

# EUPHORIA

celebrating happiness and joy

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Image credit: Unsplash

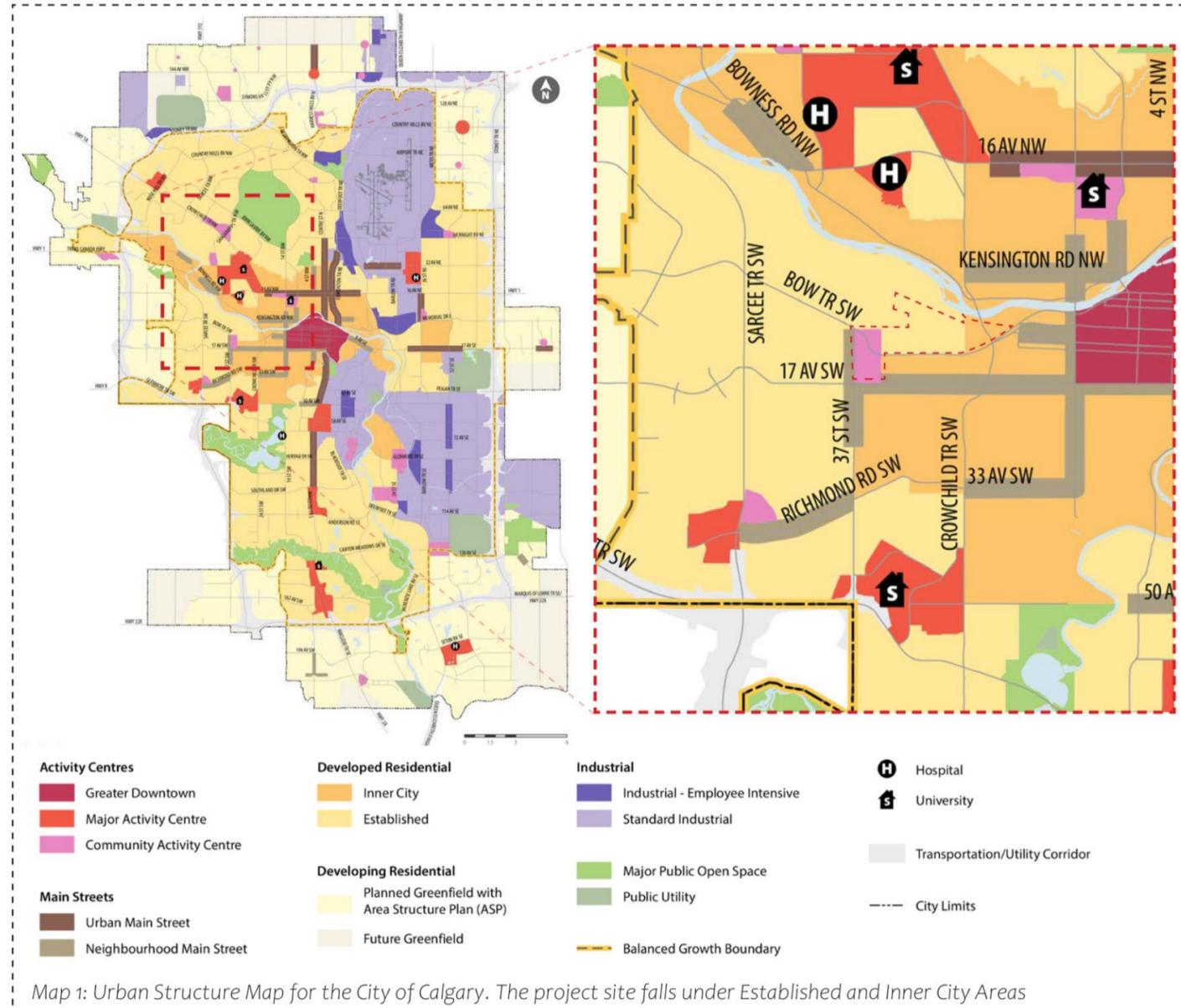
The area around Westbrook/Shaganappi LRT station suffers with lack of urban form, disparate context and collection of existing low-density land uses with plenty of opportunities for contact with nature.

