

What We Decided Report

Towards 40 Watt Common and 54 Street/4 Avenue

July 2025
edmonton.ca/Towards40

| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton

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INTRODUCTION

Report Purpose

The purpose of this report is to share the final design, and how the project team arrived at the final design.

This report covers the Watt Common and 54 Street/4 Avenue project area.



ABOUT TOWARDS 40 PROGRAM

The Towards 40 program is focused on improving safety in areas where speeding and safety issues have been identified on low compliance and exception roads. It encourages safe driving habits and increases speed limit compliance using adaptable measures that improve safety, moving Edmonton closer to our Vision Zero goal.

Low compliance roads are locations where speed limits are regularly violated and where safer behaviours can be encouraged. Exception roads are those that did not transition to 40 km/h when default speed limits were reduced in 2021 but are in need of improvements to lower speeds and prioritize safety and accessibility. Exception roads will become the default speed of 40 km/h once the roadway is permanently reconstructed.

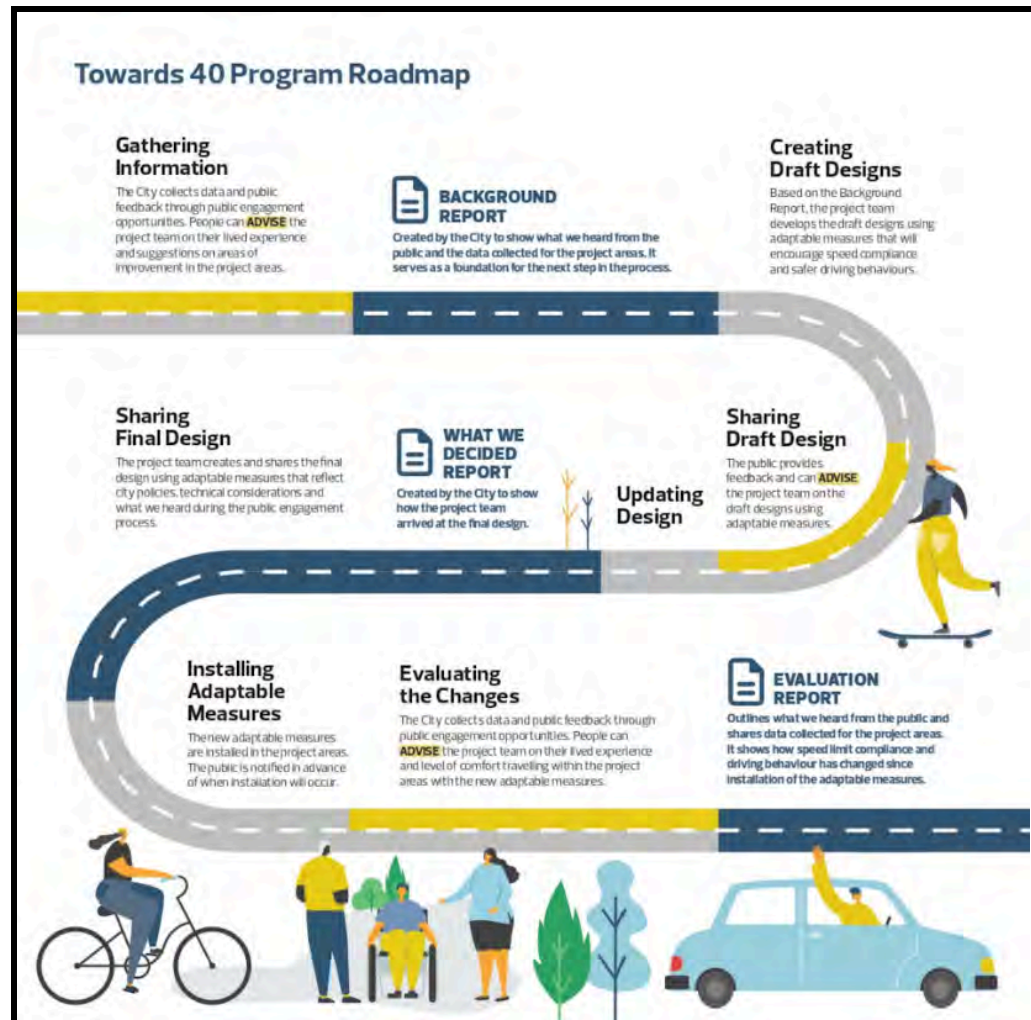


Improving Watt Common and 54 Street/4 Avenue will enhance the safety of Edmontonians using this roadway, regardless of how they travel.

PROJECT PROCESS AND DECISION MAKING

Vision Zero Towards 40 Program Process

The project process outlined in the roadmap below shows the project phases from start to finish for the Vision Zero Towards 40 program.



The project process outlined in the roadmap shows the project phases from start to finish.

Highlighted in yellow on the roadmap are public engagement opportunities. The public is encouraged to **ADVISE** the project team of their feedback in three project phases, **Gathering Information**, **Sharing Draft Designs** and **Evaluating the Changes**.

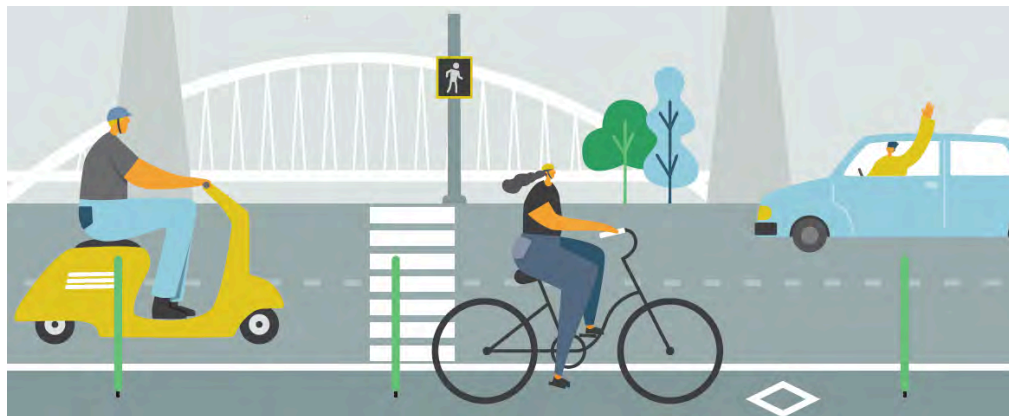
At the time of this **What We Decided Report**, the **Gathering Information** phase and the **Sharing Draft Designs** phase have been completed.

Feedback gathered through the public engagement phases, along with City policies and programs and technical considerations, guided the selection of appropriate adaptable measures to be applied to the project areas.



Shown in blue on the roadmap are reporting phases. There are three reports generated through the process:

- A **Background Report** is created by the City to show what we heard from the public and the data collected in the **Gathering Information** phase for the project areas. The information in this report guides the project team while developing draft designs.
- A **What We Decided Report** is created by the City to show what was decided for the final design.
- An **Evaluation Report** outlines what we heard from the public and shares data collected for the project areas. It shows how speed limit compliance and behaviour has changed since installation of the adaptable measures.



