imagine jasper avenue

# Jasper Avenue | 109 Street to 124 Street

# Streetscape Concept Plan

Public Event 2 | March 21, 2016

Edmonton

# Tonight's Agenda

5:00 **Presentation**

5:45 Streetscape Design 101 (Learn about streetscape design!)

7:00 **Presentation** (repeat)

7:45 Streetscape Design 101 (Learn about streetscape design!)

On-going activities: display viewing, map comments and vision wall

# Meeting Purpose

## Tonight you can:

- Learn about the Imagine Jasper Avenue project
- Learn what we heard during Phase 1 public engagement
- Ask questions of the City and design team

## What we need from you:

- Confirm the Vision and Guiding Principles as developed from public input
- Discuss the factors that will influence future design decisions
- Provide input on values and priorities for design elements

# Project Purpose

The purpose of this study is to develop a streetscape concept plan for Jasper Avenue between 109 Street and 124 Street.

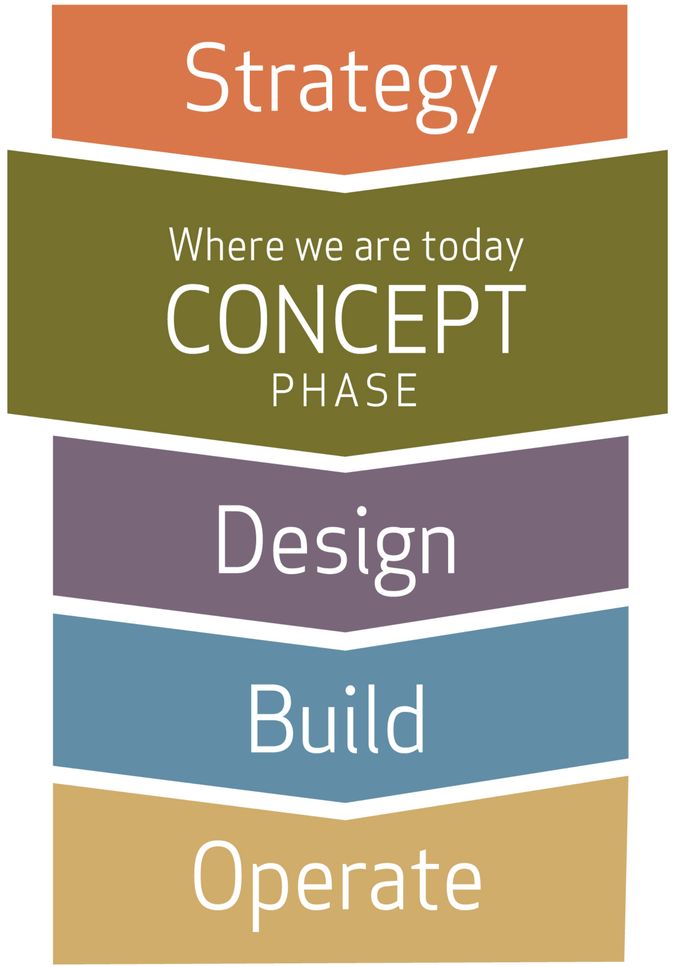
**Project Goal:** To envision an innovative, vibrant and relevant streetscape that will strive to balance the needs of the community, commuters, businesses and  visitors.

