

Rosssdale Neighbourhood Renewal

URBAN DESIGN ANALYSIS

Chapter 2 Background Report

November 2025



Photo: Kelsey Prud'homme

Land acknowledgement



Photo: Dnyanesh Deshpande

The City of Edmonton acknowledges the traditional land on which we reside, is in Treaty Six Territory.

We would like to thank the diverse Indigenous Peoples whose ancestors footsteps have marked this territory for centuries, such as nêhiyaw (Cree), Anishinaabe (Saulteaux), Nakota Isga (Nakota Sioux), Niitsitapi (Blackfoot), and Dené peoples. We also acknowledge this as the Métis homeland and the home of one of the largest communities of Inuit south of the 60th parallel. It is a welcoming place for all people who come from around the world to share Edmonton as a home.

Together we call upon all of our collective, honoured traditions and spirits to work in building a great city for today and future generations.

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CHAPTER 2

NEIGHBOURHOOD VISION AND OPPORTUNITIES



November 2025

Photo: Kelsey Prud'homme

1.0 Neighbourhood Vision and Opportunities

1.1 Neighbourhood Vision and Guiding Principles

During the [Building a Project Vision Together](#) and [Exploring Opportunities](#) stages, we met with residents and others groups to gather local knowledge and begin looking at opportunities for infrastructure improvements.

The Project Team used data from previous projects in Rossdale to [CREATE](#) a draft Vision and the Guiding Principles. This vision will be used to guide decision-making for Rossdale. The Guiding Principles are ideas that lay out how the vision should be applied to the neighbourhood design and used to inform the choices for community-led initiatives..

Public input was also received during engagement to [REFINE](#) and finalize the Vision and Guiding Principles. Feedback was collected through an online survey, door knocking, and stakeholder meetings.

Vision

Rossdale is a vibrant and inclusive community that blends rich Indigenous histories with an exciting future. Reflecting its unique location between a growing downtown and the North Saskatchewan River Valley, Rossdale is a community where residents and visitors can easily access active urban life and connect with the beauty of nature. Rossdale is a growing destination for Edmontonians, visitors, and businesses.



Guiding Principles



1. Respect the rich cultural and Indigenous heritage of the area



3. Enhance access to amenities within and outside the community



2. Create an inclusive and welcoming neighbourhood for all



4. Improve the experience of people walking, biking, and rolling for all ages in all seasons





2.0 Opportunities and constraints

The following opportunities and constraints were identified through a combination of public input and analysis by the Project Team during the [Building a Project Vision Together](#) and [Exploring Opportunities](#) stages. The purpose of the opportunities and constraints analysis is to generate as many ideas as possible to help address issues and achieve the Vision and Guiding Principles. Themes have been used to organize the various opportunities and constraints.

