within Queen Mary Park (west of 109 Street) and Central MacDougall (east of 109 Street).

KEY INITIATIVES

The 107 Avenue Revitalization Project will design and build four key initiatives identified in the Urban Design Analysis:

- + Streetscape improvements (101 to 122 Street)
- + Alley pilot project
- + Gateway elements
- + Public space –10425 107 Avenue (Concept design only)

PROJECT FUNDING

The 107 Avenue Revitalization Project is funded through the City's Neighbourhood Revitalization Program. The streetscape upgrades, alley pilot project and gateway elements are funded for design and construction. The public space is currently funded for concept design only.

The project is currently at the Concept Design phase. During this phase, the project team collects ideas and perspectives from the community stakeholders and the public. These ideas are then integrated into Concept Design options which will be presented in November 2021.

Stakeholders and the public were invited to participate in a public engagement that spanned from June--August 2021.

PUBLIC ENGAGEMENT OBJECTIVES

The objectives of public engagement in the Concept Phase are to:

- + Build awareness and understanding with the public and stakeholders about the project
- + Reach out to community stakeholders to generate ideas, share preferences and receive feedback on all four initiatives
- + Explore ways to engage newcomers, those with lower literacy, income, and connectivity levels

Public Engagement Process

The City of Edmonton seeks input from citizens to “involve the people affected by the decisions it makes” and “seek diverse opinions, experiences and information so that a wide spectrum of information is available to decision makers.”

The City's public engagement spectrum shows four distinct levels of influence that the public can have on decisions made by the City throughout the project. The project team aims to involve community residents, stakeholders, business owners, community agencies, and visitors in decision making to shape neighbourhood improvements.



ADVISE

The public and stakeholders were invited to participate at the 'Advise' level on the spectrum.

REFINE

In 2021, a group of dedicated citizens formed to update community insight on the project. Through thoughtful discussion with the project team, the 107 Avenue Revitalization Stakeholder and City Alliance Group identified additional planning considerations for the community.

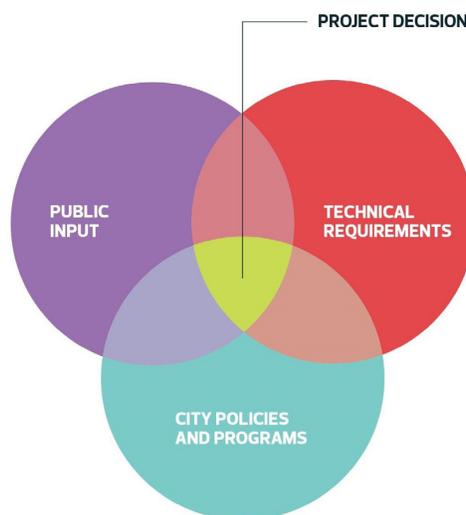
Building on the early work of the project team, the 107 Avenue Revitalization Stakeholders and City Alliance Group shared ideas and preferences unique to community residents and businesses in the area. Many of the ideas in this summary of what we heard are a result of their hard work.

How Decisions are Made

The City makes decisions using a combination of policy and program information, public engagement input, technical requirements and available funding. This process helps to ensure that the City's decisions are fiscally responsible, align with best practices, consider existing public and private infrastructure, land uses and neighbourhood activities, and result in the best outcomes for our city.

City policies and programs such as Complete Streets Design and Construction Standards, Vision Zero Edmonton, and Winter City Strategy provide the overall direction for urban planning designs. Each area is unique. That is why the project team asks for input from those who live, work, do business and visit the neighbourhood. The City also considers technical aspects such as existing roadway widths and conflicts with utilities and trees to determine what will fit in the neighbourhood.

Decision makers commit to incorporating stakeholder and public input into the Concept Plan and demonstrate how their input was used. In instances where the project team could not include the input, decision makers will communicate the constraints that led to the decision.



How We Communicated & Engaged

The project team used a variety of communications activities to promote public and stakeholder engagement. These activities included:

- + **Newsletters:** 12,017 newsletters delivered to residents and businesses in Queen Mary Park and Central McDougall. Deliveries began June 14.
- + **Road signs:** Four signs were posted from June 13 to July 13 to advertise public events and the survey.
- + **Posters:** 56 posters in business windows to advertise public events and survey. Posted June 18 to July 13.
- + **Social media:** Messages to promote public events and survey. Shared June 18 to July 13.
- + **City of Edmonton website:** Information on public events and survey.

