



Jasper Avenue, 109 Street to 124 Street Streetscape Design Details

Public Event Today – Everyone Welcome!

January 31, 2019 | 5:00 to 8:00 p.m.

Please come in to:

- Learn about the Imagine Jasper Avenue project
- View the design details for Jasper Avenue
- Get your questions answered by City of Edmonton staff and consultants

The logo for the City of Edmonton, featuring the word 'Edmonton' in white, sans-serif font on a dark blue square background.

Edmonton



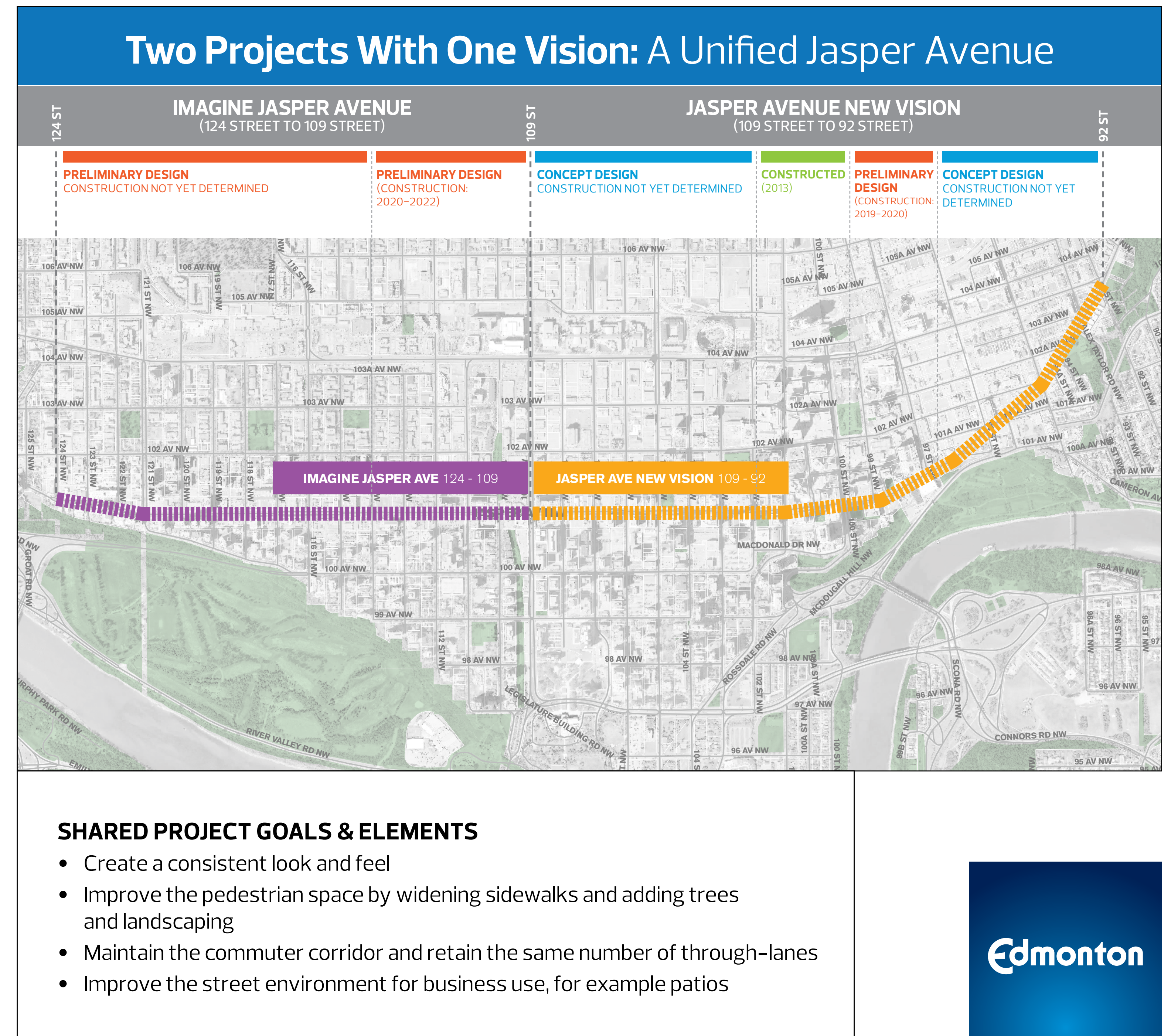
The Future of Jasper Avenue

Two related projects: **Imagine Jasper Avenue** and **Jasper Avenue New Vision** are underway aimed at making Jasper Avenue a key destination.

The objective of the two projects is to redevelop Jasper Avenue with a unified vision. To achieve this, each project will share common goals and streetscape elements.

Designs for Jasper Avenue east and west of 109 Street are influenced by the function of each area:

- West of 109 Street will be community focused as it is central to the Oliver neighbourhood
- East of 109 Street will be designed to be part of the downtown business core





How Decisions Were Made

The decisions for the design of Jasper Avenue were informed by City Council policies, public and stakeholder input and technical studies.

City Policy: The Main Streets and Complete Streets Design and Construction Standards were used to inform the design parameters and to ensure a consistent approach to designing the City's main streets.

Public Input: Vision and Guiding Principles were developed to align with input gathered through public events, stakeholder meetings and Community, Business, Resident Committee (CBRC) meetings.

Technical Studies: Market analysis, drainage review, collision and traffic analysis was completed to determine current and future requirements.

Vision and Guiding Principles

Vision: Jasper Avenue is Edmonton's premier Main Street – a people place

Guiding Principles:

- Create a vibrant, all-seasons destination
 - A safe place for gathering for all ages and abilities
- Shape a community street
 - Celebrate the history and diversity of its people
- Put pedestrians first, ensuring travel options
 - Walking, cycling, transit and vehicles
- Increase the green
 - Enhance and beautify the street with trees and planting
- Consider the big picture
 - Reinforce connections and promote quality development



