

# Jasper Avenue New Vision

A major catalyst project identified in the Capital City Downtown Plan

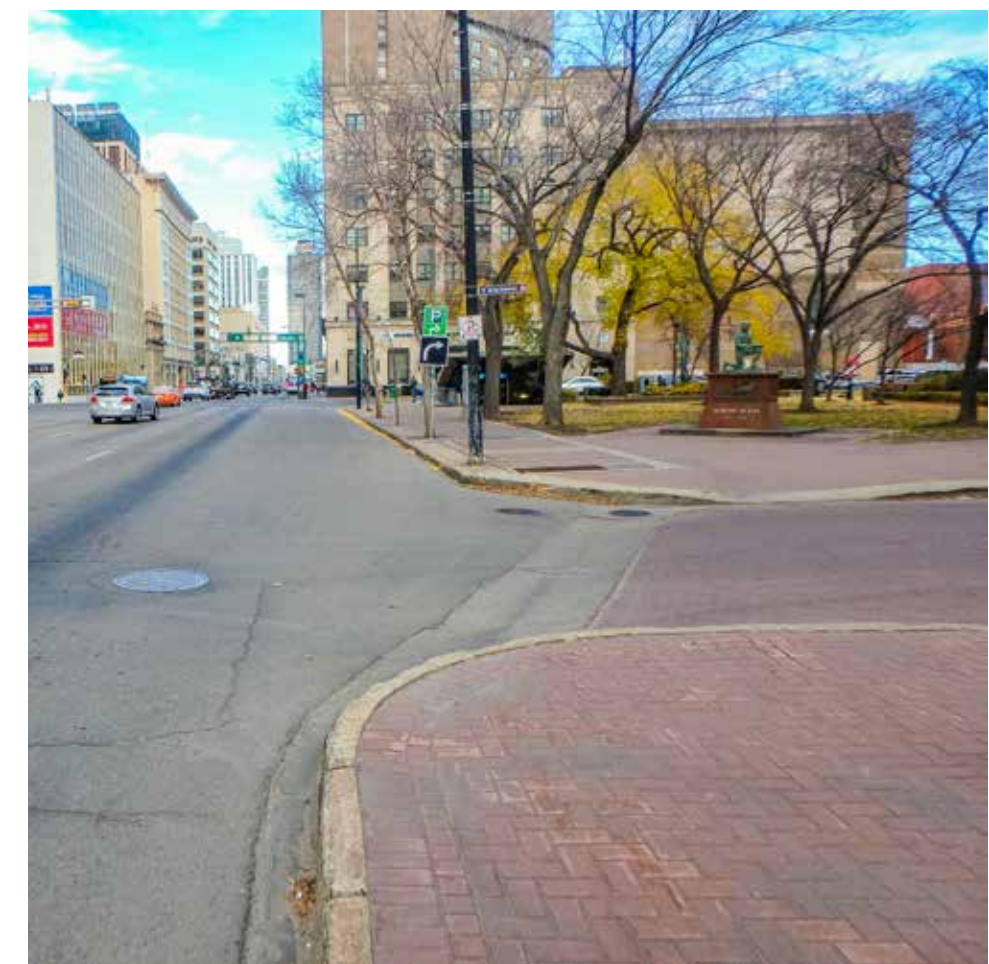
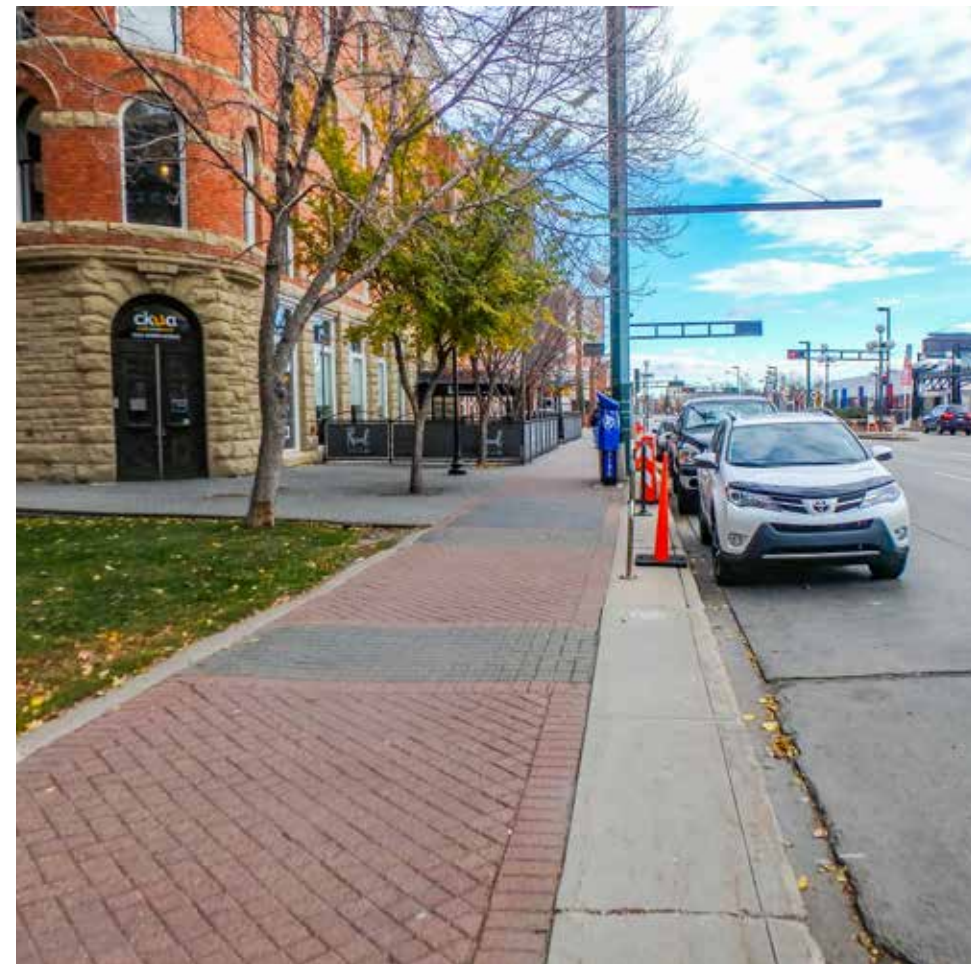
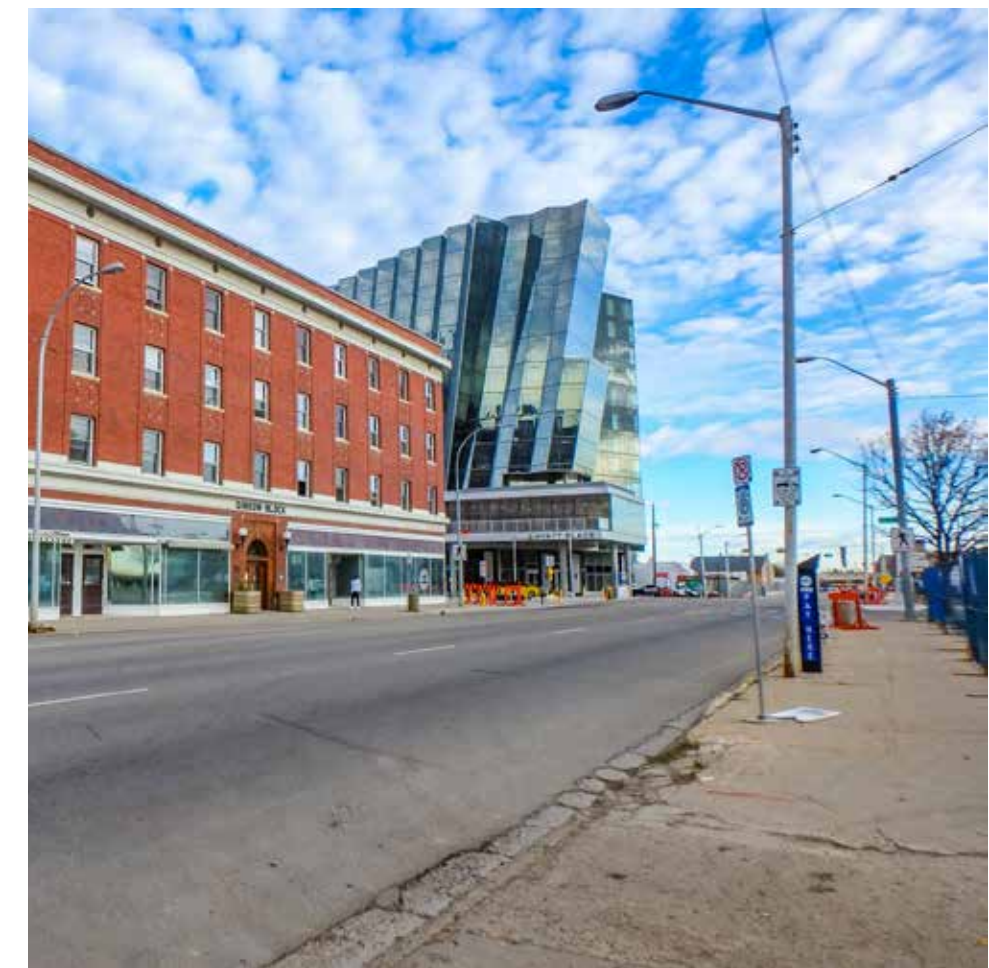
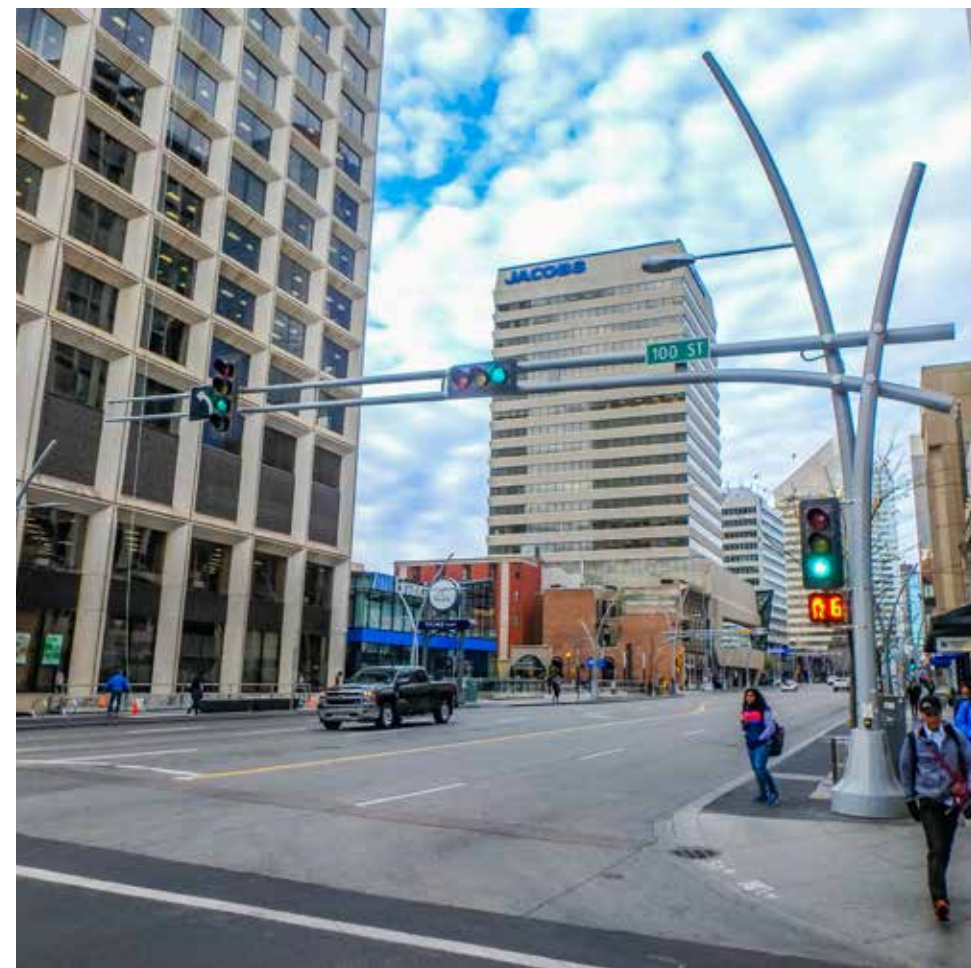
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## Public Event

