

# MEMORIAL DRIVE THE LANDSCAPE OF MEMORY

## 2.0 PLAN PROCESS

The Design Development Plan process integrated the exploration and findings of the consultant design team, stakeholders and the public. The design team was challenged to determine the means by which the visions of Calgarians could be actualized, and first needed to understand the design implications of the Vision Statement established by participants in Phase I of the project.

### 2.1 The CALL Principles

The design team reviewed the elements of the Phase I Vision Statement and established four key design principles to begin the process of interpreting the vision into a development plan.

- **C**ontinuity - The Memorial Drive commemorative corridor needs to present a continuous sequence of public open spaces and activities.
- **A**ccessibility - Memorial Drive improvements need to move forward in a manner that is publicly accessible.
- **L**egibility - The commemorative corridor needs to have a distinctive identity and be legible within the urban context.
- **L**egacy - The Memorial Drive corridor needs to exemplify a meaningful and magnificent legacy of commemoration for the city and its people.

The CALL acronym was established to sustain values integral to the Vision Statement and facilitate both the design and the public engagement process. The “call” is a significant term in military dialogue, as in the “Call of Honour”, the “Call of Duty”, and the “Call to Service”.

The newly coined “Call to Commemorate” created a compelling design impetus for the development plan process and provided a fundamental connection between the Phase I visioning processes, and the Phase II task of translating concepts into built form in the Design Development Plan.

### 2.2 Responding to the “Call to Commemorate”

The Design Development Plan process needed to respond to the “Call to Commemorate”. The process included a review and identification of tangible opportunities that could be articulated in design terms. These opportunities are summarized as follows:

#### 2.2.1 Continuity

Enhance a continuous scenic riverside open space and travel corridor by defining a landscape whose diverse open spaces link nodes for events and activities (including commemorative and cultural opportunities), contain amenities that support user activity, allow and enhance views, are aesthetically pleasing, promote environmental sustainability, and are safe.

- roadway landscape
- regional pathway landscape & materials
- river landscape & materials

## **MEMORIAL DRIVE THE LANDSCAPE OF MEMORY**

### **2.2.2 Accessibility**

Establish and define a landscape that is safe, publicly accessible and supportive of a wide variety of recreational and commuter uses, strengthening east /west connections along the river, linking existing communities to emerging commemorative features and public open spaces.

- pathway improvements & widening toward resolution of user conflicts
- roadway crossings & connections to existing communities pedestrian bridge – (West Portal)

### **2.2.3 Legibility**

Create a strong sense of “commemorative urban riverside gathering place” by requiring design excellence in defining appropriate “gateways” and “edges” and introducing a palette of scenic riverside design elements, to build a safe, contiguous, recognizable identity along the length of the Memorial Drive Corridor.

- primary and secondary corridor gateways
- roadway , pathway, & node lighting
- tree planting
- signage – orientation & way finding
- streetscape pageantry, e.g. flags, banners for special events

### **2.2.4 Legacy**

Provide opportunities for “landmark” commemoration that respects and celebrates the legacy of Memorial Drive within the context of improved environmentally sustainable urban parks spaces. Public art should be integrated into the corridor infrastructure and open space design to strengthen the sense of place. It should be noted that the procurement of public art would follow standard City of Calgary protocols in place for the submission, juried review, and selection of public artworks.

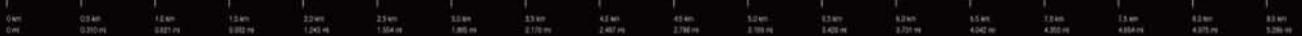
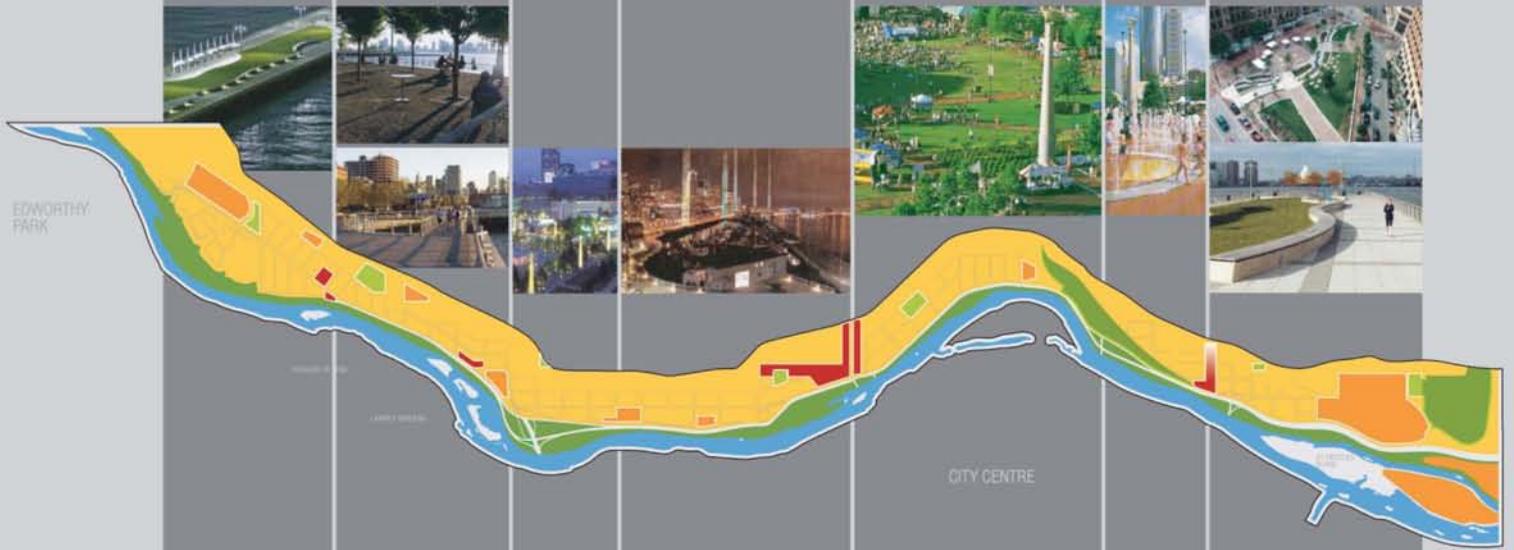
- major nodal gathering places
- minor nodal gathering places
- site furnishings – benches, bollards, waste receptacles, bicycles parking devices, bus shelters
- commemorative installations, including interpretive signage
- presentation pavilion, concession, washroom facility

