

- Wayfinding signs and business zones colour-coded to make access easier
- Wayfinding maps, printed and provided to businesses to give to customers
- Street team to assist with wayfinding, answer questions
- Shuttle service to transport people to the bus stops located at each end of the 95 Avenue closure to help seniors and those with mobility challenges

WHAT HAPPENS NEXT

Temporary Closure to Vehicle Traffic on 95 Avenue

Starting April 28, 95 Avenue will close to vehicle traffic. This closure will last until the end of November or early December (weather dependent). Pedestrian access on 95 Avenue will be maintained.

TransEd will stay in close contact with the Strathearn Community League, area businesses and faith organizations, and Montgomery Legion Place seniors' centre in order to adapt signage, wayfinding, advertising and promotions throughout the 2019 construction period.

In 2020, work on 95 Avenue will include landscaping and some work along the rail line.

DURING THE CLOSURE

Please contact TransEd with any concerns about the construction.



Report Back to the Strathearn Community

April 2019

Call or Text: 780-224-0964 Email: info@transedlrt.ca

Construction notices will be posted to transedlrt.ca – sign up to receive the e-newsletter (sign up located at the bottom of every web page).

Thanks for your patience as we build this important transportation infrastructure.



WHAT WE HEARD

Responses Received

On February 9, a drop-in session was attended by 211 local residents and business owners to discuss a proposal to temporarily close 95 Avenue this year from April to the end of November. The full closure allows TransEd to complete the required major works and return new roads and sidewalks back to the community by end of 2019, a full year faster than currently planned. Information about what was proposed is available on the TransEd website: transedlrt.ca/resources/strathearn-community-proposed-temporary-full-closure/. Comments at the meeting reflected opposition to the proposal.

From February 9 to 18, TransEd also gathered feedback from residents and businesses in the Strathearn area. 544 public questionnaires or online survey responses were received. 55% of respondents identified as being a Strathearn resident or worker.

TransEd provided information to, and heard from, 16 Strathearn business owners.

Five letters were received by TransEd from the Strathearn Community League, Holyrood Community League, United Church, and 87 Street businesses.

Comments

From the questionnaires/online survey:

- A significant majority of concerns expressed were about the viability of small businesses on 95 Avenue. Concerns were also expressed about the impact on access to school, church functions, businesses during construction.
- Concerns about ETS service, bus stop closures and the increased on-foot travel to reach open bus stops at either end of 95 Avenue.
- Concerns about increased traffic through the neighborhood as a result of motorists detouring.
- Concerns about neighbourhood parking.
- Several requests were made for traffic controls at the intersection of 85 Street and Strathearn Drive.
- A significant majority of respondents did not support a temporary full closure of 95 Avenue. Many indicated they might be okay with a closure, however, if something was done to help the businesses.
- Community asked for more frequent communication from TransEd.

From the 16 businesses consulted:

- Businesses are suffering from the ongoing construction that has been occurring in their neighborhood due to both neighborhood renewal and now LRT construction.
- Businesses do not trust any contractor, and believe the work on 95 Avenue will take longer than expected.

- Businesses are concerned that pedestrian traffic will be reduced due to construction and detouring.
- Business owners expressed a preference for maintaining east-west traffic over north-south, and therefore did not support a temporary full closure of 95 Avenue.

Suggestions Made by Businesses to Improve the Full Closure Proposal:

Advertising - Advertise outside of the local Strathearn community and generating publicity focused on good news or public interest stories.

Maps and wayfinding - Develop maps that could be provided to business owners to give to customers at the door, or by email, on-line etc. that show access to businesses.

Signage and wayfinding - Develop maps that could be installed at key locations on nearby streets that show detour routes to businesses. Use consistent theming to help navigate to each of the three business districts, and consider creating coloured screening to line fences.

No parking - Restrict parking on 87 Street, and perhaps other streets, to mitigate traffic congestion on detour routes.

Transportation - Provide alternate transportation, such as golf carts, for mobility challenged pedestrians during the summer along 95 Avenue to increase east and west connectivity to bus stops at either end of 95 Avenue and to adjacent business districts.

Temporary traffic signals - Business owners asked TransEd to work with the City to determine if a temporary traffic signal can be installed at 85 Street and Strathearn Drive.

WHAT WE DID

Met with Businesses April 11

On April 11, TransEd and City officials met with businesses to talk about ways to support the local economy during construction. Ideas to help promote the area included:

- Strathearn business website, strathearn.biz
- Online content and advertising
- Print advertising
- Bus bench advertising in the Strathearn area
- Portable sign advertising in the Strathearn area
- Three special events, designed to attract people and celebrate the Strathearn community