Today

11:30 a.m. – 1:30 p.m.

4:30 p.m. – 8:00 p.m.





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## Public Event

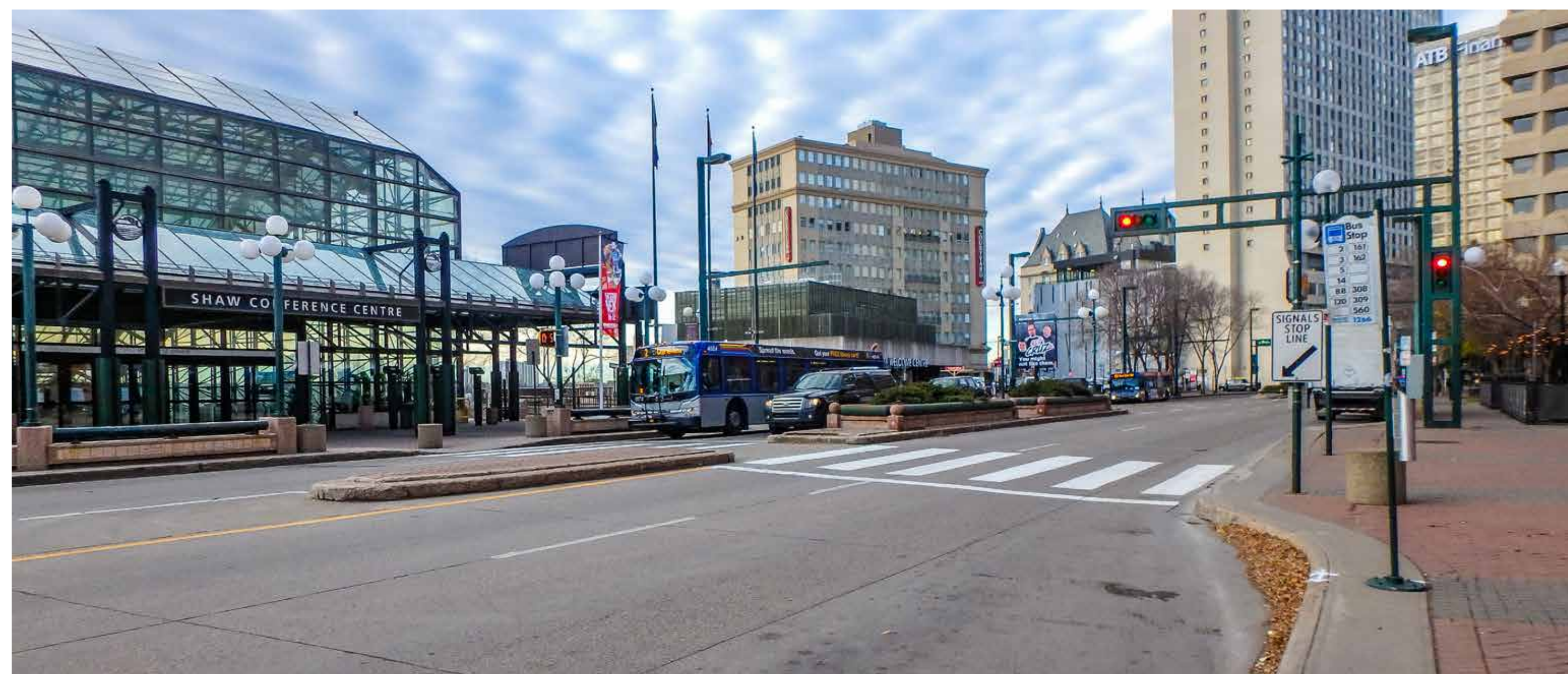
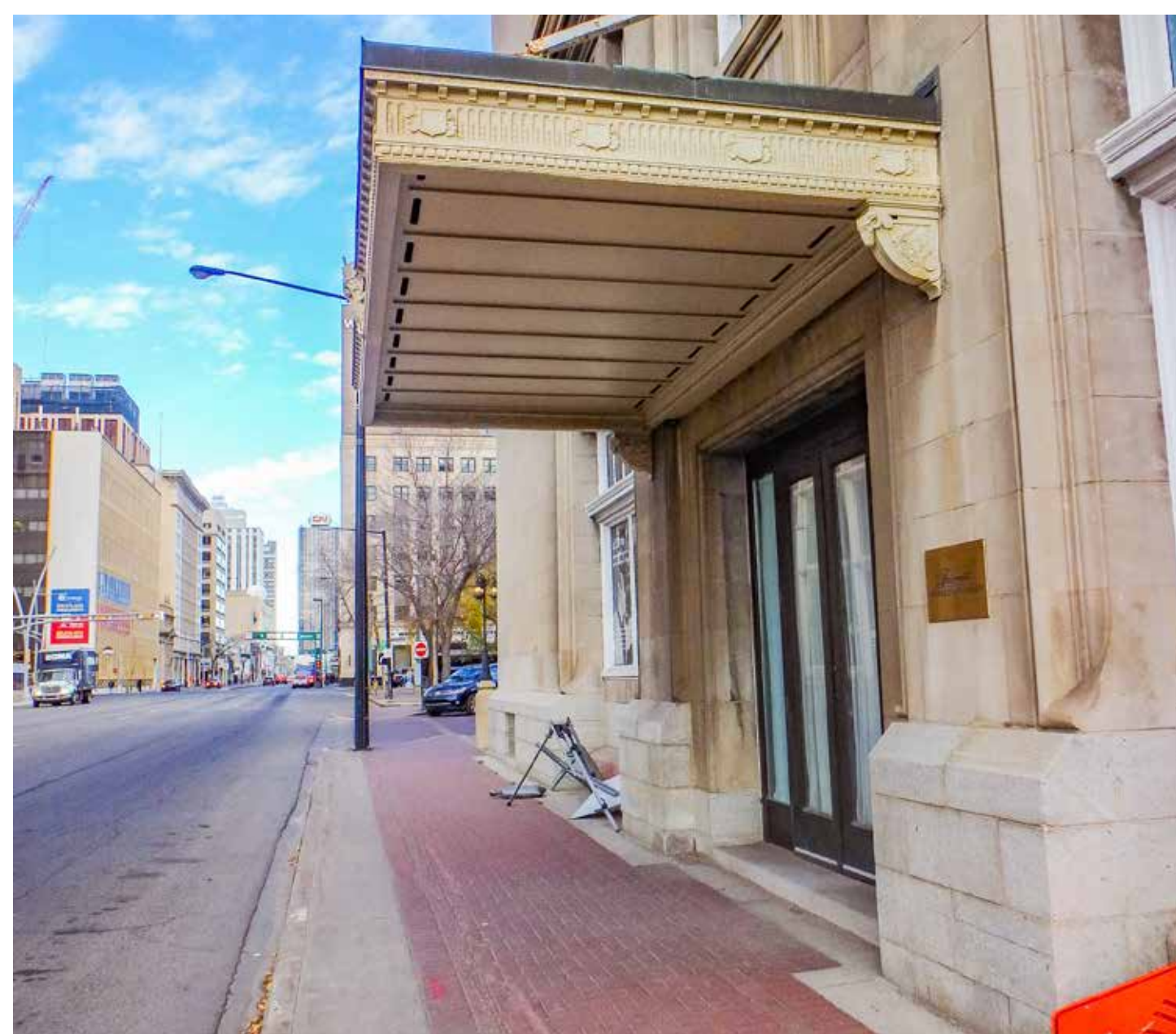
January 18, 2018

11:30 a.m. - 1:30 p.m.

