

# 01 summary + principles

## the project

As part of the advanced professional planning studio in the Master of Planning program at the University of Calgary, AME Planning Group prepared a concept plan for the communities of Marda Loop. The concept plan detailed is the result of a comprehensive academic project and aims to serve as a guiding recommendation for the Marda Loop Communities Association as Marda Loop continues to redevelop and grow. The methodology for this project is grounded in extensive site analysis, stakeholder engagement, and strong planning rationale.

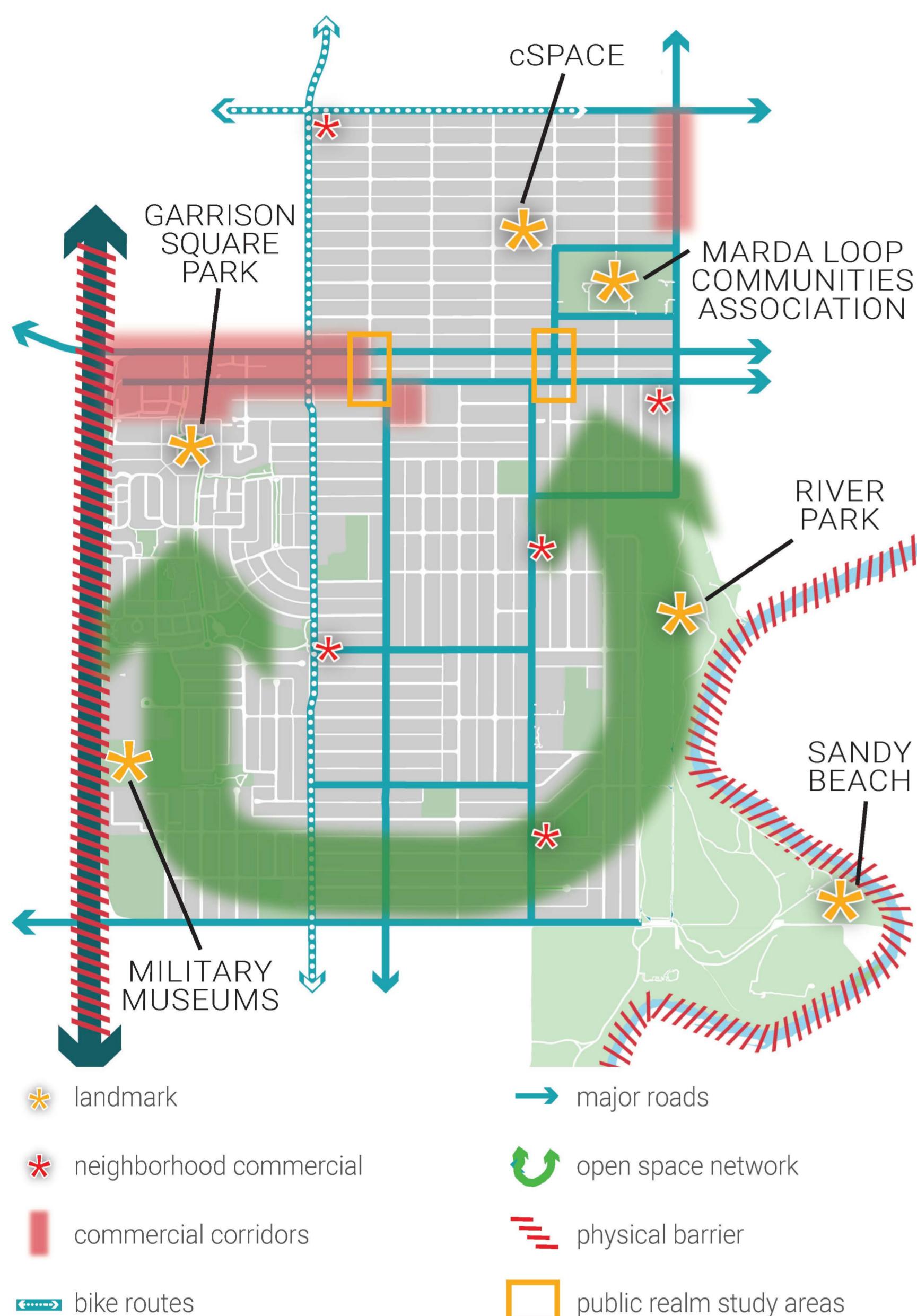
Today, Marda Loop is one of Calgary's most popular areas and a hub of urban activity. To help guide the Marda Loop communities, this concept plan addresses the following topics:

- Land use and density plan
- Open space plan
- Housing and building typologies
- Urban design guidelines
- Neighbourhood commercial areas and corridors

Project Team: Allison Rosland, Mathew Simmons, Elisa Stamatakis

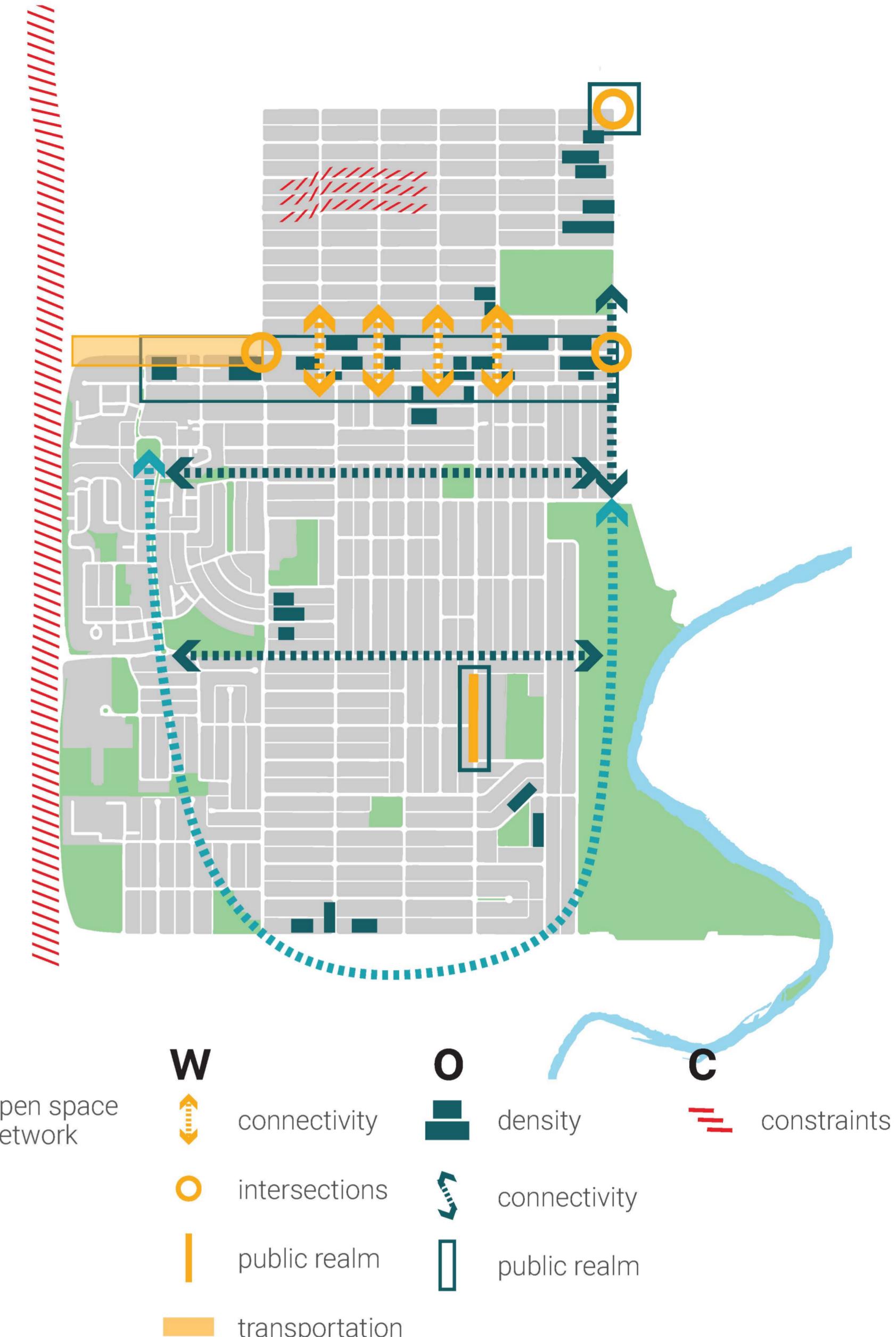
## functional analysis

### how does marda loop function?



## swoc analysis

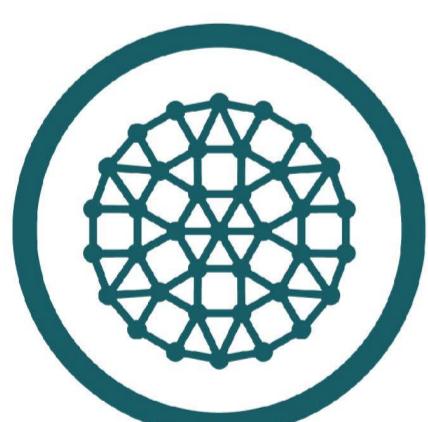
### strengths, weaknesses, opportunities, constraints



## vision

Marda Loop is envisioned as a healthy, vibrant, inner city neighborhood that is well connected both within and to its surrounding areas. It strives to be an adaptable community that considers the future by embracing change, technology, innovation, and sustainability while being mindful of its history and character.

## principles



### connectivity

Create better connections between people and place.



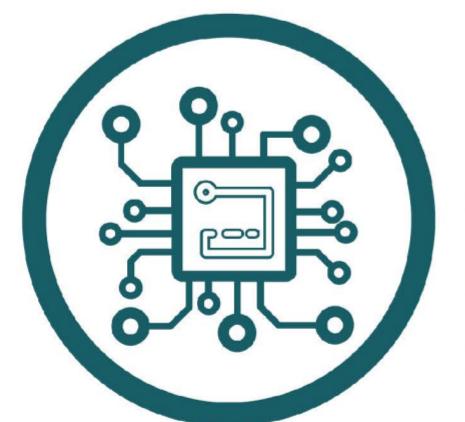
### sustainability

Foster social, economic, and environmental sustainability.



### community health

Encourage active living and community involvement.



### innovation

Embrace technology to improve adaptability and create vibrancy.



### diversity

Build an inclusive and diverse community.