**Project Timeline:**

Streetscape Concept Plan ……2015-2016

Preliminary and Detailed Design……. 2017-2018

Tentative Construction Start……..2018



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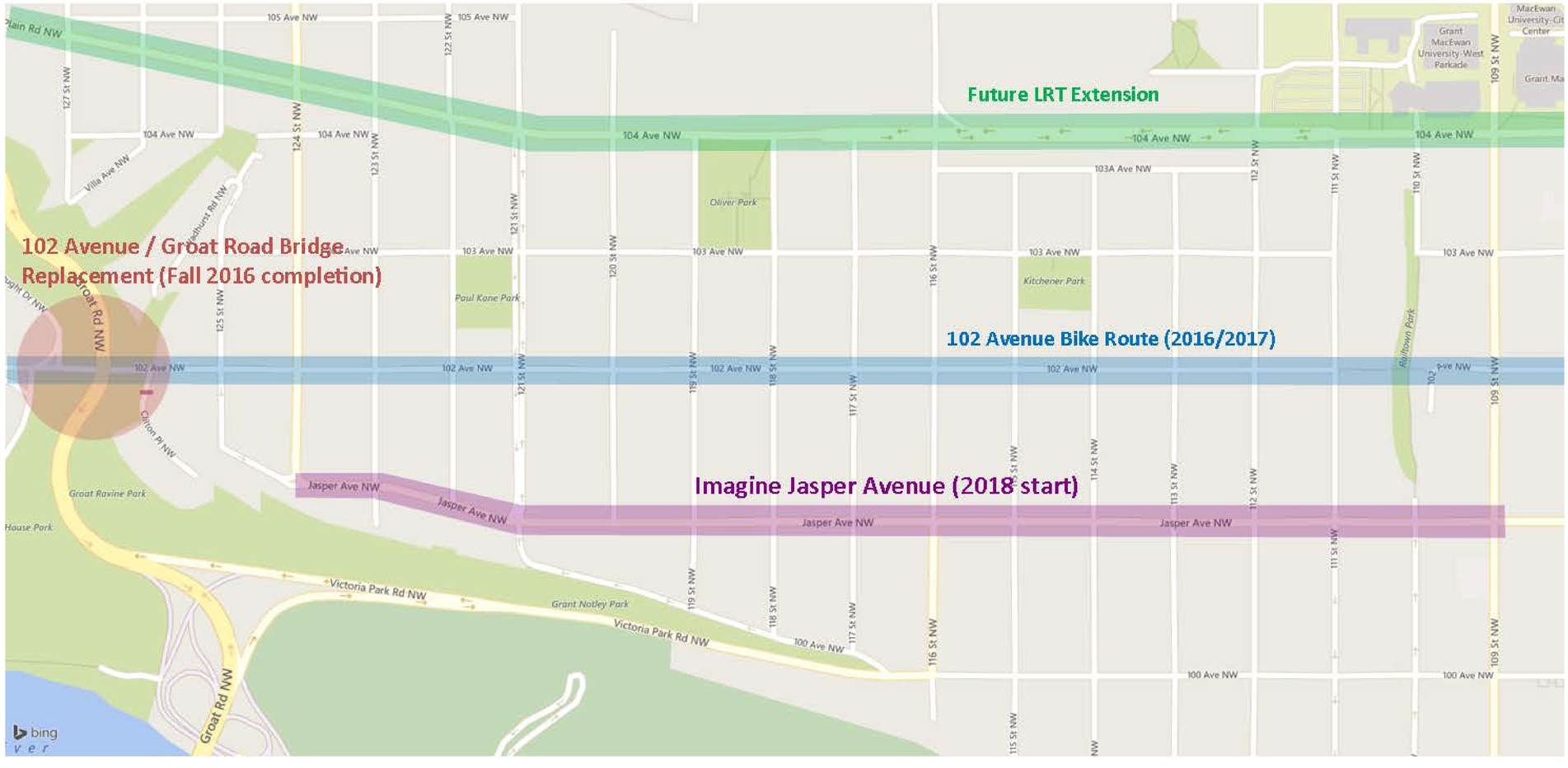
# Project Area Map

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# 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