4:30 p.m. - 8:00 p.m.

## Today you can:

- Learn about the Jasper Avenue New Vision project (92 Street to 109 Street)
- Ask questions of our project team
- Share your ideas and comments to help shape the streetscape design





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## Where

Jasper Avenue between 92 Street and 109 Street.

## What

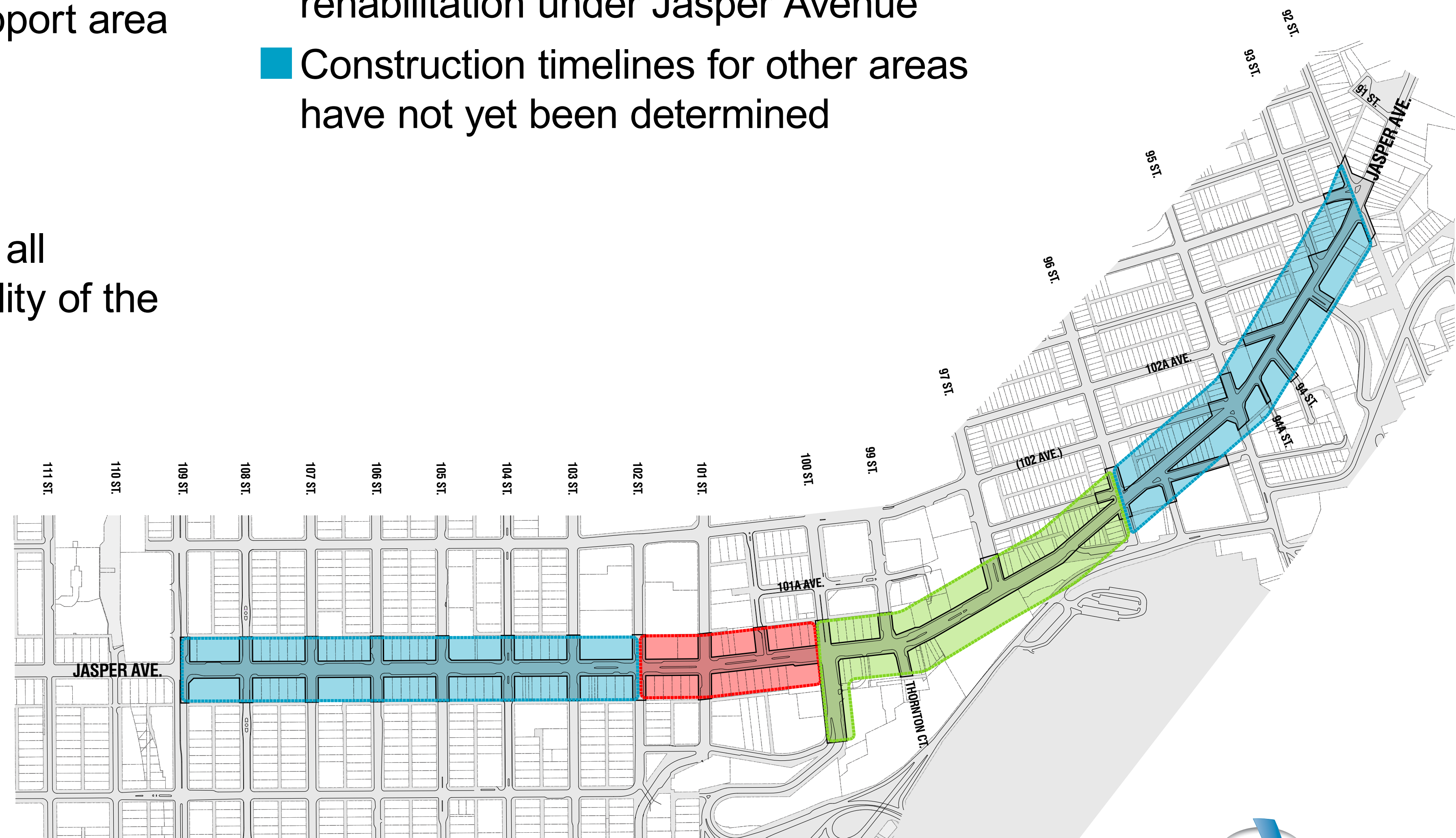
Making Jasper Avenue more pedestrian friendly by widening existing sidewalks, installing street furniture, replacing street light and signal poles and evaluating parking along the corridor to feature a high-quality pedestrian experience that will support area businesses and attract visitors.

## Why

To re-establish Jasper Avenue as a main street, a place all Edmontonians can be proud of, and a symbol of the vitality of the downtown and Edmonton as a whole.

## When

- Construction between 100 Street and 102 Street took place in 2013
- Planning and design is underway for the remainder of the study area
- Construction between 96 Street and 100 Street is planned for 2019 and 2020 to coincide with Shaw Conference Centre rehabilitation under Jasper Avenue
- Construction timelines for other areas have not yet been determined





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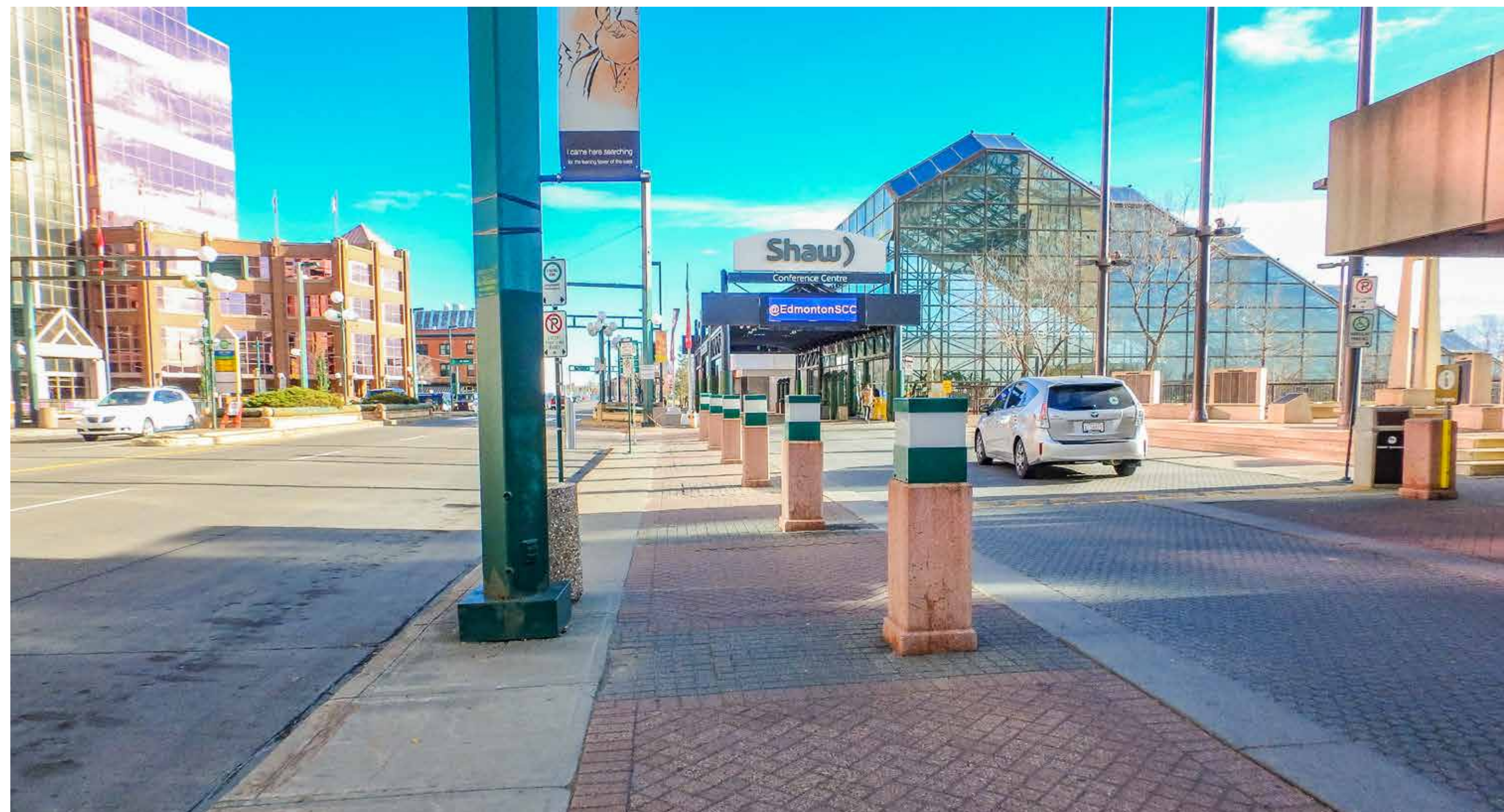
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## Background

Jasper Avenue is a main street. With downtown development on the rise, now is the time for transformation.

Published in 2011, the Toward a New Vision for Jasper Avenue report contained the new vision for Jasper Avenue's streetscape and city-building initiatives that will surround it.

The underlying principle is the revitalization of Jasper Avenue's streetscape so it can serve as a catalyst for private sector reinvestment, continued renewal, and positive change throughout the corridor. The development of the report included consultation with businesses and other stakeholders.



Jasper Avenue New Vision is the next step of redevelopment.

Working from the vision, with consideration for the City's Main Streets Guideline (2016), the City is undertaking concept planning for the avenue.

The Shaw Conference Centre requires rehabilitation work under Jasper Avenue. Preliminary design is being prioritized for Jasper Avenue between 96 Street and 100 Street so construction can coincide with rehabilitation work required for the Shaw Conference Centre.

A parallel study called Imagine Jasper Avenue is progressing redevelopment of Jasper Avenue from 109 Street to 124 Street.