Steps were further taken by the design team to develop, map and organize the key CALL principle for the stakeholder workshop. Figures 2.1 through 2.4 map the CALL principles that were used in preparation for the workshop and stakeholder input. Figure 2.5 is a composite of the mapping referred to as the Framework Plan.



# CONTINUITY

The open spaces link a series of events or activity nodes, some of which are developed specifically as commemorative opportunities. Incorporates pedestrian and cyclists amenities ( such as places to stop and rest, trash receptacles, shelters, bike racks, washrooms )



## CONTINUITY MAP LEGEND

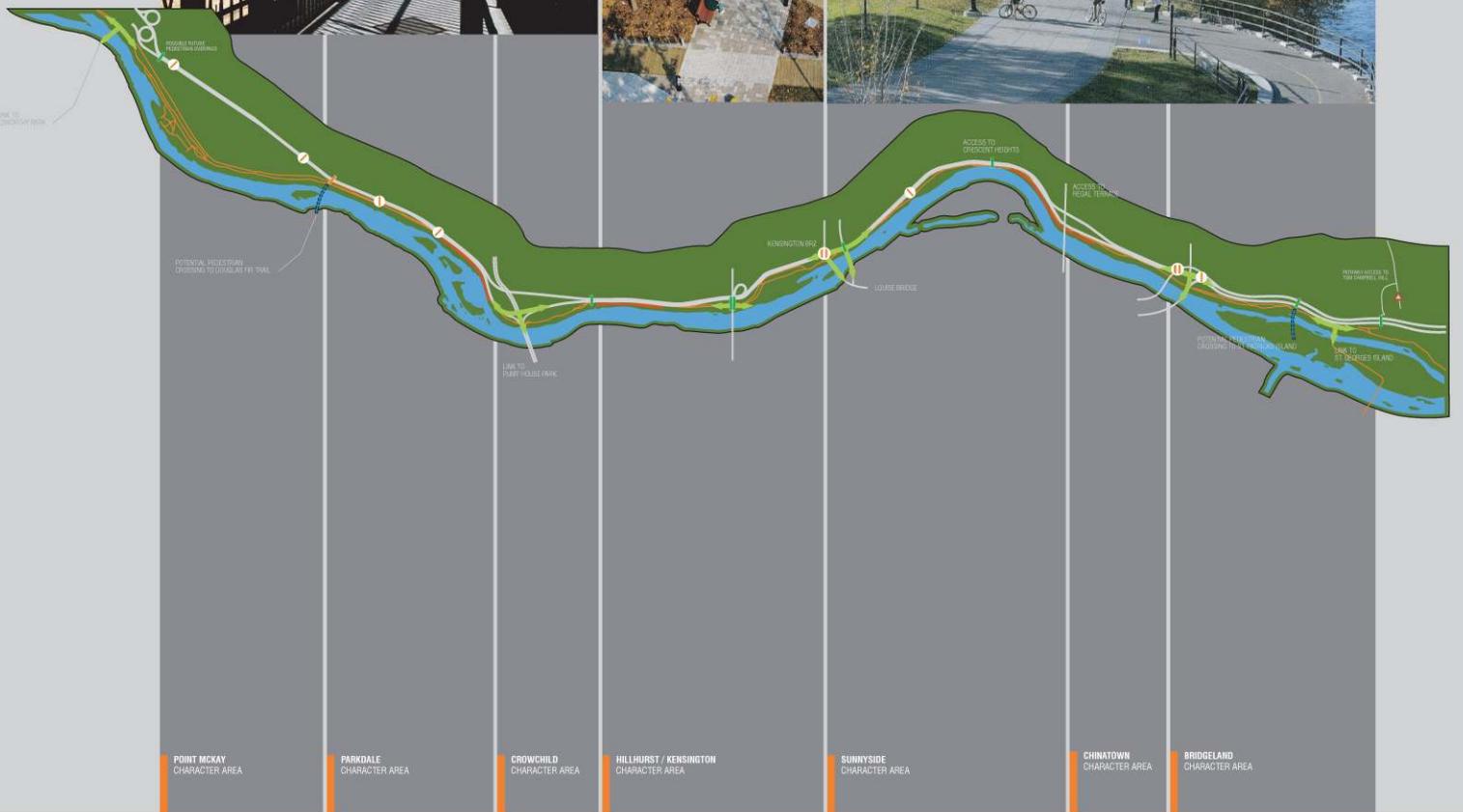
- BOW RIVER
- GREEN SPACE
- RESIDENTIAL
- CULTURAL / INSTITUTIONAL / COMMUNITY USE
- EDUCATIONAL LAND USE
- ESCARPMENT
- COMMERCIAL NODE

FIGURE 2.1 CONTINUITY PRINCIPLE ILLUSTRATED

# A

## ACCESSIBILITY

The landscape is for all Calgarians. It has a single name along its length from Shaganappi Trail to the Calgary Zoo. It has regular, convenient, fully accessible & safe places for pedestrians to cross.



