

What We Heard Report:

Rossdale Neighbourhood Renewal

**Starting the Conversation,
Building a Project Vision Together
and Exploring Opportunities**

March 2025

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

REFINE

Land Acknowledgement

The City of Edmonton acknowledges the traditional land on which we reside is in Treaty 6 territory. We would like to thank the diverse Indigenous Peoples whose ancestors' footsteps have marked this territory for centuries, such as nêhiyaw/Cree, Dene, Anishinaabe/ Ojibwa, Nakota Isga/ Nakota Sioux, and Niitsitapi/Blackfoot peoples. We also acknowledge this as the Métis homeland and home of one of the largest communities of Inuit south of the 60th parallel. It is a welcoming place for all peoples 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.



Project overview

Planning for Rossdale Neighbourhood Renewal is underway. The City's Neighbourhood Renewal Program reconstructs roads and curbs, replaces street lights, repairs sidewalks and, where possible, addresses missing links to support people who bike, walk and roll. The new infrastructure will provide enhancements to the neighbourhood for the next 30 to 50 years.

Cost-sharing opportunities will be made available through the local improvement process for sidewalk reconstruction in the neighbourhood.

The Neighbourhood Renewal Project Team coordinates with surrounding projects, including River Crossing and EPCOR flood mitigation efforts.

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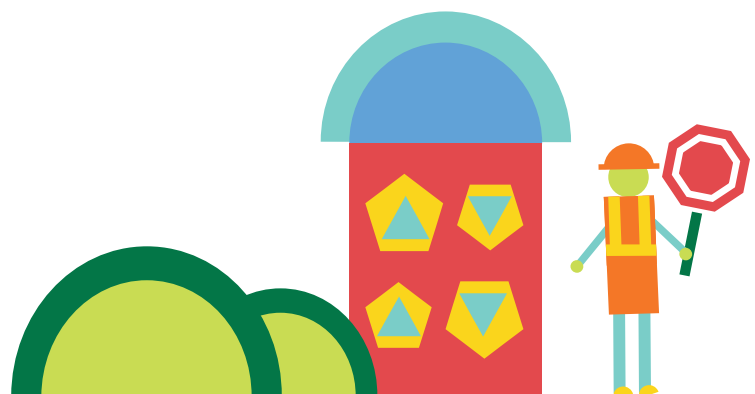
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Rossdale Neighbourhood Renewal Scope Map

Project Scope

— Local roads



Neighbourhood Renewal Road Map

The Neighbourhood Renewal program follows the road map below. At each step, the Project Team shares with you how your input will inform the decisions being made.

This report highlights the input received during the **Starting the Conversation, Building a Project Vision Together** and **Exploring Opportunities** stages in March 2025.

Road Map to Building Great Neighbourhoods



LEGEND

Public Engagement and Communications Opportunities

Concept Phase

Design Phase

Build Phase

Operate Phase

What We Heard Report: Rosedale Neighbourhood Renewal Starting the Conversation, Building a Project Vision Together and Exploring Opportunities July 2025