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## Jasper Avenue New Vision and Imagine Jasper Avenue

Two related projects are underway on Jasper Avenue:

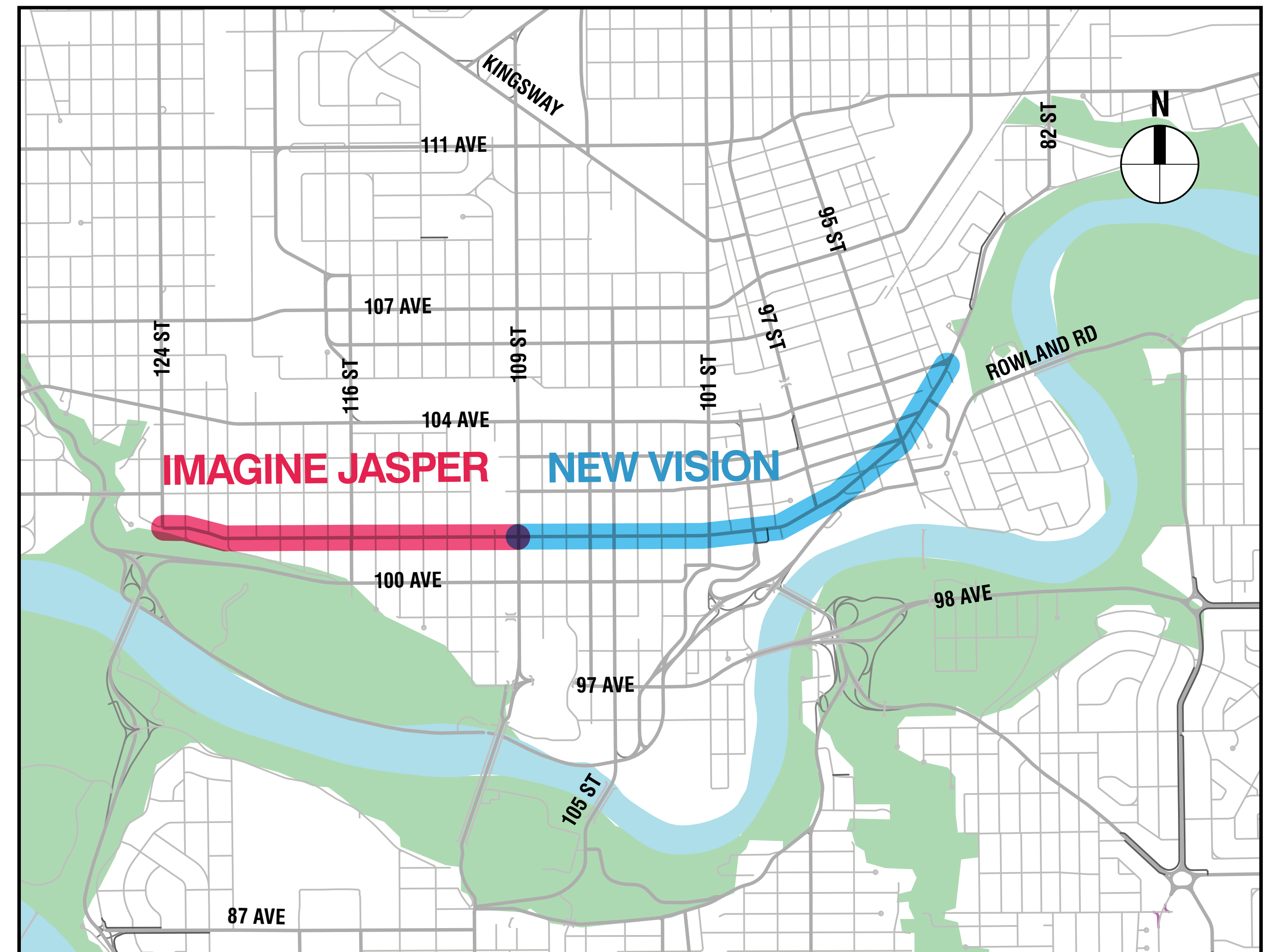
- Jasper Avenue New Vision (92 Street to 109 Street)
- Imagine Jasper Avenue (109 Street to 124 Street)

Both projects are intended to create a cohesive streetscape along the entire avenue from 92 Street to 124 Street. Specific design aspects will reflect the demographics and built form along each project area.

The goals of both studies are to:

- Improve the pedestrian space on Jasper Avenue.
- Create a main street destination while maintaining the commuter corridor as a key transportation link.

The project teams are working together to ensure continuity along the avenue.





# Jasper Avenue New Vision

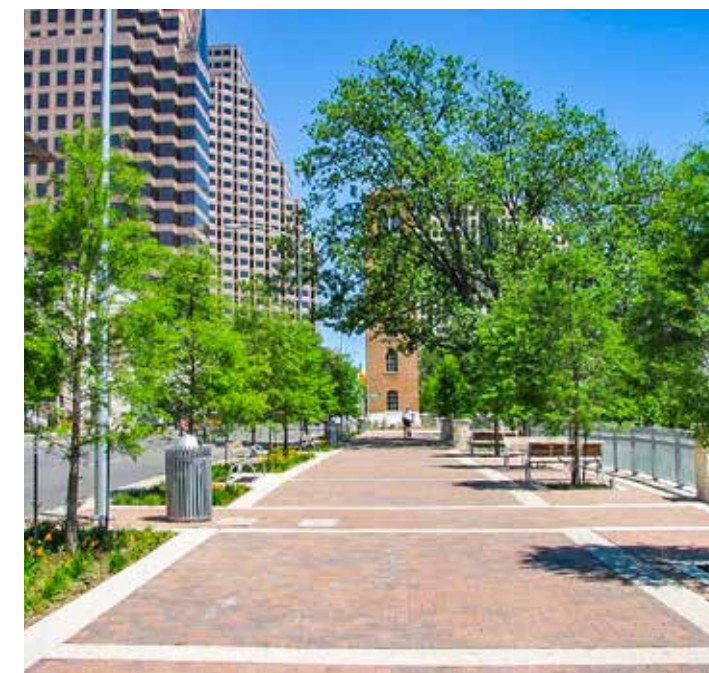
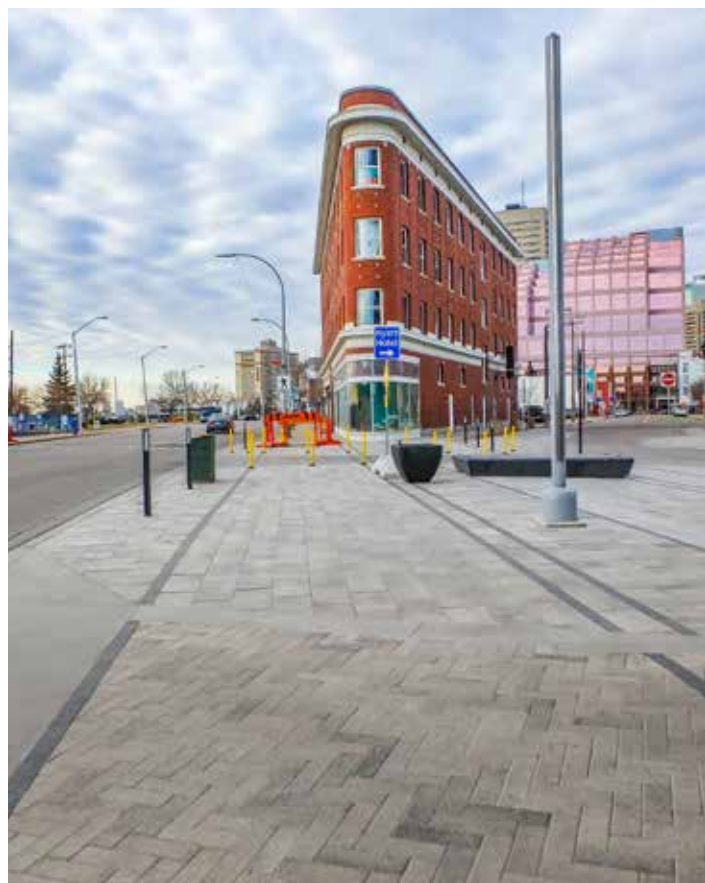
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## Design Elements

- Wider sidewalks to increase pedestrian space
- Narrowed roadway that maintains same number of travel lanes
- Increased greenery (trees, plants) and improved landscaping
- Street furniture (seating, trash receptacles, bike racks)
- Street and pedestrian lighting
- Surface treatment (paving stones, concrete, etc.)
- Wayfinding (directional signage)

The images below illustrate some examples of existing and potential options for design elements along Jasper Avenue.





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## Main Streets Guideline

Jasper Avenue was designated a Main Street in 2016.

Main streets are both important places and important transportation links.

The City of Edmonton's Main Streets Guidelines focus on improving the pedestrian experience, providing additional space for street furniture and landscaping, buffering pedestrians from traffic, and encouraging people to linger by widening sidewalks.

The images below illustrate where the zones are located within an example main street.