Sidewalk

Surrounding Character

Lighting/Banners

Planting

Crosswalks

Street Trees

Heritage

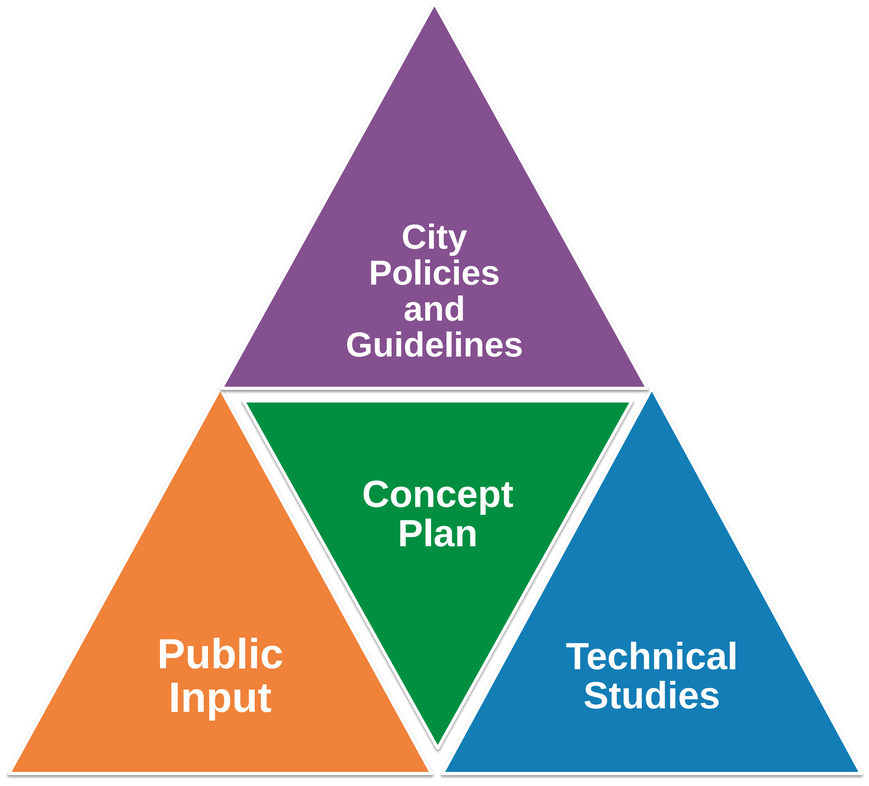
Street Furniture

Signage

Roadway/Lanes/Parking

# How Decisions are Made

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




**City Policies**

- ❖ The Way Ahead (2009-2018)
- ❖ The Way We Grow (2009)
- ❖ The Way We Move (2009)
- ❖ Sidewalk Strategy (2008)
- ❖ Active Transportation Policy (2009)
- ❖ Bicycle Transportation Plan (2009)
- ❖ Complete Streets Policy (2013)

**Public Input**

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

**Technical Studies**

Traffic & Network Analysis
Collision Analysis
Market Analysis

# Main Street Jasper Avenue

- Jasper Avenue was designated as a ‘Main Street’ in 2015 following an amendment to the Complete Streets Policy.
- The City’s Main Street Guidelines along with public engagement and technical studies will guide the development of the Streetscape Concept Plan
- The Streetscape Concept Plan will establish road and sidewalk widths, as well as other streetscape elements
- The Main Street will evolve over many years

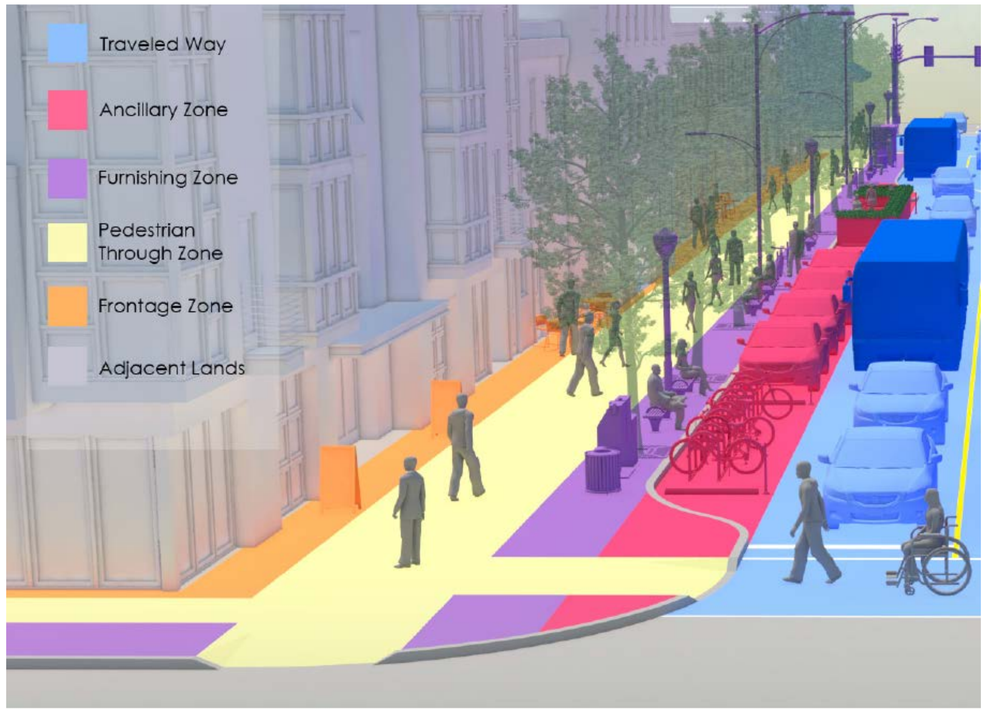
# Main Streets Guidelines

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 Streets are both a **Link** and a **Place**

## Main Streets Principles

- Vibrant, All Seasons People Places
- Provide Travel Options
- Support a Network of Streets
- Adaptable
- Contribute to Sustainability
- Cost Effective & Provide Value




*Main Streets Design Zones*

# Key Public Engagement Timeline

**PHASE 1**

Visioning Workshop

NOV 2015

**PHASE 2**

Gathering Ideas and Priorities

MAR 2016

**PHASE 3**

Design Options and Mock up

SPRING 2016

**PHASE 4**

Preferred Option

FALL 2016

**WE ARE HERE**

# What We Heard

## What People Like about Jasper Avenue

- Pride in and connection with the community
- History and character of area
- Proximity to River Valley
- Great destinations, services and shops
- Strong and diverse community
- New pedestrian crossing lights

## What People Dislike about Jasper Avenue

- Visually unappealing, lacks trees and greenery
- Noisy and vehicle-focused
- Narrow sidewalks and in poor condition
- Poor connections to adjacent amenities