## concepts

### 01. open space network + mobility network



### 02. land use designation + density



### 03. building typologies



### 04. urban design



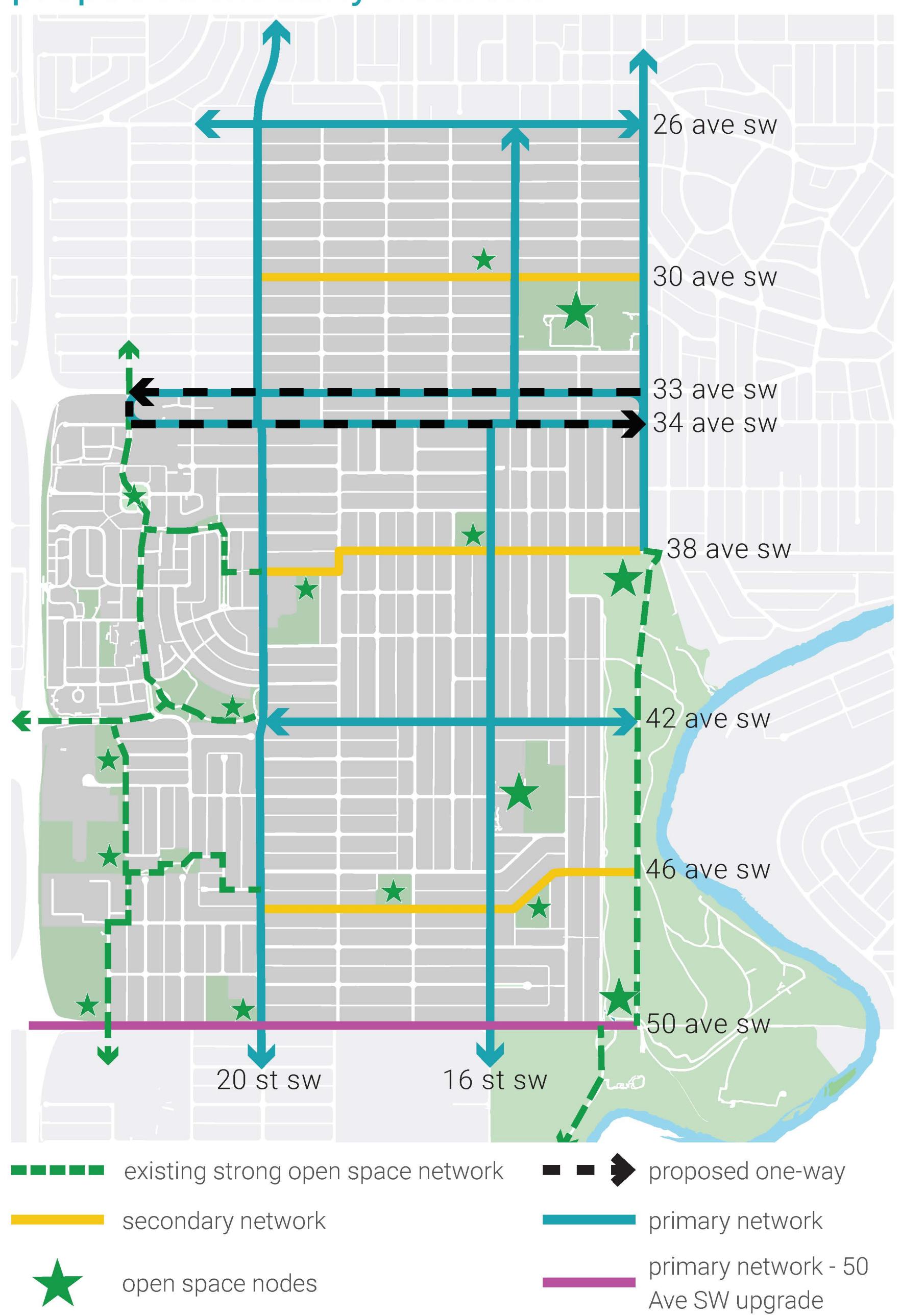
# 02 mobility + open space

## mobility network

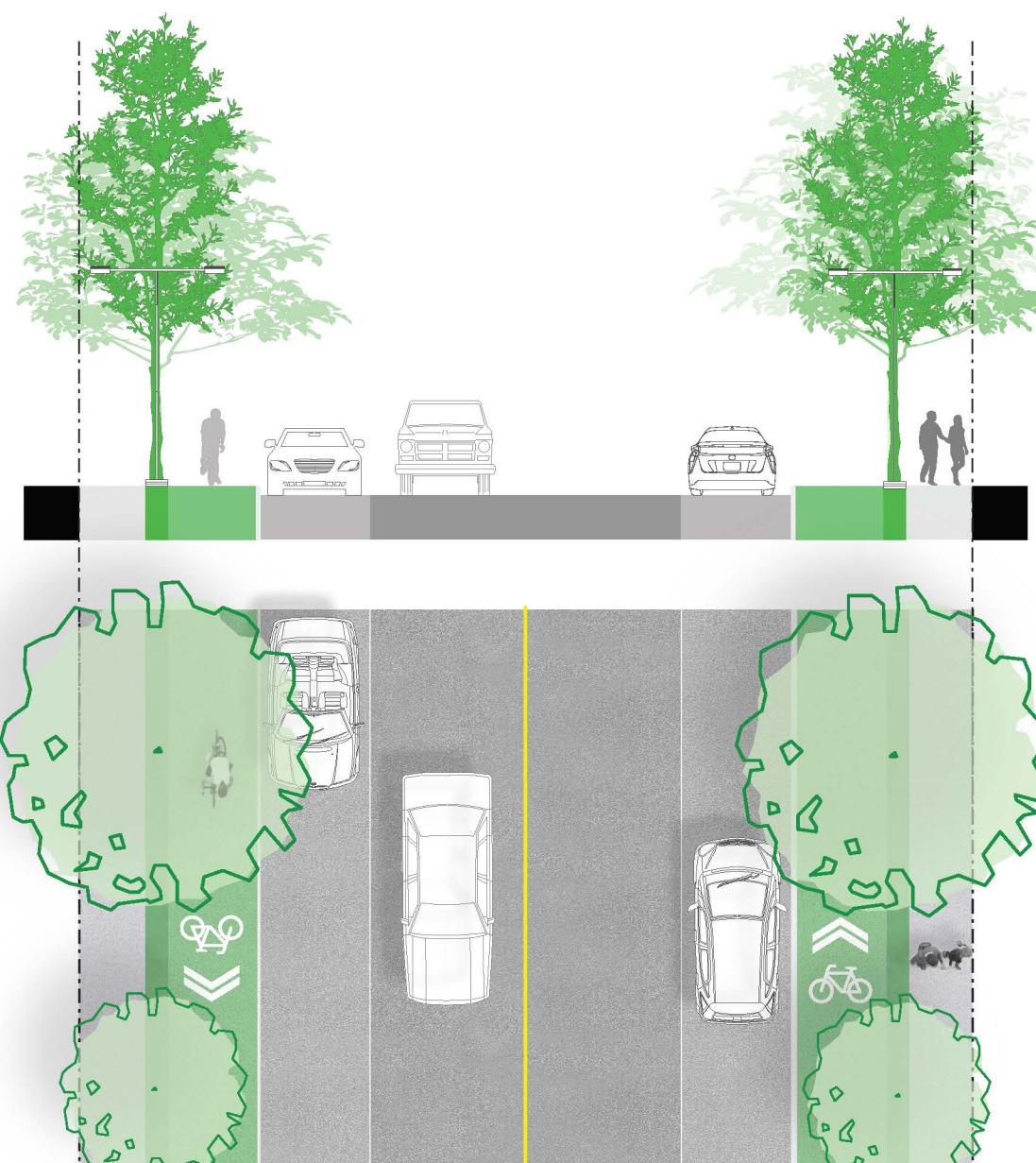
### goals

1. Create a safe and accessible network that connects existing open spaces, amenities, commercial nodes, transit network (BRT)
2. Prioritize pedestrian and cyclist movement
3. Preserve and add trees and vegetation along open space network
4. Enhance existing parks and open spaces with inclusive design elements