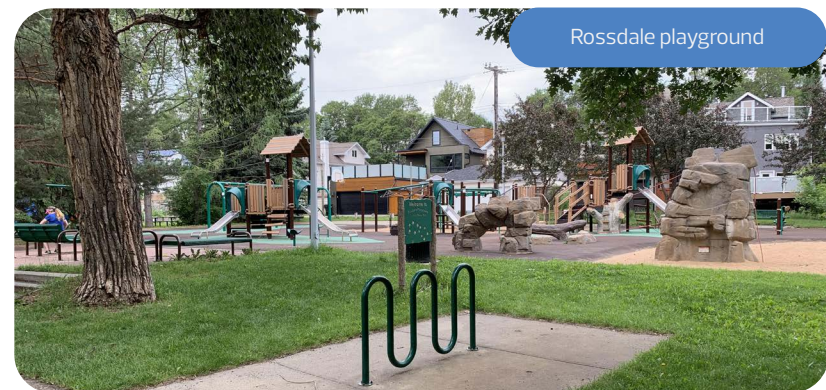
2.1 Active transportation

Opportunities

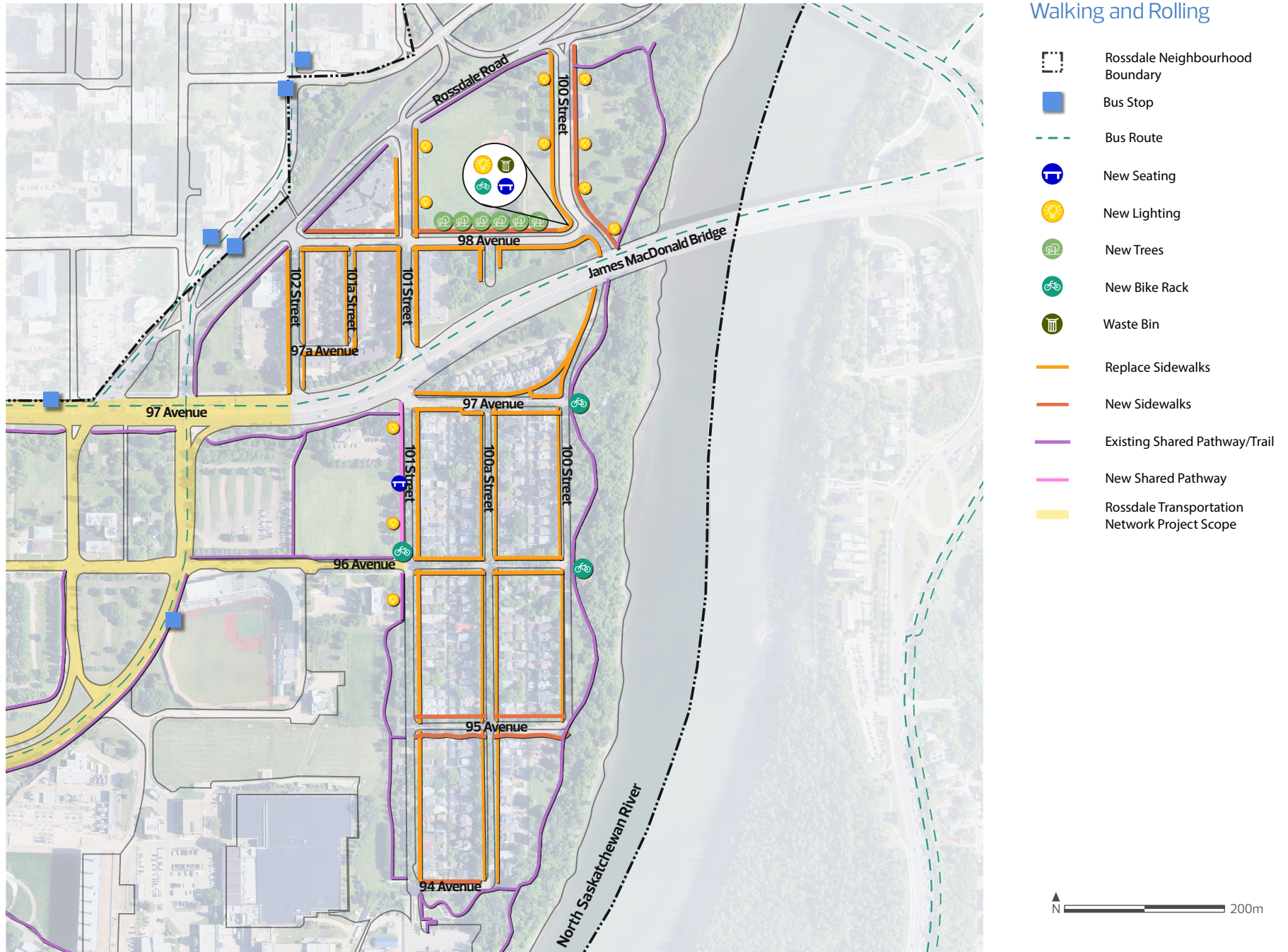
- + **Improve walking, rolling and biking experience**
 - + Add curb ramps at crossings for people who walk or roll
 - + Add raised crossings along key routes where people walk, roll or bike
 - + Widen existing sidewalks where feasible to create accessible connections for people walking and rolling
 - + Add missing sidewalks along local roads to improve connections for people walking and rolling
 - + Provide additional seating and waste bins along key walking routes
 - + Provide lighting along new walking routes
 - + Provide bike racks at key destinations
- + **Enhance connections**
 - + Enhance walking, rolling and biking connections between Rossdale and the river valley
 - + Strengthen connections between Rossdale and the Downtown core by enhancing walking, rolling and biking along routes that lead to stairs and the 100 Street funicular
 - + Explore roadway and active transportation designs that connect with the planned improvements of the **Rossdale Transportation Network** project
- + **Transit**
 - + Provide additional lighting and amenities along key walking routes within the neighbourhood that lead to existing bus stop locations