CITY POLICIES, PROGRAMS AND TECHNICAL CONSIDERATIONS

VISION
ZERO



The following City of Edmonton standards, programs, policies and other best practices set the direction and informed the Watt Common and 54 Street/4 Avenue final design. The following provides a list of relevant policies, plans, standards and best practices. To view a description of how these relate to the project, please refer to the [Background Report](#) for Watt Common and 54 Street/4 Avenue at edmonton.ca/Towards40 or click on the titles below.

- [City Plan](#)
- [Vision Zero](#)
- [Safe Mobility Strategy](#)
- [Bike Plan](#)
- [Complete Streets Design and Construction Standards](#)
- [Snow and Ice Control Policy](#)
- [Public Engagement Policy](#)
- [Transportation Association of Canada \(TAC\) Guidelines](#)
- [NACTO Guidelines](#)
- [CROW Design Manual for Bicycle Traffic](#)
- [Gender Based Analysis Plus \(GBA Plus\)](#)
- [Accessibility for People with Disabilities Policy C602](#)



PUBLIC ENGAGEMENT

The project team gathered input from residents, businesses and people who live, work, or spend time along Watt Common and 54 Street/4 Avenue. The public was encouraged to:

ADVISE: The public is consulted by the City to share feedback and perspectives that are considered for projects.

- Advise on their lived experiences and suggestions for improvements during the **Gathering Information phase**.
- Advise on their feedback on the draft designs and how the design improves safety for people walking, biking, rolling or driving during the **Sharing Draft Design phase**.

Roadmap Stage	Public Engagement Opportunities	Timeline	Participants /Responses
Gathering Information	<ul style="list-style-type: none"> • Online Survey • In-Person Session 	September/ October 2024	<ul style="list-style-type: none"> • Over 80 Respondents • 26 Participants
Sharing Draft Design	<ul style="list-style-type: none"> • Online Survey • In-Person Session 	April 2025	<ul style="list-style-type: none"> • Over 65 Respondents • 5 Participants

COMMUNICATION METHODS

The project team communicated about public engagement opportunities in the **Gathering Information** phase of the project to stakeholders, residents and organizations via the following methods:

- 9,142 letters sent to residents and businesses.
- 16 yard signs.
- Two web pages:
 - Edmonton.ca/Towards40Projects with 128 unique views.
 - Edmonton.ca/Towards40 with 27 unique views.
- 3 Road signs.

In the **Sharing Draft Design** phase, the project team communicated public engagement opportunities to residents, businesses and others using the following methods:

311 unique website views
at:
edmonton.ca/Towards40Projects
objects

- 9,177 letters sent to residents and businesses.
- 16 yard signs.
- Two web pages:
 - Edmonton.ca/Towards40Projects with 311 unique views.
 - Edmonton.ca/Towards40 with 203 unique views.
- 3 road signs.

DRAFT DESIGNS

This section outlines the draft design and draft design options. In the next sections, a summary of the feedback will be shared along with the final design.

Towards 40: Watt Common and 54 Street/4 Avenue Project Area Map



Watt Common and 54 Street/4 Avenue

Draft Design Features:

The project team prepared two draft design options for Watt Common and 54 Street/4 Avenue using adaptable measures.

The draft designs include the following features that improve safety as you walk, bike, roll or drive by encouraging safer speeds:

- A designated and defined driving lane in each direction that aligns with Complete Streets Design and Construction Standards and the 40 km/h speed limit.
- The operation of intersections near arterial roads will remain as they are today, except for 54 Street and Ellerslie Road, which will see the following change:
 - Travelling northbound, there will be one northbound through lane, instead of two; the northbound lane turns right only
- A new all-way stop is added at the Watt Common and Watt Boulevard collector intersection.
- A rapid flashing beacon is added to the pedestrian crossing at 54 Street, south of 6 Avenue.
- An overhead flasher is added to the pedestrian crossing at Watt Common, south of Ellerslie Road.
- ETS bus stops will remain in their current locations.
- Parking areas are clearly defined in accordance with the City Bylaw 5590. Some on-street parking will be removed where homes flank or back onto the roadway, or where existing parking is underutilized.
 - The project area will continue to be a Phase 1 Parking Ban area, where a parking ban can be declared during the winter season and remain in effect until the road has been cleared.
- Alley access is changed to allow right-in and right-out turns in three locations along Watt Common.
- Adaptable centre medians will be added. An adaptable centre median is a raised island along the centre of a street that improves visibility and encourages slower speeds.
- Adaptable curb extensions will be added. Adaptable curb extensions extend into the roadway, either at crossings or mid-block and help to