The project team sought input and engaged with stakeholders and the public directly over a period of three months:

Method	Numbers	Dates
Canvassing Business	34 conversations	June 18, 19, 21, 22
Virtual Public Events	2 public open houses	June 23 and 26
Focus Groups	2 community leagues 3 community groups 2 major businesses	June–August 2021
Stakeholder and City Alliance Group	3 meetings	June 23 and 26 April 12 May 5
Surveys	182 responses to online survey Hardcopy surveys, including those translated into four languages (Somali, Amharic, Tigrinya and Arabic) distributed throughout the community	June 23–July 13 August 9–August 30, 2021

What We Asked

In a variety of public engagement events, community stakeholders explored ideas for the four key initiatives and began to identify preferences within each one. Each initiative was presented and then discussed with participants, who offered thoughtful insights into how various elements could be used to revitalize 107 Avenue.

What We Heard: Common Themes

Two overall themes were common to all four project elements.

COMMON THEME: SOCIAL DISORDER AND COMMUNITY SAFETY

The safety and wellbeing of the area was a primary concern for survey respondents, for participants in virtual sessions, and when we spoke with businesses that operate along the avenue.

All agreed that 107 Avenue has seen an increase in social disorder, drug use, crime, and vagrancy. However, two different viewpoints emerged when participants looked at project elements through the lens of community safety and wellbeing. These two viewpoints create tension and are a challenge for considering design options:

- + Use design elements to discourage loitering, or
- + Use design elements that consider the needs of homeless people

The City of Edmonton has design guidelines for their streetscape projects that are inclusive and accessible.

Use design elements to discourage loitering

One viewpoint hoped project elements would discourage loitering. They saw design elements as a way to create safe, clean and friendly areas, free from loitering, crime, drug use, vandalism, and panhandling.



Next, safe seating, same concern. We don't want people sleeping here. The seating, we have to worry about that.

I don't know why safety isn't an option, but we don't need art. All the residents in the area want a safer community.



Businesses and those living in the area echoed the sentiments that the area was troubled by crime and any improvements could be vandalized.



Vandalism and crime are rampant in the area. The area needs more safety. Add cameras. Also, I dislike bike racks because bike thieves easily cut locks in the area. More bikes locked up mean more bikes stolen.



Use design elements that consider the needs of homeless people

The other point of view prefers an inclusive design that makes homeless people feel welcome to rest, relax, and feel like members of the community.



So, do we have flexible enough seating and gathering spaces to reflect anyone who is using it, even those who the outside is their living room? I'm not sure specifically what the flexible seating would look like. But some people talked about putting dividers and hostile architecture up, so we need a balance. We need to recognize that people live there, not just visit.

So, no hostile architecture. It prevents people from different abilities or vulnerabilities to use infrastructure in an inclusive way.

So, [don't have] a park bench with bars so you can't sit together.



People who championed inclusive design wanted to make 107 Avenue welcoming for all. They encouraged the project team to look for ways to instill a sense of ownership and buy-in from those living on the street or in shelters. They also felt that collaborating on solutions would help ease the tension that the community and businesses were feeling.



We need to find a way to do this together, to exist together.

Because neither group is going anywhere.



COMMON THEME: LIGHTING AND SAFETY

The second common theme—lighting—was the number one priority across all four elements.

- + Lighting was a way to add beauty, ambience and could link the corridor, providing a dramatic and unifying look.
- + Lighting was also linked to safety; any discussion on safety turned to lighting and any discussion about lighting turned to safety.



I talk about a lot of lighting due to crime and safety and I think my neighbours agree.

Safety, lighting is a massive issue here. Lighting is the number 1 priority. We need to increase that.

Overhead / pedestrian lighting to allow users to feel safe at night and in the winter months.



What We Heard: 107 Streetscape Improvements



KEY INITIATIVE: STREETSCAPE IMPROVEMENTS

These improvements included trees, landscaping, areas for street furniture, sidewalk repairs and pedestrian oriented lighting. Road and curb replacement is not a part of this project.

OVERALL RESPONSE

Streetscape improvements generated the most discussion with participants.