The Main Streets Guideline defines key spaces in the roadway and streetscape:

- **Traveled Way** – space for travel by automobiles and transit to move people and goods
- **Ancillary Zone** – flexible space for vehicle parking and loading zones, transit stops, parios, parklets
- **Furnishing Zone** – space for light and signal poles, signs, trees, benches, bike racks, newspaper boxes
- **Pedestrian Through Zone** – clear unobstructed open space for pedestrians of all ages and abilities
- **Frontage Zone** – space for retail, café seating, temporary signage, lineup areas





# Jasper Avenue New Vision

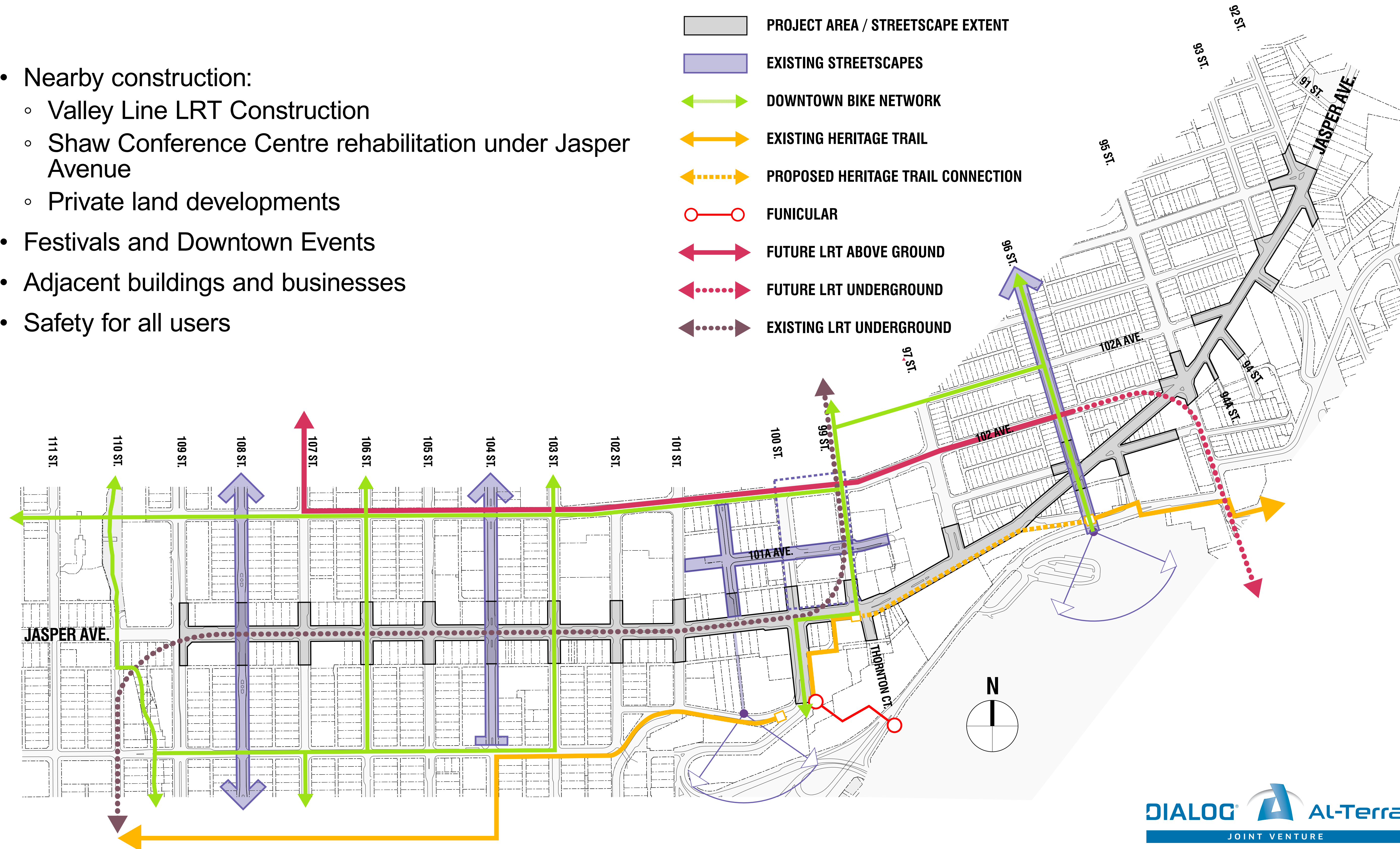
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## Influencing Factors

In developing the design for the future Jasper Avenue, the following are being considered:

- People and goods movement:
  - Pedestrians
  - Bicycle network connections and bike parking
  - Universal Accessibility
  - Connection to funicular
  - Bus routes, bus stops, and DATS
  - Taxi and rideshare
  - Traffic congestion and flow
  - Parking and loading zones
- Nearby streetscapes:
  - The Armature (96 Street)
  - Rice Howard Way
  - 104 Street
  - Capital Boulevard (108 Street)
- Concurrent studies:
  - Imagine Jasper Avenue (109 Street to 124 Street)
  - Transit Strategy
  - Centre LRT Study
  - Downtown Streetscape Typology Study
  - Downtown Wayfinding Strategy
  - Downtown Public Places Plan

- Nearby construction:
  - Valley Line LRT Construction
  - Shaw Conference Centre rehabilitation under Jasper Avenue
  - Private land developments
- Festivals and Downtown Events
- Adjacent buildings and businesses
- Safety for all users



