

# Jasper Avenue New Vision

## Fact Sheet

Edmonton

### The Project

Jasper Avenue New Vision (JANV) is a major catalyst project identified in the Capital City Downtown Plan (2010) between 92 Street and 109 Street, including the streets half a block north and south.

The plan calls for streetscape improvements and reconstruction of the Jasper Avenue roadway to feature a high-quality pedestrian experience that will support area business and attract visitors.

The goal is to elevate Jasper Avenue to a main street and a highlight of our downtown core as a symbol of vitality and energy and a place to make Edmontonians proud.

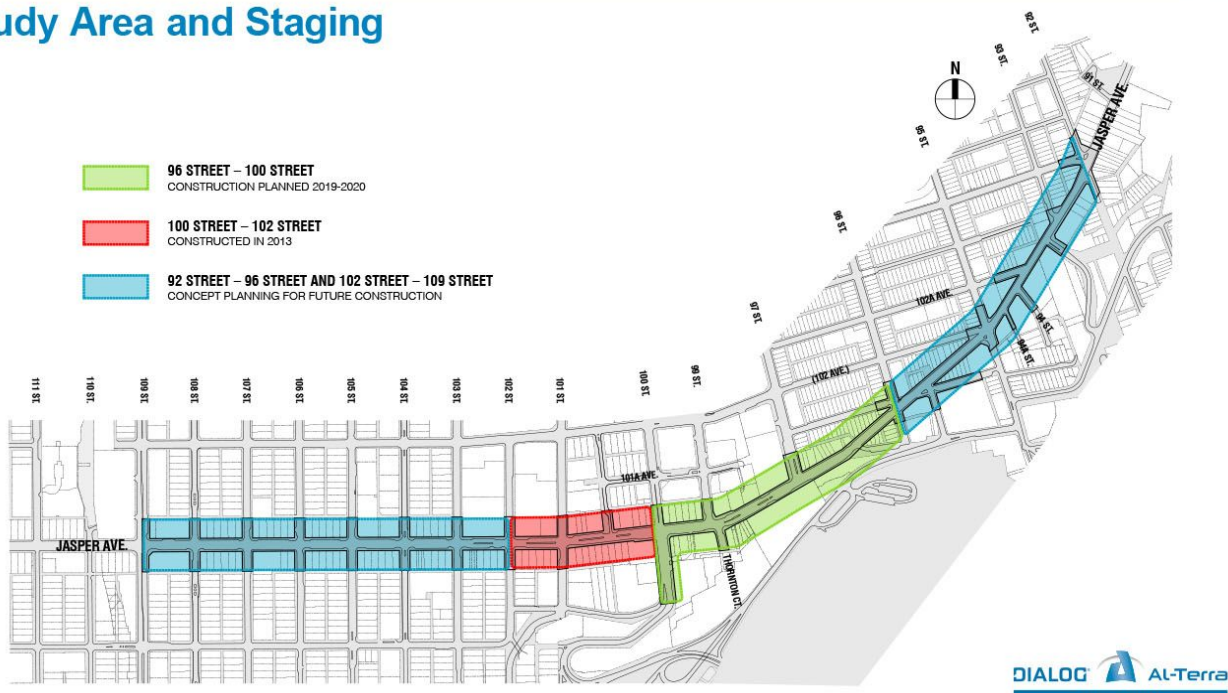
In 2013, construction was completed between 100 Street and 102 Street.

Planning and design is underway for the remainder of the study area.

Construction between 96 Street and 100 Street has been prioritized by the City and is planned for 2019 - 2020 to coincide with the rehabilitation of the Shaw Conference Centre under Jasper Avenue.

Construction timelines for other areas have not yet been determined.

### Study Area and Staging



## Main Streets Guideline

Main streets are both important places and important transportation links. A guideline for designing Edmonton's main streets was created in 2015. Jasper Avenue was designated a main street in 2016.

The Main Streets Guideline is one tool guiding the development of the concept plans.