LIGHTING

Lighting is a critical component of the streetscape portion of the project and was linked adding warmth to the area while enhancing safety. Some participants were concerned that lighting changes along the corridor would not be applied consistently across the entire project area and might not be sufficient to increase safety.

- + Pedestrian oriented lighting that illuminates both the sidewalk and roadway was seen as the most needed improvement along the avenue.



So, are we maintaining the same level of light in Central McDougal or are we going to make it sparser? I recognize we will have to change it, but I hope your plan is not to reduce the amount of lighting we have. Lighting is critical element in making the neighbourhood safe and the feeling of safety. That's my experience.



GREENING

Greening was seen as an important way to increase the attractiveness of the community by virtual workshop participants as well as survey respondents. Among survey respondents, 83% selected trees, flowers, and greenspace as the most important feature.

- + There were suggestions for eco-friendly landscaping, native plantings, and low maintenance plants for planters and greening.



"For planters, would you consider native planters or xeriscaping? Would you include plants that don't require much care like grass?"



- + Greening, trees, and additional planter boxes were strongly supported.



I love the planter boxes too, the natural beauty.

Also, the trees, thinking about shade. The idea of shade shelters. There's some visual ones that are closer to art, the idea that if you have seating, have shade to make it suitable to sit in.



ARTWORK

People identified art as an important feature along the avenue.

- + There was overwhelming support for unique local art that represents the community's Indigenous, immigrant and cultural story. People thought this could be incorporated in utility box wraps, banners, murals, and statues.



Thinking a lot about the arts, banners, the wraps. How can we inject Indigenous culture into that? Also, it's a very diverse area, with many other cultures, so how do we blend those in?





I love art. We have a collection of artists that we work with, we would love to collaborate with that.

There's a lot of interesting history on the avenue. How to tie art to history. Over the decades, there's been different migration patterns, tell that history through art.



- + Participants wanted unique aesthetics to help brand the community and create a sense of place. This included a naming component as well as physical elements like lighting, local art, banners, and signage.



Do we have any unique styles to make us unique? What can differentiate us from other communities? What draws people to us?



SAFETY

Safety and the impact of social disorder on the street were discussion points that resonated with participants.

- + Participants were eager to attract people to their community and add vitality to 107 Avenue. However, some felt that the safety concerns were a deterrent to drawing people into the neighbourhood.



We've lost businesses already. If you want new business to keep the community going, it needs to be safe and pleasant to attract people.



- + Others wanted the proposed changes to be inclusive and respectful of the local population, especially people who are homeless, and to not be exclusionary or seek to displace them.
- + Hostile architecture was a contentious issue. Some participants did not want seating or other elements designed to exclude different types of users, while other participants wanted to prevent people from taking advantage of the spaces.



Seating will attract drug addicts, homeless, they sleep on the benches. When people see this, what's the incentive of coming here? So partitioned seating is best at this time, with the bar between them.

Space and resources for homeless people to enjoy without feeling alienated.



WALKABILITY

- + Some participants were disappointed that the project does not include widening or otherwise changing the dimensions of the sidewalks.



Disappointing we can't expand sidewalks. It's a half measure, in making it more pedestrian friendly.



Curb lane patio drew mixed reviews in focus group conversations:

- + Some thought the patios would enhance life on the street.
- + Others thought they would negatively impact walking, parking, and create traffic congestion.
- + Still others felt that curb lane patios could be implemented after other projects were in place.

57% of survey respondents selected curbside patios as a way to create an impact along the avenue.



Patios on 107, if everything else isn't set up for that, that's just another thing that won't attract people. I don't think that patios are the one thing that's missing right now.

I think you guys hit the points there. Maybe the patios come after we activate the spaces. After we make it vibrant.



CITY RESPONSIBILITIES

- + Some participants were concerned that the revitalization project budget included items that were already the responsibility of the City and therefore should not be included in the budget of the project.



We don't want to spend money on things the City is responsible to do already, like lighting.



What We Heard: 107 Avenue Alley Pilot Project



KEY INITIATIVE: ALLEY PILOT PROJECT

Each block along 107 Avenue has an alley entrance mid-block. The City wants to work with residents and business owners to pick one alley as a pilot to design as an attractive, welcoming space that could be used every day as well as for events and activities.

The project team uses a design application called [Crime Prevention Through Environmental Design \(CPTED\)](#). This has universally adopted principles to make sure the area is planned to be as safe as possible.