### ACCESSIBILITY MAP LEGEND

- BOW RIVER
- MEMORIAL DR. / BRIDGES
- PATHWAYS / BIKE PATHS
- SIGNALIZED GRADE CROSSINGS
- GRADE CROSSINGS
- PEDESTRIAN OVERPASS CONNECTION
- 'PINCH' POINTS ( LIMITED OPEN SPACE WIDTH )
- PEDESTRIAN LINK OPPORTUNITY
- BRIDGE ACCESS

**FIGURE 2.2**  
**ACCESSIBILITY PRINCIPLE ILLUSTRATED**

L

## LEGIBILITY

A strong sense of place, with defined edges / boundaries and a recognizable & continuous identity along its length that announces it as a special landscape. Incorporates east & west gateway / portal elements that communicate to drivers that they are entering a unique area.



### LEGIBILITY MAP LEGEND

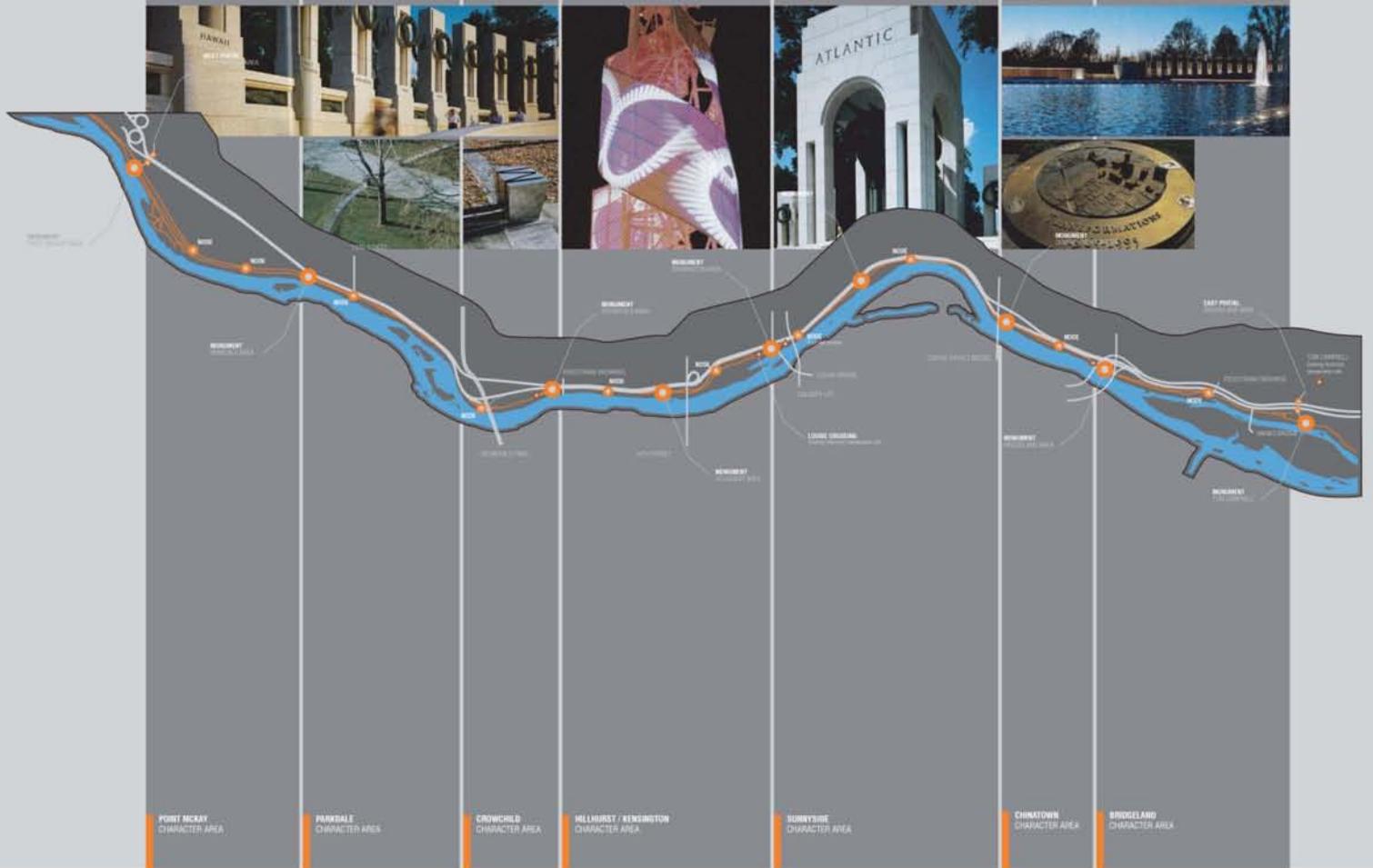
-  BOW RIVER
-  MEMORIAL DR. / BRIDGES
-  PATHWAYS / BIKE PATHS
-  PAIRED LIGHTING STANDARD
-  PAIRED LIGHTING STANDARD W/ MEDIAN BANNER POLE
-  PATHWAY LIGHTING
-  MONUMENT
-  GATEWAY