Main streets are designed to:

- Improve the pedestrian experience
- Entice people to gather and enjoy the space using wider sidewalks
- Provide additional space for street furniture and landscaping
- Buffer pedestrians from traffic

## Outcome

The project outcome will be an aesthetically pleasing, walkable Jasper Avenue streetscape.

The streetscape will complement adjacent projects such as the Armature (96 Street from Jasper Avenue to 103A Avenue), Imagine Jasper Avenue (109 Street to 124 Street), and other private land developments.

Proposed streetscape elements include:

- A narrowed roadway that balances the needs of all road users
- Wider sidewalks to increase pedestrian space
- Increased landscaping
- Street furniture (seating, trash receptacles, bike racks)
- Street and pedestrian lighting
- Surface pavement (paving stones and concrete, etc.)
- Wayfinding (directional signage)

## Jasper Avenue New Vision and Imagine Jasper Avenue

Two related projects are underway on Jasper Avenue:

- [Jasper Avenue New Vision](#)  
92 Street–109 Street
- [Imagine Jasper Avenue](#)  
109 Street–124 Street

The projects are intended to create a cohesive streetscape along the entire avenue. Specific design aspects will reflect the demographics and the types of building structures in each project area.

The goals of both projects are to improve pedestrian space and create a main street destination while maintaining Jasper Avenue as a commuter corridor and a key transportation link into downtown.

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

## Background

A 2011 report, *Toward a New Vision for Jasper Avenue*, contained a vision for Jasper Avenue's Streetscape and city-building initiatives around 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 stakeholders.

**Jasper Avenue New Vision is the next step in the redevelopment of Jasper Avenue.**

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

## Contact

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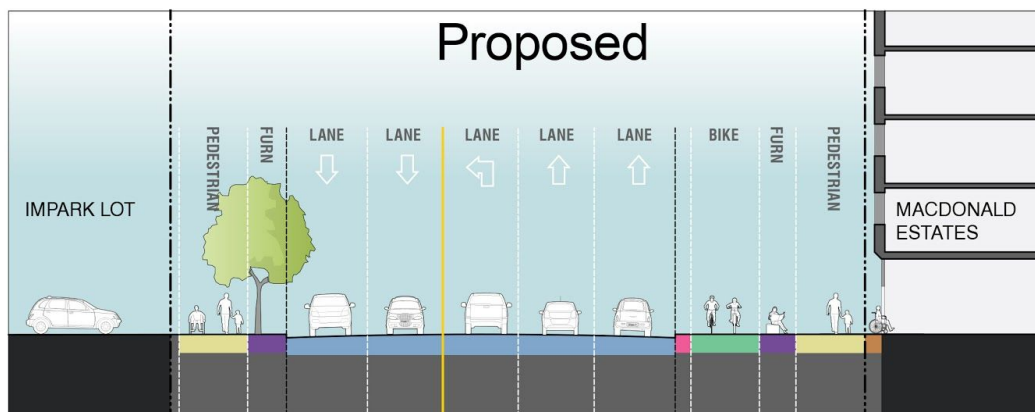
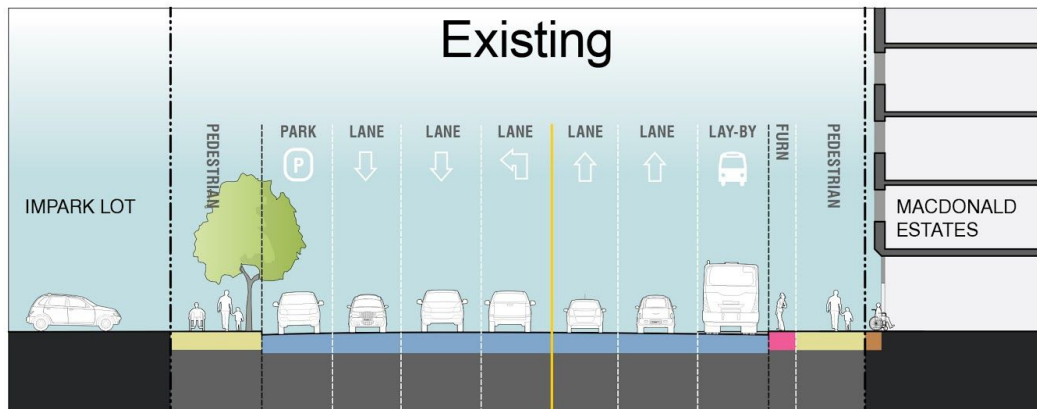
**Visit our website to sign-up for project updates.**

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

The Jasper Avenue right-of-way ranges from approximately 20 metres to over 30 metres in this section of the corridor.