OVERALL RESPONSE

The Alley Pilot Project was supported and considered an innovative use of space along 107 Avenue.

SAFETY THROUGH GOOD DESIGN AND PROGRAMING

Safety was the primary factor when designing for the alley project; lighting, design elements and programmable space were seen to mitigate safety concerns.



Well lit alleys. Increased patrolling by the police to deter nefarious activities. Lighting, and no seating.



The strong support for the Alley Pilot Project included excitement for the possible programming opportunities in the area , which would encourage use by all ages.



"I love the idea of a farmers market. We sponsor farmers markets already and it's a big success so I'd like to see more foot traffic in the area."

For this pilot, make it really targeted and focused considering the community and the mutual aid volunteers in the area. And populate the project in the beginning. If we know there's a healthy presence in the area, that will help. So, helping with healthy people who can promote the area as a healthy area to start, so people know it's safe, to make sure there's a positive presence in the area.



- + Others felt that inclusivity was the top priority, especially for those with nowhere else to go.

GREENING

Greening and flexible program space were favourite ways to beautify the alley. Results from virtual workshop matched the survey results in that 70% of responses wanted plantings and greenery and 61% of responses wanted flexible spaces for markets/activities/performances.

ARTWORK

Participants wanted the cultural heritage of the community to be represented in the artwork and design of the area. 60% of survey responses selected colourful elements such as local art, wall art, paintings on alley and sidewalks

- + They suggested the Alleyway Pilot Project could incorporate local multicultural, multiethnic and Indigenous culture into its design.



I wonder about newcomer population. What elements do they miss from their communities? Make it a home away from home. I don't have the answer. Maybe consider that.

I love lighting. It's always eye-catching. Of course, greenery and art too.



- + People generated additional ideas, such as a bike repair station, water stations, wayfinding and exercise equipment that could be incorporated into the Alleyway Pilot Project.



A challenge for health, there's no place to work out or exercise and be healthy. In some cities, there's exercise stations, and people use them. Maybe something interesting to incorporate.

Stationary bodyweight equipment. These spaces might use them.



LOCATION

Various alley locations were discussed; the survey results and virtual discussions reflected similar findings. Among the responses, 41% selected the alley by the Habesha African Market (10418--107 Avenue) Others suggested west of 109 Street, including the alley by Waterloo Ford Lincoln.(11420 --107 Avenue).



In the mock-up next to the African Market, my one thought is, if that alley next to the market was chosen, it would functionally be one bigger public space.,

I'd lean to do whichever would be most successful to show it works, so if the African Market is already in use, maybe we can build on that to show it's a success.



Some thought the alley beside Habesha African Market would be a high traffic zone. The alley is used by people living in the apartments because the LRT has cut off access along 108 Avenue as well as 105 Street.

- + This led to suggestions to put the Alleyway Pilot Project directly beside the Public Space Project, so that the two projects could maximize their benefit and usage.



Make the alley part of the park, make it more grand. When I see something, I usually stop and try to be part of the event. It would make the park even bigger. I can't think of anything in Queen Mary Park that has that same size of space. I think Central McDougal will make this part of the project sing on this side of things.



- + The alley adjacent to Waterloo Ford Lincoln was also discussed as a possibility. People noted that both the park and ideas for the Alley Pilot were in Central McDougall and suggested an additional alley project in Queen Mary Park.
- + Participants suggested that the City should consider changing zoning to allow for businesses to face into the alley way pilot area, such as they have done in similar areas.



The other alley projects in the city are nice, it has been successful on Whyte, they've even made changes to some zoning where businesses can face into the alleys, and I think that's amazing. I think everything that will be positive will be helpful for the community.



What We Heard: Gateway Elements



KEY INITIATIVE: GATEWAY ELEMENTS

Gateway elements are special entrance features. Examples in other communities include decorative signs, lighting, landscaping, artwork, or other welcoming features.

These elements are used to define the neighbourhood and are unique to each community. Gateway features can help welcome people to the area and link the neighbourhood to downtown and other parts of the city.

OVERALL RESPONSE

People were enthusiastic about gateway elements to welcome people into their community.

LOCATION

In general, participants thought the gateway should be located at major intersections to draw people into exploring 107 Avenue.