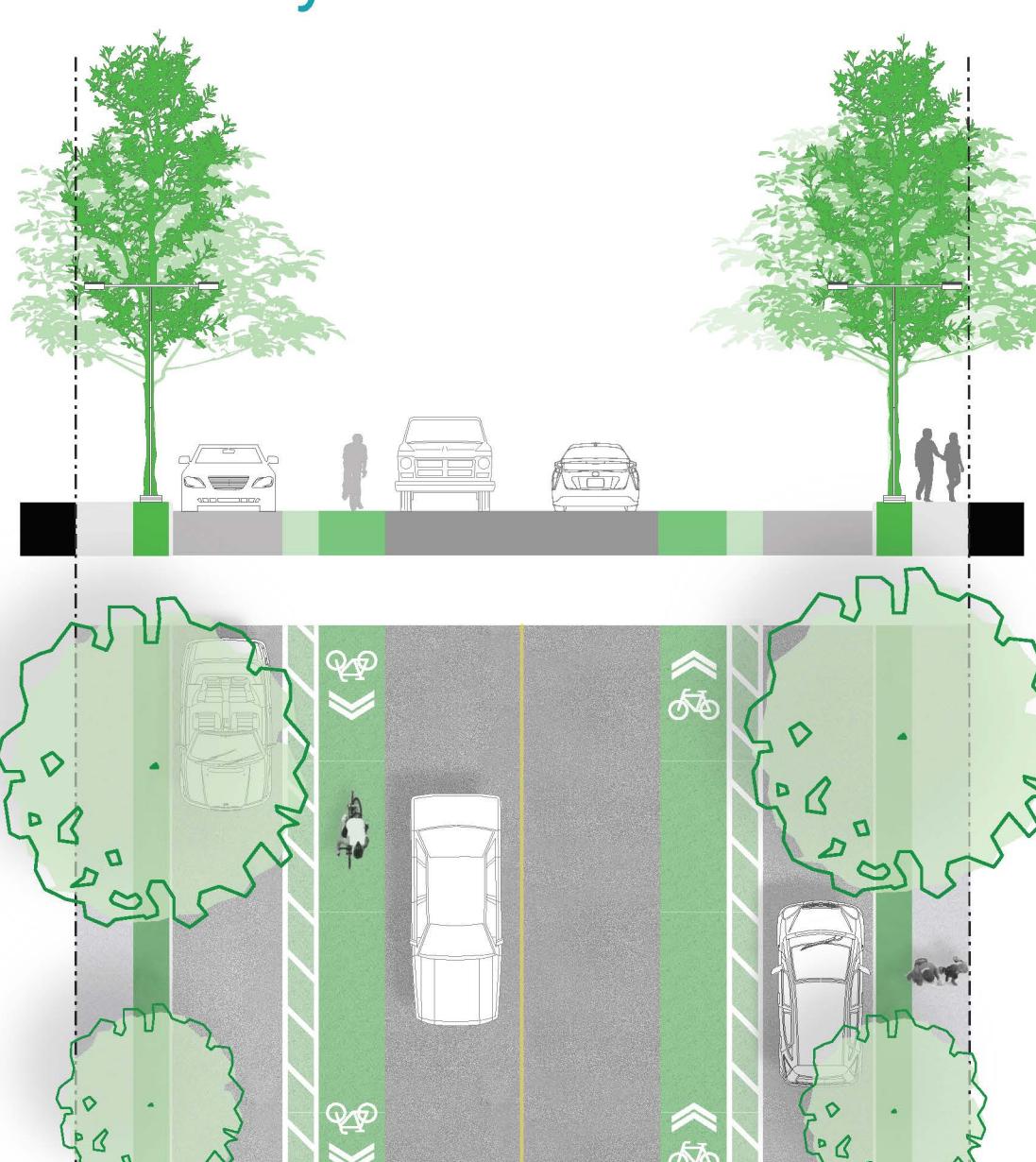
### proposed mobility network



### primary network

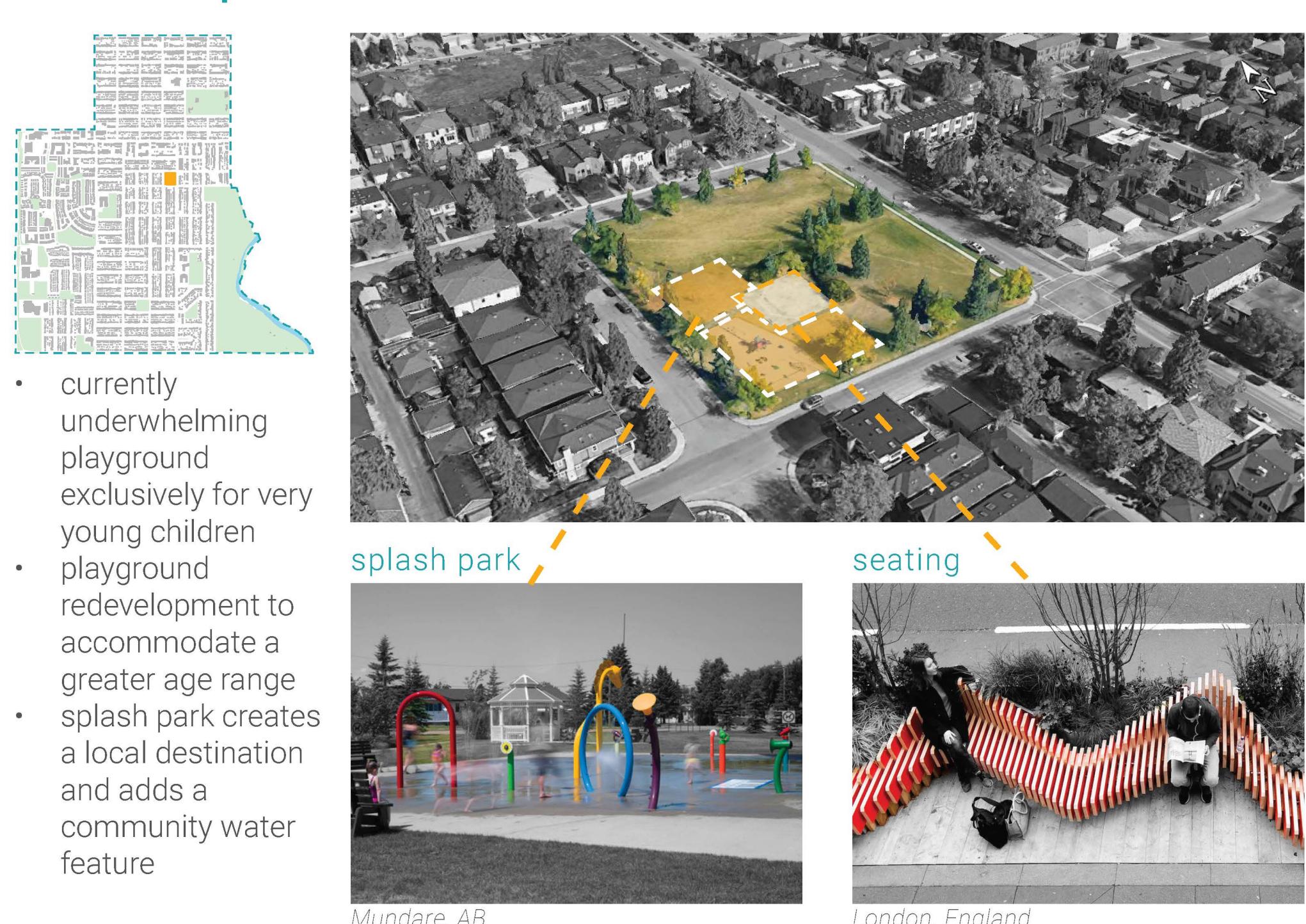


### secondary network

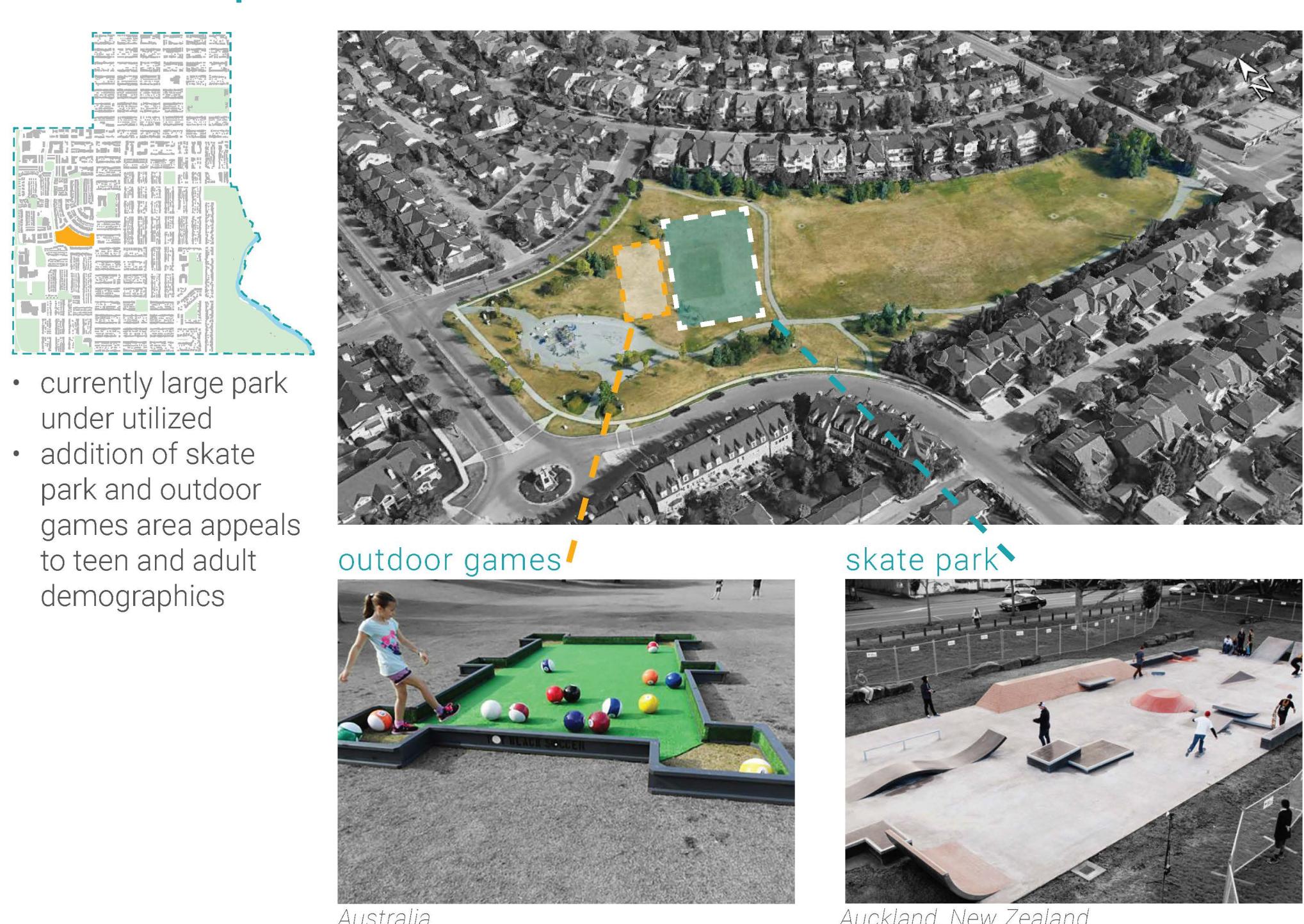


## open space interventions

### kiwanis park



### flanders park



### altadore + rundle playfields



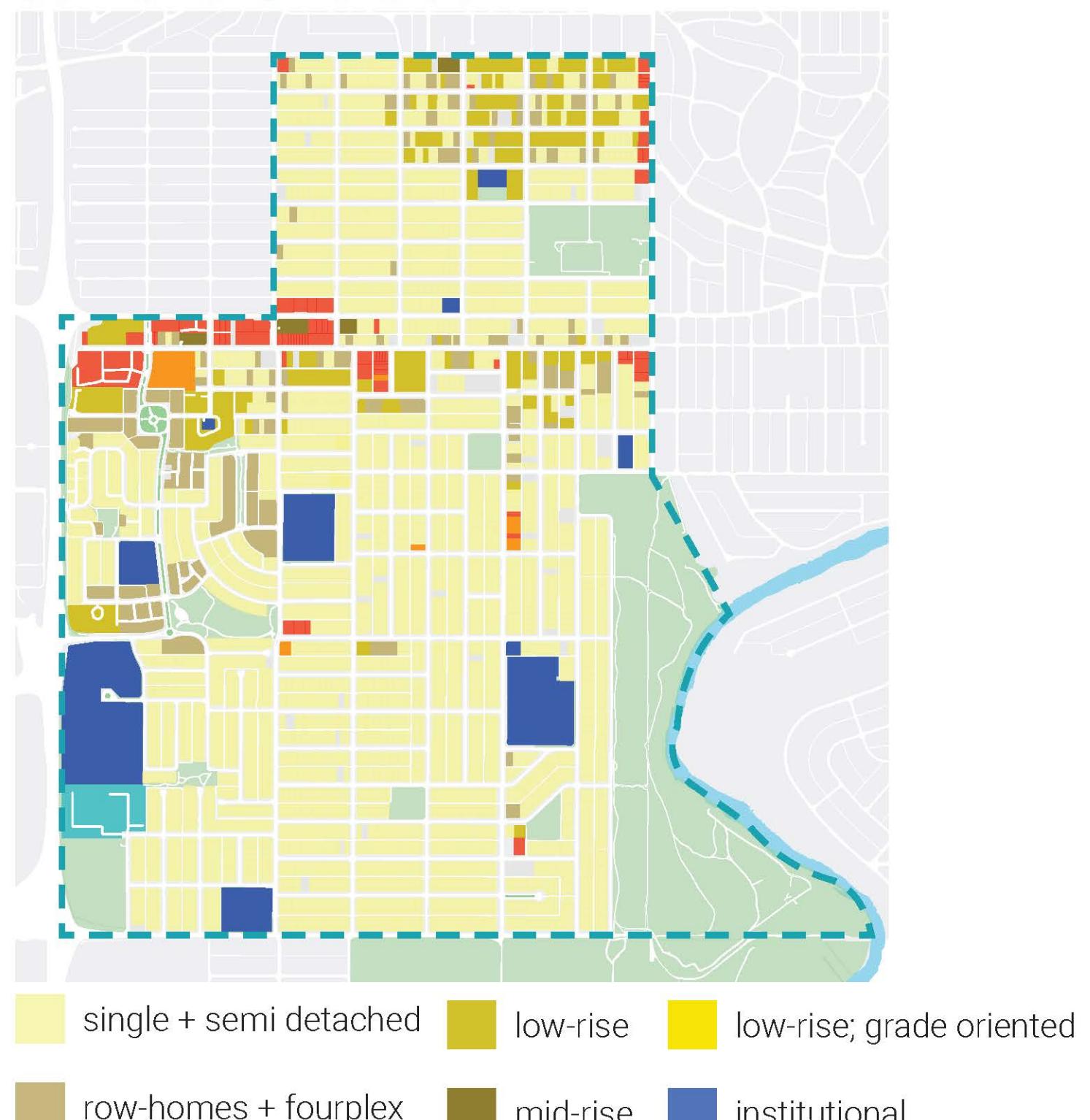
# 03 land use + built form

## land use concept

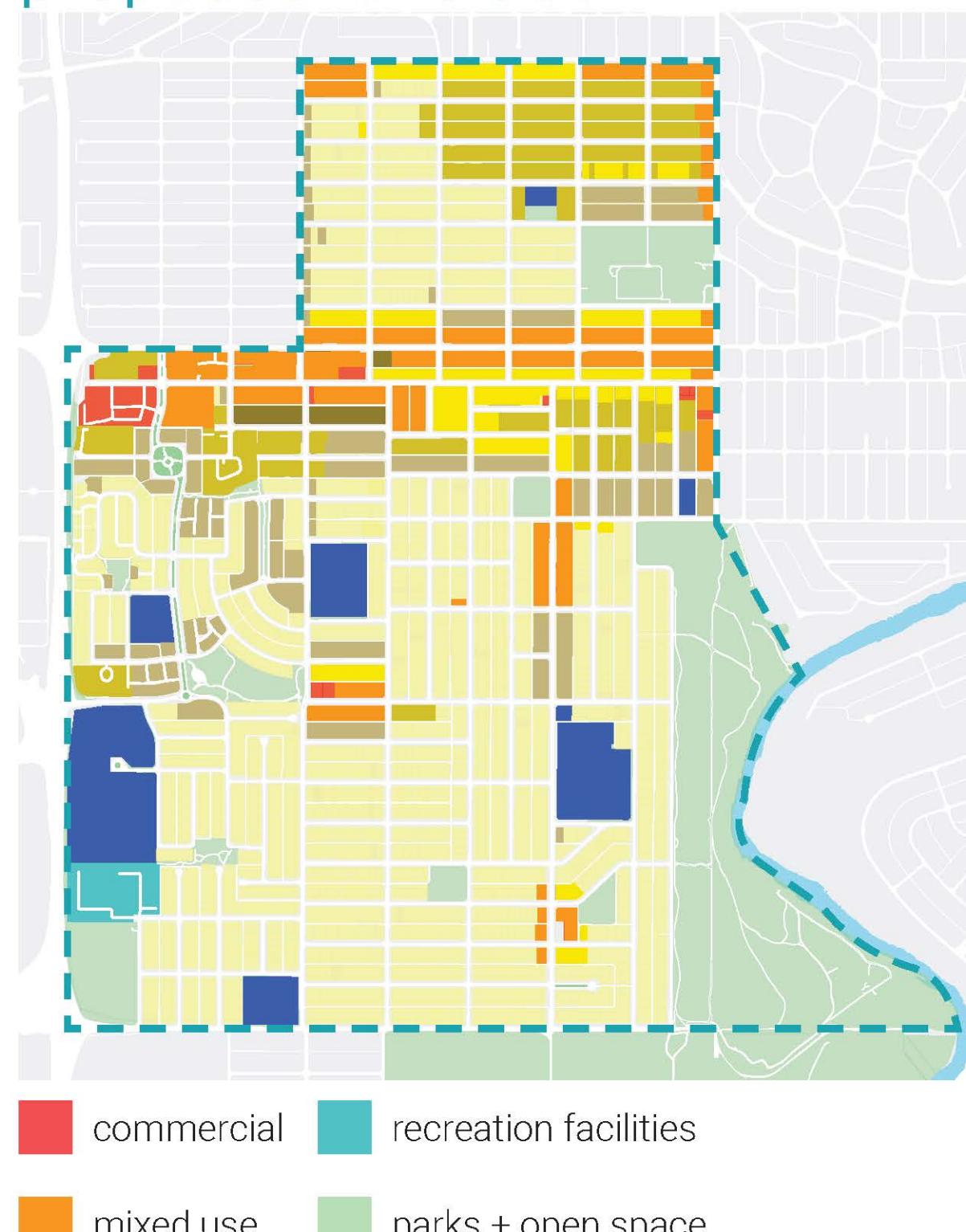
### goals

1. Strategically increase density along major corridors and mobility network
2. Provide sensitive density transitions between areas of higher and lower density
3. Integrate compatible land uses that support each other