Public Engagement Spectrum

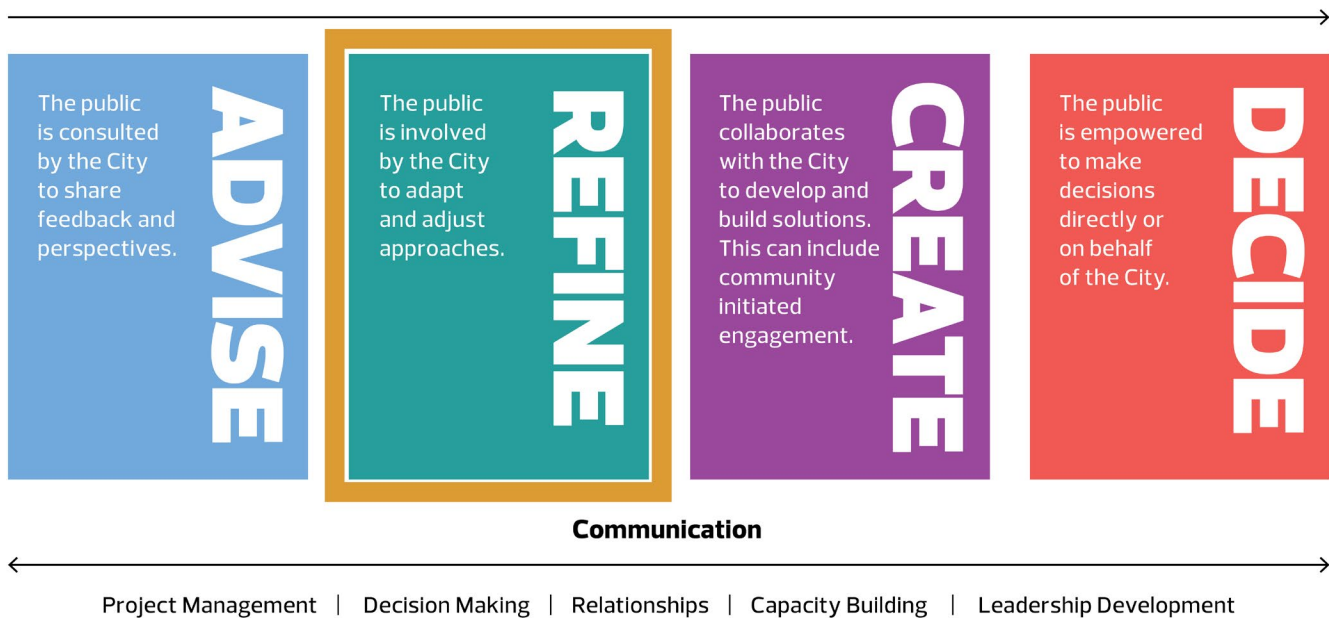
The City of Edmonton seeks input from residents to help guide the project. The City's Public Engagement Spectrum below shows the four levels of influence the public can have on decisions made by the City throughout the project.

In this stage, the public was invited to provide input that would help:

- + **REFINE** the Project Team's knowledge of neighbourhood assets, opportunities, priorities, as well as the Vision and Guiding Principles

We commit to telling you how public input influences decisions according to the Public Engagement Spectrum.

Increasing influence of the public

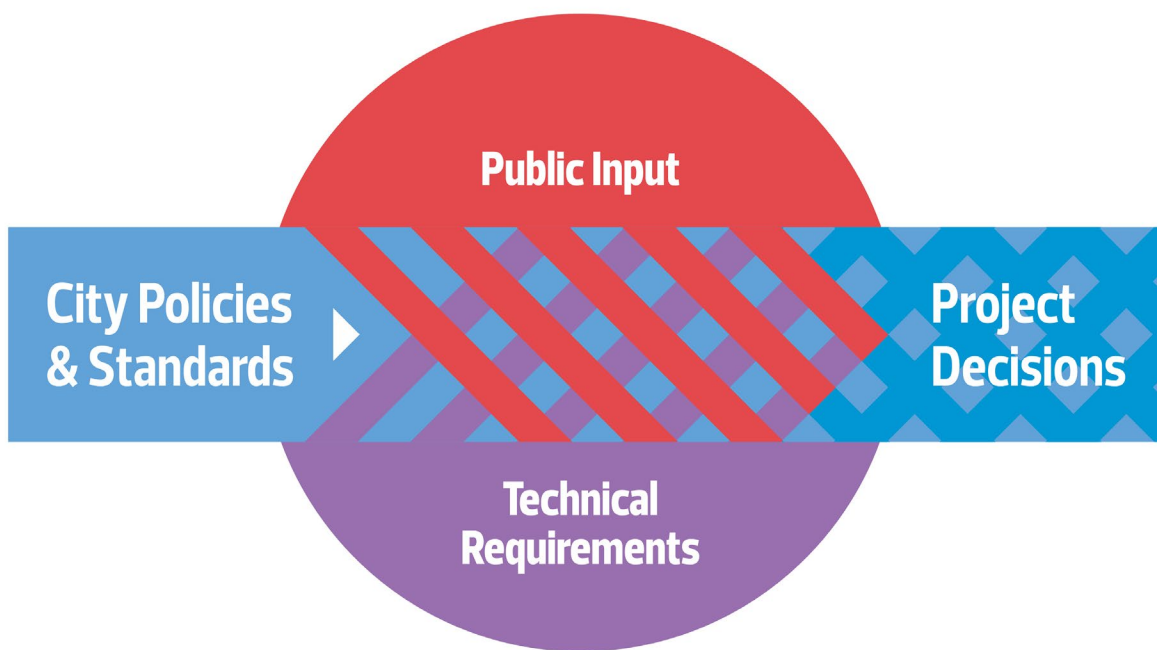


Decision Making Process

City policies and programs such as the Complete Streets Design and Construction Standards, Safe Mobility Strategy and Winter City Strategy provide the overall direction for Neighbourhood Renewal designs. As each neighbourhood is unique, the Project Team asks for input from residents who live, work and play in the neighbourhood and considers technical aspects such as roadway widths and conflicts with utilities and trees to determine what will fit in the neighbourhood.

