

MAIN STREETS GUIDELINES

MARCH 2016

The idea of a Main Street evokes nostalgic images of our past. Almost universally, they are recognized as the traditional core of a community's cultural, social and economic life. They define who we were and who we are. They are a place for people.

What makes a vibrant Main Street?

Main Streets are both important **places** and important transportation **links**. These functions need to be in balance when looking at main streets.

- **Main Streets** are important transportation routes
- **Main Streets** act as strong community places and tie into business and community revitalization
- **Main Streets** support a mix of street-oriented land uses
- **Main Streets** are designed and maintained to an enhanced standard

Main Streets Guideline Background

In November 2014, Council moved to revise the Complete Streets policy to define and designate the City's "Main Streets". These streets will be designed and reconstructed to a higher standard, better balancing the needs of all users, with pedestrians given priority.



How do Main Streets relate to Complete Streets?

Main Streets are enhanced Complete Streets.

Edmonton's Complete Streets Guidelines state that all streets are designed to be Complete Streets, however did not list the City's high-profile Main Streets or provide detailed guidelines for enhancing the streetscape. The Main Streets Guideline addresses this gap and is an addition to the Complete Streets Guidelines.

The guideline for designing Edmonton's Main Streets was created in winter 2015. It will be used by City staff and consultants, who will work closely with the public, in the planning and design of Main Streets. Main Street elements break down into zones as shown in the below image.

Illustration of zones on a main street





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How are Main Streets different?

Main Streets are different than Complete Streets in some key ways.

Main Streets are pedestrian priority streets

- Designed to improve the pedestrian experience
- Entice people to linger on the street by widening sidewalks
- Provide additional space for street furniture and landscaping
- Buffer pedestrians from traffic



In Main Street planning and construction, motor vehicle space is not increased

- Prioritize moving people not just motor vehicles
- Enhance and rebalance the environment for pedestrians, cyclists and transit users

The Main Streets Guideline designates a flexible space



- Provide space for a variety of uses - patios, transit shelters, boardwalks, parklets etc.
- Include an area for temporary businesses like food trucks or street vendors

Edmonton's Main Streets

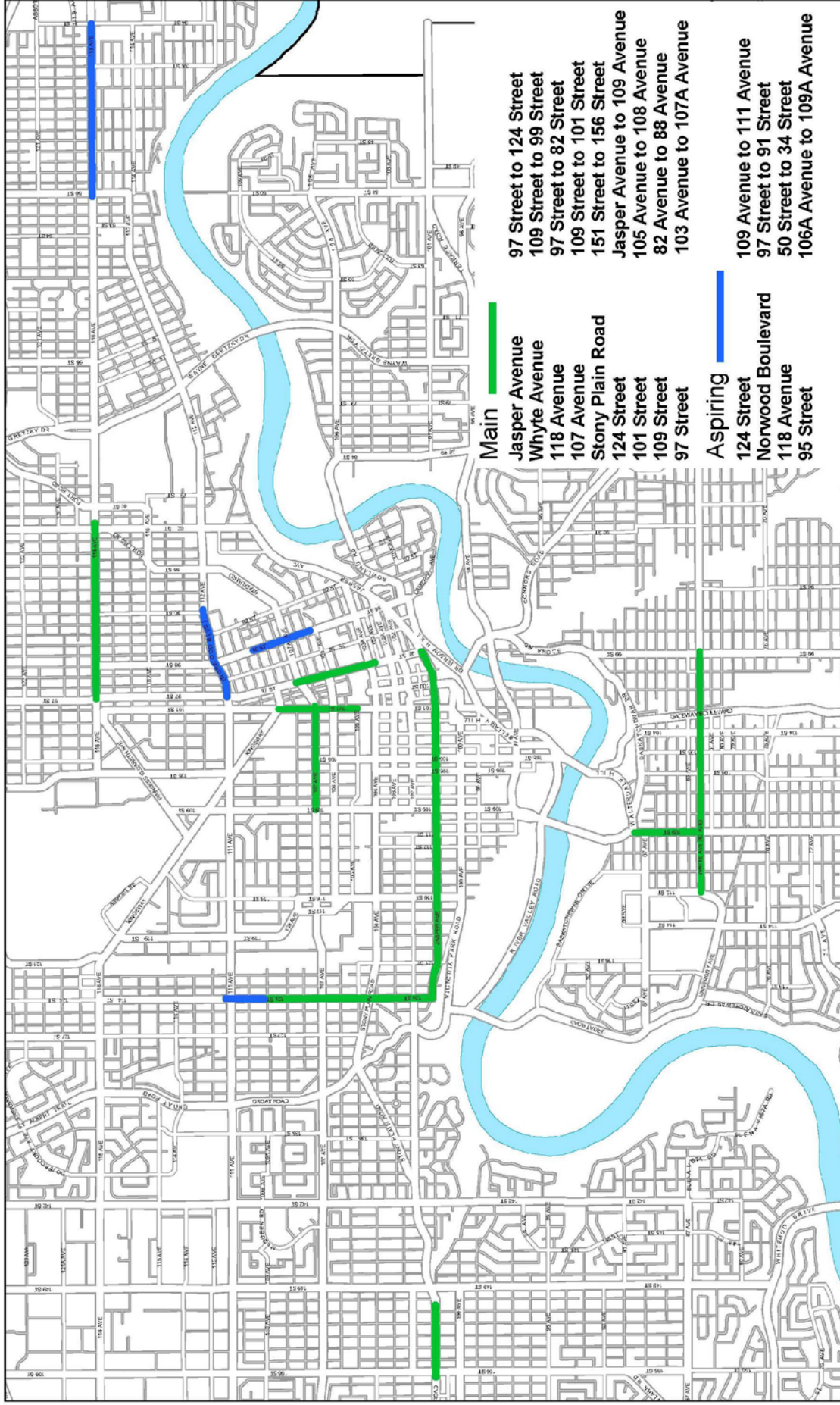
Main Streets must meet three qualifying criteria over a distance of at least 350 meters:

1. **Street Oriented Buildings:** at least 45% of buildings are situated adjacent to the street and there are at least 4 doorways for every 100 meters.
2. **Link:** daily traffic volumes are between 10,000 and 35,000 vehicles per day.
3. **Active Land Uses:** there are at least 3 commercial businesses for every 100 meters.

Using these criteria, the map below shows Edmonton's currently identified Main Streets. This is a living inventory as neighbourhoods are always changing.

The map also showcases, "Aspiring Streets", which do not quite meet all of the qualifying criteria but have been identified as streets with unique character and significance. With support from land use planning, an Aspiring Street could evolve into a Main Street.

Edmonton's Main Streets



For More Information:

Visit: www.edmonton.ca/OurMainStreets
www.edmonton.ca/CompleteStreets

Call: 311