Constraints

- + New or enhanced pathways, sidewalks and bike route designs may require tradeoffs due to existing conditions such as utilities, mature trees, vehicular access points and road right-of-way width
- + The placement of seating areas, pathways, and lighting within the road right-of-way should consider potential impacts to nearby residents
- + Rossdale is serviced by Edmonton Transit Service (ETS) through bus service. Existing bus routes and stops are located at the edge of the neighbourhood. Any changes to the bus stop locations or bus routes are not within the scope of Neighbourhood Renewal



Map 1. Opportunities:
Walking and Rolling



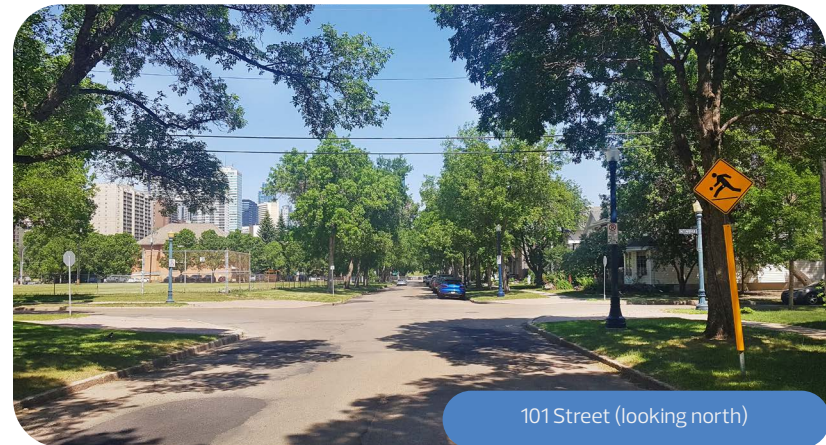
2.2 Traffic safety

Opportunities

- + **Roadway design**
 - + 96 Avenue west of 101 Street is intended to become a collector road as part of the Rosssdale Transportation Network project. Explore measures to manage the transition of 96 Avenue from a collector road to a local road, such as measures to separate people who bike and people who drive, as well as measures to slow or divert traffic to ensure the roadway remains within the volume and speed thresholds for a local neighbourhood road.
- + **Intersection design**
 - + Explore raised crosswalks, raised intersections or the addition of a median at key intersections to define the spaces of people driving, walking, rolling and biking.
 - + Explore the potential removal of vehicle access to Rosssdale Road at 98 Avenue & 102 Street
- + **Crossings**
 - + Add curb ramps at all crossings for people who walk or roll
- + **Slowing Traffic**
 - + Raised crosswalks or raised intersections at key locations within the neighbourhood may double as speed bumps for people driving
 - + Explore mid-block crossing and curb extensions on 100 Street (between 98 Avenue and Rosssdale Road) to provide improved east-west connectivity for people walking and rolling