Adaptable Centre Median



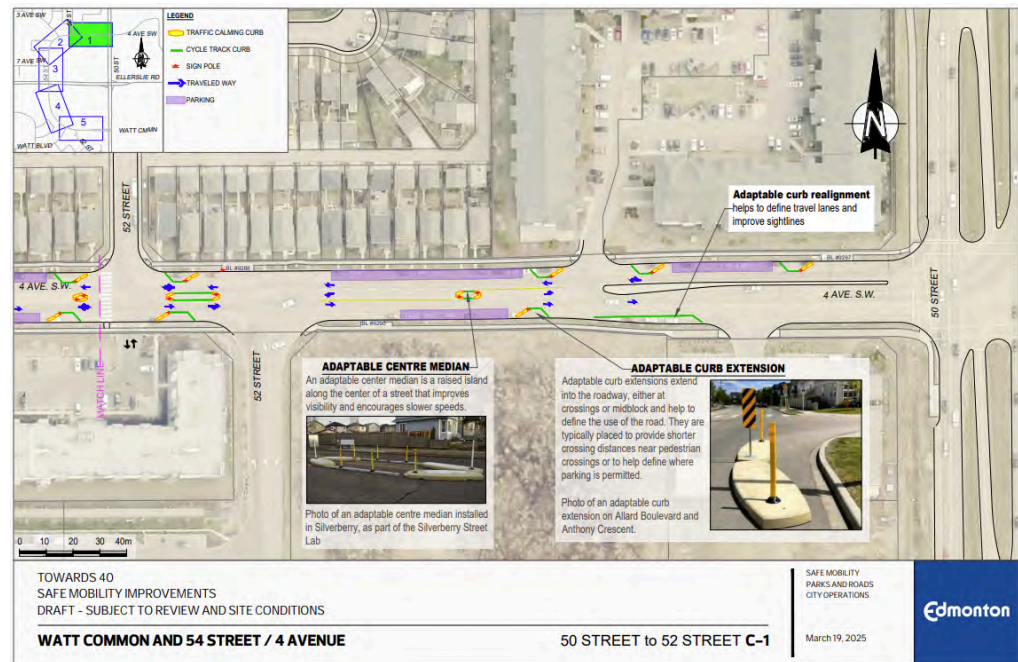
Adaptable Curb Extension

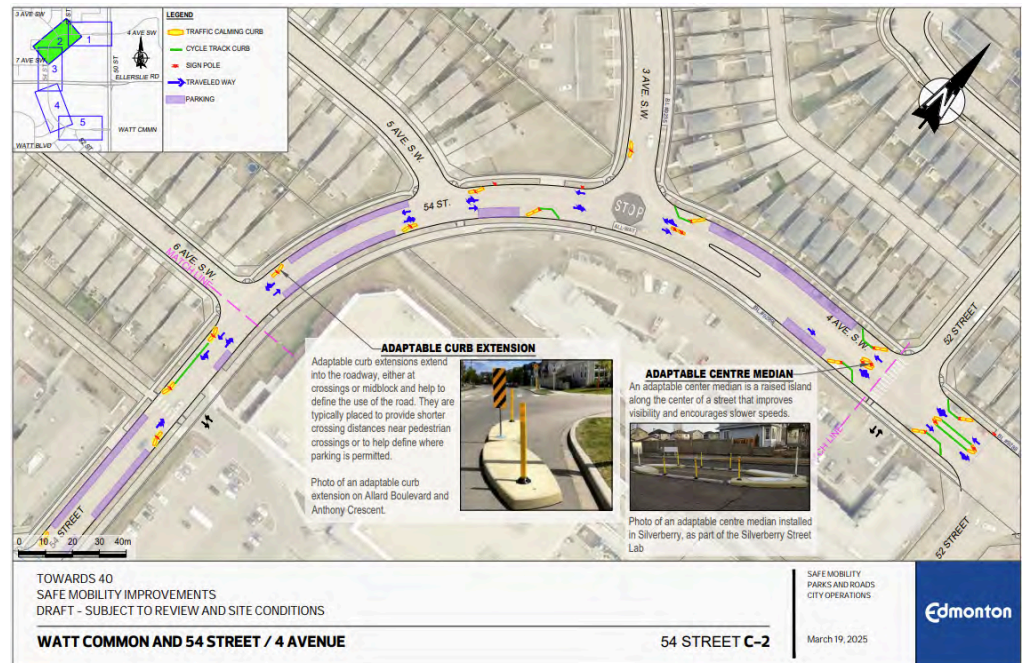
define the use of the road. They are typically placed to provide shorter crossing distances near pedestrian crossings or to help define where parking is permitted.

Watt Common and 54 Street/4 Avenue - Curb Extension Option

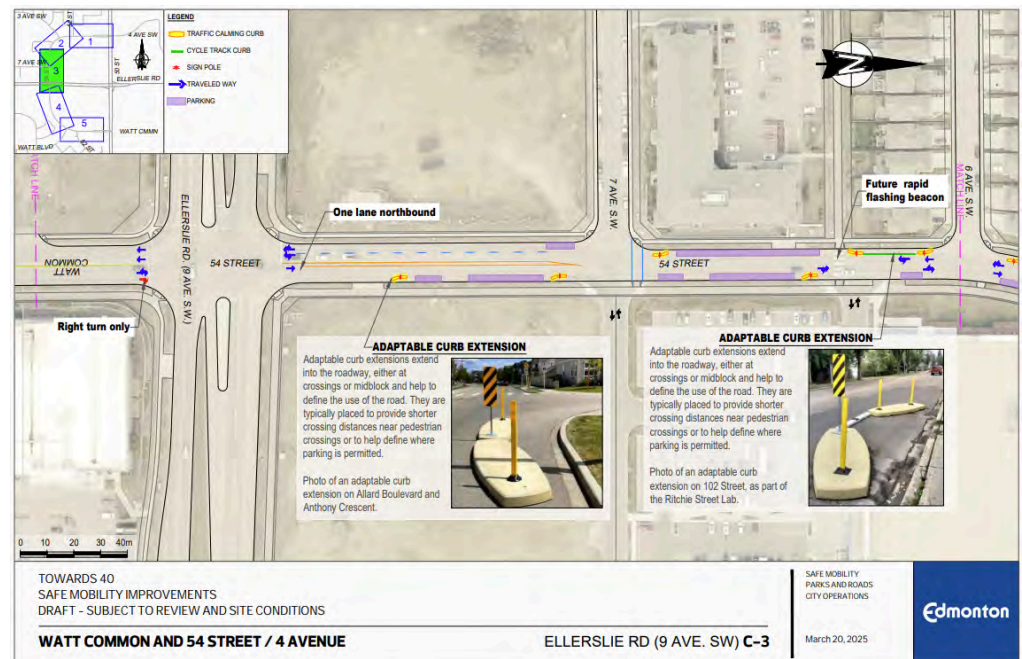
- The curb extension option includes all the features listed previously.
- Adaptable curb extensions are used in most locations along Watt Common and 54 Street/4 Avenue.
- Centre medians are used in select locations, closer to the nearby arterial roadways (50 Street, Ellerslie Road).
- Parking areas are defined. Some parking is removed in areas where homes flank or back onto the roadway or where parking is underutilized.

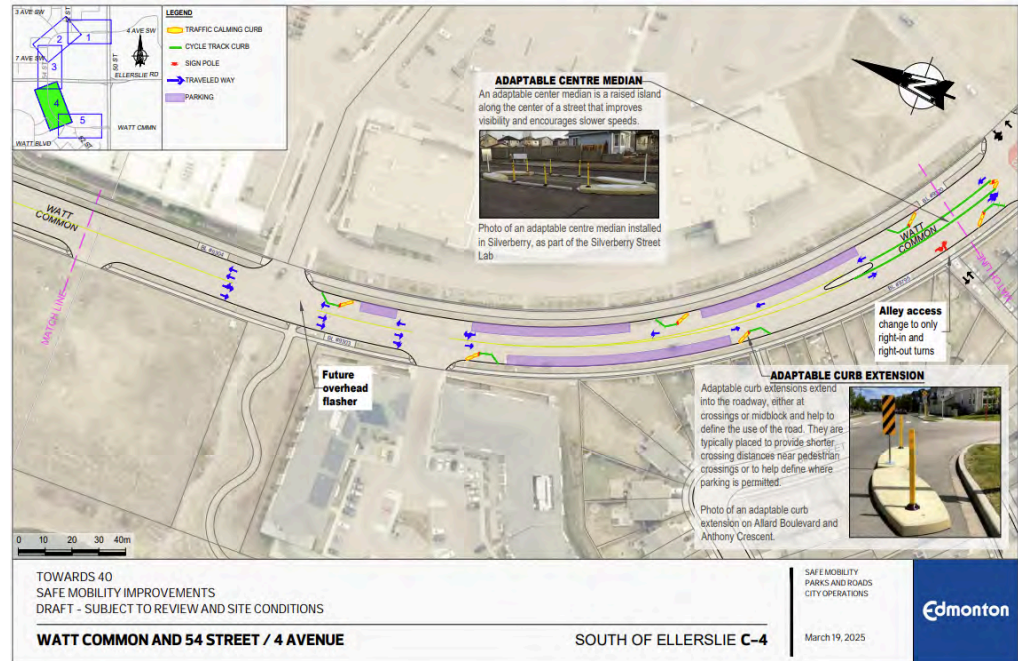
To view a larger image of the draft design, click the image to the right, OR visit edmonton.ca/Towards40