Your input will be used to help the Project Team generate ideas and solve issues and concerns. It's important to note public engagement feedback is not a vote, however it does provide an indication of local concerns and desires. Input received through Neighbourhood Renewal public engagement cannot change policy direction.

This process helps to ensure the decisions we make are fiscally responsible, align with best practices, consider the existing public and private infrastructure, land uses and activities in the neighbourhood and result in the best outcomes for our city.



What we asked and how we asked

The Rossdale Neighbourhood Renewal Project Team organized the following activities for the public to provide input and to help **REFINE** the project team's understanding of the opportunities for Rossdale. Community members shared important insights to understand the community's challenges and desires and identify enhancement opportunities.

There were a number of engagement opportunities open to the public from March 4 to 23, 2025.



Survey

- + An online survey was available from March 4 to March 23, 2025
- + Paper copies were made available upon request

148 survey responses



Door Knocking

- + The Project Team interacted with residents on their doorsteps the evenings of March 11 and 13, 2025
- + We asked residents about their top priority for neighbourhood renewal and encouraged them to complete the online survey. Project information was left when residents were unavailable or didn't want to talk

126 Doors knocked
110 Conversations at the doors



Conversations

- + The Project Team participated in additional meetings, emails and phone calls with the City's Indigenous Memoranda partners, regional Indigenous Nations and Communities and other interested parties. Feedback from these meetings has been included in the overall feedback

3 Conversations



How we communicated

The following communication tactics were used to raise awareness of the engagement opportunities

- + Three road signs
- + 31 yard signs
- + 475 targeted letters to residents and property owners
- + 85 door hangers left on resident doors
- + Two posters in apartment and condo lobbies
- + One email to 35 list subscribers
- + 1,345 page views on the project web page
- + 32 letters and emails to regional Indigenous Nations and Communities, including the City's Indigenous Memoranda Partners:
 - + Confederacy of Treaty Six First Nations
 - + Otipemisiwak Métis Government
 - + Enoch Cree Nation
- + 855 clicks on the Facebook and Instagram ad



What we heard: Indigenous engagement

The City is committed to engaging with Indigenous Nations and Peoples on projects that are of traditional, cultural, historical and/or environmental interest. The City acknowledges that projects around Rossdale and the North Saskatchewan River Valley, in particular, are of significance to diverse Indigenous Peoples. It is essential that Indigenous Peoples are part of conversations about the past, present and future of Rossdale and Edmonton.

In March and April 2025, the Project Team reached out, through standard mail and email, to the City's Memorandum of Understanding (MOU) Partners. The City's MOU Partners are those Indigenous governments and organizations who are partners with the City through a Memorandum Agreement, including **Enoch Cree Nation, Confederacy of Treaty Six First Nations and Otipemisiwak Métis Government**. This process is part of the City's commitment for nation-to-nation (or government-to-government) consultation and engagement and building and maintaining connections with First Nations and Métis communities that have historical and cultural connections to the land on which Edmonton is now located. In addition to the City's three Indigenous Memorandum Partners, the City reached out to 29 regional Indigenous Nations and Communities because Edmonton is the intersection of many different Indigenous territories that have been an integral part of that history since time immemorial.

Representatives from the Confederacy of Treaty Six First Nations and Samson Cree Nation requested to meet with the Project Team for an introductory call to share initial information about the project and scope to determine interest in participation. The Project Team took guidance from these community and organization representatives on how they wish to be involved, and what types of support may be required to enable participation. Those meetings took place virtually and participant comments and feedback centred around the themes that are outlined below.