**FIGURE 2.3**  
**LEGIBILITY PRINCIPLE ILLUSTRATED**

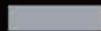
L

## LEGACY

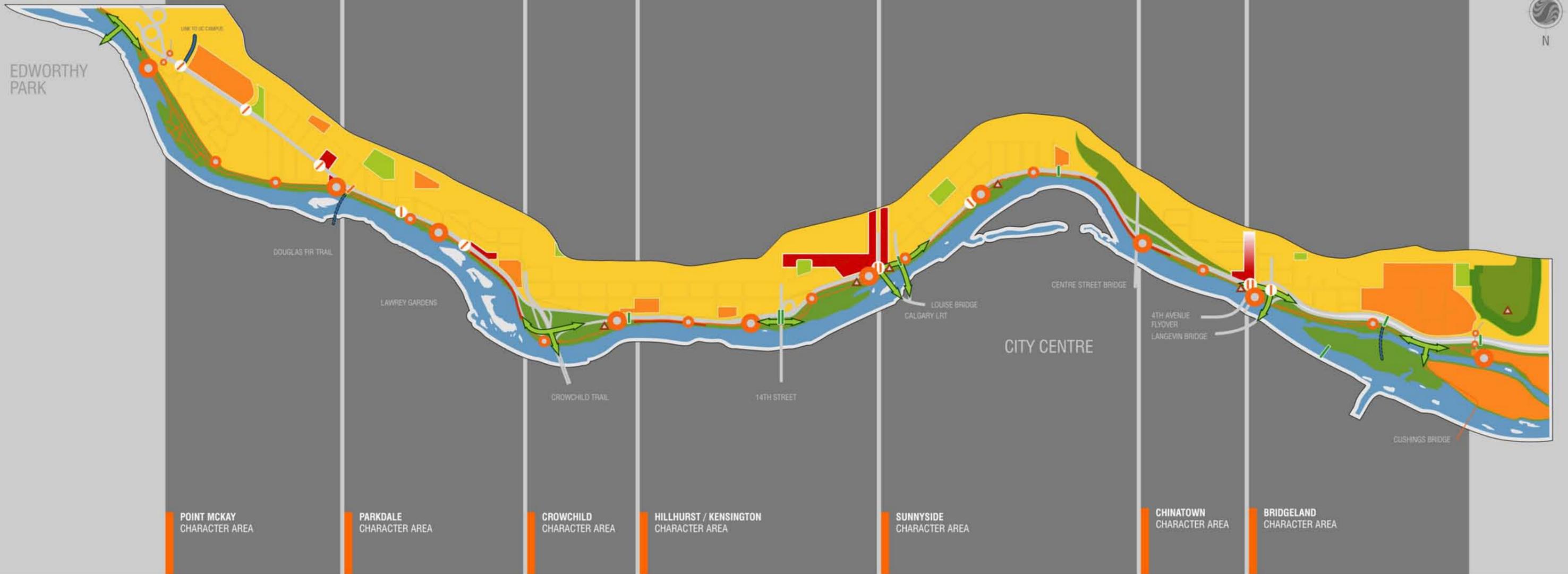
Respect for memory and the legacy of Calgarians who fought for freedom. Opportunities for commemoration, acknowledges that observing memory occurs both individually and collectively ( creating meaningful gathering places ).



### LEGACY MAP LEGEND

-  BOW RIVER
-  MEMORIAL DR. / BRIDGES
-  PATHWAYS / BIKE PATHS
-  OPPORTUNITIES / FEATURE LOCATION
-  NODE
-  CORRIDOR ENTRY POINT

**FIGURE 2.4**  
**LEGACY PRINCIPLE ILLUSTRATED**



MAP LEGEND

- |             |  |   |                                 |  |
|-------------|--|---|---------------------------------|--|
| BOW RIVER   | CULTURAL / INSTITUTIONAL / COMMUNITY USE | PATHWAYS / BIKE PATHS                     | NEW PEDESTRIAN LINK OPPORTUNITY | OPPORTUNITIES / MAJOR FEATURE LOCATION |
| GREEN SPACE | EDUCATIONAL LAND USE                     | 'PINCH' POINTS (LIMITED OPEN SPACE WIDTH) | BRIDGE ACCESS                   | MINOR NODE LOCATION                    |
| RESIDENTIAL | COMMERCIAL NODE                          | GRADE CROSSINGS                           | EXISTING MONUMENT               | CORRIDOR ENTRY POINT                   |
| ESCARPMENT  | MEMORIAL DR. / BRIDGES                   | PEDESTRIAN OVERPASS CONNECTION            | SIGNALIZED GRADE CROSSINGS      |  |

FIGURE 2.5  
**OPEN SPACE FRAMEWORK PLAN**  
 MEMORIAL DRIVE PHASE II  
 DESIGN DEVELOPMENT

## **MEMORIAL DRIVE THE LANDSCAPE OF MEMORY**

### **2.3 Framework Plan and Design Tools**

The framework plan was presented at the stakeholder workshop held on November 24th, 2004 (Appendix A and C). The plan, developed as a composite of the CALL principals, set out a pattern for the arrangement of public spaces. The Framework Plan was identified as a means to organize the various ideas and activities that Calgarians envisioned for the Memorial Drive corridor.

The stakeholders were invited to respond to the Framework Plan and were provided the opportunity to articulate values for the character, scale, and diversity of conditions including: pathways; entry points; gateways; gathering places; tree planting; commemorative landmarks; roadway interfaces; continuous lighting elements; and public art installations. The design team interpreted a number of key organizing design tools that had been described by participants during the visioning process in Phase I. Stakeholders were introduced to these design tools for the purposes of providing design input during the workshop. These tools included:

#### **2.3.1 Layers**

The Memorial Drive corridor carries many layers of meaning for Calgarians- a recreational ribbon, a repository of memory, a commuter corridor. As well, the corridor is layered by time- from the geological time of millennia and the formation of the river by glacial activity, to historical settlement patterns by aboriginal peoples and settlers, to more recent patterns of urban development and contemporary uses. Calgarians have also recognized Memorial Drive corridor as an integral part of the future of the City.

This can be interpreted in design as a vertical layering of visual elements in the landscape:

- ground plane and river as the commemorative base (yesterday/history)
- trees and landscape (today/the present)
- city skyline and horizon (tomorrow/future aspirations)

#### **2.3.2 Oasis**

The corridor is treasured for its proximity to the river. Its green spaces mediate the urban environment, creating oases of calm within the fast pace of city life. The sense of oasis is afforded by a sense of place, safety and security, refuge, intimacy, and of green enclosure.