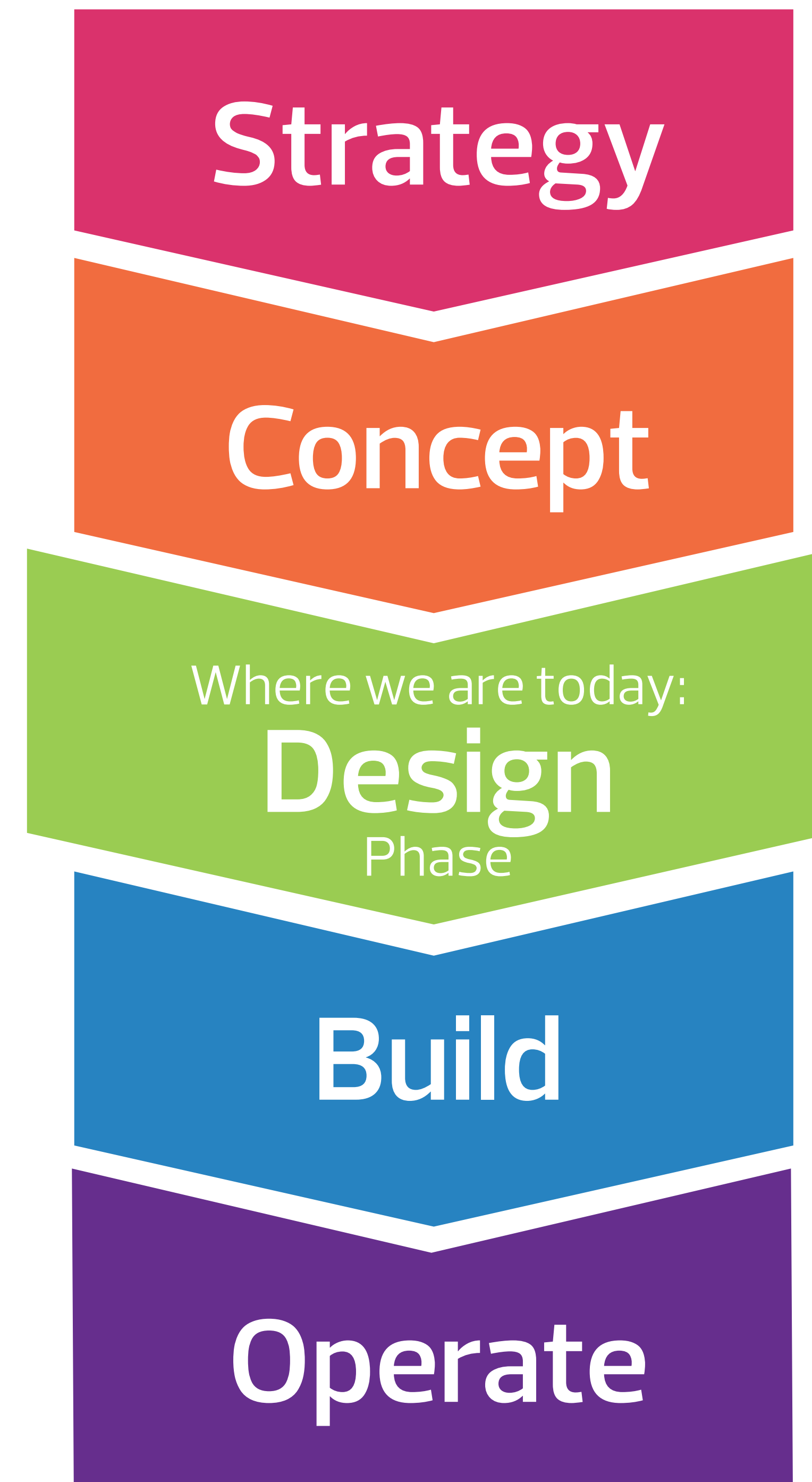
Project Overview

Imagine Jasper Avenue

Project Goal: To design an innovative, vibrant and relevant streetscape