What we heard: Indigenous engagement

- + **Rossdale's historical significance:** Rossdale holds significant value to Indigenous Peoples. It was a site of Indigenous trade, gathering and ceremony and then an active site during the fur trade. This area holds significance as the birthplace of Edmonton and Alberta. It was the location of the fourth and possibly the second Fort Edmonton, adherence to Treaty 6 at Fort Edmonton IV on the legislature grounds, home to Traditional Burial Grounds and Fort Edmonton Cemetery and built value continues to exist in many heritage structures
- + **Monitoring for culturally significant artifacts:** There has been past construction activity in the area that has uncovered Indigenous artifacts. Participants emphasized the importance of Indigenous site monitoring and care in handling culturally significant artifacts, if any are found
- + **Environmental and archaeological considerations:** Participants suggested incorporating native plant species and fruit bearing trees whenever possible. We heard these Indigenous communities are interested in opportunities for land stewardship, Indigenous site monitoring and ecological and archeological protection and preservation
- + **Communication and information sharing:** Participants expressed preference to be contacted through email. This will simplify the distribution of information to other members and aid in good record-keeping practices
- + **Project coordination:** There are several City of Edmonton and EPCOR projects happening in and around Rossdale. Each project is at a different stage of planning, design or active construction. Participants shared the City should prioritize internal information sharing and planning to reduce confusion related to project scope and schedule
- + **Implementation:** Indigenous communities need to be engaged throughout the implementation process and provided with opportunities for Indigenous procurement and land stewardship and to share their knowledge to ensure sites of special cultural, spiritual or historical significance are protected and preserved

What we heard: Public engagement

The following sections include a summary of what we heard during door knocking and through interviews, comments and the online survey. The summary has been developed to reflect the relevancy, frequency and diversity of the responses received to the questions that were asked to participants.

Overall themes

Rossdale is a unique and loved neighbourhood with an important history for Edmonton and Treaty 6. We heard participants deeply value Rossdale for this cultural and historical context, as well as its proximity to the city centre, access to green spaces like the river valley and the ability to walk and bike throughout and outside the community.

Participants acknowledged that while Rossdale needs infrastructure upgrades and growth, they also want to preserve the neighbourhood's unique character.

Those who participated in our engagement expressed an appreciation for the ability to easily participate in active transportation, both within Rossdale and commuting to other communities. When participants were asked their favourite thing about Rossdale, the ability to access bike trails along the river pathways and to walk downtown came up frequently.

Safety for people who walk, bike and roll was top of mind. We heard pedestrians often do not feel safe due to the lack of sidewalks on some streets, as well as poor lighting and perceived social disorder in some areas of the community.

Participants said driving in and out of Rossdale is challenging, especially during busy times. Because of Rossdale's proximity to downtown, the community roads endure high traffic volumes, especially during rush hours. Safety at intersections was a concern for people who drive as well as people who are walking or biking. Participants would like to see changes to traffic light timing, addition of stop signs on community roads and better signage to compensate for poor visibility.

What we heard: Public engagement

Participants also saw opportunities in Neighbourhood Renewal to update aging infrastructure, such as repaving roads, adding sidewalks, enhancing pathway lighting, connecting pathways and improving curbs. Some frustration was expressed as residents had been engaged previously about improvements in Rossdale, but haven't seen updates. Participants felt issues like cracks in sidewalks or missing signage can be a safety concern if not addressed soon.

Generally, participants were eager to share feedback and participate in any process that would enhance Rossdale and make it safer. It was clear residents are actively engaged in their community and we are grateful for all participants' thoughtful participation in our project.

"Rossdalians are
friendly, inclusive,
helpful and engaged."

"It's a dynamic little zone in
Edmonton that is tucked away.
Has beautiful access to the river
valley and has a specific charm
that is rare. Very unique."

Not in scope

It is important to note that Neighbourhood Renewal aims to address public concerns, including safety, through infrastructure. Elements include upgraded lighting, renewed and new active transportation connections, enhanced crosswalks and traffic calming measures.

Other concerns we heard about including arterial road issues, private properties and complex social issues such as homelessness, housing insecurity and criminal activity cannot be directly addressed through Neighbourhood Renewal.