Nodes within the open spaces represent oases of calm throughout the corridor:

- creating space for reflection and the sharing of stories
- open spaces and pathways connect a series of opportunities for commemoration
- each node takes a moment in time, captures it, and interprets it.

#### **2.3.3 Weaving**

The experiences offered by the corridor are braided together- the experience of the river, of the pathways, of the open space, and of the roadway is interwoven. There are integral links among the elements as their stories unfold and interweave through time.

## MEMORIAL DRIVE THE LANDSCAPE OF MEMORY

The elements form the interwoven strands.

- the river experience
- the pedestrian experience
- the vehicular experience

### 2.3.4 Rhythm

Rhythm is about the regular occurrence of elements in a discernible pattern. Rhythmic patterns help people make sense of their environments, in the same way that rhythm offers order to musical compositions. Rhythm for the Memorial Drive corridor can be established by the repetition and spacing of trees, lighting components, signs, nodes, or bridges for example.

Three-dimensional elements can punctuate the experience of Memorial Drive acting as:

- sentinels or visual guides (providing cues to orientation or way finding)
- a musical metaphor- establish a tempo, incorporate 'surprise', interlude, and climax
- a datum line- the line of reference to which all elements in a composition relate.

### 2.3.5 Event

Events are nodes or locations that occur throughout the open space, punctuating the experience and contribute to the establishment of a rhythm. Events in the landscape are important to place-making.

Events are nodes which the visitor 'discovers' along the route, and might:

- provide gathering space, or places of celebration
- act as resting places or offer some solitude from surrounding activity
- be practical locations for open space amenities such as shelters, washrooms, bicycle racks, seating, trash receptacles, etc.
- offer commemorative or interpretive opportunities

### 2.3.6 Light

Light was described and deemed important by Phase I participants. Light can represent the symbol of hope, promise, and freedom. The symbolism appeared in the forms of the star, flame, flare, candle, beacon, and lantern.

Light is seen as playing an important physical and symbolic role in the Memorial Drive corridor:

- announcing each 'event' or node, as well as the paths between events
- establishing a unique identity for the corridor through consistent lighting treatments & fixtures
- promoting safety and accessibility within the corridor.

Figure 2.6 illustrates the design tools introduced to the stakeholders to assist them in providing design input during the workshop.

# Memorial Drive Visioning Phase 2 Organizing Tools

proposed November 2004

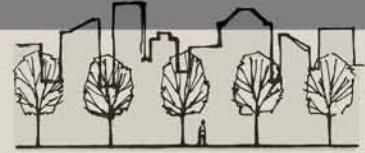
From the responses of Calgarians who participated in Phase 1 Visioning, the design team interpreted a number of key organizing tools to start to build the Open Space Framework Plan. These tools included:

## Layers

*layers of time  
layers of meaning*

a vertical layering of visual elements:

- ground plane- the commemorative base (yesterday/history)
- trees/landscape (today/the present)
- skyline (tomorrow/future aspirations)

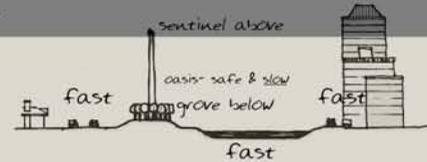


## Oasis

*oasis= safety + security  
refuge, intimacy, sense of enclosure*

nodes within the open spaces represent oases of calm within the fast pace of city life:

- creating space for reflection and the sharing of stories
- open spaces and pathways connect a series of opportunities for commemoration
- each node takes a moment in time, captures it, & interprets it

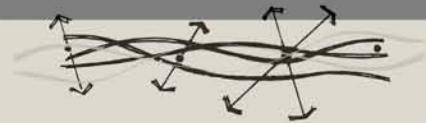


## Weaving

*the stories to be told also interweave through time  
braided experiences*

there are three interwoven strands to the necklace:

- the river
- the pedestrian experience
- the vehicular experience

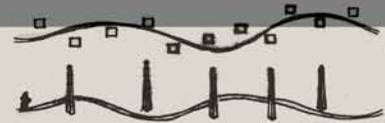


## Rhythm

*regular recurrence in a pattern  
musical notation as metaphor*

three-dimensional elements punctuate the experience of the riverbank:

- act as sentinels or visual guides (a wayfinding or orientation device)
- musical metaphor- establish a tempo, incorporate 'surprise', climax and interlude
- datum line- the line of reference to which all elements in a composition relate



## Event

*events punctuate the experience and establish a rhythm  
place-making*

these are nodes or locations which the visitor 'discovers' along the route, and might be:

- gathering places/places of celebration
- resting places (and practical locations for shelter, washrooms, bicycle racks, trash, etc.)
- commemorative/interpretive landmark opportunities



## Light

*light as symbol of hope, promise, freedom  
star, flame, flare, candle, lantern*

light has an important physical and symbolic role in the corridor:

- light announces each 'event' as well as marks the path between events
- consistent lighting establishes a unique identity to the corridor
- promotes safety and accessibility within the corridor



## MEMORIAL DRIVE THE LANDSCAPE OF MEMORY

### 2.4 Design Development Plan

The workshop results and further development of the CALL principles resulted in the preparation of the preliminary Design Development Plan. This plan and the work leading up to the plan development were presented at the Public Open House (Appendix C and D).

The Plan incorporates features developed during the process, including:

- Improvements for access, roadway and pathway;
- Gateways and identifying components;
- Landscape, amenities; and
- A series of major and minor nodes.

The nodes are a series of event and gathering spaces that respond to the CALL principles. The nodal gateways and gathering spaces were envisioned as places that:

- commemorate;
- contribute to a distinct threshold experience of entrance into urban river environment of Memorial Drive;
- distinguish the urban river and skyline context as a special travel corridor;
- physically and socially connect with neighbouring communities and Calgary as a whole;
- offer views and contribute to the view;
- fit with the river, regional pathway, and roadway context of Memorial Drive; and
- if minor nodes, act as companions to major nodal spaces, differentiated primarily by scale.