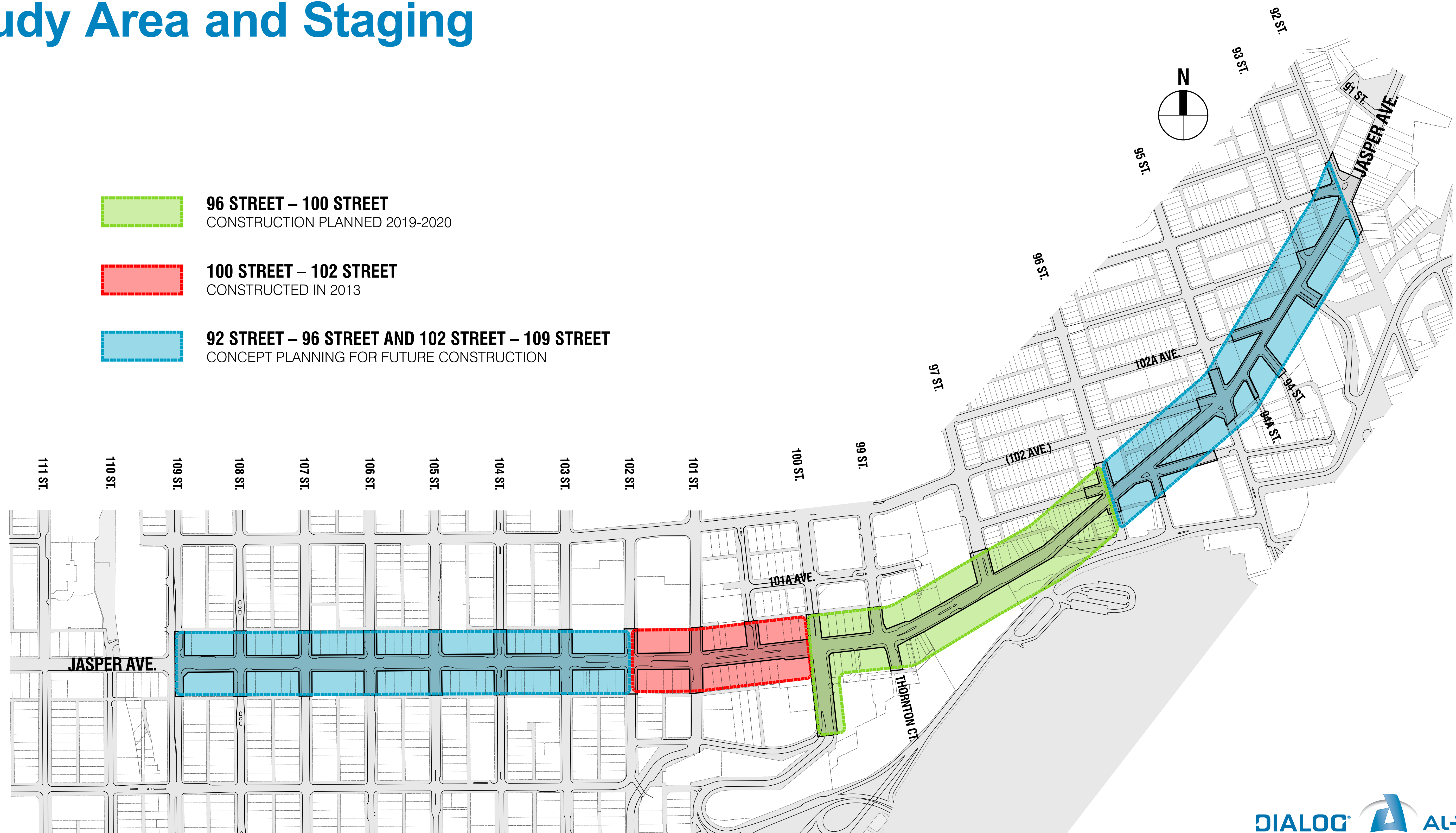


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## Study Area and Staging





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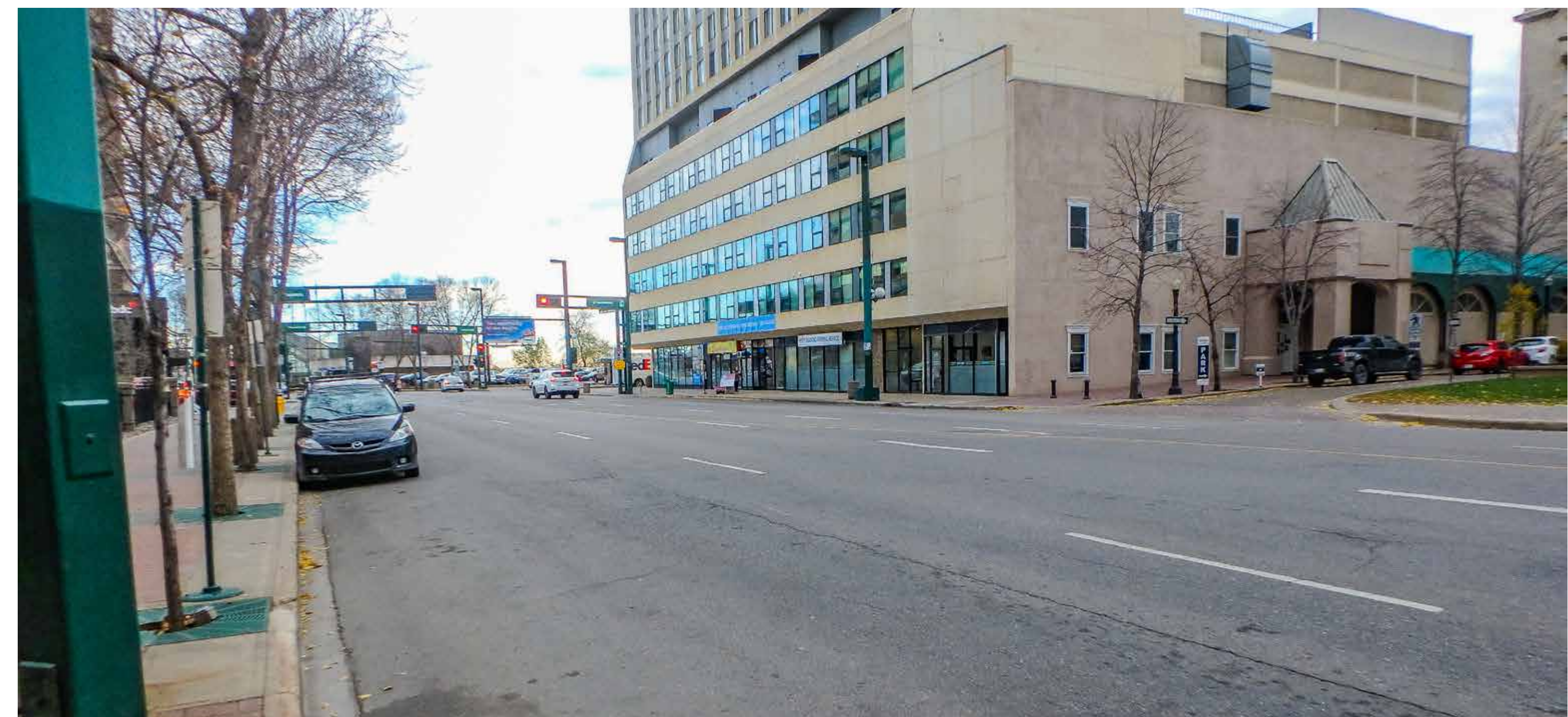
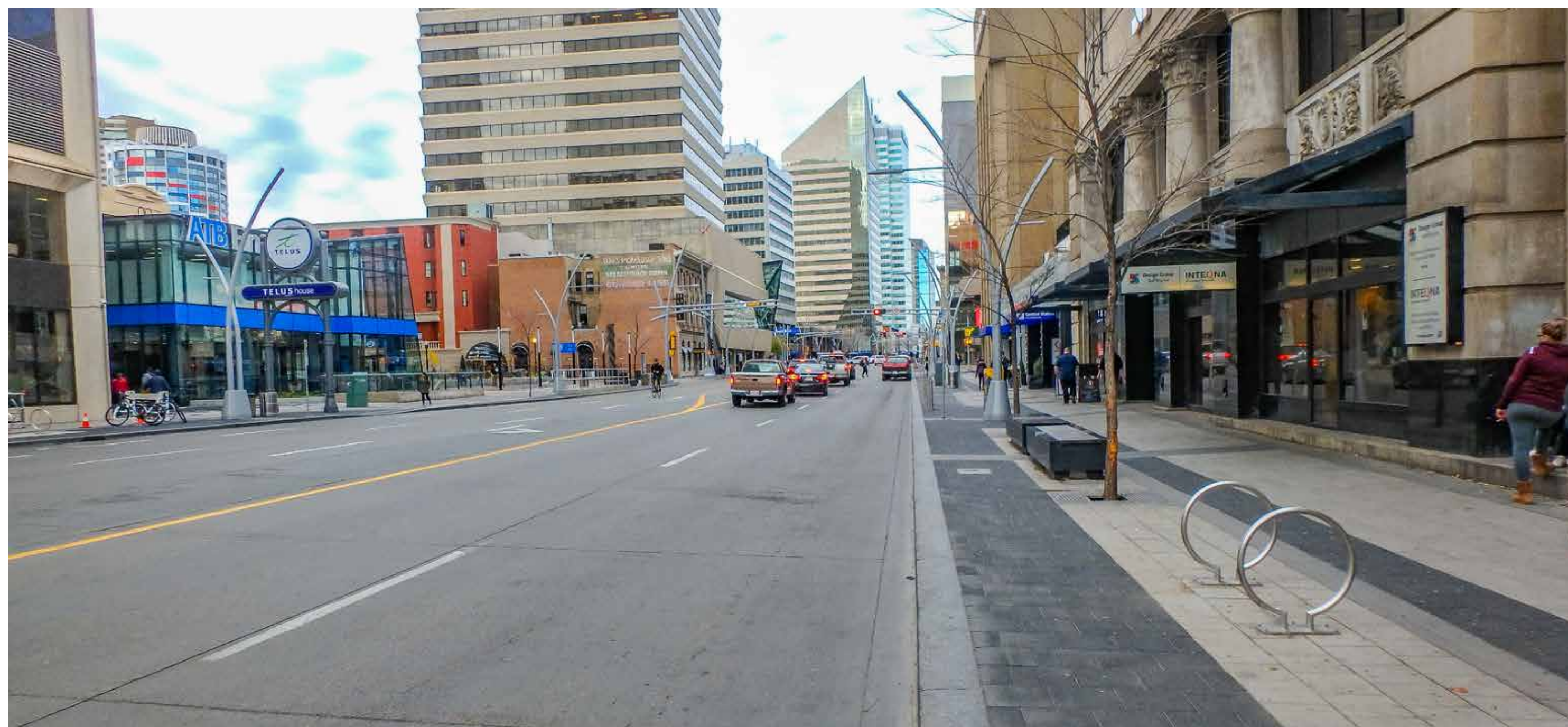
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## Share your Voice. Shape our City.

We are seeking input to help shape the streetscape design for the entire project area.

Today we are also presenting a draft concept plan for Jasper Avenue between 96 Street and 100 Street. The City intends to prioritize this section of Jasper Avenue for construction beginning in 2019.

Talk to the project staff. Leave your comments directly on the maps and draft designs of Jasper Avenue, and complete our survey.



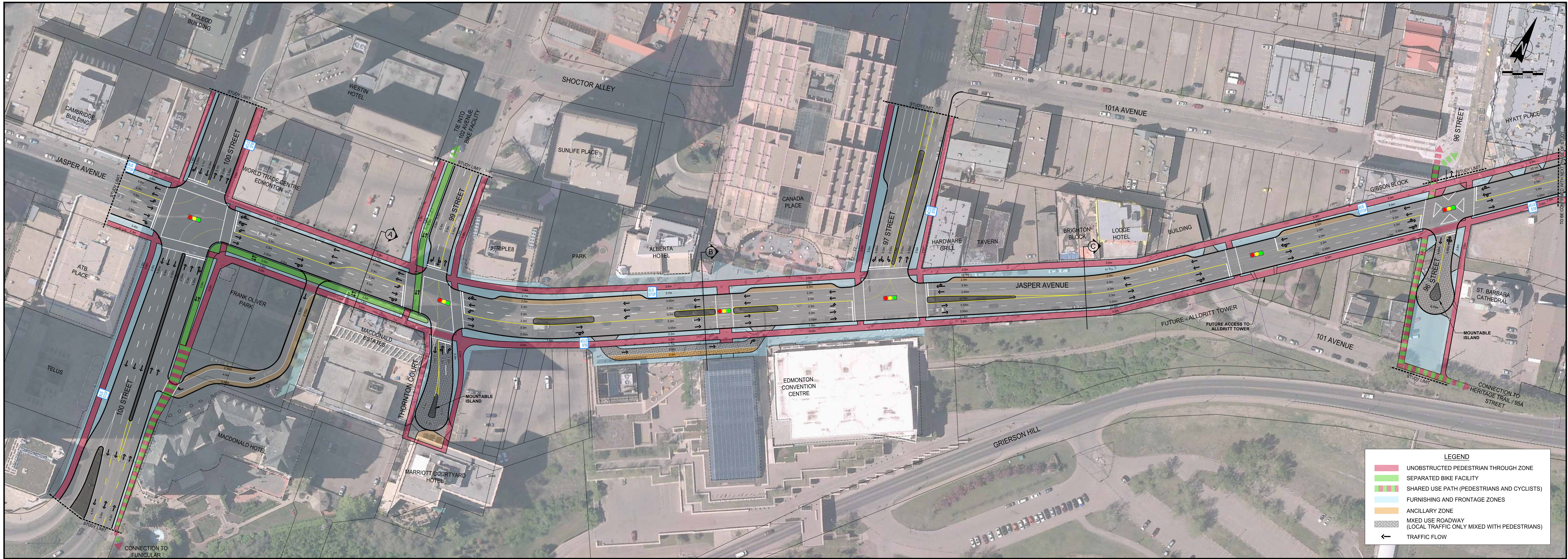


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## Draft Concept Plan: 96 Street to 100 Street

Share your voice: leave your comments on sticky notes on the draft concept on the table.