There should be continuity as well. So not too far apart. So, there's walkable corridors on 104 Street and 107 Avenue and there's bike lanes that connect the communities. So potentially one in there as well.

"I think it's all good. Again, site specific, implementations with ideas on what the outcomes will be. Up and down, you've identified nice spots."



- + Participants thought the location of the gateway elements would be better suited centrally or to the east of 107 Avenue, such as on 109 Street or 101 Street.
- + The western portion of 107 Avenue already has unique elements such as Manchester Square ((12016--107 Avenue)



So, Manchester Square is kind of there at the west end on the avenue. I would lean to 101 or 109 where there's lots of traffic, an area that's not as popular.



LIGHTING

Participants were excited by the idea of vertical features and suggested that gateway elements have lighting to add to their vibrancy.



"I think this is cool. I like the verticality, so it's visible, and also doesn't take up too much space."

So, in my view, I think if we have to come up with pillars, it needs to be catchy during the day and at night. So, you need to put lights in it.



STYLE / BRANDING

A bold, iconic statement that incorporated lighting was preferred. Vertical pillars that looked catchy during the day and night and illuminated the area were seen as options.

- + Participants preferred to have multiple consistent gateway elements throughout the project area, to convey a sense of place for those along the avenue and help with wayfinding.
- + Maintaining branding with a theme with the rest of the project elements was important to participants, especially aesthetically in terms of colour scheme and general design elements.



I think it would be good to end up doing something that incorporates other projects, in terms of style and colour, like the alley way. Maybe not matching perfectly but at least stylistically, just colour palette, or building off the mural off the side of the African market. Having cohesion would be cool.



- + Elements that required little maintenance were preferred, with the priority being funding going toward meeting the local communities' needs first.



I know it's hard in Edmonton in the winter. But natural landscaping, fountains, I'm all for lights, but we are in a recession. So, thinking about lighting and taxes, what are lower maintenance things that can activate the space.

I struggle with pieces that don't have a function beyond aesthetics. Beautification does things to a space, but looking to the income of community, sometimes there's frustration. There's large, beautiful lights but no washroom. So, it could be tough on buy-in when there's public art but not basic needs like washrooms, water, pathways. If those aren't met first, then there's lots of pushback.



There was a preference for both Queen Mary Park and Central McDougal to have gateway elements that were individually branded.

- + This did not mean entirely different designs, but an indication that the two neighbourhoods were different.



I tell people I live in Queen Mary Park, they say, "where's that?" It's not really identifiable by anyone who doesn't live here. Maybe on that main blue pillar, it gets stamped, "Queen Mary Park", something that can give a name so people know where they are.

If it's a gateway feature, it's a gateway to the neighbourhoods... there's two separate flavours with these neighbourhoods. We want to be known on our own merit.



- + A participant suggested including a branded plate with the neighbourhood's name on each gateway element.



The word foundation stuck out to me. You could have the same fonts, same text ideas for a stamp, it's still very recognizable, but now it helps identify the community as well and helps with wayfinding.



- + Participants agreed that having some sort of branding and having identifying signage on the gateway elements to identify which community they were a part of was important.



For naming communities, in Queen Mary Park, they want people to know they are in Queen Mary Park. For the branding, one brand is North Edge. To maintain that continuity, that greater North Edge territory, maybe say Queen Mary Park, a North Edge community, or Central McDougal, a North Edge community, so we can tie it in.



- + There was a strong preference to use local artists to bring out the local culture in the gateway elements.



Number 1 I think public art is a great option. It's important to remember Edmonton has exceptional artists and we need to use those local artists; we also don't need digital boards we have enough of that already. I want to celebrate the local artists.



- + Participants preferred branding that incorporated the cultural heritage of the area into the elements.



Yea, reflect the Indigenous culture, or murals, and other public art. I think that's critical for this work. Using them to tell a story and weave a narrative. A nice piece. I think there's tons of opportunities there.





I think it would be cool to see an African park and an Indigenous park, not for segregation, but for inclusion to make sure everyone feels safe and included. Also, in the spirit of the treaty, incorporate First nations and Metis and Inuit art into the area.



- + Maintaining branding with a theme with the rest of the project elements was important to participants, especially aesthetically in terms of colour scheme and general design elements.