that will strive to balance the needs of the community, commuters, businesses and visitors.

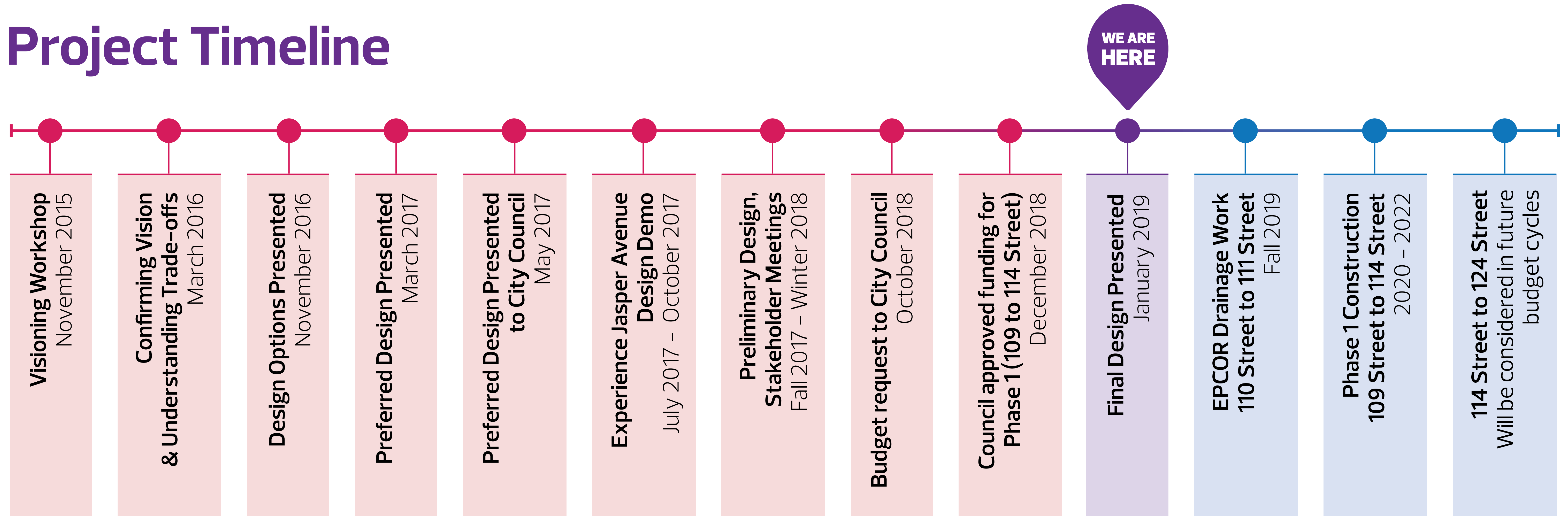
Project Timelines:

Streetscape Concept Plan June 2015 – March 2017
Preliminary and Detailed Design..... Fall 2017 – Summer 2019
Anticipated Construction Start..... 2019





Project Timeline



Next Steps

- EPCOR drainage work (110 to 111 Street) planned to begin Fall 2019
- Pre-Construction Information Event for streetscape construction anticipated in 2020

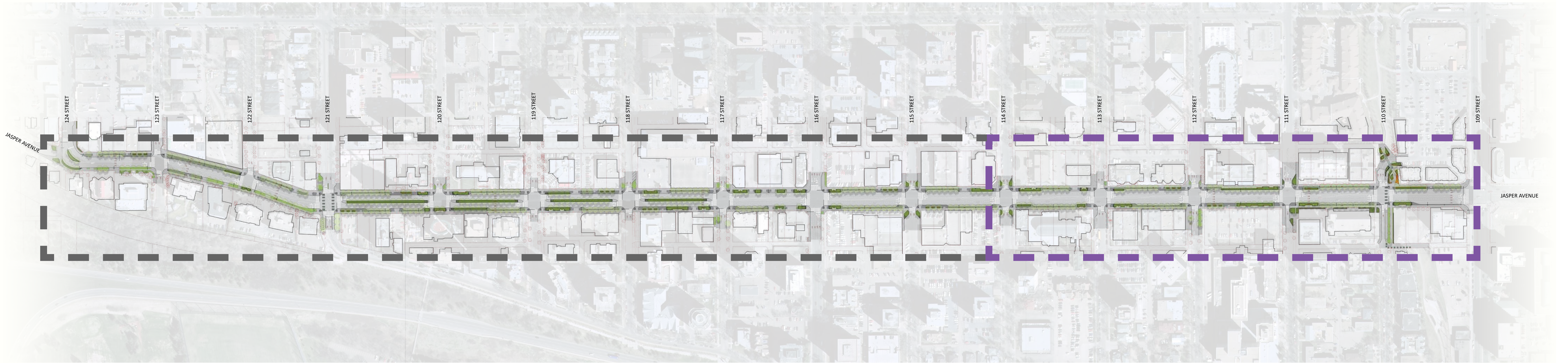




THANK YOU!

Thank you to the members of the public, business owners and operators, property owners and developers, area residents, and commuters who took the time to contribute critical input, local knowledge and experiences to help shape the future of Jasper Avenue.

IMAGINE JASPER AVENUE



PHASES 2 & 3 - UNFUNDED

124 STREET TO 114 STREET

WILL BE CONSIDERED FOR FUNDING
IN FUTURE BUDGET CYCLES

PHASE 1 - FUNDED

114 STREET TO 109 STREET

DRAINAGE WORK STARTS IN 2019
STREETScape WORK STARTS IN 2020

IMPLEMENTATION • SCOPE & TIMELINE