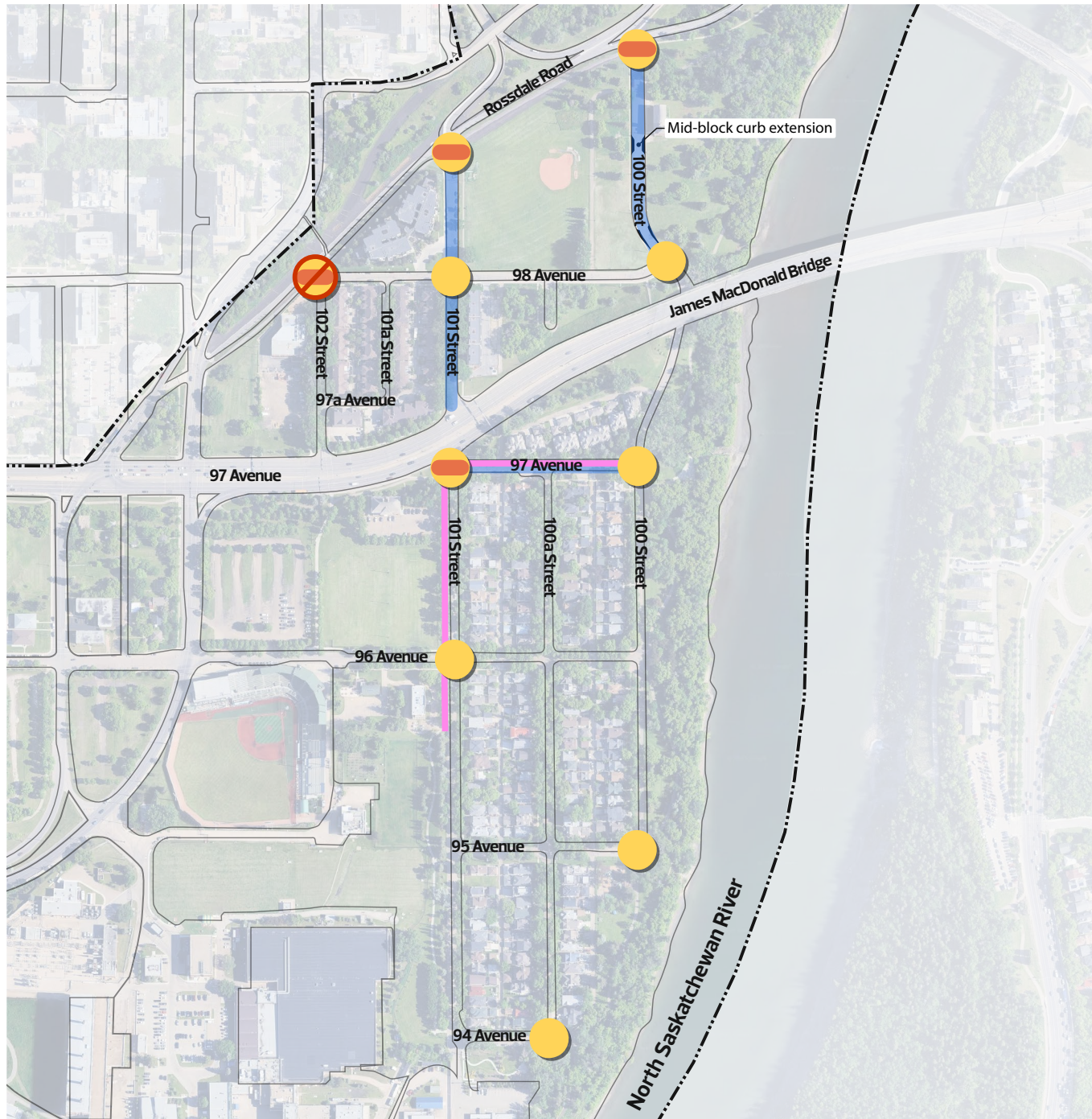
Constraints

- + Existing conditions such as utilities, mature trees and right-of-way width may require trade-offs for some roadway improvement opportunities
- + Measures used to slow traffic, such as curb extensions, raised crosswalks and raised intersections may have implications for drainage infrastructure such as catch basins and fire hydrant locations, which may require additional review and coordination
- + Coordination between Rosssdale Neighbourhood Renewal and the potential mixed use developments proposed for lands south, north and east of Diamond Park may be required if there are offsite improvements in the road right-of-way or construction conflicts.
- + Intersections on the boundary of neighbourhood renewal connect to the designs from the Rosssdale Transportation Network project and will require coordination



101 Street (looking north)

Map 2. Opportunities: Traffic



-  Rossdale Neighbourhood Boundary
-  Potential Median
-  Potential Raised Crossings or Intersections
-  Potential Bike/Walking Connection
-  Potential Removal of Vehicular Access
-  Roadways with Significant Redesign Potential