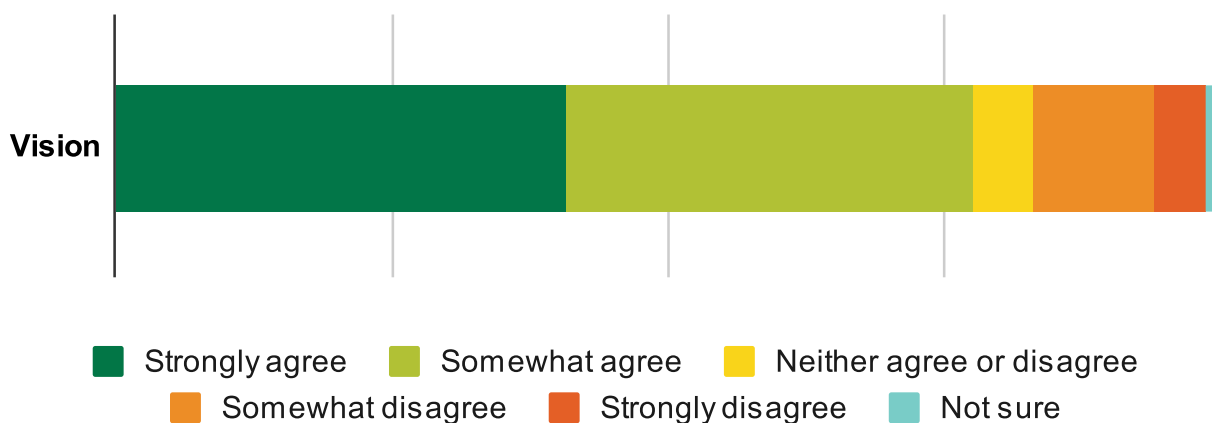


Vision and Guiding Principles

The Vision and Guiding Principles help guide planning and design throughout the Rossdale Neighbourhood Renewal. The Project Team used data from previous projects in Rossdale to create a draft Vision and Guiding Principles. This draft was shared with participants to review and provide feedback.

Proposed 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.



Participant comments and feedback about the proposed Vision centred around the themes is outlined below.

- + The Vision reflects the importance of Rossdale's central location, access to amenities and its environmental significance
- + The use of the term "growing destination" does not reflect the lack of development in Rossdale, specifically in terms of new businesses and infrastructure
- + It is important the Vision captures the cultural, spiritual and historical importance of the area, specifically in terms of Indigenous histories. It is also important to have a future-focussed perspective on Indigenous communities' present and future connection to Rossdale

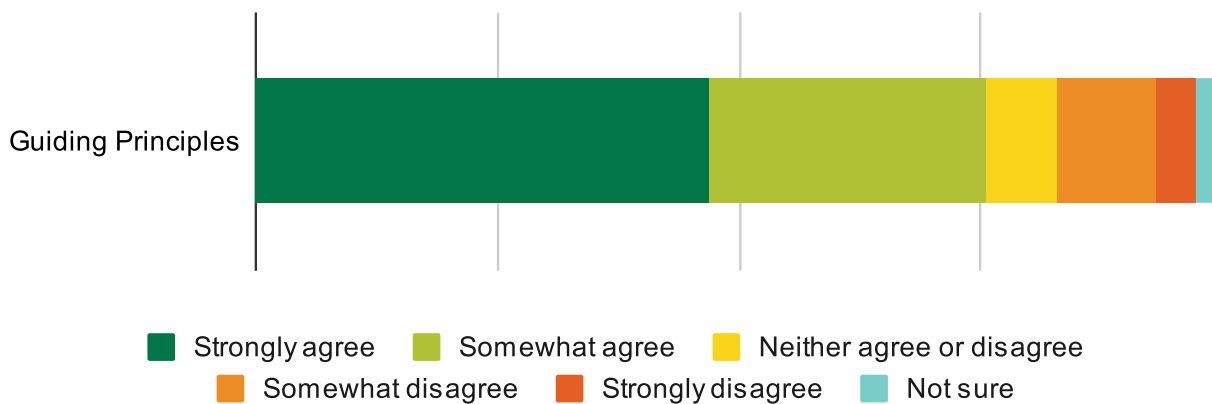
"I'm glad the city is realizing the potential of the area."

"Rossdale is a key historical neighbourhood in Edmonton, and an original meeting place. It would be great to see it return to that status."

"It's important to honour the history and drawing visitors, while still honouring that this is a neighbourhood where people live."

Proposed Guiding Principles

- + Respect the rich cultural and Indigenous heritage of the area
- + Create an inclusive and welcoming neighbourhood for all
- + Enhance access to amenities within and outside the community
- + Improve the experience of people walking, biking and rolling for all ages in all seasons



Participant comments and feedback about the proposed Guiding Principles centred around the themes outlined below.

- + Participants felt the principles reflected their interest in welcoming more visitors and new development, especially by improving the river valley and other local amenities
- + The Guiding Principles do not currently address challenges with transportation in Rossdale, specifically in terms of traffic control and lack of accessibility
- + Some participants felt the principles should focus more on current residents, as Rossdale is already inclusive and welcoming

What is your favourite thing about living, working, playing and moving in and around in Rossdale?

Participant comments and feedback centred around the themes is outlined below.

