



Vision Zero Street Labs

Public Notice

VISION ZERO

Edmonton

Wild Rose Vision Zero Street Lab Installation

New traffic safety measures are coming to **Wild Rose**! The City of Edmonton is now ready to begin installing your neighbourhood Vision Zero Street Lab.

Community Traffic Safety Concerns: What We Heard

Traffic safety issues were identified in Wild Rose and, to understand these concerns, the City conducted public engagement from May 22 - June 12, 2024 to gather community expertise about lived experiences and the locations of traffic safety concerns. The What We Heard report that outlines the public feedback is available on edmonton.ca/StreetLabs. The City used the public feedback along with collected traffic data, City design standards, federal/provincial transportation infrastructure legislation and engineering technical expertise to create a Street Lab plan for Wild Rose.

Street Lab Plan

The Wild Rose Street Lab plan, which is outlined in the table below, has been designed to best improve traffic safety in the area. The measures will be installed by June 30, weather and resource permitting. Please note that traffic calming measures may be installed at different times.

Installation and Location	Benefit	Example of the Traffic Calming Measure
<p>Safety concerns identified: Speeding and racing along collector loop of 37A Avenue, 31A Street and 34 Avenue; speeding along 23 Street from 38 Avenue arterial road; pedestrian safety and crossing concerns; parked cars affecting visibility along 19 Street and 35A Avenue</p> <p>What We're Installing: Curb extensions at:</p> <ul style="list-style-type: none"> • 34 Avenue at 21 Street (2) • 34 Avenue at 28 Street (2) • 31A Street at 36A Avenue (2) • 37A Avenue and 19 Street • 19 Street at 35A Avenue • 19 Street at 35 Avenue • 35A Avenue at 20 Street • 23 Street at Wild Rose Way (2) 	<p>Curb extensions narrow the street in order to:</p> <ul style="list-style-type: none"> ✓ Improve safety and visibility of the pedestrians crossing the roadway by shortening crossing distance and encouraging slower turning speeds. ✓ Prohibit people from parking close to the crosswalk, creating clearer sightlines for all road users. 	
<p>Safety concerns identified: Speeding and racing along collector loop of 37A Avenue, 31A Street and 34 Avenue; speeding onto 34 Avenue from 17 Street arterial road; pedestrian safety.</p> <p>What We're Installing Centre medians at:</p> <ul style="list-style-type: none"> • 34 Avenue at 19 Street (2) • 31A Street at 36B/37A Avenue • 37A Avenue at 22 Street 	<p>Centre medians narrow the street in order to:</p> <ul style="list-style-type: none"> ✓ Slow vehicles and encourage safer speeds. ✓ Keep drivers in the proper lane. Reduce pedestrian-vehicle conflicts by providing clear vehicle lanes, as well as giving pedestrians a safe refuge across each travel lane. 	
<p>Safety concerns identified: Speeding and pedestrian safety along 35A Avenue.</p> <p>What We're Installing Rubber speed hump at:</p> <ul style="list-style-type: none"> • 35A Avenue between 21 Street and 22 Street 	<p>Rubber speed humps can help:</p> <ul style="list-style-type: none"> ✓ Slow vehicle speeds ✓ Discourage shortcutting through the neighbourhood ✓ Reduce the risk of serious crashes ✓ Increase(s) safety for people walking, biking and rolling 	