### current land use



### proposed land use

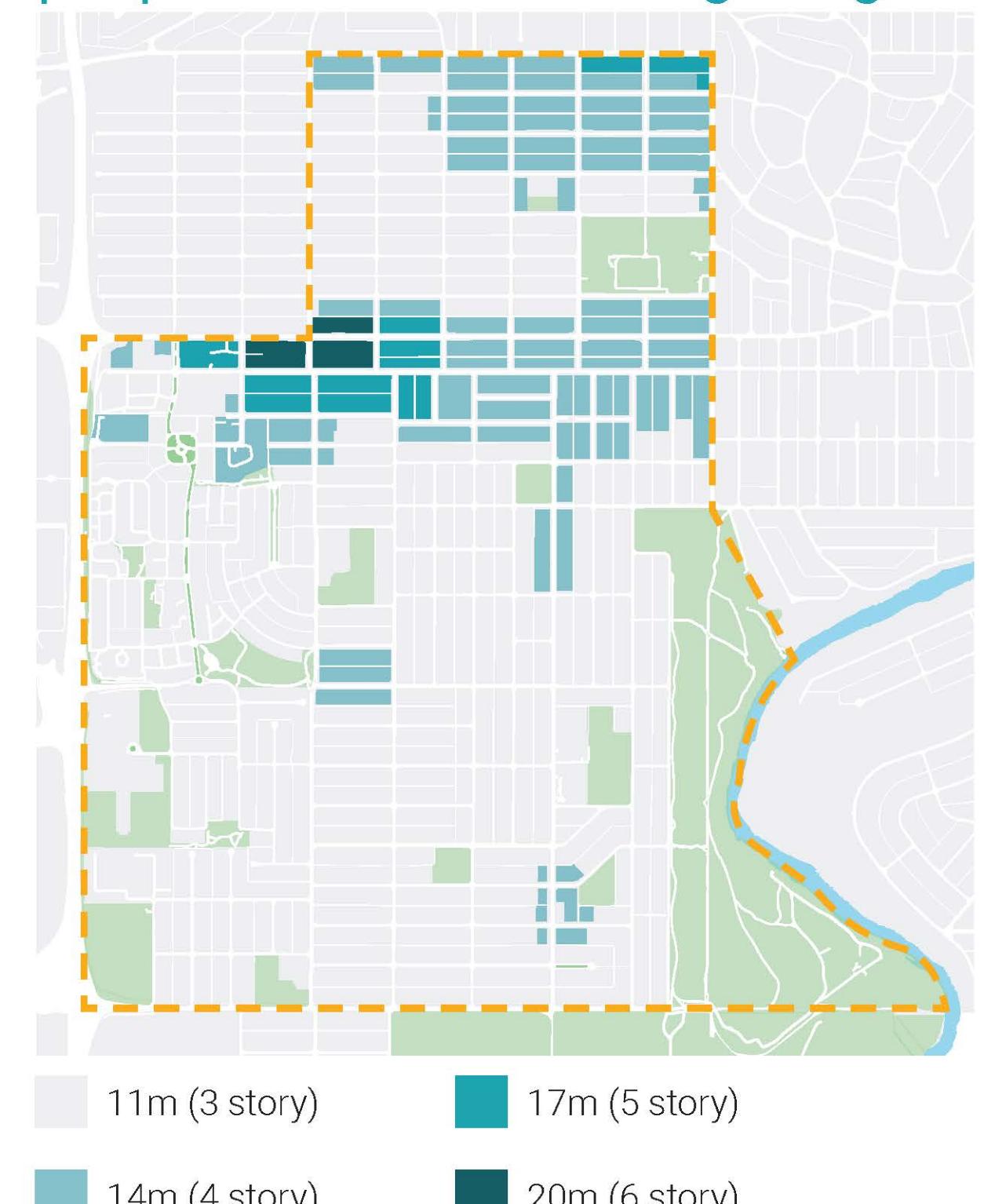


## built form concept

### goals

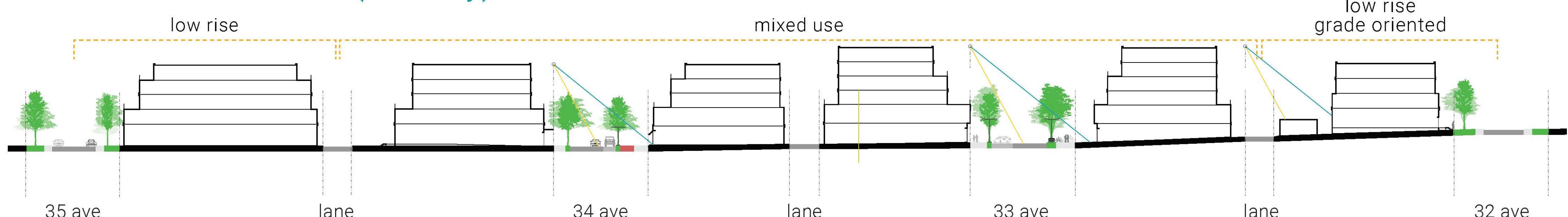
1. Promote a diversity of housing types that are architecturally unique
2. Maintain a human scale by providing ground level access in areas with high pedestrian traffic
3. Ensure building design is sensitive to surrounding context
4. Ensure that new multi-family residential projects are inclusive to a range of family types and incomes
5. Maintain architectural character of existing buildings with distinct or unique features