2.3 Placemaking

Opportunities

- + Explore opportunities to utilize spaces to tell stories by seamlessly integrating art & design elements into the existing landscape and neighbourhood built form.
- + Potential to incorporate public art/interpretive signage within sidewalks and shared pathways along key walking routes
 - + The potential art elements or signage contents and design could be indigenous-led in order to help physically embed the stories of the area into the built spaces. Opportunity exists to leverage existing relationships and partnerships to achieve common objectives, such as infrastructure investment and improving area appearance and perceptions.
- + Potential urban design elements including sidewalk medallions, concrete stencils, and plaques should leverage Rosssdale's heritage in placemaking.¹
- + Build on the existing themes/aesthetics of public realm elements such as benches, brick patterns, decorative street lights, and street blades. Work with the community to develop a theme that would maintain and enhance the unique character of the neighbourhood.
- + Explore creating an attractive streetscape with wide sidewalks, greenery, and seating areas to support redevelopment along 100 Street between 98 Avenue and Rosssdale Road



Plaque



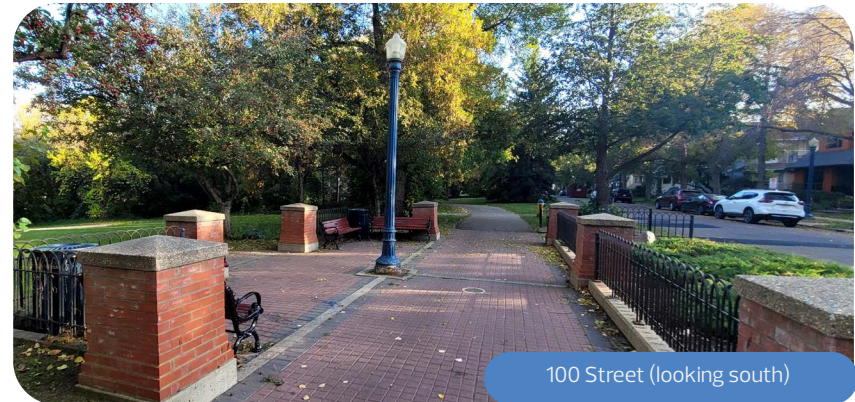
Stencil

+ Seating node

- + Potential to develop a seating node at the north west corner of 98 Avenue and 100 Street intersection
- + Explore adding new seating opportunities at the 98 Avenue and 101 Street intersection
- + Create spaces that support flexible programming, both passive and spontaneous. The public spaces should encourage storytelling and learning. The design of public spaces should consider the comfort of the visitors and users and include a mix of open space, seating, as well as infrastructure such as pedestrian oriented lighting.²