This project **integrates new and more intensive land uses** into this gap in the urban fabric and **responds to and reconnect with the surrounding landscape and urban context.**

**EUPHORIA** - a new destination,  
connects the cultural life of Calgary,  
while **sustaining life** through **ecological  
resilience** and **well-being**

# PLANNING DOCUMENTS

## Site Analysis



Map Sourced from: Phase 1 Critical Planning Document

Following the alignment of all the critical planning documents, Euphoria falls under major activity center and development zones:

- Community Activity Centre
- Neighbourhood Main Street
- Inner City and Established Developed Residential



Image Credit: Urban Form, MDP

## CRITICAL LEARNINGS

- Addressing the Bow Trail & removing the barrier between the community of Shaganappi and the rest of the communities
- Recognizing that the Main Street is pedestrian and transit oriented
- Highest densities occurring within 400m of Primary Transit Network, Activity Centers and Main Street
- Preserving Ecology

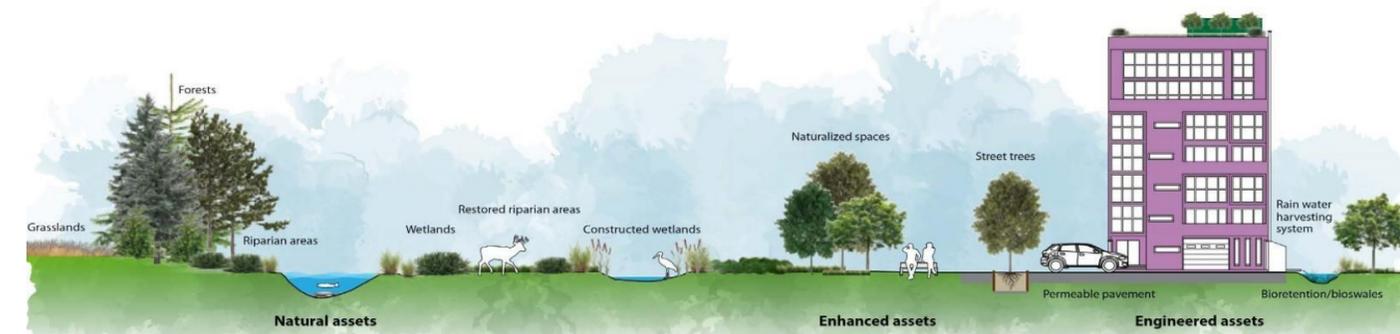


Image Credit: Westbrook ARP

# OUR VISION & GUIDING PRINCIPLES

## a happy community



Image Credit: Pixabay



Ecology



 Ecological Preservation



 Regenerative Systems



 Renewable Energy Production

Well-Being



 Mental & Physical Well-Being



 Multi-Generational Housing



 Human Centric

Celebration



 Cultural Heritage Preservation



 Community Resource Bank



 Transit-Oriented Development

# THE PROCESS

Constructing a Happy Community

What really makes a **happy community**



# THREE CONCEPTS

And The Chosen One

1

Making an Eco-Village



2

Making a Community Hub



3

Making a Cultural Destination



Celebrating Diversity  
Rooted in Happiness  
Making Green Connections

# THE PROCESS

Constructing a Happy Community

Human Scale | Always Active | Deeply Sustainable

Three interlinked layers merge together within the site with its ecology, its prosperity, and its culture.

Through this, the proposal suggests happy city planning movement while providing a realistic long-term site strategy to catalyze the community around it.