The component parts of these nodal gathering places are envisioned to include:

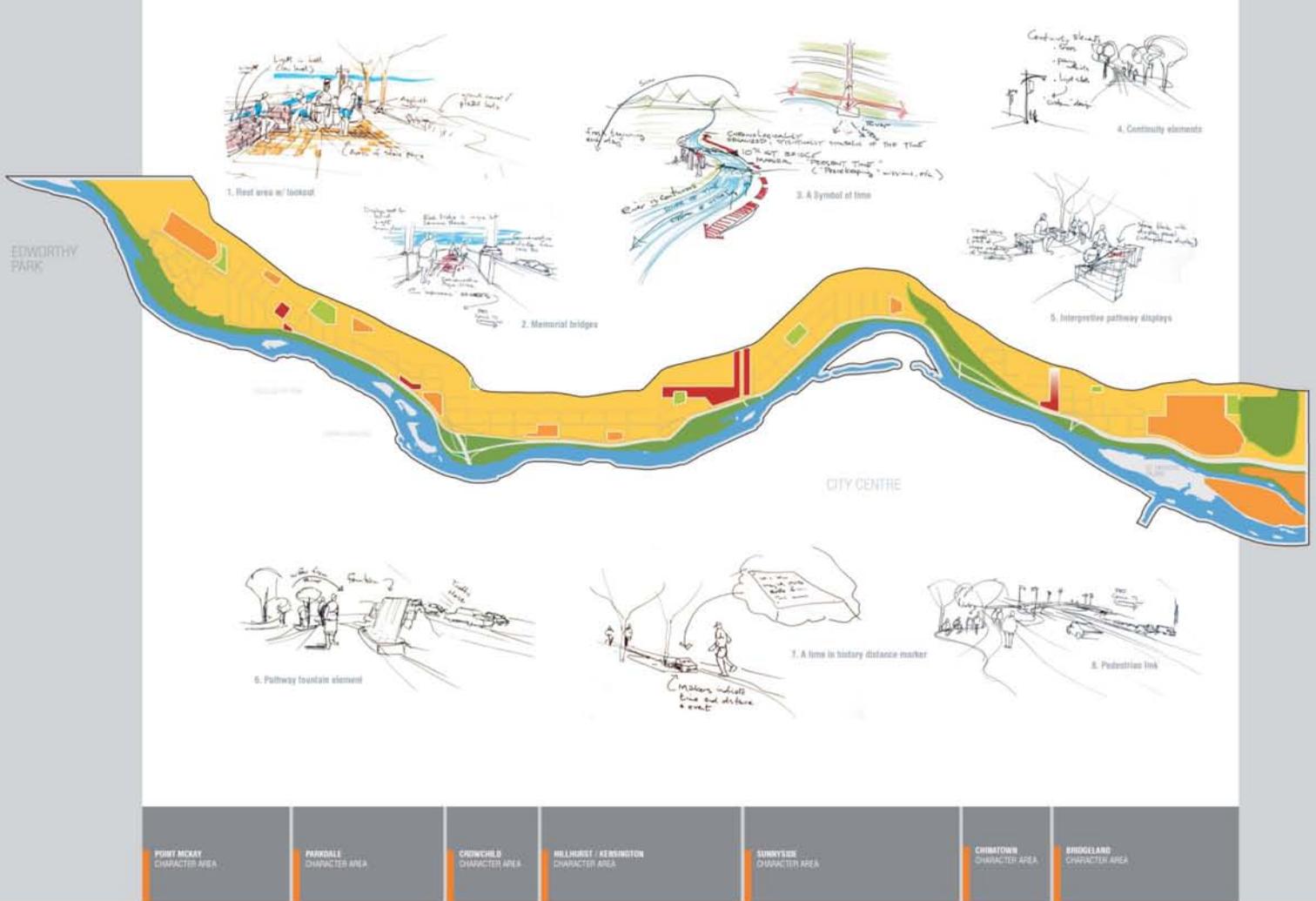
- Irrigated landscape including trees, shrubs and flowers;
- amenity surfacing including steps, ramps, and railings in response to specific grade conditions;
- pathway and amenity lighting;
- commemorative installations including public art and interpretive messaging;
- streetscape and place-making pageantry including flags and banners for special events;
- site furnishings including benches, bollards, waste receptacles and bicycle racks;
- site structures including bus shelters, washroom, memorial pavilion and concession.

Figures 2.7 through 2.10 illustrate the application of workshop ideas to the CALL principles. The final draft of the Design Development Plan (Figure 2.11) incorporates a new location for the east portal.



# CONTINUITY

The open spaces link a series of events or activity nodes, some of which are developed specifically as commemorative opportunities. Incorporates pedestrian and cyclists amenities ( such as places to stop and rest, trash receptacles, shelters, bike racks, washrooms )



## CONTINUITY MAP LEGEND

	BOW RIVER		CULTURAL / INSTITUTIONAL / COMMUNITY USE		COMMERCIAL NODE
	GREEN SPACE		EDUCATIONAL LAND USE		
	RESIDENTIAL		ESCAPMENT		

FIGURE 2.7  
CONTINUITY PRINCIPLE APPLIED

# A

## ACCESSIBILITY

The landscape is for all Calgarians. It has a single name along its length from Shaganappi Trail to the Calgary Zoo. It has regular, convenient, fully accessible & safe places for pedestrians to cross.