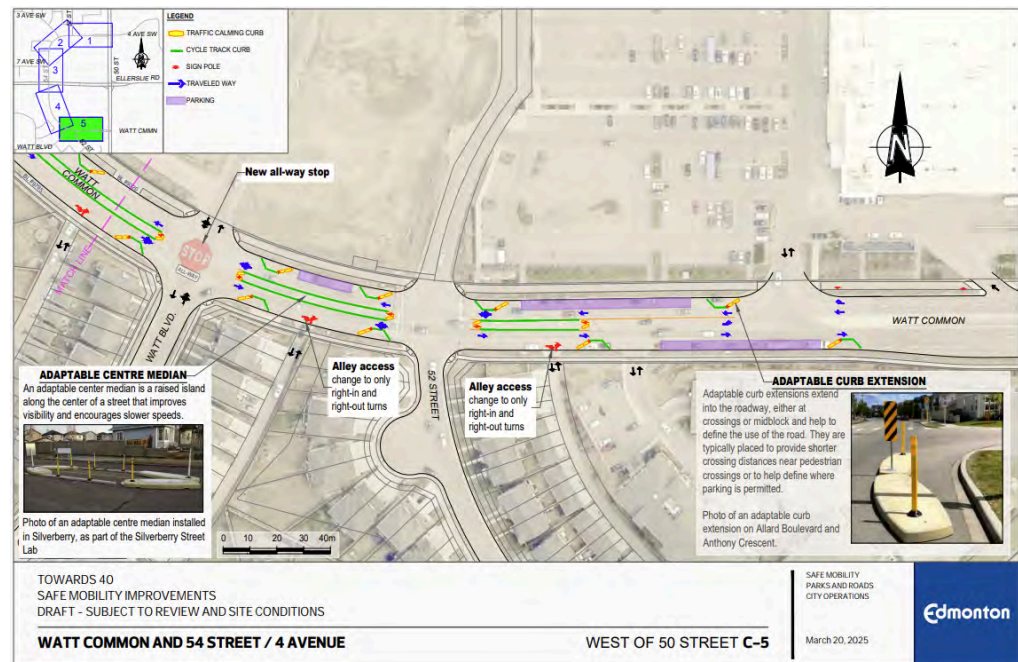
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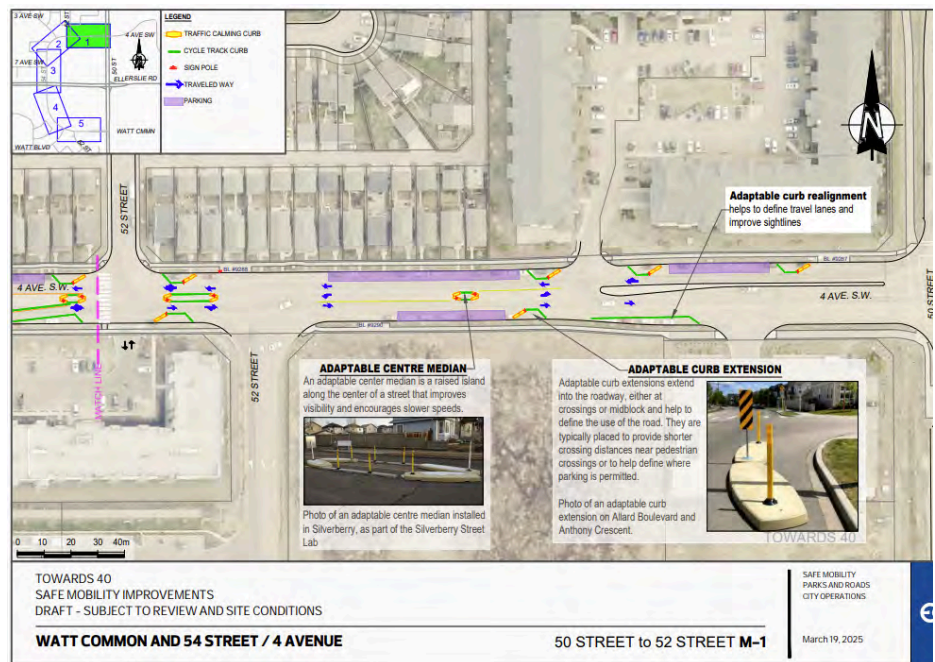


Watt Common and 54 Street/4 Avenue - Centre Median Option

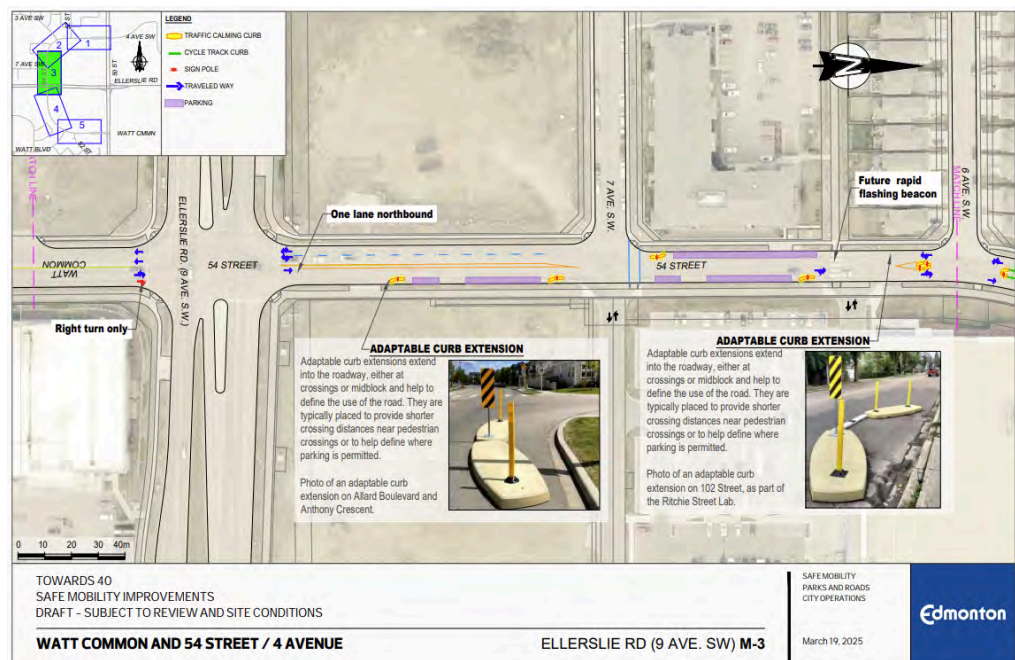
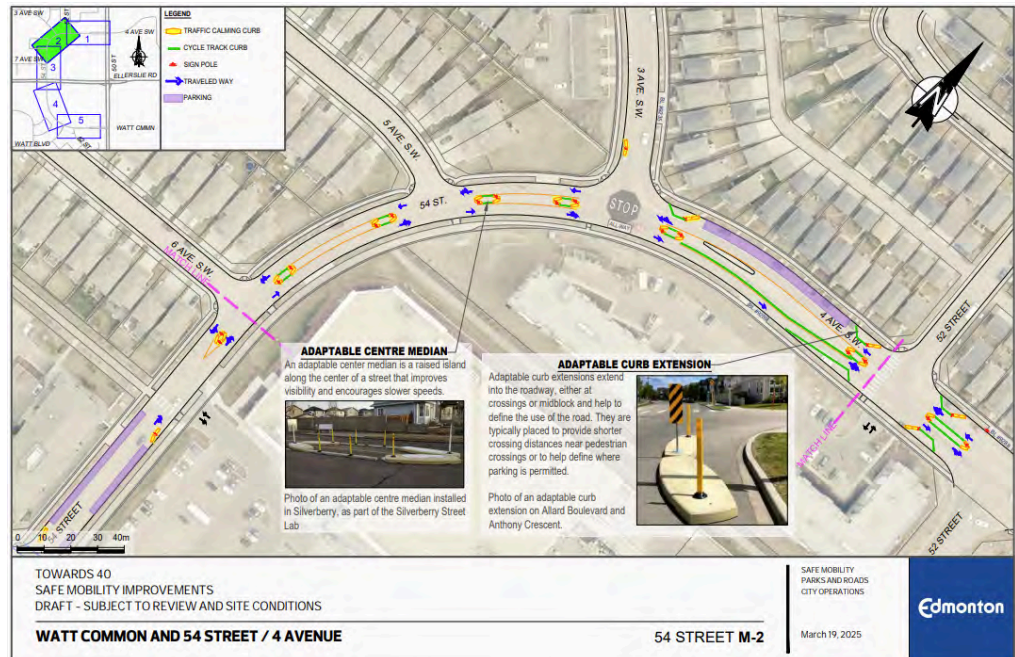
- The centre median option includes all the design features listed previously.
- Adaptable centre medians are used in most locations along Watt Common and 54 Street/4 Avenue.
- Adaptable curb extensions are used in select locations to define pedestrian crossings and/or parking in select locations.
- ETS buses stop in the traffic lane in most stops, which may briefly stop the flow of traffic to allow bus loading and unloading. This reduces delay as there is no wait to re-enter the stream of traffic and also helps to reduce speeds on the roadway.
- Parking areas are clearly defined and parking is removed where homes flank or back onto the road or where on-street parking is underutilized. More parking is removed in this option, please see the draft design to see these locations.