## Ideas for Future Improvement

- Improve connectivity between key destinations
- Create an inviting and pedestrian-friendly space
- Increase landscaping and greenery
- Align future development with Vision
- Improve accessibility and safety for families, seniors and persons with disabilities
- Create resting and gathering spaces
- Include the needs of all travelers, including residents and commuters
- Integrate place-making features, public art and artistic streetscape elements
- Enhance transit service and LRT connections

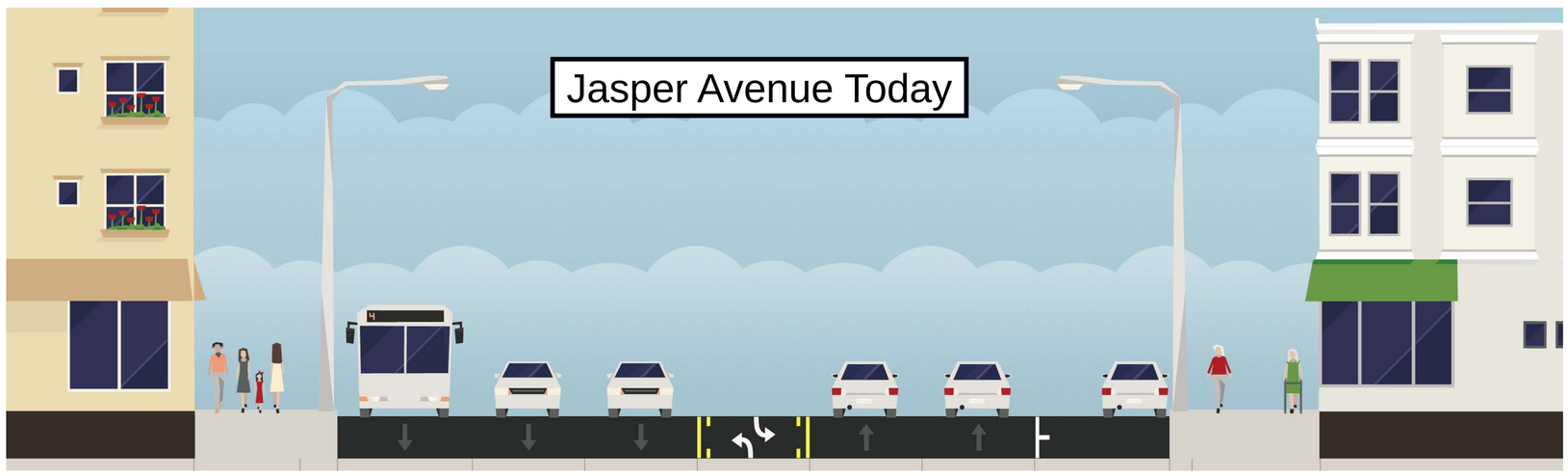
# Vision and Principles

## Jasper Avenue is Edmonton's premier Main Street - a people place.

- **Create a vibrant, all seasons destination**
  a safe place of social gathering for all ages and abilities
- **Shape a community street**
  celebrate the history and diversity of Jasper Avenue's people
- **Put pedestrians first, ensuring travel options for all users**
  increase the priority on pedestrians, while recognizing the needs of all methods of transportation
- **Increase the green**
  enhance and beautify Jasper Avenue with tree planting and landscaping
- **Consider the big picture**
  reinforce connections to local destinations and promote high quality development

# Understanding Design Elements & Tradeoffs

- To achieve the Imagine Jasper Avenue Vision and design a Main Street streetscape, the roadway and public realm space will need to be allocated differently.
- Increasing sidewalk width and planting trees will impact the current roadway function. It is important to determine value priorities for the avenue to help decide what's most important and the necessary trade-offs.




## Examples

- Trees vs. on-street parking
- Wider sidewalks vs. bus-only lane
- Turning lanes vs. patio space

**Please provide your input on the comment form**

# Get Involved!

**YOU** are a valuable part of the Streetscape Concept Plan for Jasper Avenue.

We want to hear your views and receive your comments to ensure we design a streetscape that reflects the values and vision of Edmontonians.

## How to leave us your thoughts:

1. Complete a Comment Form

(tonight or online at edmonton.ca/ImagineJasperAvenue)

2. Leave your comments on ‘sticky notes’ on the table map and Vision wall

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# Thank You!

Please complete a comment form or access the form online at **edmonton.ca/ImagineJasperAvenue** by April 4, 2016.

Twitter and Instagram: **#ImagineJasperAvenue**

Sign up for project updates: **edmonton.ca/ImagineJasperAvenue**

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# Please show us areas of opportunity or concern here!

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# Kids Corner

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# Streetscape Design 101

## Learn to design a street!

Design and remix a street.  Add trees or bike paths, widen sidewalks or traffic lanes, learn about trade-offs and how your decisions can impact your community.

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# Vision and Principles

## Did We Get it Right?

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