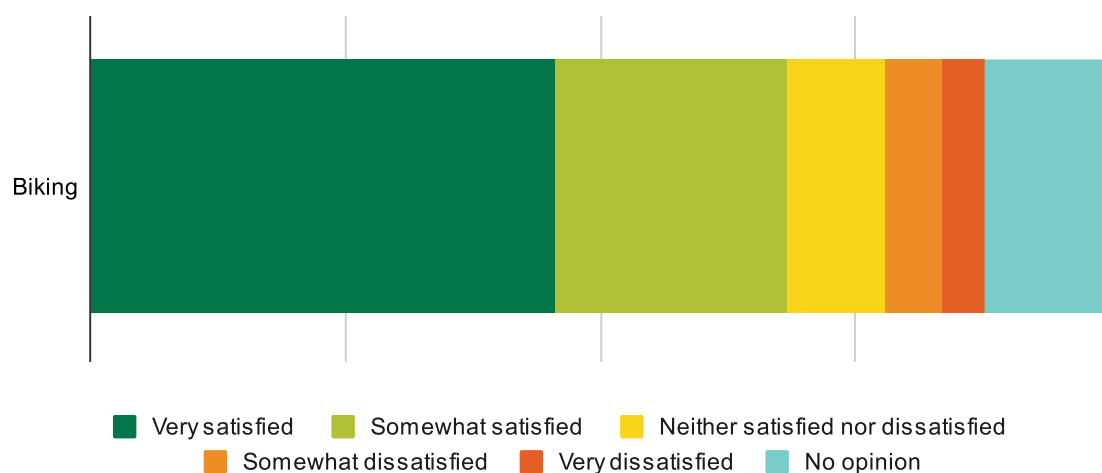
- + **Central connections:** Participants love Rossdale because of its central location, being close to downtown and many amenities. It is easy to access locations like the Kinsmen Sports Centre and events like Edmonton Folk Music Fest
- + **Walkability:** We heard Rossdale is an easy neighbourhood to bike and walk within and outside of the community. Participants appreciated the options to commute on foot or biking, as well as access to great spaces to walk their dogs
- + **Peaceful:** Participants shared that Rossdale is quiet and beautiful
- + **Natural spaces:** Participants appreciated proximity to the river, access to green spaces and the trail system. Rossdale's tree canopy is important to many residents and they wanted to see the trees protected

"It is a beautiful area with nature accessible in practically the backyard. It is very close to the bustle of downtown but the neighbourhood itself is quiet and safe."

"I love biking through Rossdale with my kiddos. The Rossdale playground is also among my daughters' favourites here in Edmonton."

"We love where we live. The proximity to 'city life' on both sides of the river while also being able to live in such a special place that is so connected to nature."

How satisfied are you with BIKING in Rossdale (including getting in and out of the neighbourhood)?



Overall participant comments and feedback centred around the themes is outlined below.

- + **Bike trails are appreciated:** Participants appreciated access to bike trails and ability to commute via biking. They would like to see trails along the river widened and lane separation for pedestrians and people who bike
- + **Lack of biking infrastructure:** We heard bike lanes and paths often don't connect well and sometimes lead into parked cars or alleys. Participants felt there is a lack of biking signage, especially around the river pathways. Existing pathways and bike lanes are often in poor condition with potholes and bumps from tree roots
- + **Heavy traffic and unsafe road conditions:** We heard that people biking often have to share the road with heavy traffic or speeding drivers. Participants said biking into downtown doesn't feel safe or easy, especially in winter

"North and South Rossdale feel VERY disconnected."

"It's not shown in the scope, but both entry points into the neighbourhood for cars are dangerous for cyclists."

"Excessive street parking. How could this public space be better used?"

Participants were asked to drop a pin on a map indicating areas with challenges or where they would like to see improvements to biking in Rossdale.

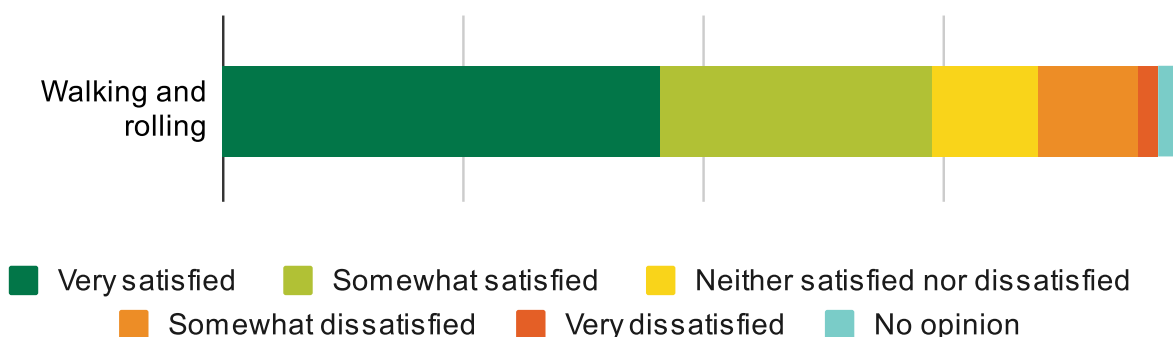
Location-specific comments and feedback centred around the areas is outlined below.