To view a larger image of the draft design, click the images to the right, OR visit

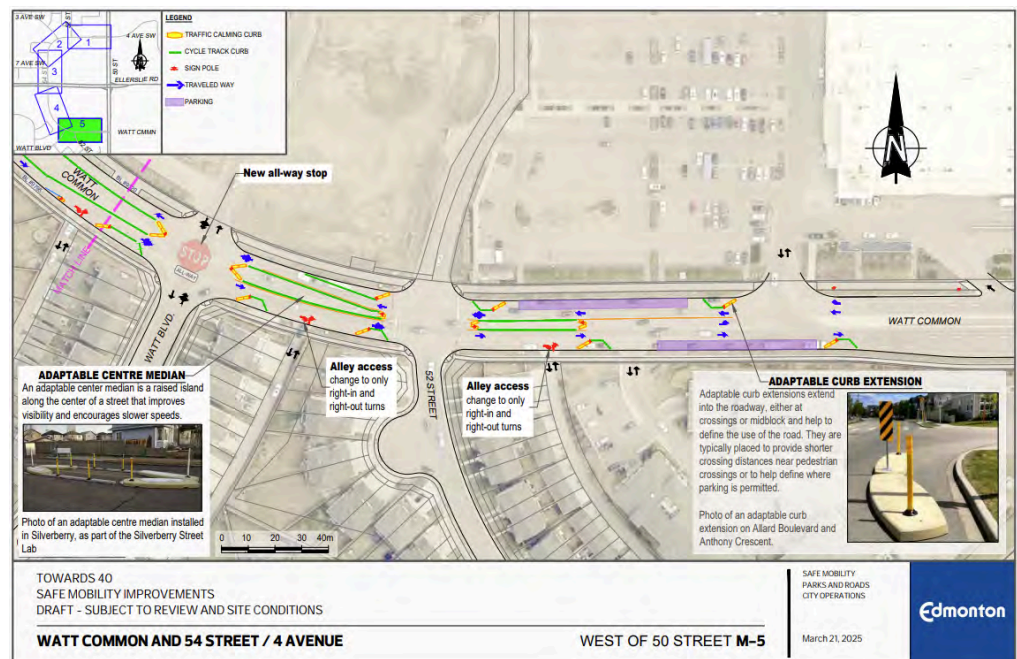
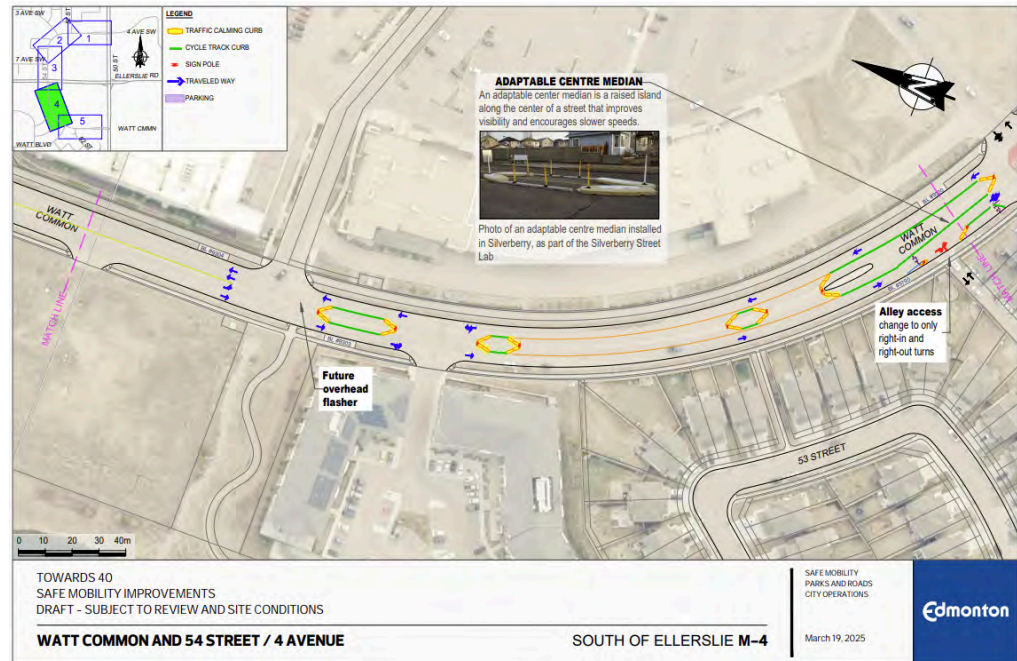
edmonton.ca/Towards40



To view a larger image of the draft design, click the images to the right, OR visit edmonton.ca/Towards40



To view a larger image of the draft design, click the images to the right, OR visit edmonton.ca/Towards40



SHARING DRAFT DESIGN: WHAT WE HEARD

What We Heard

In April 2025, residents and people who travel in the Watt Common and 54 Street/4 Avenue project area were invited to view the draft designs and share their feedback with the project team about how well they think each proposed design improves safety for all road users, whether they walk, bike, roll or drive.

The tables and summaries below show the comfort ratings and reasons behind the ratings for each of the following modes of travel (driving, walking/rolling and biking) along Watt Common and 54 Street/4 Avenue.