### proposed max building heights



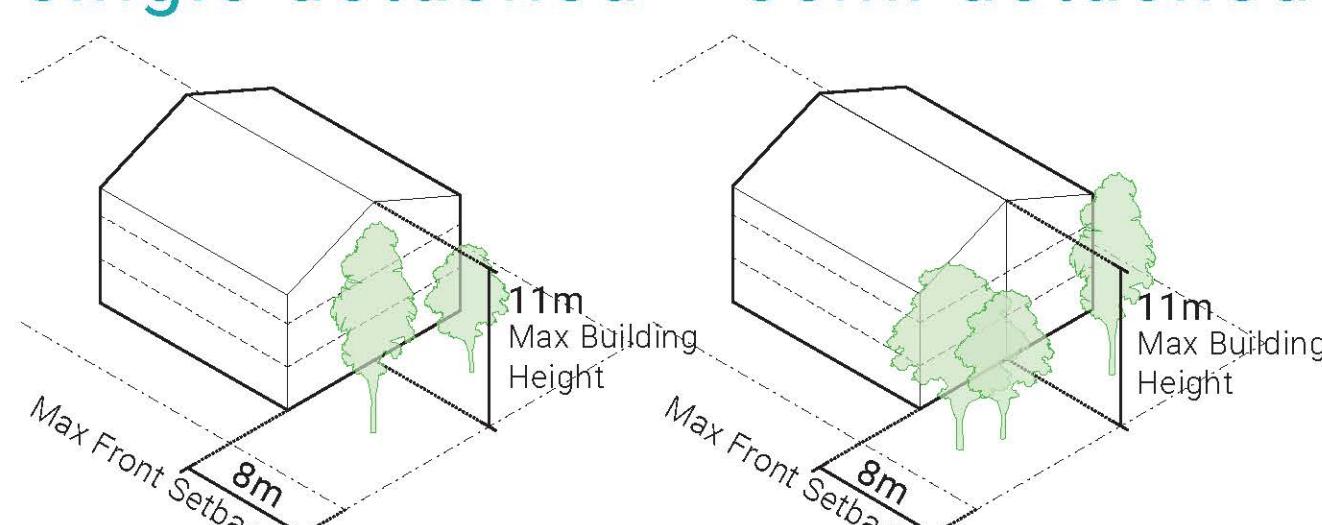
## density transition and shadow study

### between 19 + 20 street (6 storey)



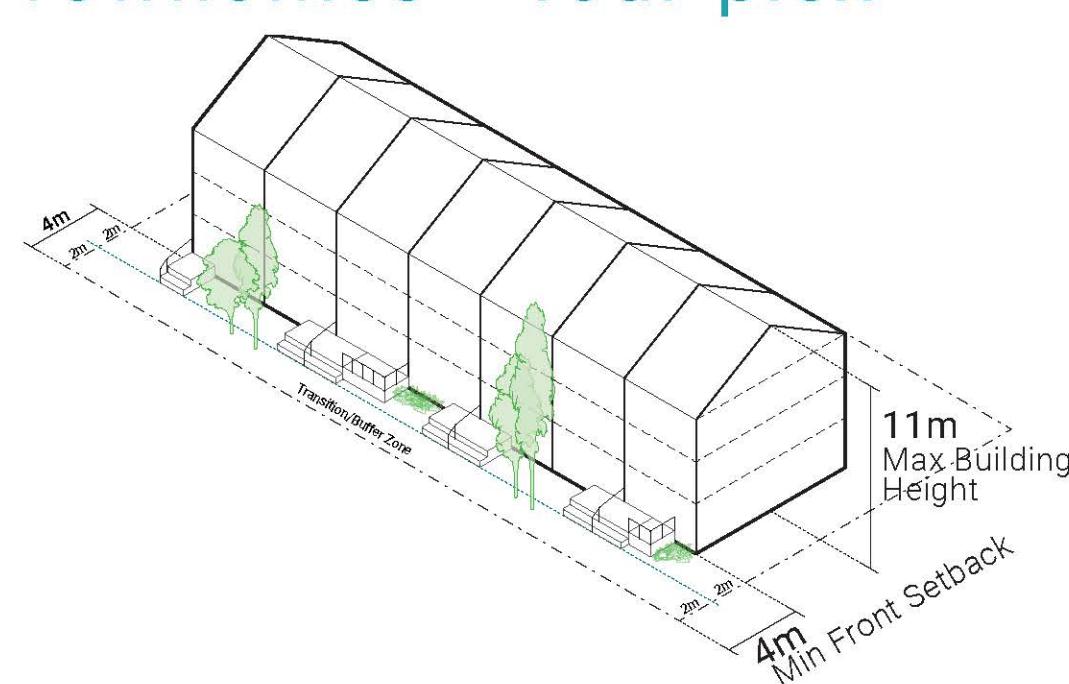
## building typologies

### single detached + semi detached



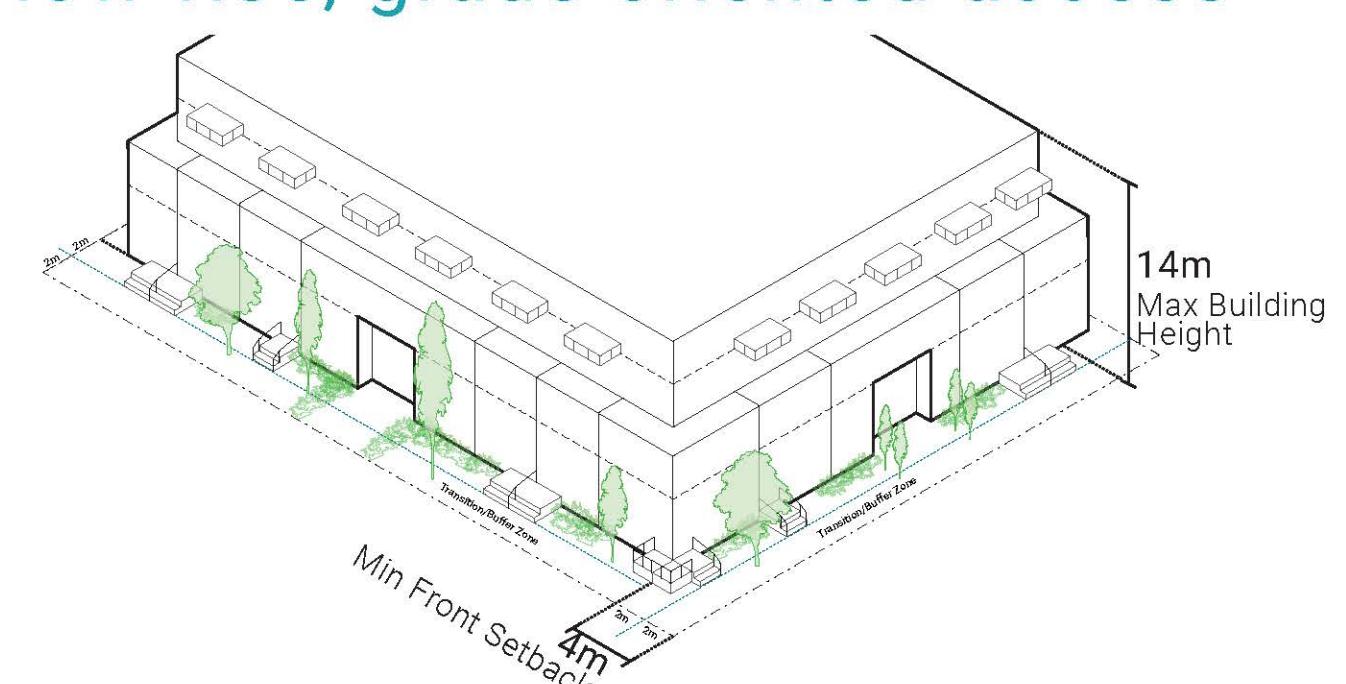
- lowest density land use
- allows for minor densification

### rowhomes + four-plex



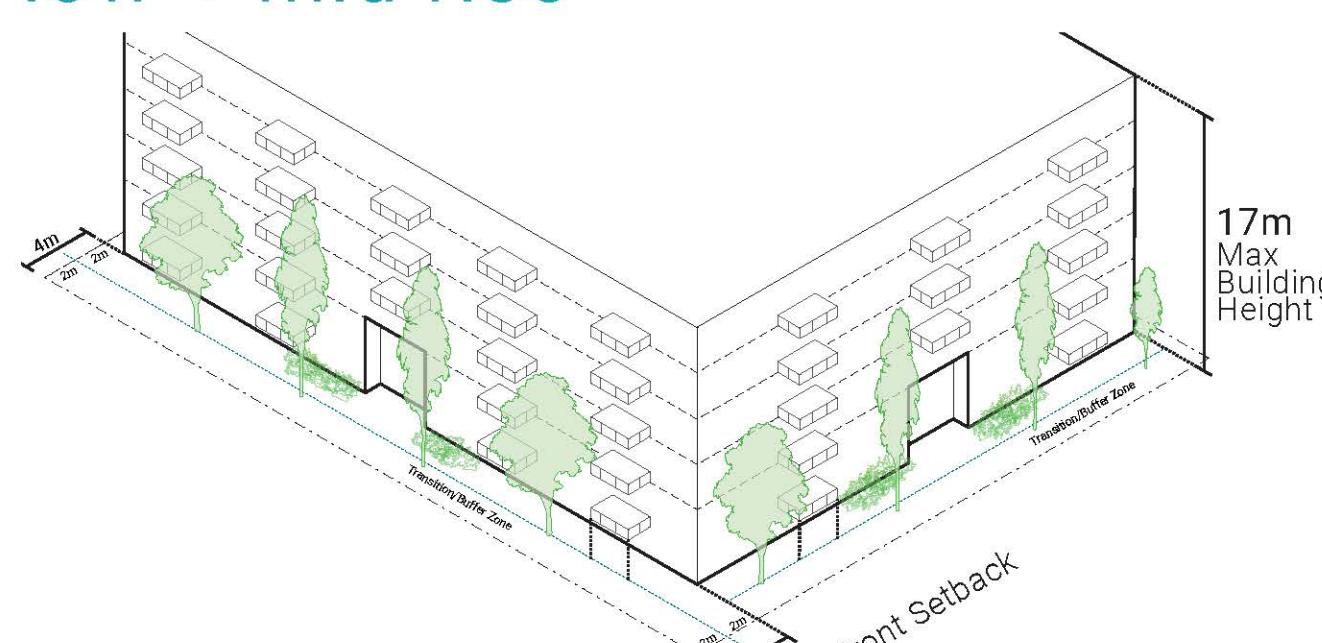
- low density land use
- allows for gentle densification
- allows for sensitive density transition to medium density

### low-rise, grade oriented access



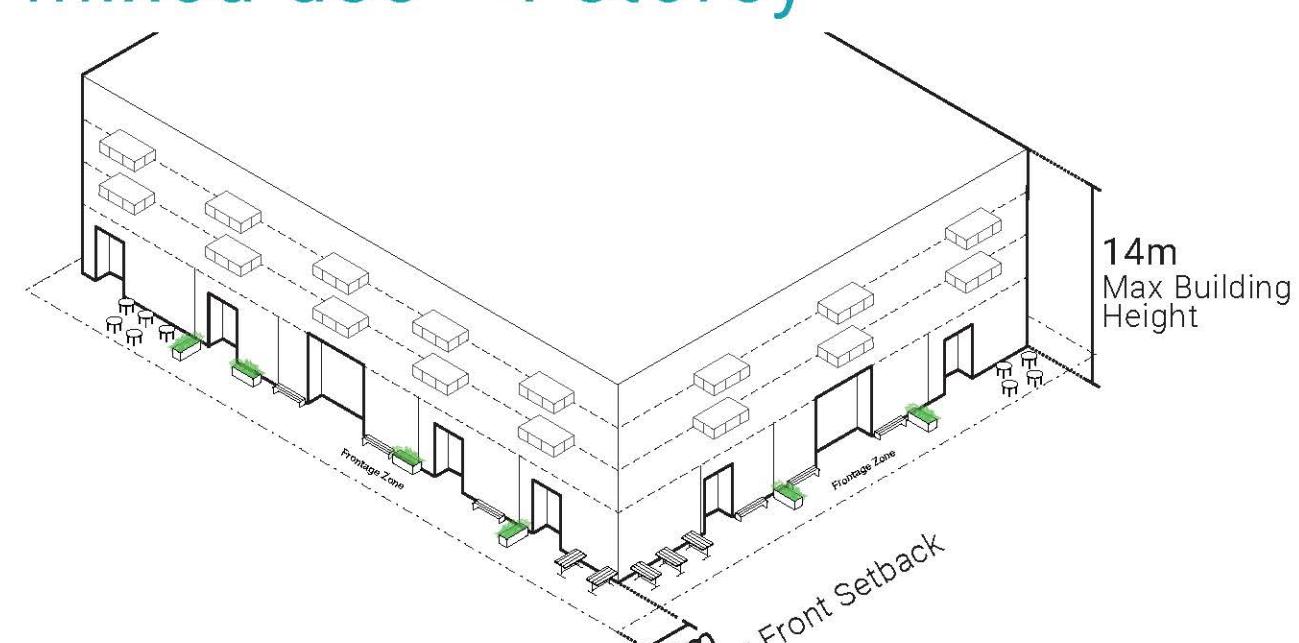
- direct access to grade enhances interface with the street
- enables small and large parcel redevelopment
- encourages diversification of unit stock

### low + mid rise



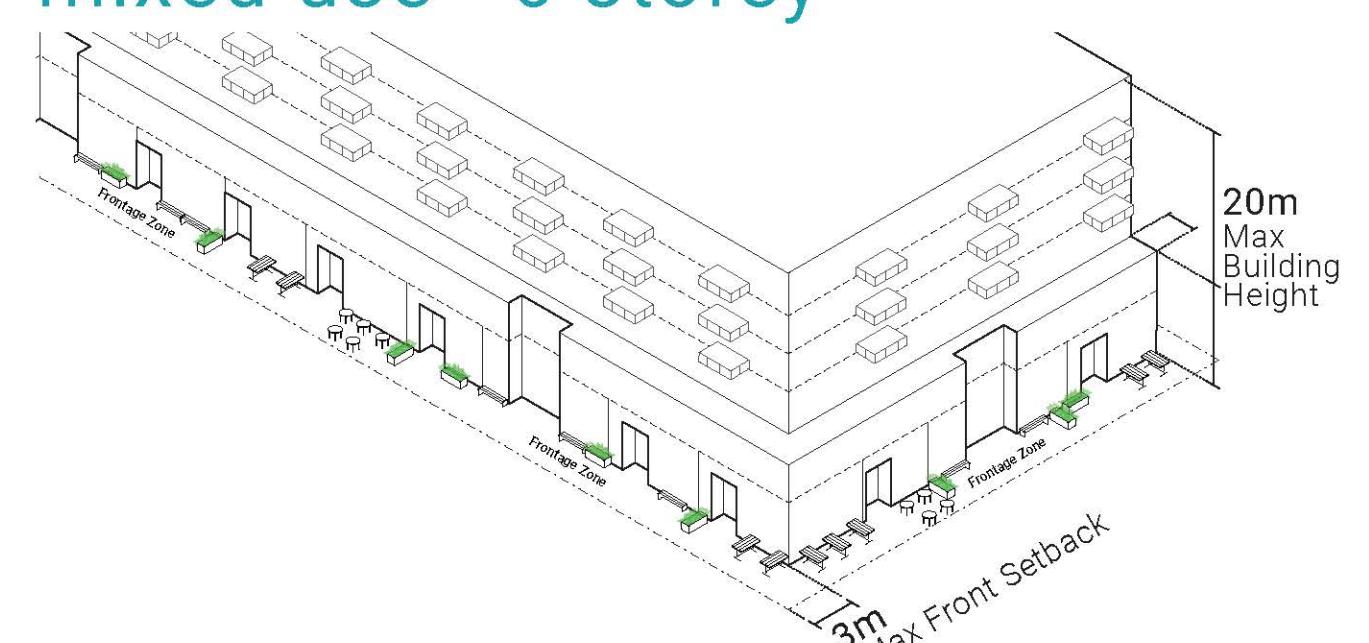
- allows for densification that supports local commercial

### mixed use - 4 storey



- allows for diversity of residential, commercial, and office uses along main streets and at local commercial nodes

### mixed use - 6 storey



- mix of uses and active frontage enhances public realm

# 04 urban design



## urban design concept

### goals

1. Safety. Ensure an inclusive and safe public realm that is accessible for everyone
2. Mobility. Create a legible movement hierarchy that promotes diversity and prioritizes pedestrian and bike movement
3. Streetscape. Include streetscape elements to create a comfortable and aesthetically pleasing street
4. Placemaking. Integrate art into public spaces and use building interfaces to create unique and memorable experiences

### urban design zones

#### high social

- greater social interaction
- more intense commercial activity
- more visitors

#### open space + schools

- improve safety
- enhance interface between open spaces/ schools and the community

#### medium social

- active corridor with some social interaction
- some commercial activity
- resident focused