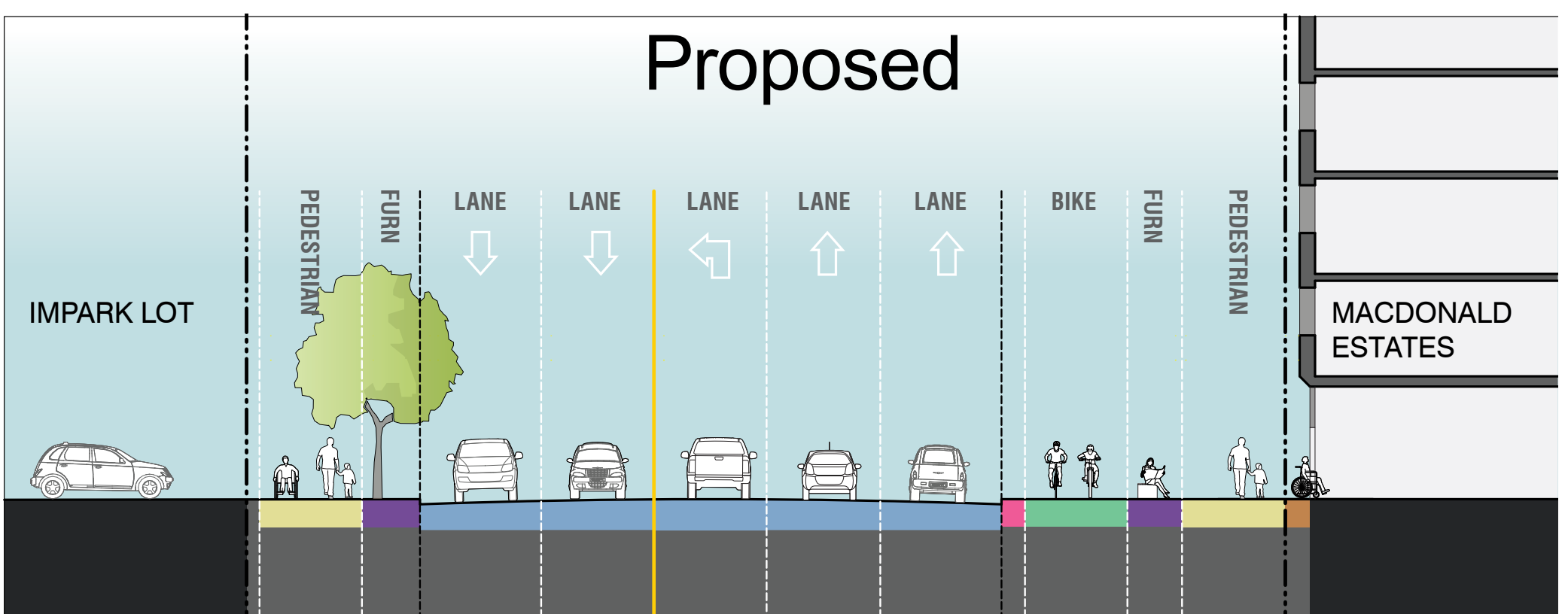
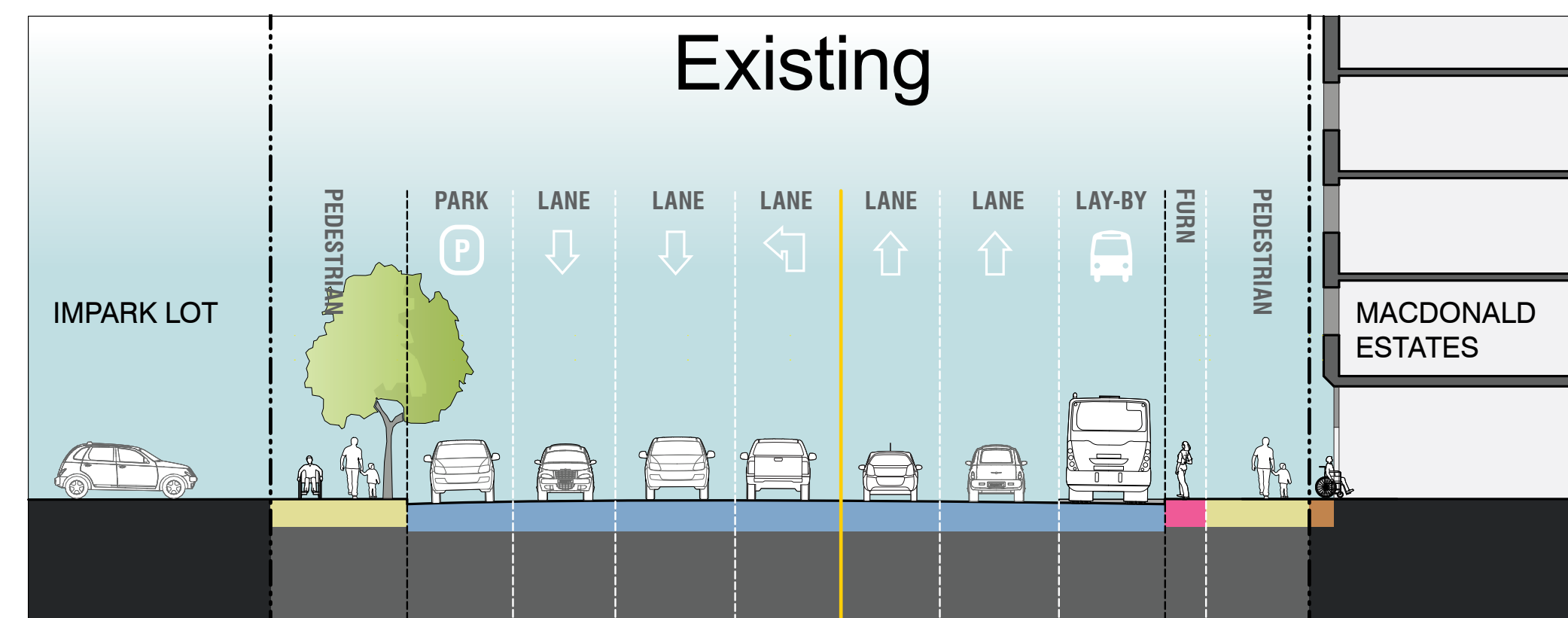
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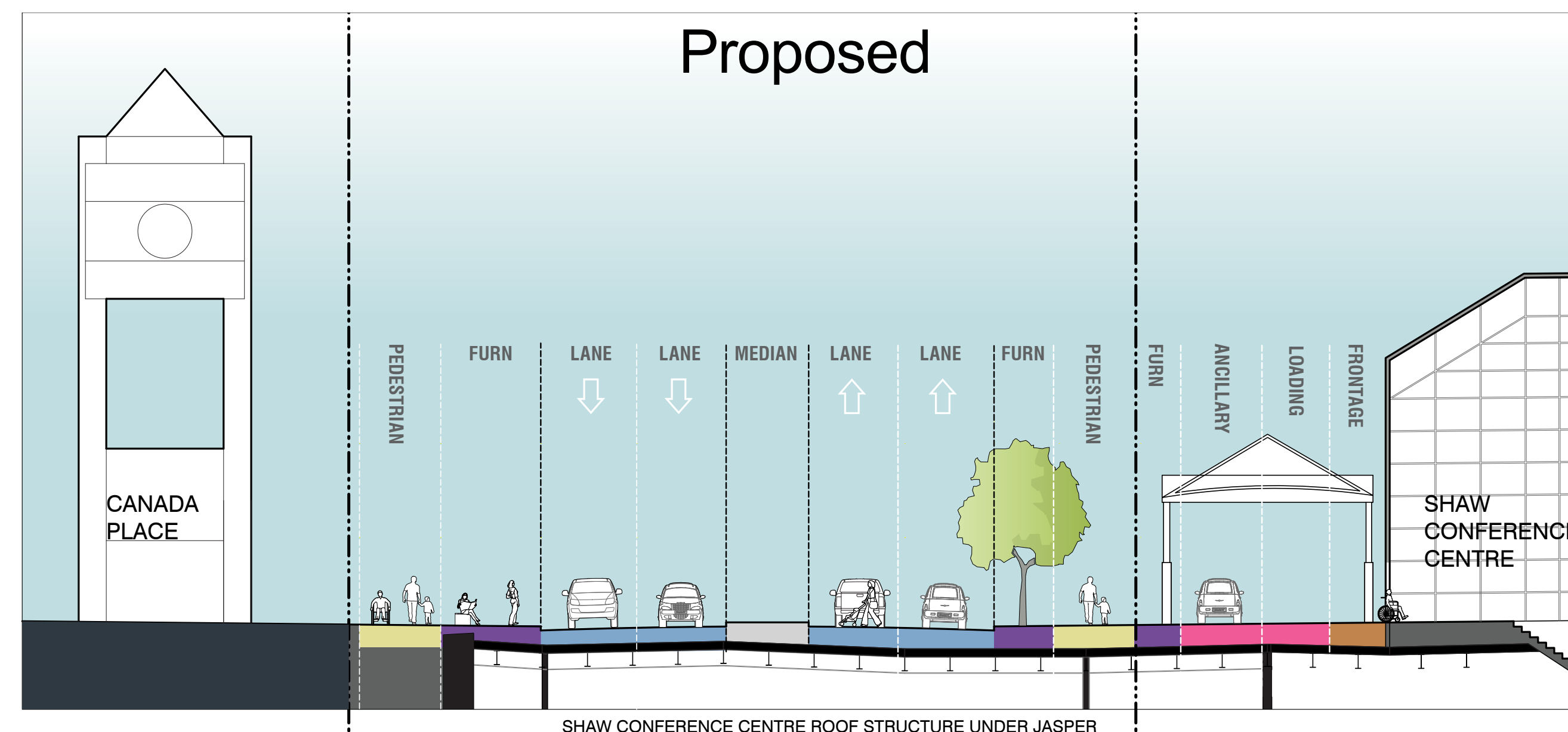
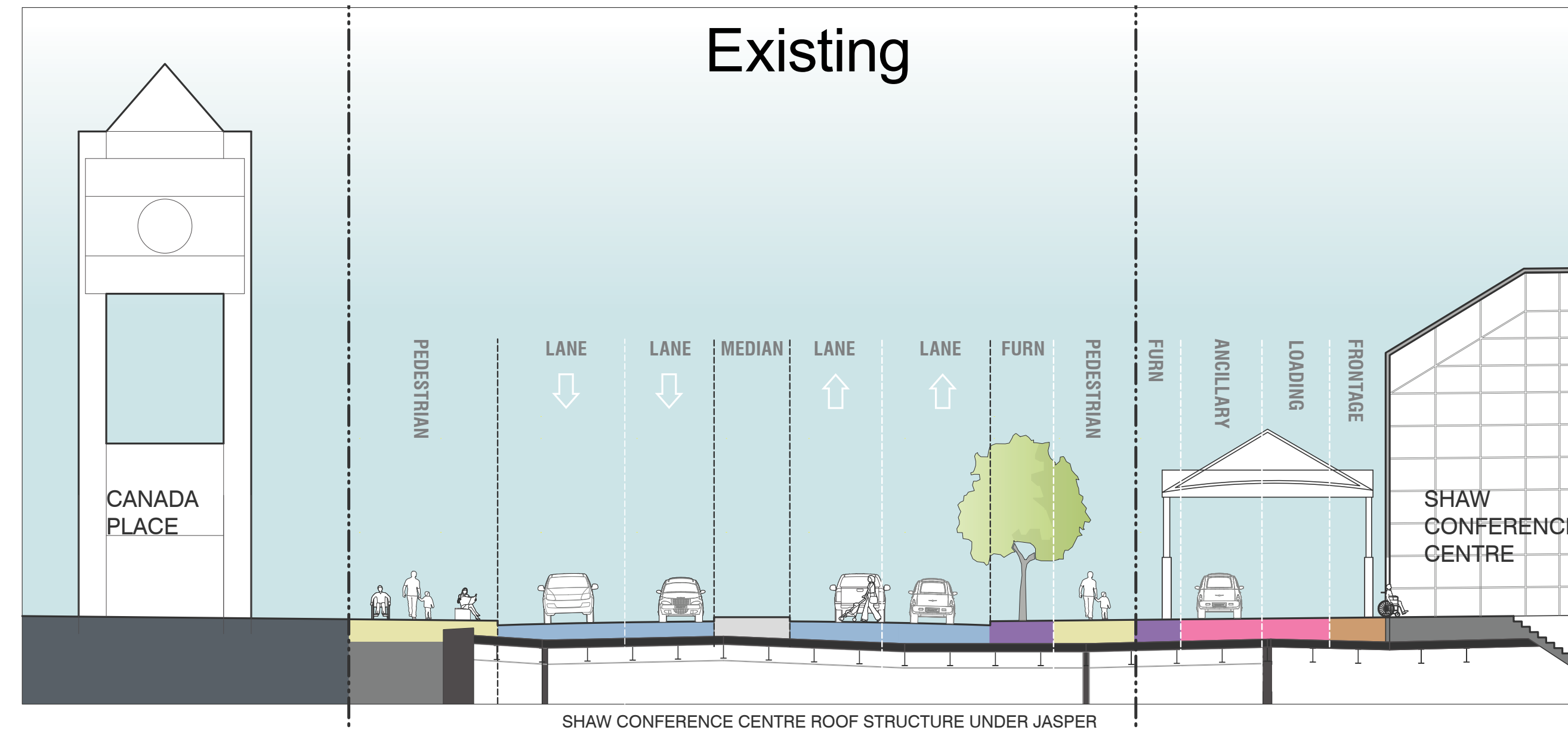
## Draft Roadway Cross-Sections: 96 Street to 100 Street