Watt Common and 54 Street/4 Avenue - Curb Extension Option

What We Heard:

Draft Design Comfort Ratings (n=65)

	% Comfortable	% Neutral	% Uncomfortable
Driving	44%	11%	43%
Biking	42%	17%	29%
Walking/Rolling	32%	14%	51%

Some totals may exceed 100% due to rounding and respondents' ability to select multiple answers.

Feedback on the curb extension draft design option was mixed. Approximately the same number of respondents shared they were comfortable and uncomfortable with the curb extension draft design option while driving. A higher number of respondents shared they were uncomfortable than comfortable with biking with this design. More respondents shared that they were comfortable walking/rolling than uncomfortable.

The themes below are an overview of some of the reasons that respondents gave for their chosen comfort ratings on the curb extension draft design option for driving, biking, walking and rolling on Watt Common and 54 Street/4 Avenue.

Rationale for Draft Design Ratings - Curb Extension Option:

- Respondents who shared comfortable ratings indicated the following themes:
 - Like the addition of the all-way stop at Watt Common and Watt Boulevard.
 - It will make people who drive slow down and people who walk more visible.
 - Like the intersection improvements that increase visibility.
 - The added pedestrian crossing lights should make crossing easier.
 - Curb extensions at 54 Street and 3 Avenue will help ensure people come to a stop at the intersection.

- Respondents who shared uncomfortable ratings indicated the following themes:
 - Difficult to see past parked cars.
 - Concerns about 54 Street and 7 Avenue as it is dangerous for all modes of travel, difficult to see with parked vehicles along the street.
 - Concerns that people who drive and people who bike are sharing the road.
 - Concerns that there is no dedicated infrastructure for people biking.
 - Concerns that the measures don't look good and are confusing.
 - Concerns that there will be increased wait times at the intersection of Watt Common and Ellerslie Road.

- Some respondents shared additional suggestions
 - Adding an all-way stop at 54 Street and 7 Avenue
 - Banning more parking
 - Add additional turning lanes
 - Increasing the no-parking distance from intersections to improve sightlines.

Watt Common and 54 Street/4 Avenue - Centre Median Option

What We Heard:

Draft Design Comfort Ratings (n=65)

	% Comfortable	% Neutral	% Uncomfortable
Driving	46%	9%	45%
Biking	32%	17%	40%
Walking/Rolling	55%	11%	33%

Some totals may exceed 100% due to rounding and respondents' ability to select multiple answers.

Feedback on the centre median draft design option was mixed. Approximately the same number of respondents shared they were comfortable and uncomfortable with this design while driving. A higher number of respondents shared they were uncomfortable biking under this design. More respondents shared they were comfortable while walking/rolling.

Rationale for Draft Design Rating - Centre Median Option:

- Respondents who shared comfortable ratings indicated the following themes:
 - Design will help people who drive to focus on the road especially near the curves.
 - Design will slow people who drive and provide better sightlines.
 - Like the overhead flasher at 54 Street, south of 6 Avenue.
 - Like the reduction of on-street parking.
 - Improves safety for people who walk and drive.
 - The centre medians make the all-way stop at 54 Street and 3 Avenue more visible.
- Respondents who shared uncomfortable ratings indicated the following themes:
 - The roadway appears very narrow.
 - Concern that measures are distracting and not pleasing to look at.
 - Prefer there to be a separated space for people who bike.
 - Concerns about snow clearing and desire for better snow clearing.

- Preference for spaces for people to park as there are a number of apartments in the area.
- Delay concerns at Watt Common and Ellerslie Road.
- Some respondents shared additional suggestions
 - Addition of an all-way stop at 54 Street and 7 Avenue.
 - An additional curb extension at 54 Street and 3 Avenue.
 - To increase the green light phase at Watt Common and Ellerslie Road.

FINAL DESIGN: WHAT WE DECIDED

The final design and project decisions were informed by key City policies and programs, technical considerations and public engagement for the Watt Common and 54 Street/4 Avenue project area.

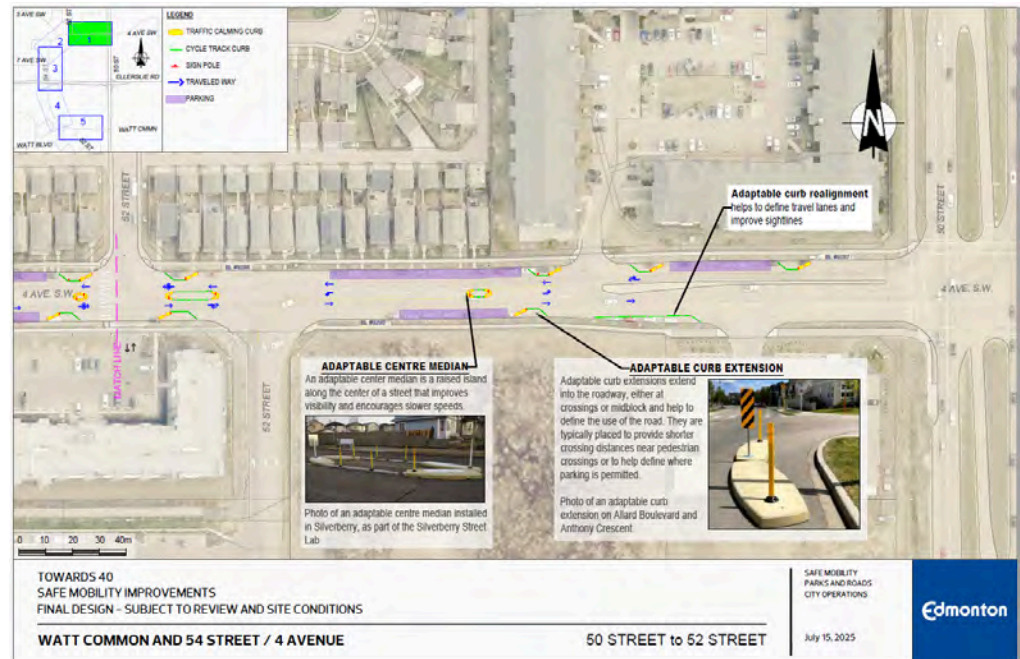
The final design below resembles the draft design - curb extension option with modifications made based on public and internal feedback. Some of the changes include updates to parking locations, updates to the Ellerslie Road intersection and adjustments to locations of curb extensions.

Please see the final design and final design features listed below.