#### low social

- pleasant residential experience

### high social | 20 street + 33/34 avenue

#### 20 street existing condition



#### streetscape



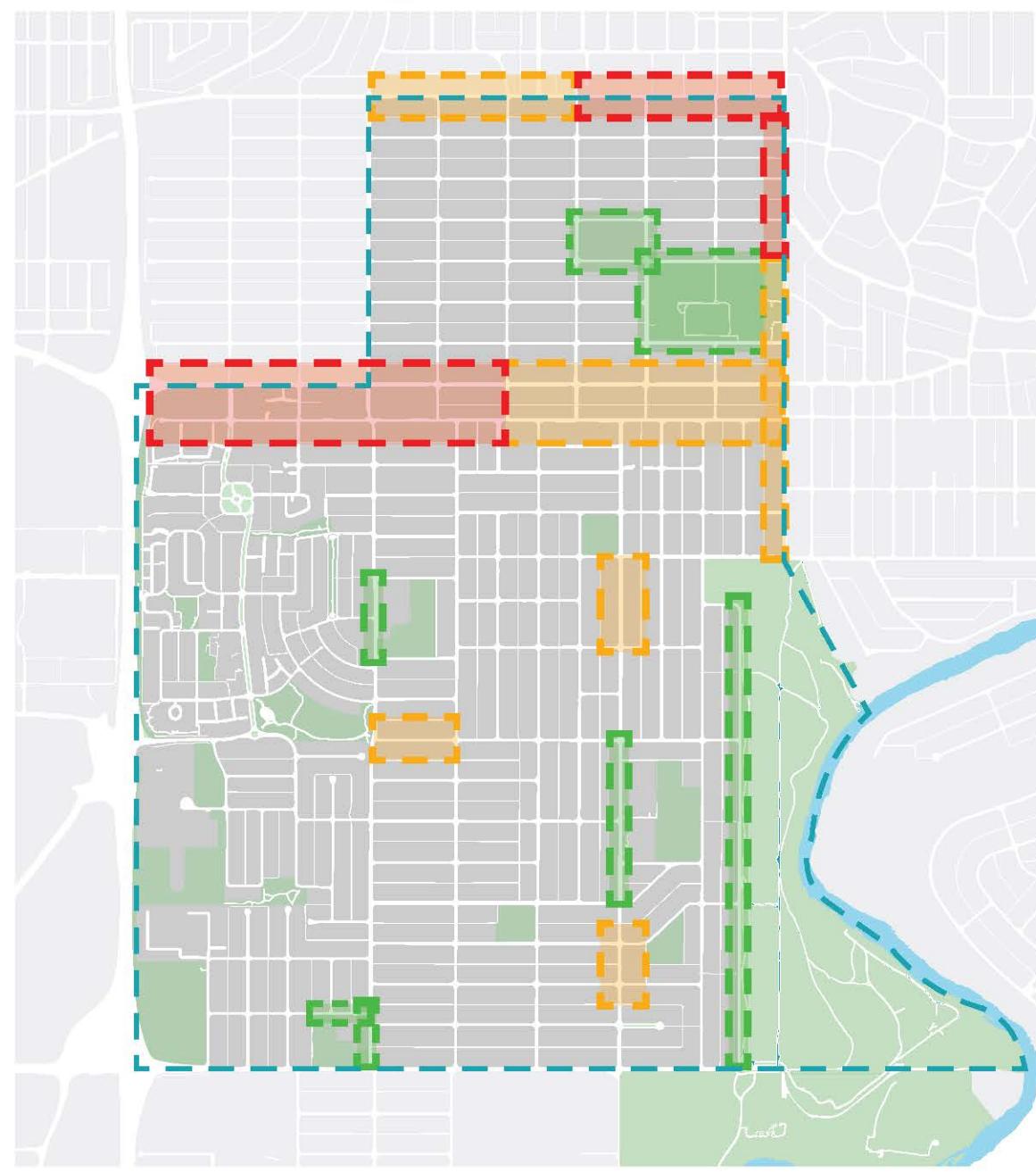
#### placemaking



#### safety



### urban design zones in marda loop



- red dashed = high social
- orange dashed = medium social
- green dashed = open space / school
- grey = low social

### medium social | 20 street + 42 avenue

#### existing condition



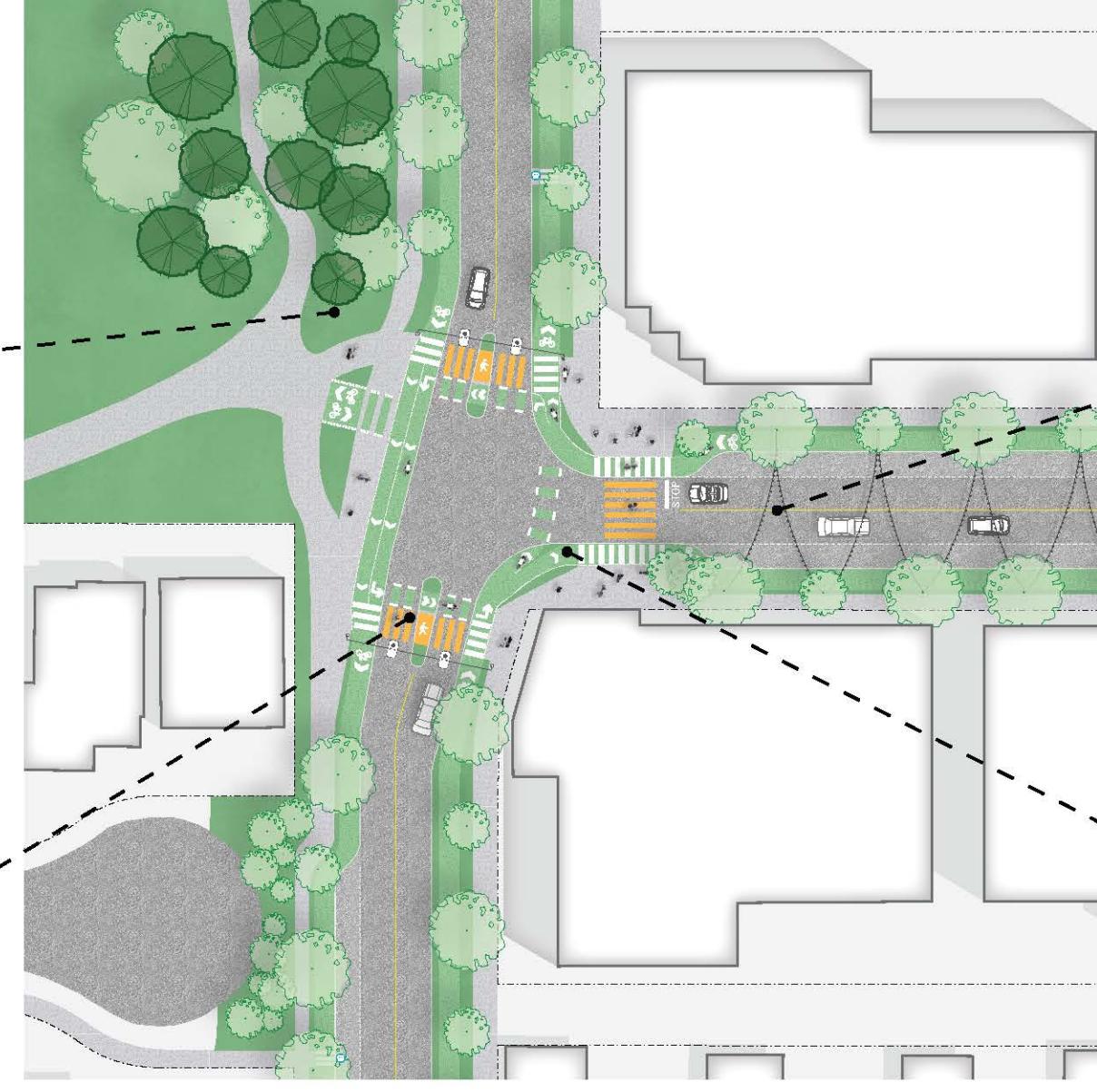
#### placemaking



#### mobility



#### 20 street proposed intervention



#### streetscape + placemaking



#### safety + streetscape



#### current

commercial lacking interaction with sidewalk  
poor public realm  
42 avenue public realm  
large front parking lot for commercial

#### proposed

rear parking  
mixed use with active frontage  
enhanced 42 avenue public realm  
mixed use with active frontage  
parking relocated to rear