Cross-Sections from three locations between 96 Street and 100 Street show the approximate layout of Jasper Avenue (looking east) based on the draft concept plan. Share your voice: leave your comments on sticky notes on the draft cross-sections on the table.

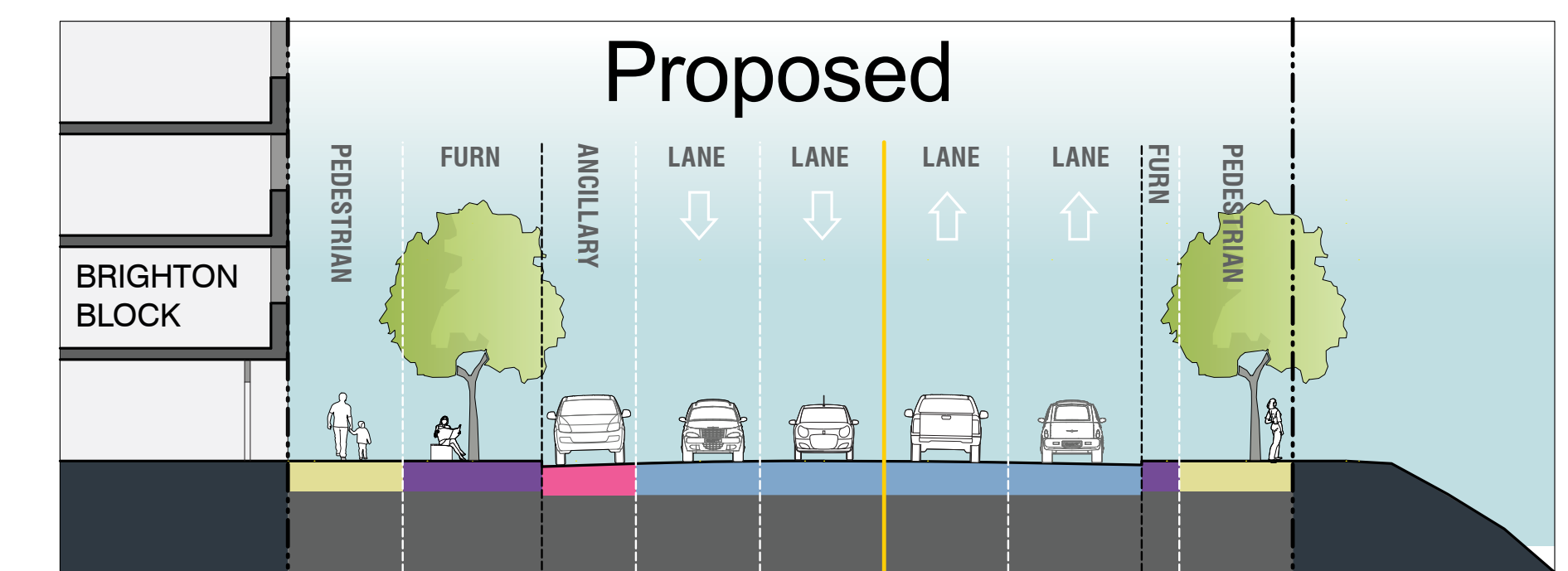
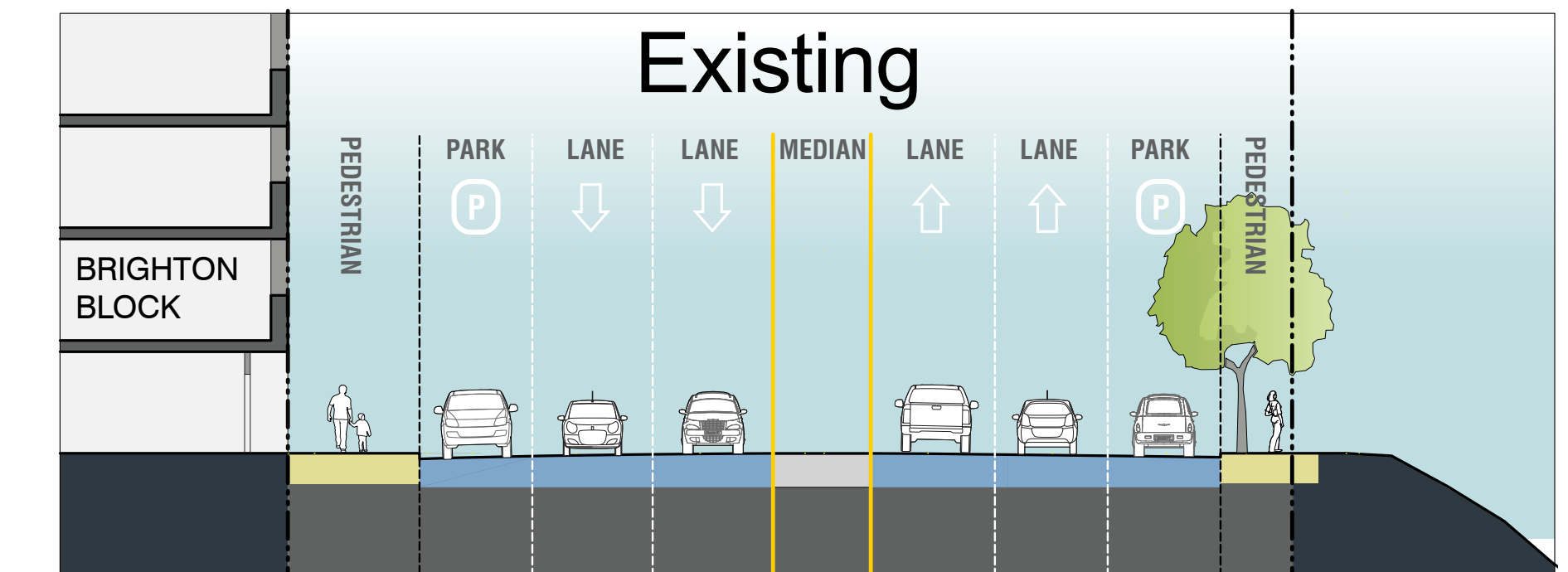
### West of 99 Street (Section A)



### West of 97 Street (Section B)



### West of 96 Street (Section C)









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## Thank you for your attendance

Please leave your comments on the maps tonight.

Leave your survey with us today or complete it online at [edmonton.ca/jasperavenuenewvision](http://edmonton.ca/jasperavenuenewvision) before February 2, 2018.

Your comments will be considered in the development of more detailed designs of Jasper Avenue that will be shared in spring 2018 for your feedback.

We will ask for input again in spring 2018 when we present:

- Final concept plan for 96 Street to 100 Street
- Draft concept plans for 92 Street to 96 Street and 102 Street to 109 Street

Visit [edmonton.ca/jasperavenuenewvision](http://edmonton.ca/jasperavenuenewvision) for more information.