*To view project history,
please visit
edmonton.ca/towards40*

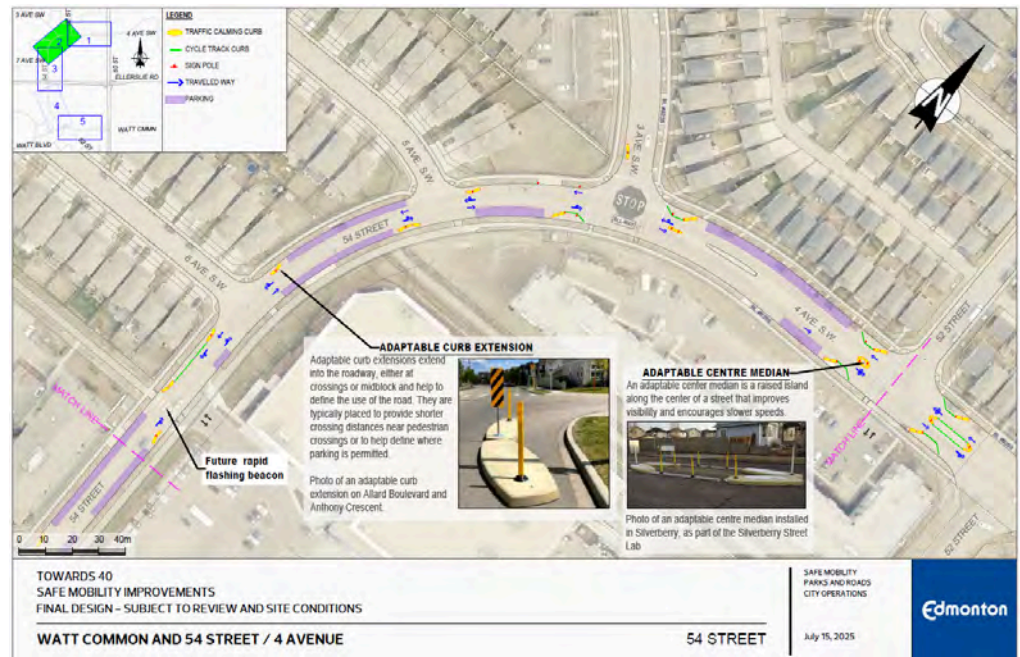
Watt Common and 54 Street/4 Avenue

Final Design:



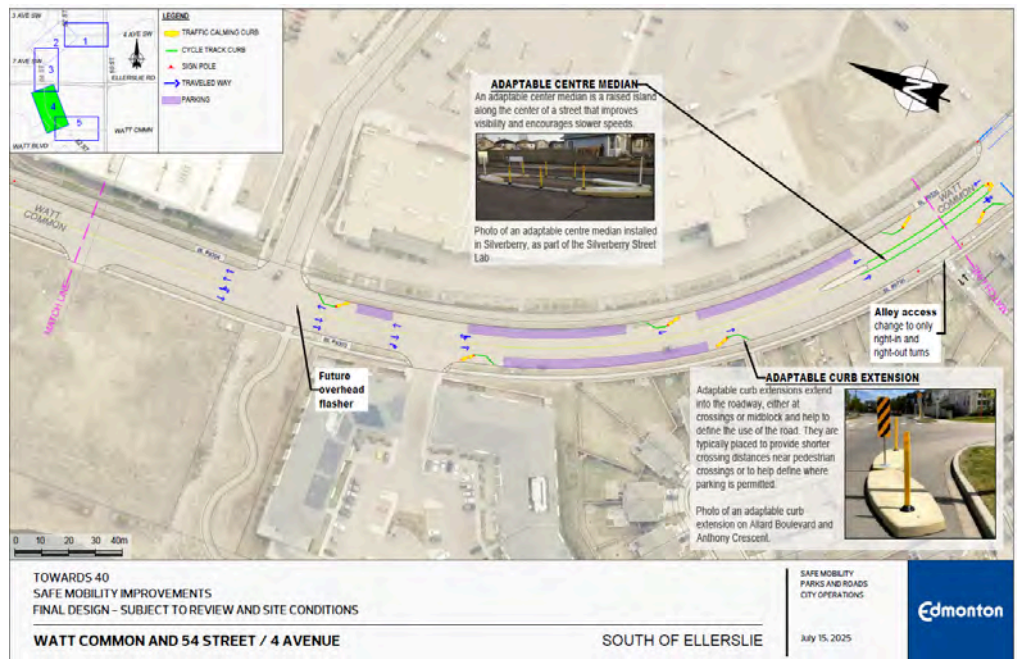
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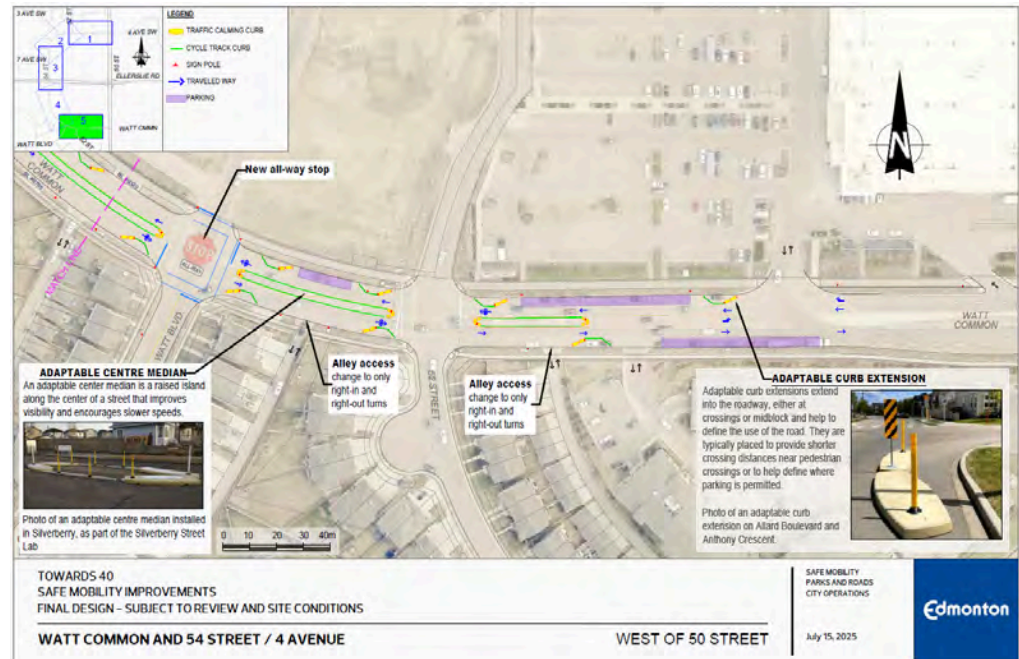




To view a larger image of the final design, click the images to the right, OR visit edmonton.ca/Towards40



To view a larger image of the final design, click the images to the right, OR visit edmonton.ca/Towards40



What We Decided:

The final design includes:

- A designated driving lane in each direction, aligned with the Complete Streets Design and Construction Standards and the 40 km/h speed limit.
- The operation of intersections near arterial roads will remain the same as they are today. This includes 50 Street and 4 Avenue, 50 Street and Watt Common, Ellerslie Road and Watt Common; and Ellerslie Road and 54 Street.
- A new all-way stop is added at the Watt Common and Watt Boulevard collector intersection.
- A rapid flashing beacon is added to the pedestrian crossings at 54 Street, south of 6 Avenue
- An overhead flasher is added to the pedestrian crossing at Watt Common, south of Ellerslie Road.
- A new crosswalk with curb extensions is added at 52 Street and 7 Avenue to increase visibility at the crossing.
- Centre medians and curb extensions are added near the 52 Street and 4 Avenue crossing.
- ETS bus stops will remain in their current locations.