### school + open space | 16 street + 44 avenue

#### existing condition



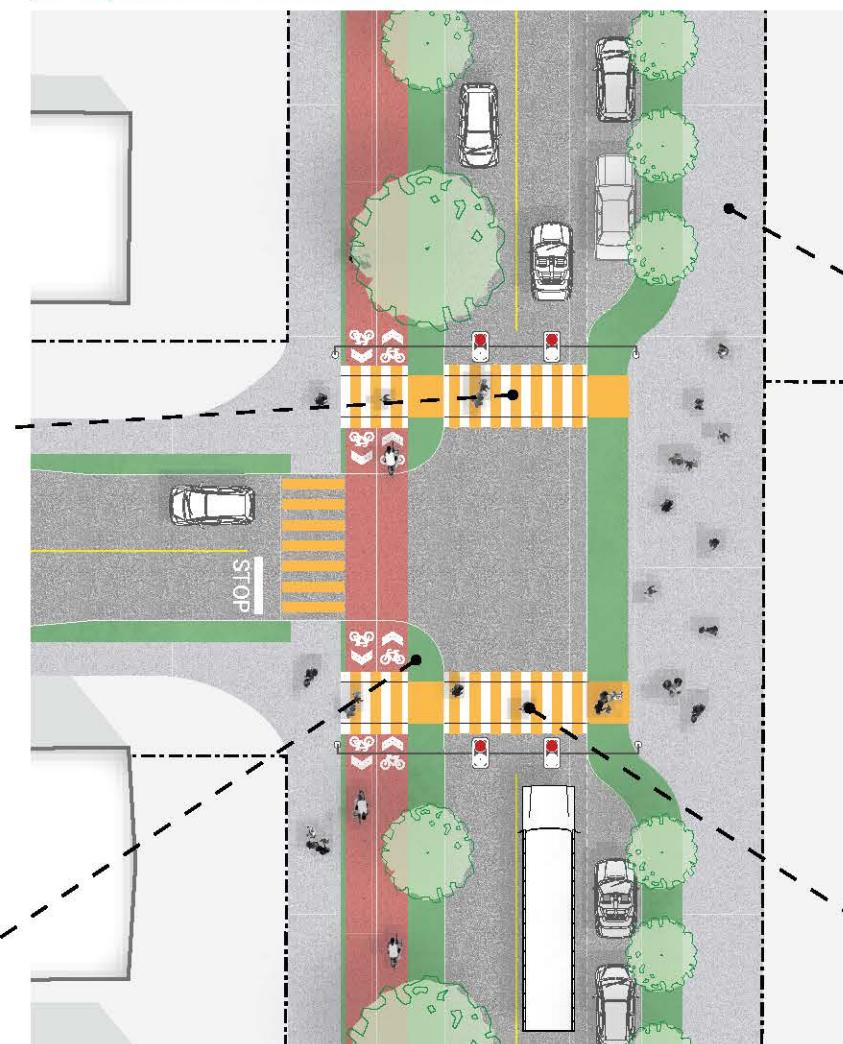
#### safety



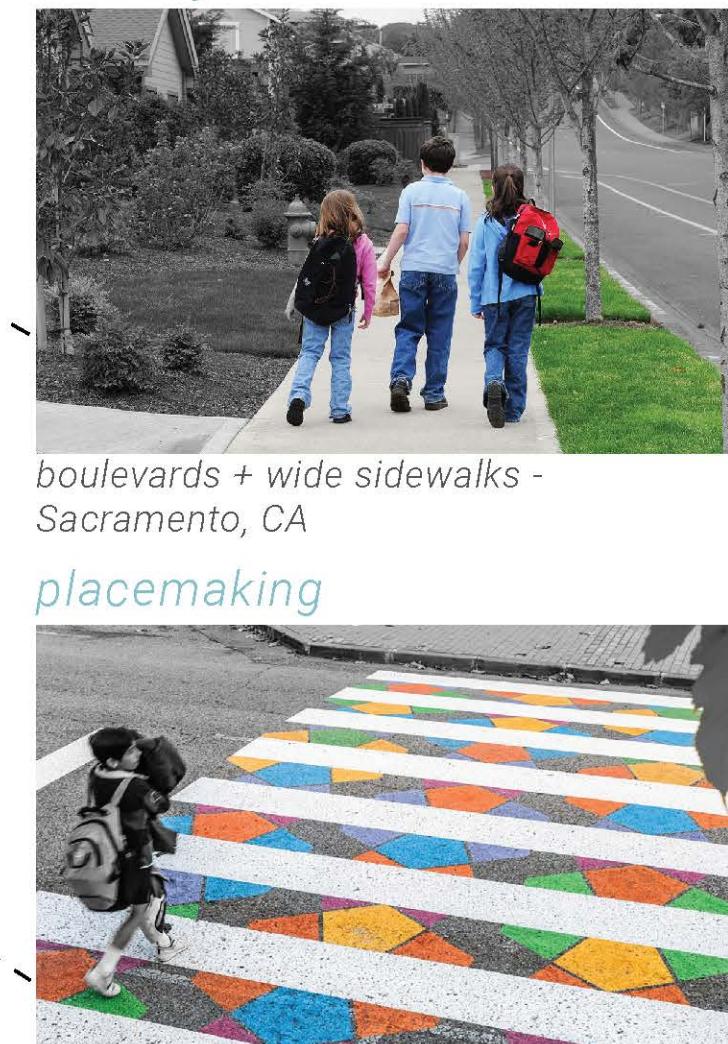
#### streetscape



#### proposed intervention



#### mobility



#### placemaking



#### current

narrow sidewalk  
16 street  
narrow, unsafe sidewalk

#### proposed

buffered sidewalk + bike lane  
16 street  
wider sidewalk + tree buffer

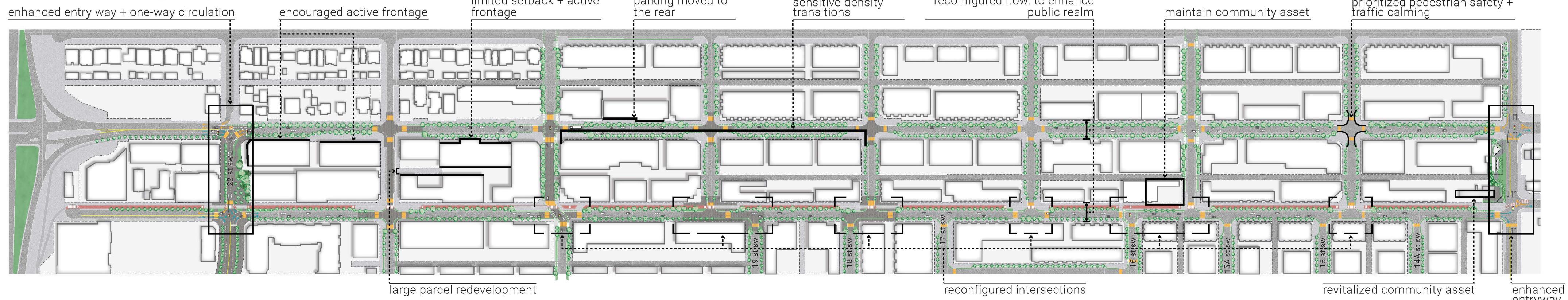
# 05 re-imagining 33 + 34 ave



## 33/34 ave current



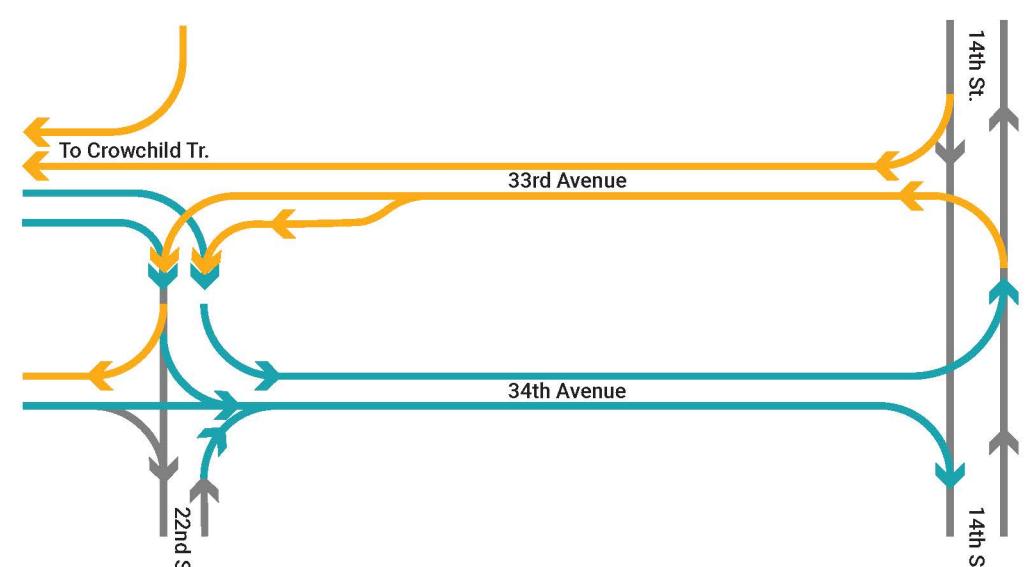
## 33/34 ave proposed



## bringing back the loop

### justification

traffic concern + density + bike lanes + public realm



one way prioritizing vehicular flow



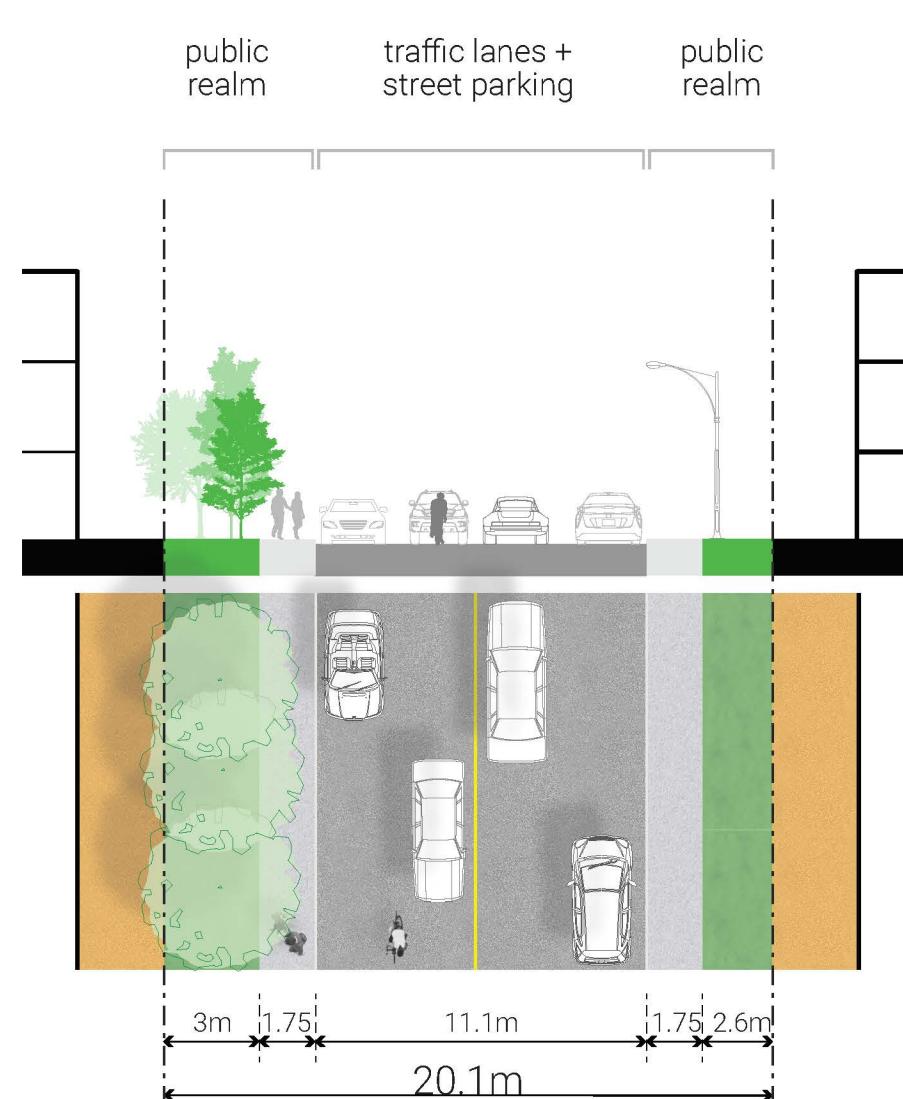
one way prioritizing cyclists and public realm