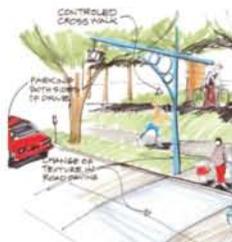


1. Riverside Landing

2. Fishing on the Bow River

3. Direct Access to the Water

4. Relax by the River



5. Crossing Identity System



6. Crossing Identity System (cont'd)



7. Pathway System

POINT MCKAY  
CHARACTER AREA

PARKDALE  
CHARACTER AREA

CROWCHILD  
CHARACTER AREA

HILLHURST / KENSINGTON  
CHARACTER AREA

SUNNYSIDE  
CHARACTER AREA

CHINATOWN  
CHARACTER AREA

BRIDGELAND  
CHARACTER AREA



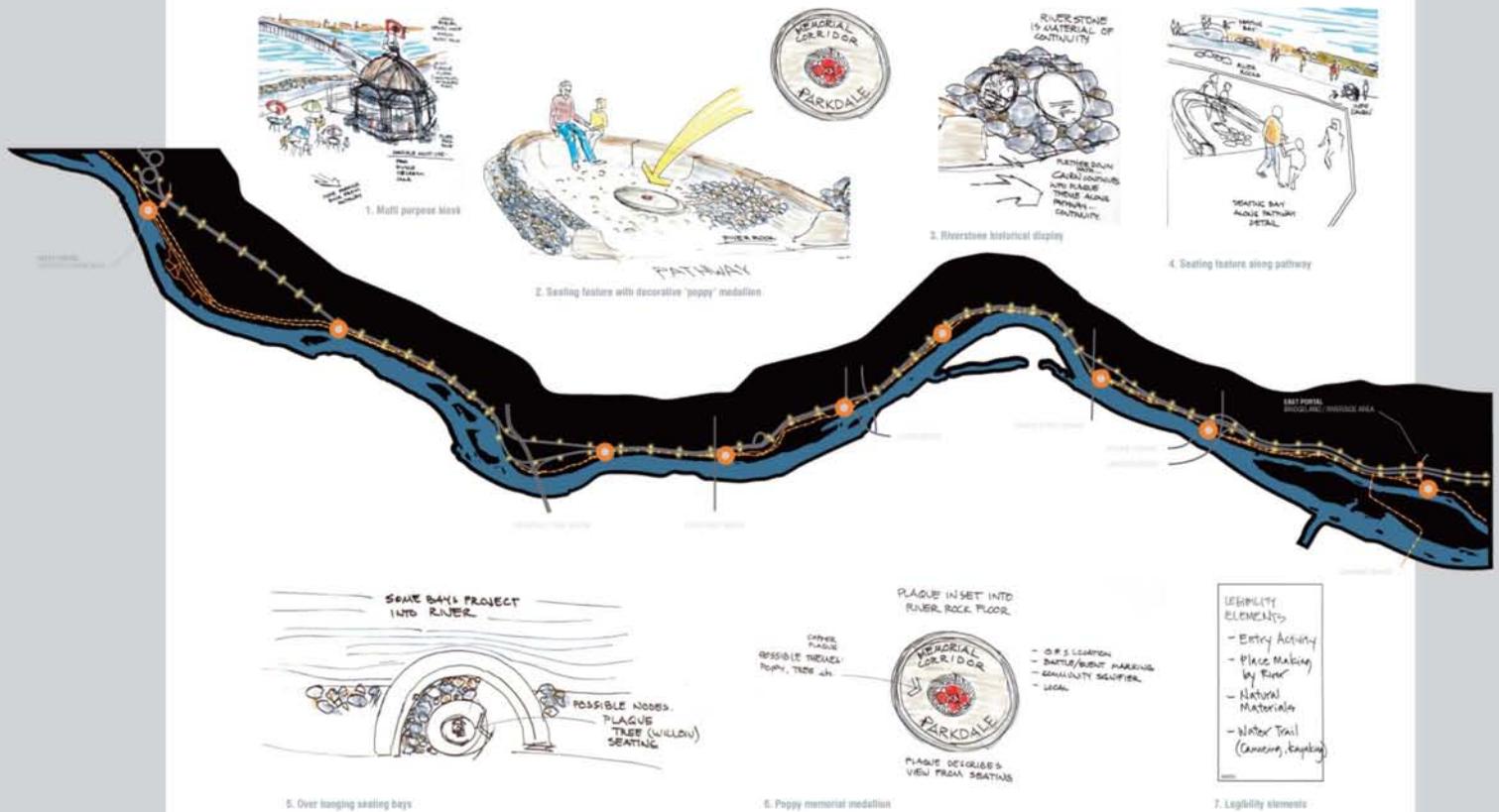
### ACCESSIBILITY MAP LEGEND

- BOW RIVER
- MEMORIAL DR. / BRIDGES
- PATHWAYS / BIKE PATHS
- SIGNALIZED GRADE CROSSINGS
- GRADE CROSSINGS
- PEDESTRIAN OVERPASS CONNECTION
- 'PINCH' POINTS (LIMITED OPEN SPACE WIDTH)
- PEDESTRIAN LINK OPPORTUNITY
- BRIDGE ACCESS

FIGURE 2.8  
ACCESSIBILITY PRINCIPLE APPLIED

# LEGIBILITY

A strong sense of place, with defined edges / boundaries and a recognizable & continuous identity along its length that announces it as a special landscape. Incorporates east & west gateway / portal elements that communicate to drivers that they are entering a unique area.