- + **97 Avenue:** A variety of concerns were expressed about this area, including short crosswalk times, access to James McDonald Bridge and lack of traffic lights at 101 Street. Many people who bike shared they avoid this area and will find less direct routes into downtown
- + **96 Avenue:** Participants felt the roads and sidewalks are in poor condition, and the abrupt ending of the bike lane was unsafe. There were also concerns about poor connections into the pathways, causing collisions and near misses. We heard the area can appear to be unmaintained and is not a pleasant area to bike through
- + **94 Avenue trail connection:** Several comments were made about this location and poor visibility at the intersection of the road and trail pathways. We heard areas of the pathway are in poor condition due to age or tree roots causing cracks

"After pressing the Crosswalk button at Rossdale Road, it takes too long to stop the traffic. Usually there is a break in the traffic before the signal changes."

"Crossing 101 Street to get on the shared-use path does not feel safe because of cars turning right (South) off of the 97 Avenue. arterial to access 101 Street and the 97 Avenue local road

How satisfied are you with WALKING and ROLLING in and around Rossdale (including getting in and out of the neighbourhood)?



Overall participant comments and feedback centred around the themes is outlined below.

- + **Walkability of neighbourhood:** Participants appreciated access to walking trails and to natural green spaces, providing easy access to downtown and trails along the river valley
- + **Safety at intersections:** Participants said they sometimes feel unsafe crossing intersections as well as using pathways that are poorly lit and in a state of disrepair. In the winter, we heard sidewalks are often icy because of poor drainage
- + **Missing sidewalks and accessibility:** We heard multiple roads in the neighbourhood are lacking sidewalks and safe pathway connections. Participants indicated some of the existing curbs don't have curb cuts, causing accessibility challenges for people on bikes or with strollers. Pathways and bike lanes are often in poor condition with potholes and bumps from tree roots

"Living in Rossdale for 20 years I have enjoyed living in green space, wonderfully walking distance to the downtown core."

"Our nearest LRT access could be a short walk across the bridge to the Muttart but there are no direct walking trails."

"It's slightly difficult and intimidating to cross 98 Ave. I also don't like postponing traffic much. A raised walkway might be nice."

Participants were asked to drop a pin on a map indicating areas with challenges or where they would like to see improvements to walking and rolling in Rosedale.

Location-specific comments and feedback centred around the areas is outlined below.

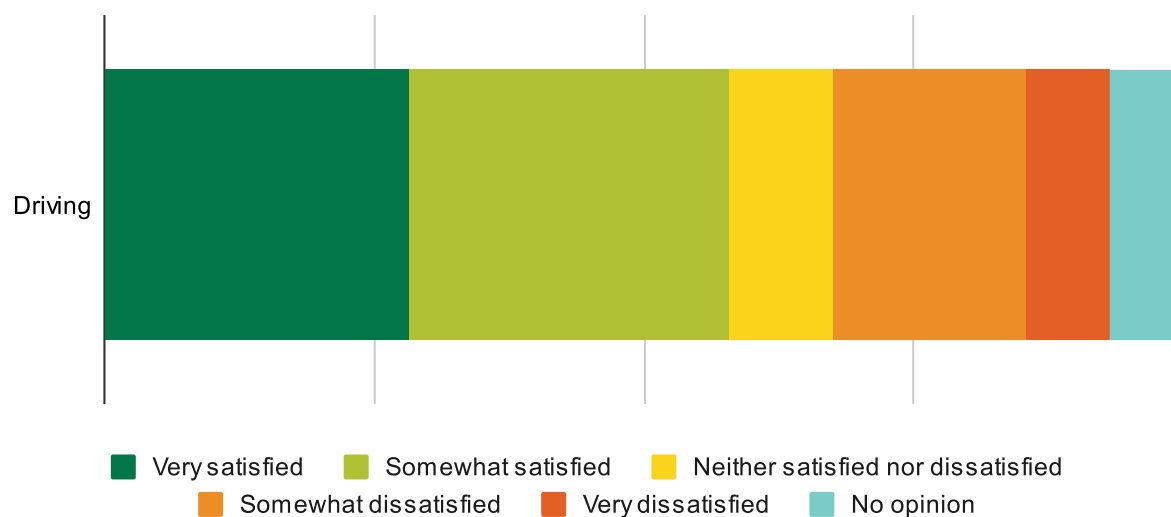
- + **100 Street pathway:** Safety concerns were expressed in this area, due to poor lighting, deteriorating sidewalks on the east side of 100 Street at 98 Avenue and graffiti/garbage. Participants felt there was a missing connection to LRT station
- + **101 Street and 96 Avenue:** Participants indicated concerns with this intersection such as the missing sidewalk west of 101 Street from 97 Avenue to south of 96 Avenue
- + **97 Avenue:** Participants expressed challenges with lack of crossing options at 97 Avenue and with the traffic light timing being too slow
- + **95 Avenue:** We heard the lack of sidewalks along 95 Avenue can feel unsafe for pedestrians, along with the steep curb drop offs at intersections

