

# What We Heard Report:

Jasper Avenue New Vision  
Phase 3: 102 Street to  
109 Street

107 Street Streetscape: 99  
Avenue to Jasper Avenue

**May 25 – June 10, 2026**

**ADVISE**

**SHARE** YOUR VOICE  
**SHAPE** OUR CITY

**Edmonton**

# What We Heard Report:

## Jasper Avenue New Vision

### Phase 3: 102 Street to 109 Street

### 107 Street Streetscape: 99 Avenue to Jasper Avenue

May 25 – June 10, 2026

#### Table of Contents

**3** .....Land Acknowledgement

**3** .....Project Overview

**4** .....Public Engagement

**6** .....What We Heard

**9** .....Next Steps

*Click on the topic to jump to that section.*

## 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 the nêhiyaw / Cree, Dene, Anishinaabe / Saulteaux, 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

Jasper Avenue New Vision was approved in 2011. Phase 1 construction from 100 Street to 102 Street took place in 2013 with Phase 2 construction, from 97 Street to 100 Street, completed in 2022. The current phase, from 102 Street to 109 Street, continues this work westward down Jasper Avenue. In addition to enhancing the streetscape, the project includes the LRT station entrance improvements and the structural rehabilitation of the Corona and Bay/Enterprise stations.

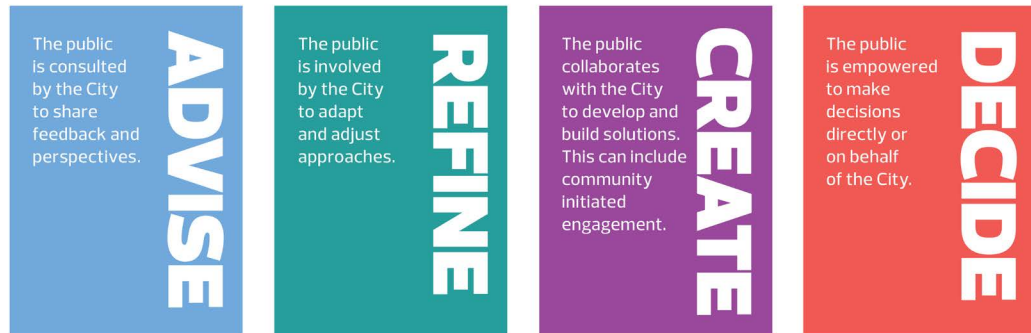
The 107 Street Streetscape project, from 99 Avenue to Jasper Avenue, will create a design that recognizes the uniqueness of 107 Street while tying into the Jasper Avenue design.

Proposed elements for each project include:

- + Wider sidewalks
- + A roadway cross-section that maintains the same number of through lanes on both Jasper Avenue and 107 Street
- + Tree planting and landscaping
- + Streetscape improvements, including street furniture and lighting

# Public Engagement

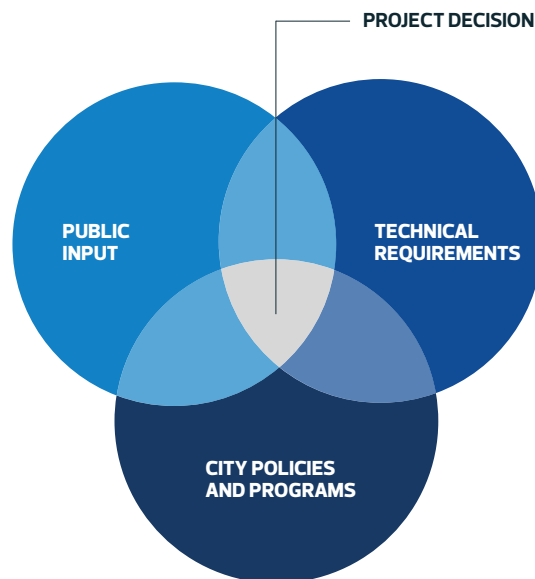
This engagement activity was at the **ADVISE** level on the City's public engagement spectrum.



## Decision making process

When making decisions, there are three considerations: City policies and programs, technical requirements and public input.

These inputs will be considered as the project moves forward to finalize the design.



## Public engagement activities

The public engagement opportunities were designed to introduce businesses, community members, and other interested parties to the project and proposed designs for the project area along Jasper Avenue and 107 Street. These activities provided participants with an opportunity to learn about the project's objectives, scope, timelines and potential impacts, ask questions of the Project Team and provide feedback on the designs.

Feedback was collected through an online survey, comments received on sticky notes at a public engagement event, meetings with property owners and other interested parties, as well as feedback communicated directly to City Project Team members.



- + **Online Survey** – A survey was available from May 25 to June 10, 2026, on the project webpage at [edmonton.ca/JasperAvenueNewVision](https://edmonton.ca/JasperAvenueNewVision). There were 74 responses.



- + **Public Engagement Event** – The event was held at the Matrix Hotel on June 3, 2026 from 3:30 to 6:30 p.m. There were 110 attendees at the event.



- + **Interested Party Meetings** – The invitation to meet with the Project Team was extended to adjacent property owners whose properties would be directly affected by the proposed changes. Meetings were held with several property owners to obtain feedback during planning.

Awareness for the event was generated by:

- + Postcards delivered directly to mailboxes in the surrounding neighbourhood
- + Signage placed in and around the project area
- + ePostcards sent to identified property owners in the project area

# What We Heard

## Public Feedback: Online Survey and Public Engagement Event

The public event and online engagement activities asked respondents about what the City should consider as it finalizes the design for both Jasper Avenue New Vision: Phase 3 and 107 Street Streetscape, LRT station entrances priorities, and to reflect on the LRT station entrances design principles.