Constraints

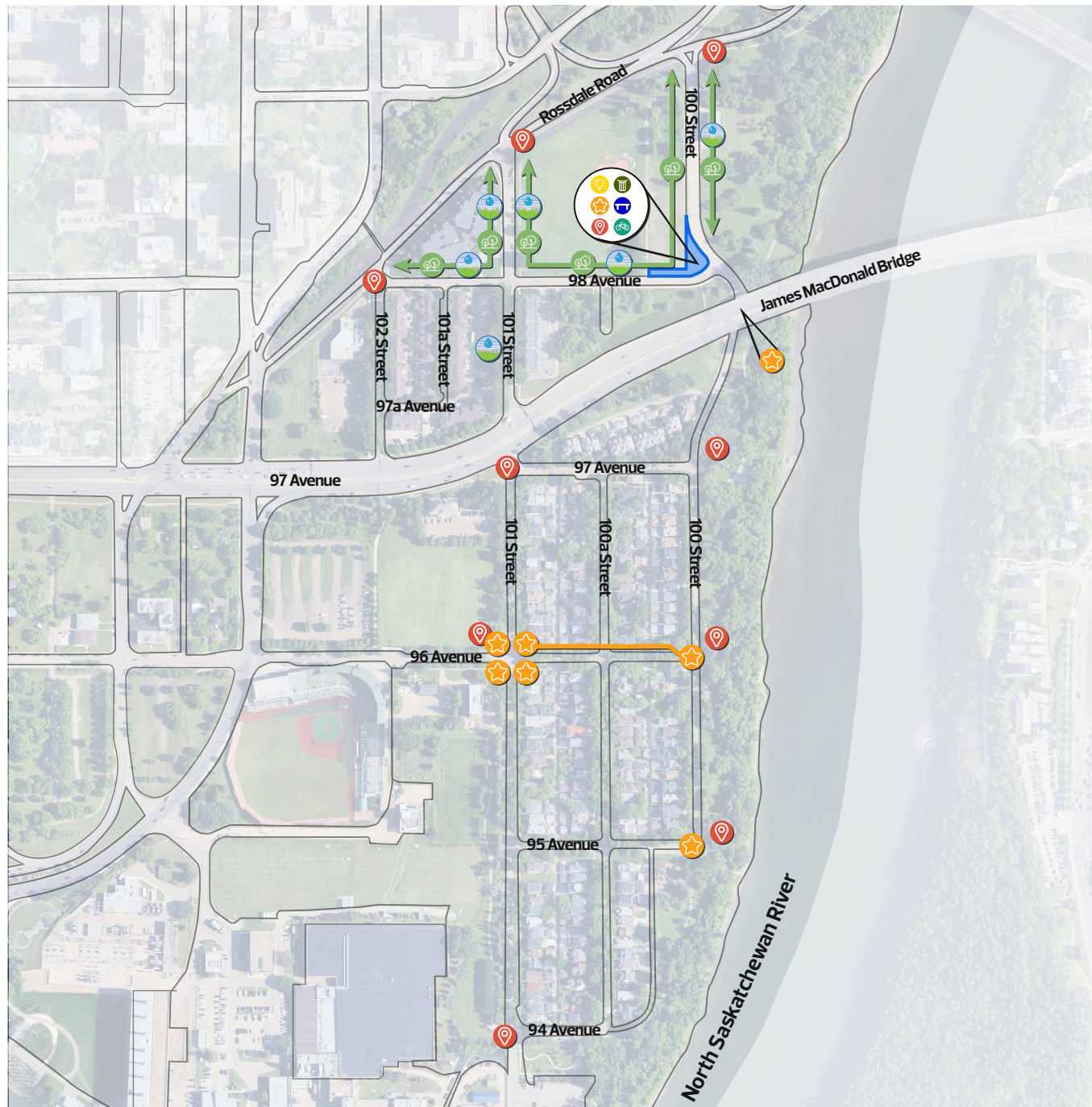
- + The sightlines for people driving will need to be taken into consideration for the design of the seating node and elements
- + The material choices made for signage and art will need to be durable and vandalism resistant
- + Some public realm elements may require ongoing maintenance from the City



100 Street (looking south)

^{1,2} Goal from the River Crossing Heritage Interpretive Plan (2017)

Map 3. Opportunities:
Placemaking and
Green Infrastructure



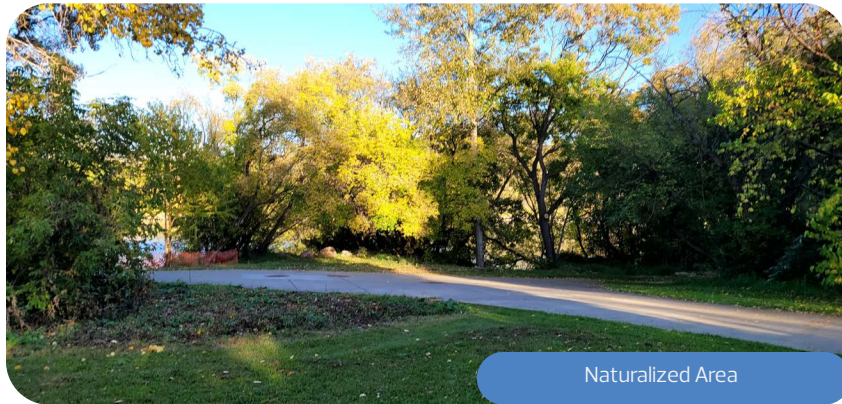
-  New Seating Node
-  New Wayfinding
-  New Public Art
-  New Seating
-  New Lighting
-  New Bike Rack
-  New Waste Bin
-  New Trees
-  Low Impact Development / Absorbent Landscaping
-  New Trees
-  New Public Art Corridor

N  200m

2.4 Green Infrastructure

Opportunities

- + Explore opportunities to preserve and increase the tree canopy and flood resiliency through implementing low impact development facilities³
- + Explore opportunities to add naturalized areas and tree planting at suitable locations in the neighbourhood



³ Climate Resilient Edmonton: Adaptation Strategy and Action Plan (2018)



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Rossdale Neighbourhood Renewal – Urban Design Analysis