I think it would be good to end up doing something that incorporates other projects, in terms of style and colour, like the alley way. Maybe not matching perfectly but at least stylistically, just colour palette, or building off the mural off the side of the African market. Having cohesion would be cool.



SAFETY

Safety was a concern and having information or emergency call boxes on site to report a crime or other serious situations was suggested. .

- + There were concerns that digital pillars or other elements with flashing lights could cause distracted driving and pose a safety hazard.

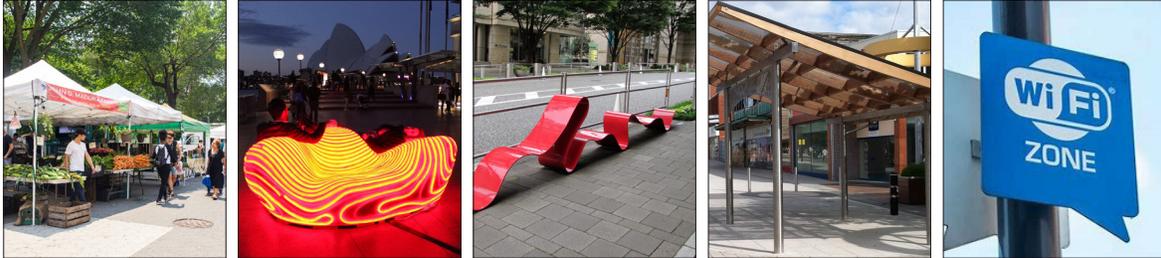


I prefer not digital pillars; it's distracting as a driver with flashing lights. It could factor into accidents; I've been a victim of an accident where a driver was distracted by a digital visual element.

The lighting part, again, colour changing lights, worried about epilepsy, as far as a gateway identifier.



What We Heard: Public Space Project: 10425 107 Avenue



KEY INITIATIVE: PUBLIC SPACE PROJECT (DESIGN ONLY)

This public space has the potential to provide residents with a future community destination and event space.

This initiative will also provide a concept plan for a park at 10425 107 Avenue that could be considered for construction in the future.

OVERALL RESPONSES

In response to our survey question about priorities for a public space project, here is how participants responded:

- + 73% selected greenery/landscape
- + 55% selected lighting
- + 51% selected seating areas
- + 37% selected performance/gathering space

COMMENTS AND SUGGESTIONS FROM PARTICIPANTS

Public engagement for this initiative focused on capturing a vision and purpose for the public space project. We heard a wide range of suggestions—from inspiring to practical—about what kind of public space might serve the people who live, play and work here, and who visit communities along 107 Avenue.

FEATURES

- + The public space should be iconic, identifiable, and draw people in, especially from the LRT.



That intersection is on the edge of the LRT. Those people coming and going and may not live in the communities. It should be identifiable and leave an impression on strangers.

There needs to be a push for a public washroom of some kind. It would help businesses and residents look after the needs of the transient population. And a water filling station. We need to put that infrastructure back into our cities. When was the last time you saw a working water fountain here? In New Zealand those facilities are everywhere. If it's not part of the vision it should be.

[He] is right. Lack of washrooms, especially with the vulnerable population in the area. Lack of washrooms comes with its own problems as we all know. It's a key part of any urban environment.

I'm of the age that appreciates washrooms.



- + While several groups mentioned the need for washrooms, a few participants disagreed with including washrooms in the design, citing safety concerns and the potential for vandalism.
- + Public art was enthusiastically discussed. People appreciate that art could have many uses other than visual; seating, play or performance opportunities could be incorporated into an art installation



"The public art, the seating, that attracts my eyes. At my age, I want to climb on that. That brings out the kid in me. I bet it would bring out the kid in everybody."



- + Some participants were opposed to paving the entire area. They wanted greenery instead.



I'm opposed to paving the entire space. We have enough paving on 107.

When I think of the space now, I think of it as a green space. We could look at xeriscaping or more natural plantings. Something that doesn't require lots of maintenance.



- + There was a suggestion to add public exercise equipment.



I've seen outdoor fitness centers; this can be used all day long. Haven't seen that in Edmonton. But south of Alberta it's common. Robust machines, that can be used by adults and children.



- + Wayfinding should be incorporated into the public space project.



And I think that the wayfinding could also be on the corner, you have the LRT crossing and passing through it.

Wayfinding is also welcome.



