



## Imagining Jasper Avenue as Edmonton's Main Street

*Councillor McKeen kicks off a unique form of public engagement*

June 29, 2016

Edmontonians are being asked to 'frame' Jasper Avenue from 109 to 124 Street as part of a unique public engagement project underway ahead of reconstruction of Edmonton's premier Main Street.

Councillor Scott McKeen introduced three interactive public art pieces, in the form of metal frames, at the launch of the newest phase of the Imagine Jasper Avenue project.

Passersby are asked to take a picture and share it, along with their thoughts, on Twitter and Instagram with #ImagineJasperAvenue.

"These frames invite all Edmontonians to start envisioning Jasper Avenue differently, to consider how they would change our shared public space for the better," said Councillor McKeen.

The frames were made in partnership between the Imagine Jasper Avenue project team, CITYmab and local artist Naomi Pahl. Frames were piloted as part of another project on Jasper Avenue in 2015. The use of frames for the Imagine Jasper Avenue project aims to build on the success of that pilot to engage people who are using Jasper Avenue and to continue a discussion online.

"As people walk along Jasper Avenue and encounter the frames, we hope they see how it 'frames' what is currently there and leads them to ask what could be there when Jasper Avenue reclaims its historic position as Edmonton's Main Street," said Satya Gadidasu, project lead.

The frames are located at:

- 112 Street and Jasper Avenue, on the north side of Jasper Avenue
- 111 Street and Jasper Avenue, on the north side of Jasper Avenue
- 119 Street and Jasper Avenue, on the south side of Jasper Avenue

They will be out on Jasper Avenue for approximately one month.

The section of Jasper Avenue from 109 Street to 124 Street is slated for full reconstruction beginning in 2018. The purpose of the Imagine Jasper Avenue project is to envision an innovative, vibrant and relevant streetscape that will strive to balance the needs of the community, commuters, businesses and visitors. The project began in September 2015 and is anticipated to conclude at the end of 2016, with the presentation of the preferred concept streetscape plan.

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### For more information:

Project website: [edmonton.ca/ImagineJasperAvenue](http://edmonton.ca/ImagineJasperAvenue)

City of Edmonton's Main Streets Guidelines: [edmonton.ca/OurMainStreets](http://edmonton.ca/OurMainStreets)

### Media contact:

[Beth Padfield](#)

Communications Advisor

Office: 780-496-2821

Mobile: 780-718-6695

Share:     

3rd Floor, City Hall  
1 Sir Winston Churchill Square NW  
Edmonton, AB  
T5J 2R7  
[www.edmonton.ca](http://www.edmonton.ca)

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