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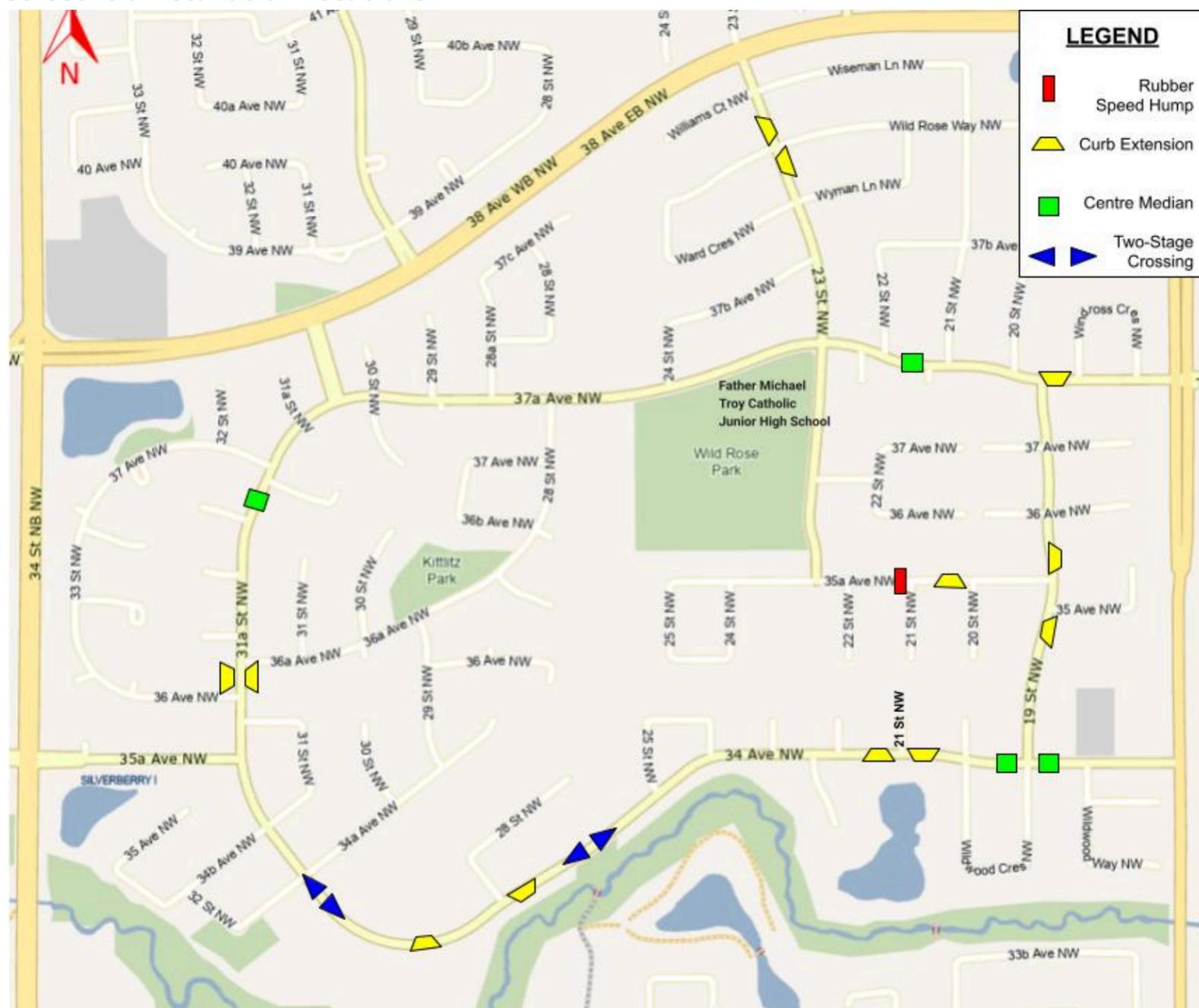
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Installation and Location	Benefit	Example of the Traffic Calming Measure
<p>Safety concerns identified: Speeding and pedestrian safety concerns at shared use path crossings along greenbelts</p> <p>What We're Installing Two- stage crossings at:</p> <ul style="list-style-type: none"> • 34 Avenue west of 25 Street • 34 Avenue east of 34A Avenue 	<p>A two-stage crossing will:</p> <ul style="list-style-type: none"> ✓ Encourage slower speeds. ✓ Reduce the crossing distance. ✓ Increase crossing opportunities, allowing people to cross one lane at a time. ✓ Improve visibility of people crossing the street. 	

Street Lab Installation Locations



Next Steps:

After the Street Lab is installed, the City will continue to monitor traffic data in the area to determine if any adjustments are needed. Community members can inform the City about any operational challenges or maintenance needs related to the installed Street Lab measures by calling 311.