### Jasper Avenue New Vision

Respondents emphasize creating a safer, more walkable Jasper Avenue through improved pedestrian crossings and connections, increased tree canopy for shade and beautification, and attractive, well-designed public spaces. They also value maintaining on-street parking, loading zones, traffic flow, and vehicle access, while minimizing construction impacts on businesses. Participants support patio spaces, a vibrant street environment, and comfortable transit amenities.

Feedback also highlights the importance of welcoming, well-maintained public spaces with seating, waste receptacles and enhanced lighting. Respondents encourage improving underused spaces and strengthening alley connections to create more inviting and connected areas along the avenue.

### 107 Street Streetscape

Respondents emphasize creating a greener, safer, and more walkable 107 Street by preserving mature trees, adding greenery and shade, improving accessibility, and creating welcoming public spaces. Feedback also highlights the importance of using durable materials, creating strong connections to O-day'min Park and other area destinations, and ensuring ongoing maintenance and cleanliness.

Respondents also value maintaining transportation and business access, including traffic flow, parking, and loading zones/delivery areas, while balancing pedestrian and cycling improvements. Views on bike lanes vary: some support stronger cycling connections and safer intersections, while others are concerned about impacts on roadway space, traffic capacity, parking and vehicle access. Participants also emphasize a desire to minimize construction impacts, retain weather-protected transit amenities, and support outdoor dining.

## LRT station entrance renovations

Respondents emphasize creating safer, more secure, and welcoming LRT station entrances through improved lighting, visibility, clear sightlines, and visible security measures. Applying Crime Prevention Through Environmental Design (CPTED) principles—such as reducing blind spots and discouraging loitering—was also identified as important to supporting the safety and comfort of all users.

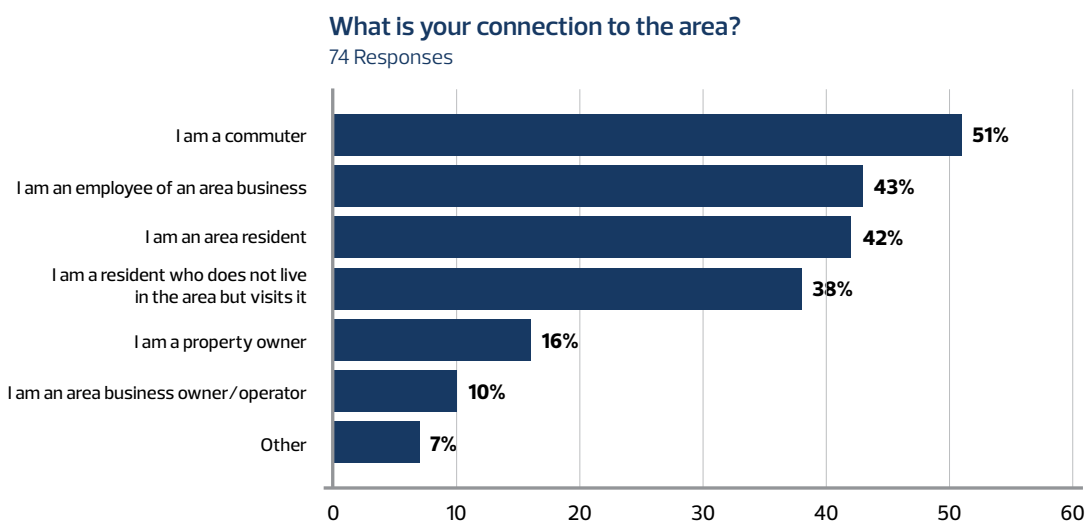
Participants also support accessible, attractive, and durable station entrances with reliable elevators and escalators, wider entrances, tactile surfaces, and other mobility-friendly features. Natural light, transparent design, public art, greenery, clear signage, and durable, easy-to-maintain materials are valued, along with improved wayfinding, pedestrian flow, and year-round usability. Feedback also highlights supporting cycling access and minimizing impacts on station and business access during construction.

## Key design principles

Respondents place the greatest emphasis on creating safe, welcoming, accessible and easy-to-navigate LRT station entrances. Priorities include improving lighting and visibility, addressing safety and security concerns, supporting intuitive pedestrian movement and wayfinding, and ensuring station entrances are comfortable and functional year-round for people of all ages and abilities.

Participants also value durable, attractive, and easy-to-maintain station environments, with landscaping, public art, and other features that contribute to a positive public realm. Feedback highlights the importance of long-term maintenance and cleanliness, as well as minimizing construction impacts on surrounding businesses and coordinating work efficiently.

## Survey Respondents' Connection to Project Area



## Interested Party Meetings

Business and property owners and area associations were generally supportive of the project and its proposed streetscape improvements. Feedback focused on maintaining access to businesses and properties, including loading, drop-off and parking needs, while considering safety, accessibility, landscaping and ongoing maintenance. Participants also emphasized minimizing construction impacts and maintaining communication and coordination as the project advances.

## Next Steps

The project team will consider feedback received and make adjustments to the designs, where possible. The concept designs for both Jasper Avenue New Vision Phase 3 and 107 Street Streetscape will be finalized in 2026 and will be shared in spring 2027.

Visit [edmonton.ca/JasperAvenueNewVision](https://edmonton.ca/JasperAvenueNewVision) for more information.

| **SHARE** YOUR VOICE  
**SHAPE** OUR CITY

**Edmonton**