## LEGIBILITY MAP LEGEND

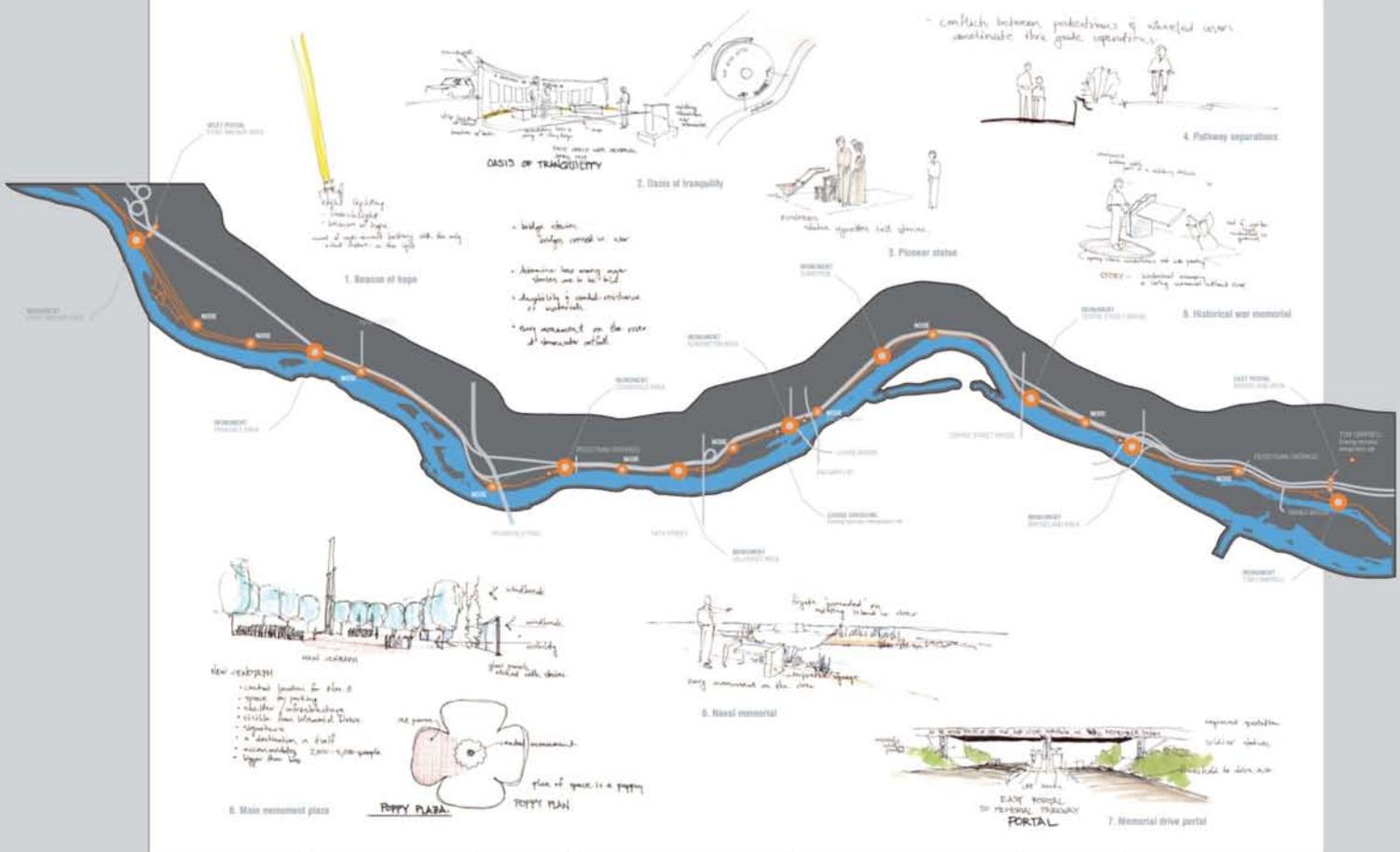


FIGURE 2.9  
LEGIBILITY PRINCIPLE APPLIED

L

# LEGACY

Respect for memory and the legacy of Calgarians who fought for freedom. Opportunities for commemoration, acknowledges that observing memory occurs both individually and collectively ( creating meaningful gathering places ).



0 km	0.5 km	1 km	1.5 km	2 km	2.5 km	3 km	3.5 km	4 km	4.5 km	5 km	5.5 km	6 km	6.5 km	7 km	7.5 km	8 km	8.5 km	9 km
0 m	310 m	620 m	930 m	1240 m	1550 m	1860 m	2170 m	2480 m	2790 m	3100 m	3410 m	3720 m	4030 m	4340 m	4650 m	4960 m	5270 m	5580 m

## LEGACY MAP LEGEND

- BOW RIVER
- MEMORIAL DR. / BRIDGES
- PATHWAYS / BIKE PATHS
- OPPORTUNITIES / FEATURE LOCATION
- NODE
- CORRIDOR ENTRY POINT

FIGURE 2.10  
LEGACY PRINCIPLE APPLIED



MAP LEGEND

- |                        |  |   |  |  |
|------------------------|--|---|--|--|
| BOW RIVER              | CULTURAL / INSTITUTIONAL / COMMUNITY USE | EXISTING SIGNALIZED GRADE CROSSINGS       | OPPORTUNITIES / MAJOR FEATURE LOCATION | PAIRED LIGHTING STANDARD                       |
| GREEN SPACE            | EDUCATIONAL LAND USE                     | POSSIBLE GRADE SEPARATED CROSSINGS        | MINOR NODE LOCATION                    | PAIRED LIGHTING STANDARD W/ MEDIAN BANNER POLE |
| MEMORIAL DR. / BRIDGES | COMMERCIAL NODE                          | POSSIBLE AT GRADE SIGNALIZED CROSSINGS    | CORRIDOR ENTRY POINT                   | PATHWAY LIGHTING                               |
| PATHWAYS / BIKE PATHS  | EXISTING PEDESTRIAN OVERPASS CONNECTION  | PATHWAY SECTIONS FOR UPGRADING & WIDENING | EXISTING MONUMENT                      |  |
| ESCARPMENT             | EXISTING BRIDGE ACCESS                   | NEW PEDESTRIAN LINK OPPORTUNITY           |  |  |

**FIGURE 2.11**  
**DESIGN DEVELOPMENT PLAN**

MEMORIAL DRIVE PHASE II  
DESIGN DEVELOPMENT