- Parking areas are clearly defined in alignment with Bylaw 5590. Some on-street parking is removed where homes flank or back onto the road, or where parking is underutilized.
 - Project area will continue to be a Phase 1 Parking Ban area, where a parking ban can be declared during the winter season and remain in effect until the road has been cleared
- Alley access is changed to allow right-in and right-out turns in three locations along Watt Common.
- New shared pathway signage to more clearly identify the shared pathway that parallels the roadway
- Adaptable centre medians are used in some locations. An adaptable centre median is a raised island along the centre of a street that improves visibility and encourages slower speeds.
- Adaptable curb extensions are primarily used in the project area. Adaptable curb extensions extend into the roadway, either at crossings or mid-block and help to define the use of the road. They are typically placed to provide shorter crossing distances near pedestrian crossings or to help define where parking is permitted.

What We Considered:

- Public Input from the Gathering Information phase:
 - In this phase, themes shared from respondents in the project area included speeding, visibility issues due to parked cars and a need for improvements to crossings. There was a desire for additional traffic/pedestrian lights/measures and additional parking restrictions in locations including:
 - Watt Common and Watt Boulevard
 - Crossing near the Sobeys
 - 54 Street and 3 Avenue
 - Crossing near the Superstore
 - 52 Street and 4 Avenue
 - 54 Street and 7 Avenue
 - In the Sharing Draft Design Phase, the project team shared two options. In both options, respondents shared feedback on the draft design.

*Did you know...
The project team
incorporated safety
measures at each of these
locations.*

Did you know...

The project team reviewed existing bike routes and shared pathways exist throughout the project area. Please see the [Background Report](#) for more information.

- Respondents who shared comfortable ratings indicated that they liked the addition of the all-way stop at Watt Common and Watt Boulevard, they liked the improvement to increase visibility, and the added pedestrian lights and the curb extensions at 54 Street and 3 Avenue.
 - Respondents who shared uncomfortable ratings indicated concerns at 54 Street and 7 Avenue as dangerous for all modes of travel. Concerns included that people who drive and bike share the road, and wait times at Watt Common and Ellerslie Road.
- City Policies and Programs:
 - Towards 40, City Plan, Vision Zero, Safe Mobility Strategy, Speed Limit Reduction, For links to these policies and programs, please see the section in the report titled **CITY POLICIES, PROGRAMS AND TECHNICAL CONSIDERATIONS.**
 - Technical Requirements
 - The final design follows the Complete Streets Design and Construction Standards which provides direction on design elements.
 - The final design encourages more appropriate speeds in alignment with the 40 km/h residential speed bylaw.
 - In the final design, existing boulevards are used to store snow from the roadway and project area will be cleared as per the current Snow and Ice Policy.

FREQUENTLY ASKED QUESTIONS (FAQ)

The following is a summary of common questions or comments the project team heard through public engagement phases and/or common to the Towards 40 program.

General Questions:

The Towards 40 Program is focused on improving safety in areas where speeding and road safety issues have been identified. The program encourages safe driving habits and increases speed limit compliance using adaptable measures to improve safety, regardless of how one travels, moving Edmonton closer to our [Vision Zero](#) goal.

How is the Towards 40 program funded?

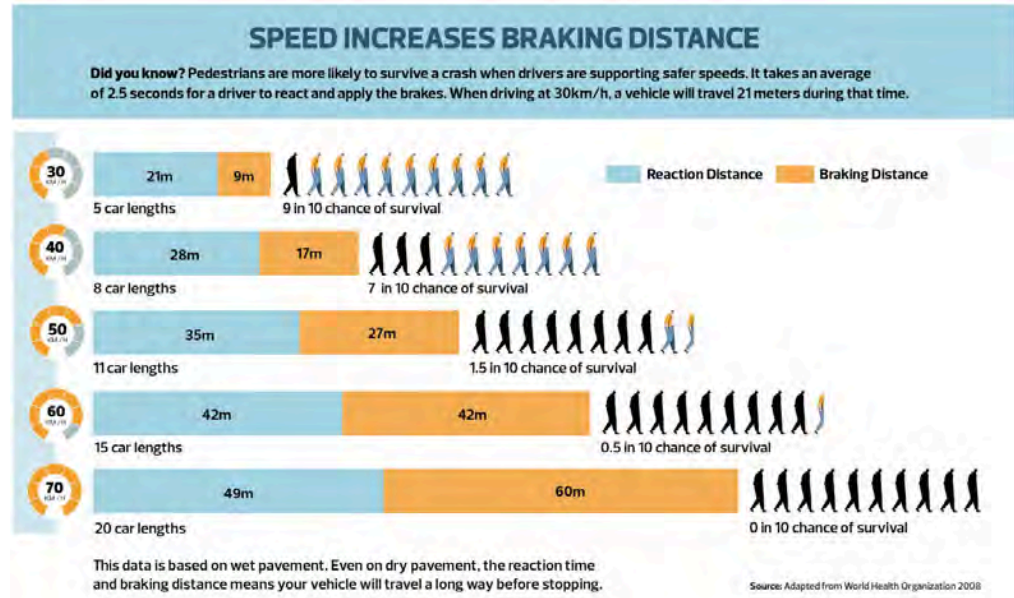
The Towards 40 Program, along with all other Safe Mobility projects, is funded through the Traffic Safety Automated Reserve (TSAER). The money in the reserve comes from the revenue that the City receives from automated enforcement and tax levy. All programs and projects funded through TSAER are important in advancing the City towards the Vision Zero goal of zero traffic-related fatalities or serious injuries by 2032.

The Towards 40 program aligns with the Safe Mobility Strategy Key Theme of Community of Safe Communities by working with communities, nearby businesses and relevant stakeholder groups to enhance the safety of identified roads by increasing speed limit compliance and safe driving behaviours.

Why can't you raise the speed limit to 50 km/hr?

In 2021, Council changed the default speed limit to 40 km/h on most residential and downtown streets across Edmonton. The speed limit reduction resulted in [statistically significant reductions](#) of 25% of overall collisions and 31% of injuries and fatalities. Reducing residential speeds make our streets calmer, quieter and safer for people walking, biking, driving and enjoying their neighbourhood.

Slowing down gives us more time to react to the unexpected, reduces unnecessary tragedies on our roads, and has very little impact on travel times. The city-wide default speed limit of 40 km/h helps us reach our goal of Vision Zero; zero traffic-related fatalities and serious injuries in Edmonton by 2032.



What will happen to the adaptable measures during the winter months? Will the roads in the project area still be accessible for emergency vehicles, waste collection vehicles etc. in the winter months?

The design is developed to ensure safety and livability on the street year-round and will be accessible for all vehicles, including emergency and waste collection vehicles, as per the [Complete Street Design and Construction Standards](#). Snow clearing will occur on the roadways as per the current Snow and Ice Policy.

Why wasn't dedicated bike infrastructure included in the design?

The project team reviewed the project area for existing bike routes. There are existing district connector routes and neighbourhood routes that serve the project area. This includes a shared pathway that is located along Watt Common, 54 Street and 4 Ave SW. For more information, review the [Background Report](#) at edmonton.ca/Towards40.

WHAT IS NEXT

Adaptable measures, as shown in the final design, will be installed on Watt Common and 54 Street/4 Avenue summer 2025.

The City will evaluate the project area to see how speed limit compliance and safety has changed for people who walk, bike, roll or drive since the installation of the adaptable measures.