Images below are to scale and based on the width of the cross section right-of-way.

### West of 99 Street looking east



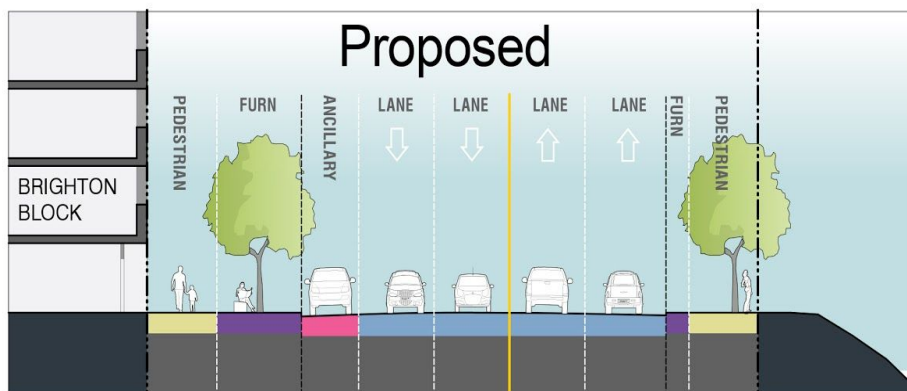
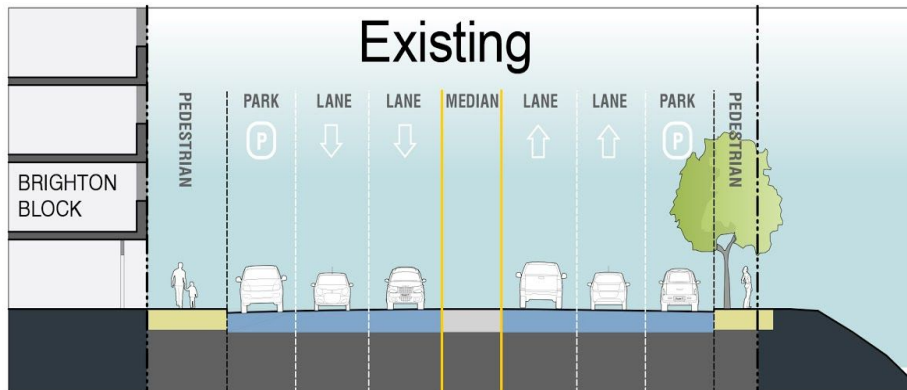
By reallocating the parking lane on the north side of the avenue to pedestrian space, the proposed new cross section includes a barrier free sidewalks (no furniture) plus a separate furnishing zone that may include landscaping features and seating on both sides of the avenue. The travel lanes have also been reduced slightly in width to new roadway standards. On the south side of the avenue a bike facility has been added that will tie into the existing bike grid following the completion of the Valley Line LRT construction.

## West of 97 Street looking east



The proposed new cross section east of 97 Street provides barrier free 3 metre sidewalks along with a new furnishing zone on the north side of the avenue for an extended pedestrian gathering space plaza in front of Canada Place. While roadway widths have been reduced, the roadway lane structure remains the same with two travel lanes in each direction and a centre median.

## West of 96 Street looking east



East of 96 Street the proposed new cross section includes wider, barrier free 3 metre sidewalks on each side of the avenue, along with a furnishing zone and new ancillary zone or flex space, which can be used for parking or pedestrian space (food trucks, patios, event space).

The centre median and the south parking lane have been reassigned to allow for two lanes of traffic in each direction.