## right of way reconfiguration

### 34 avenue

current

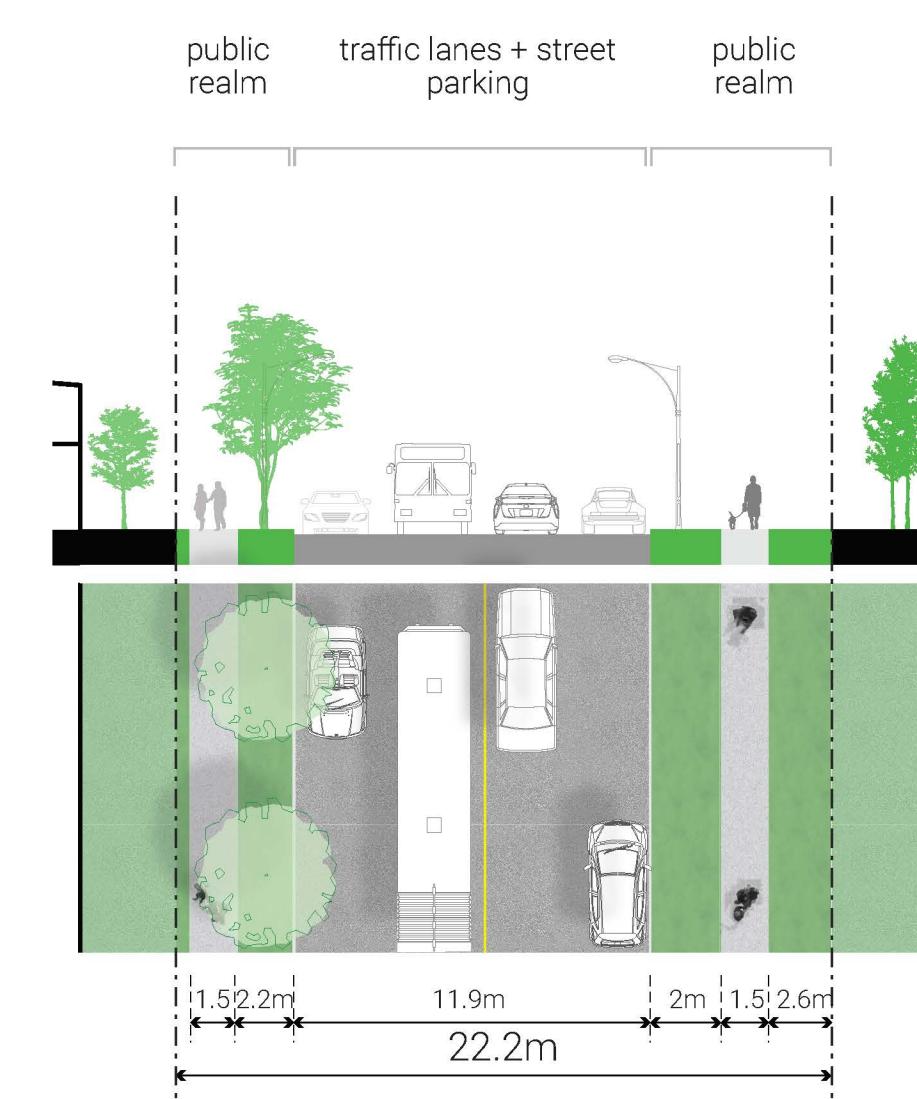


proposed

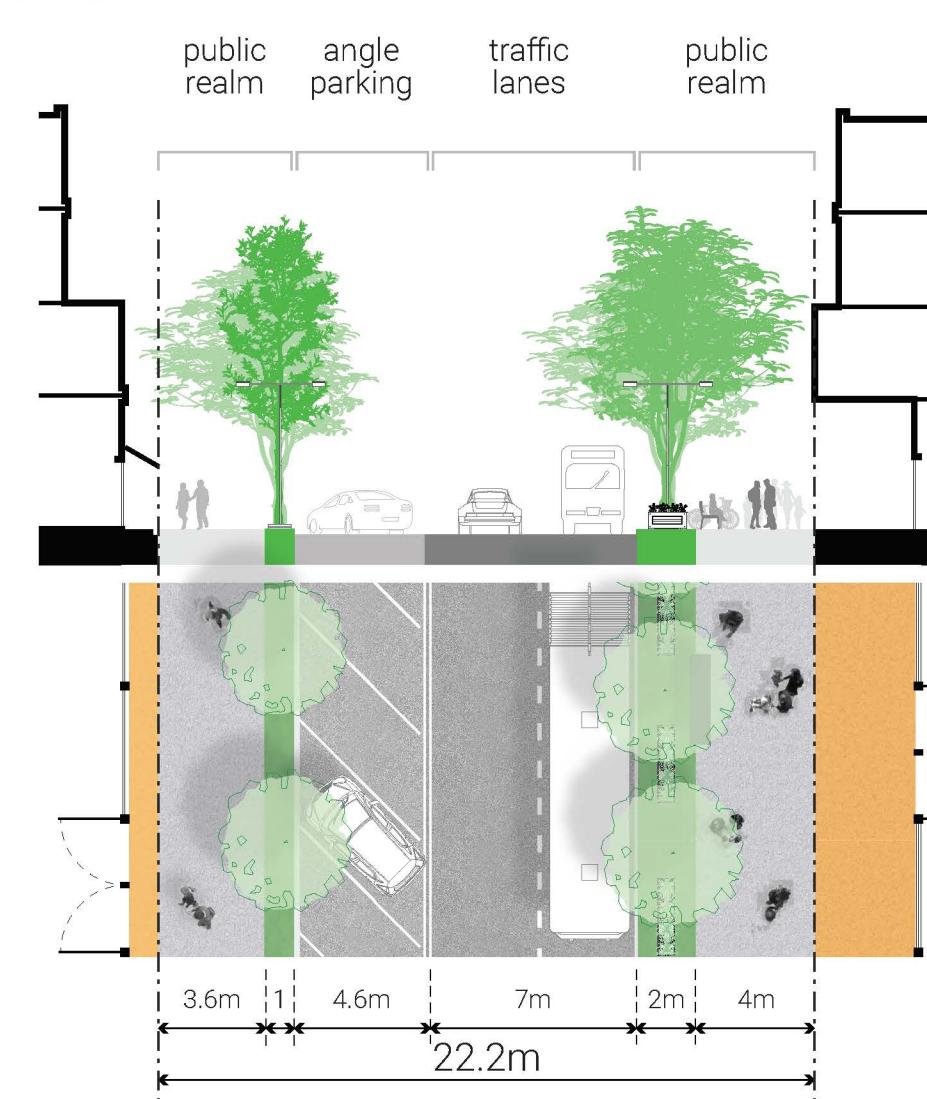


### 33 avenue

current

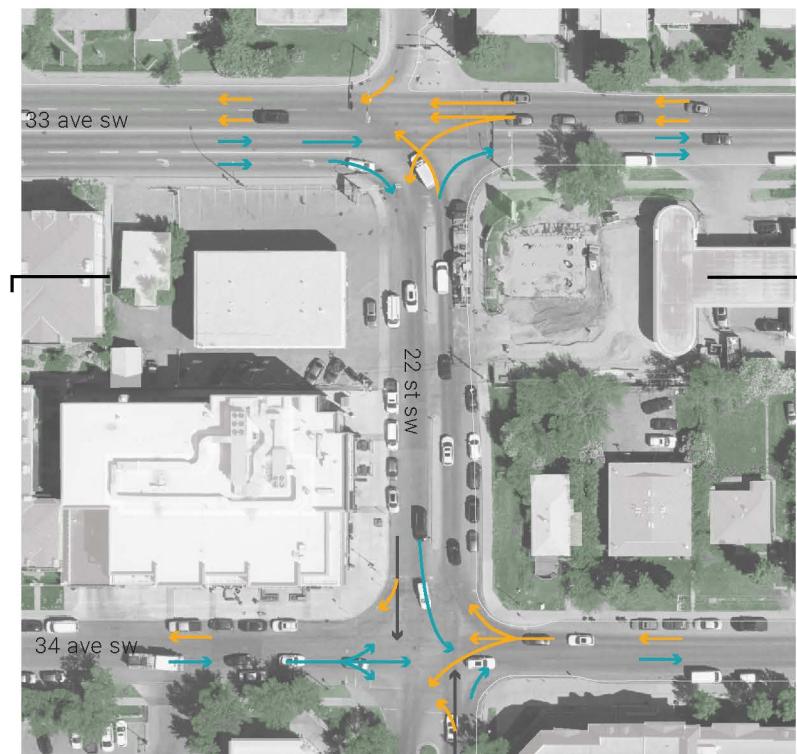


proposed

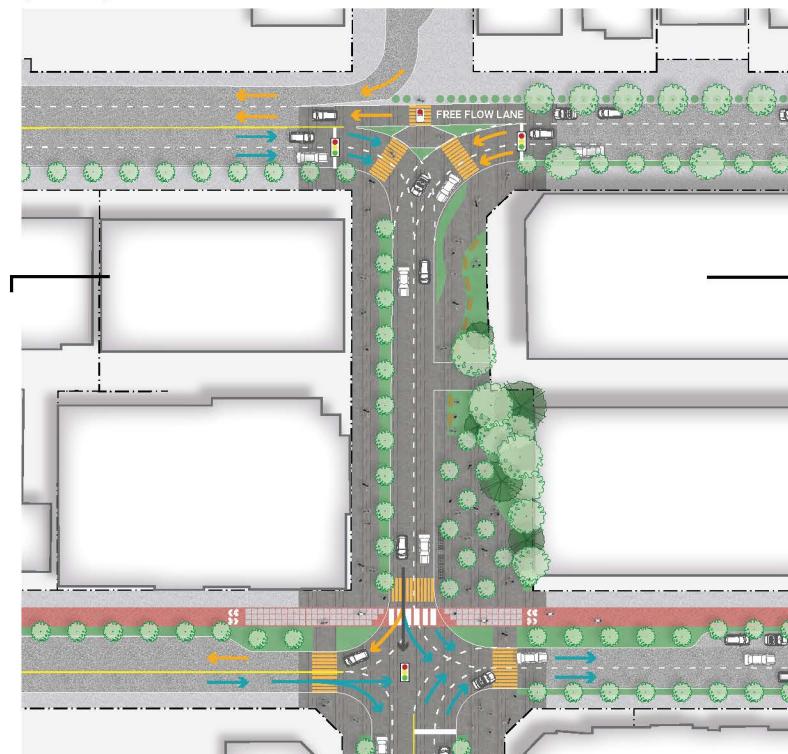


## west entry redesign

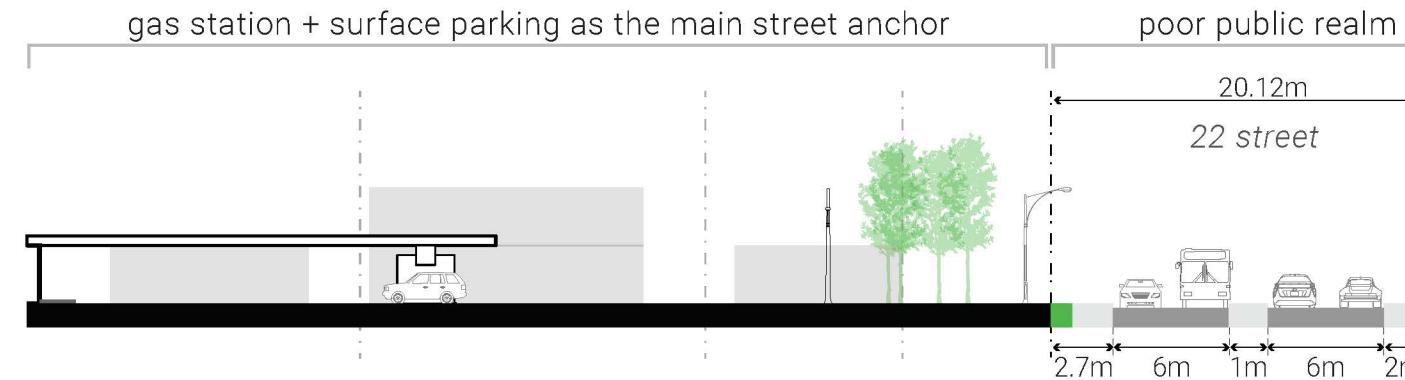
current



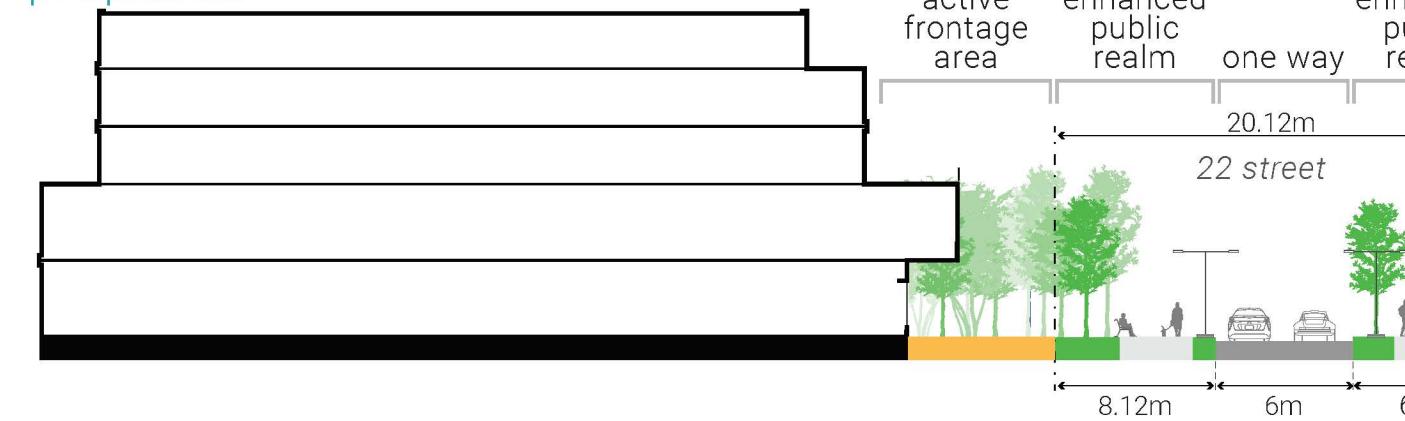
proposed



current



proposed



## east entry redesign

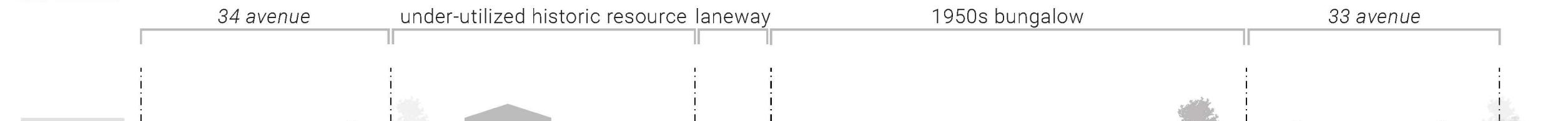
current



proposed



current



proposed