- + Participants felt that the public space should be flexible enough to accommodate any kind of usage, and therefore not be overly built or prescriptive, and have all the necessary utilities and infrastructure such as power, water, shelter, etc.



Electrical is key, water is key, and I'm not talking single phase power, 3 phase so its flexible, so standard plugs and others for food trucks. Also, spaces flexible for markets and other events. So, folks aren't hauling their own tents. Maybe a shade thing that could be pulled down for commerce, or performance.





I love thinking about the flexible market with shelter set in. More accessible and easy to use, the more likely people will come.



- + The space would need to remain flexible and inclusive with programming, as new groups and organizations often have challenges in finding public spaces to use for events or even recreationally.



That's a struggle we find, I don't know how to say this, to have a space and not have it already booked, and have it available... Black Owned Market is a startup, and we are struggling to find a space that doesn't have historic markets already there. Getting back to the newcomers, we want to find a space to get together and chill out.



- + The public space should reflect the cultural heritage of the community.



There's unique immigration, and who has called it home and there's interesting ways to capture that, even communities that have moved out. There's lots of in and out here. Historically they come and start here.



- + Lighting was an important feature.



Lighting would probably be a major component of that in the winter.



SAFETY

- + Safety is a major concern, and participants referenced crime, dumping, drugs, and hazardous waste in the area.



The biggest concern is safety. So, anything developed here, I'm interested in. People are doing needles here, dumping things, like sheet metal, used clothes, all kinds of stuff. And across the street people and families are there.



YEAR-ROUND USES

- + Ensuring that the public space was usable all throughout the year and was prepared for winter activities was important.



Winter activities. I've always wanted Edmonton to take advantage of the winter city, since it's 6 months of the year. So that's important to make it usable in the winter.

Play and motion and winter, maybe there's a way to vary the landscape so it isn't flat, maybe pile the snow correctly and you could sled.



LOCATION

- + Linking the space to the LRT was important since it provides easy access to and from downtown during events.



And drawing people up from Rogers Place or 104 Street, it's so accessible from the LRT, you can use that to draw more business up from downtown.



- + Sound mitigation from the LRT would be important to maximize the enjoyment of the public space.



Right next to an LRT, it's not the quietest thing, reducing noise from that is important because otherwise it could detract from the Zen of the spot.



CHILD FRIENDLY SPACE AND FEATURES

- + Though a children's park was not necessarily supported, participants wanted seating and artwork that was child friendly and could support families and children playing in the park.



Also, opportunities for pop up play, child friendly Edmonton area. There's lots of families in the area. Can we encourage child friendly things there?

Kids are naturally born explorers. If they can climb on something they will, that will happen naturally.



Accessibility was a contentious issue. Some participants wanted open, inclusive, and accessible features and seating, while other participants felt that would encourage those experiencing homelessness to take over the area.



I love the image of the seating, but making sure it's accessible for people with mobility issues so there's a mix of representation in the seating structures.



- + There were concerns that gentrification and reclamation of space could result in negative outcomes for displaced people, and that the City should reach out to organizations representing those who experience homelessness in the area.



This is directed to the City, but when this goes ahead, make sure this isn't siloed. There are issues with gentrification and reclamation of space, it's a social health failure... There are things to do on the ground to be proactive instead of reactive and I think that this project needs to be designed intentionally here.



PARTNERSHIP POTENTIAL

- + It was noted that the area is bordered by significant artistic institutions, such as Grant MacEwan University, Victoria School of the Arts, The School of Alberta Ballet, and that local art community should be partnered with to help rebrand 107 Avenue.



Central McDougal is the cradle of future artists. We have Victoria School, and Grant MacEwan on the edges of the community, why don't we partner with them and give them a platform to showcase their talents? Those are things we can tap into to maximize the space. In the future we could involve everyone else not just the residents but the businesses and schools in the area.

Also, we want involvement from the community. Grant MacEwan and Victoria School, get them involved, and take ownership in the community by involving the schools. There's pride. So much pride, someone says "I thought of that. I was involved in that. I helped make that mural" or whatever. So, less chance of vandalism. So, people from the community that made the art. It helps build community.



NEXT STEPS

The project team have reviewed the engagement results and where possible, incorporated the engagement comments into the design considerations. We are moving into the Build Phase of our project with construction scheduled to begin in the summer of 2022.



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