"To go to the convention centre from Diamond Park or walk to downtown, you need to cross the busy street a few times. The path would be difficult for those in a wheelchair."

"Bicycles roll through 101 Street / 96 Avenue intersection without stopping at the stop signs."

"A sidewalk is desperately needed east of Ross Flats apartments."

How satisfied are you with DRIVING in Rossdale (including getting in and out of the neighbourhood)?



Overall participant comments and feedback centred around the themes is outlined below.

- + **Road conditions:** We heard the roads in Rossdale are in need of repair, with several having uneven surfaces and potholes. Participants shared the narrower roads in Rossdale can exacerbate these issues. Many streets in Rossdale have challenges with drainage, which can also impact road conditions
- + **Heavy traffic:** We heard roads and intersections can get congested and slow, especially during rush hours going in and out of downtown. Participants shared baseball games at RE/MAX Field can cause traffic jams
- + **More infrastructure needed:** Participants felt there was a lack of traffic lights, signage and pedestrian crossings in Rossdale. Feedback also indicated additional parking was needed for residents, visitors and businesses

"Coming from the north, especially down Grierson Hill, it can be super tricky getting into the neighbourhood."

"I sometimes shortcut through this residential area to get to work – I feel a bit bad for the extra traffic in this beautiful neighbourhood."

Participants were asked to drop a pin on a map indicating areas with challenges or where they would like to see improvements to driving in Rossdale.

Location-specific comments and feedback centred around the areas is outlined below.

- + **96 Avenue and 101 Street:** We heard this intersection is often congested during rush hour. There are challenges with parking and pedestrians when RE/MAX Field is busy. Participants suggested a four-way stop or traffic lights are needed here to slow down traffic entering residential areas
- + **97 Avenue and 101 Street:** Participants felt this intersection was dangerous, especially when merging on and off 97 Avenue. We heard drivers often speed into the residential area. This intersection is also icy in the winter, causing collisions

"Considering the popular RE/MAX Field and the lack of parking/infrastructure, the congestion makes it hard getting in or out of the neighbourhood all summer long."

"Wait times to turn right on to 97 Avenue can be over five minutes during peak driving hours."

Next steps

Thank you to all who shared their input during the **Starting the Conversation, Building a Project Vision Together** and **Exploring Opportunities** stages of engagement.

The feedback gathered, existing conditions and City policies, programs and technical requirements will be reviewed and used to determine next steps for the project.

In summer 2025, the public will be invited to the **Exploring Options and Tradeoffs** stage of public engagement for Rossdale Neighbourhood Renewal. The Project Team will return to the community and explore options and tradeoffs to understand the preferences of the community. During this stage, we will invite you to provide feedback on the design options and to share insights to help **REFINE** the design options.

Information will also be provided about cost-sharing opportunities for sidewalk reconstruction through the local improvement process.

For more information regarding the Rossdale Neighbourhood Renewal, upcoming public engagement activities and to subscribe for project updates, please visit edmonton.ca/BuildingRossdale.

Working together to make the most out of your neighbourhood.

This is your city and your neighbourhood. We want to understand how you experience Rossdale and ask for your input on what we might do to make it better.

We commit to being open and transparent about how your input is used. Let's make the most out of Rossdale.