## Inspirations

Main Connecting Pathway



Madison Square Park, USA

Elevated Boardwalk



LeBreton Flats, Ottawa

Green Spaces for Recreation



Madison Square Park, USA

Aquaponics Food Production System



Regen Villages, Netherlands

Eco-Living Cottages



Regen Villages, Netherlands

# PLANNING MAP OVERLAYS



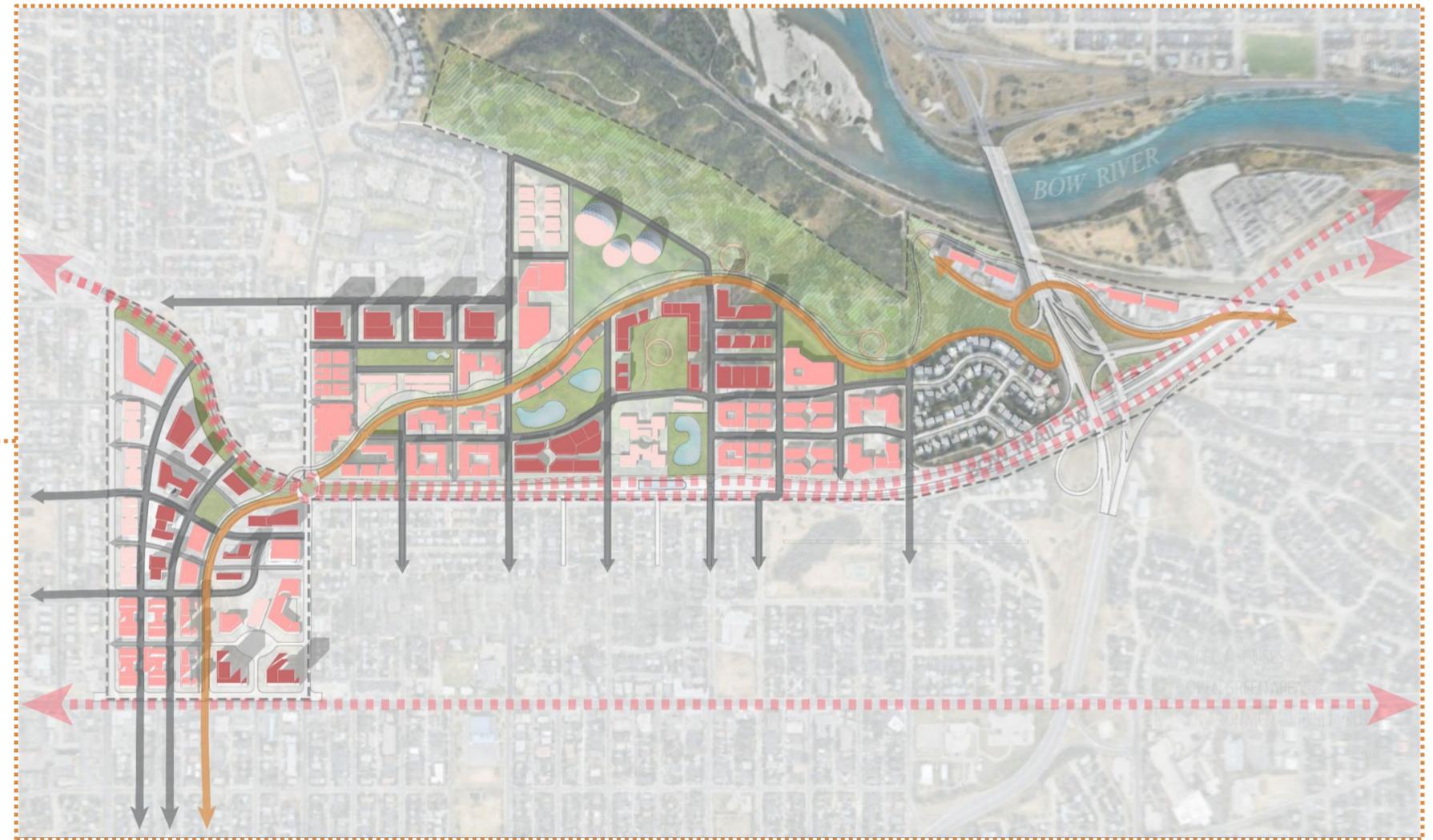
FIRST LAYER: Existing and New Open Space Network



SECOND LAYER: Roads & Pathways Network



THIRD LAYER: Built Form



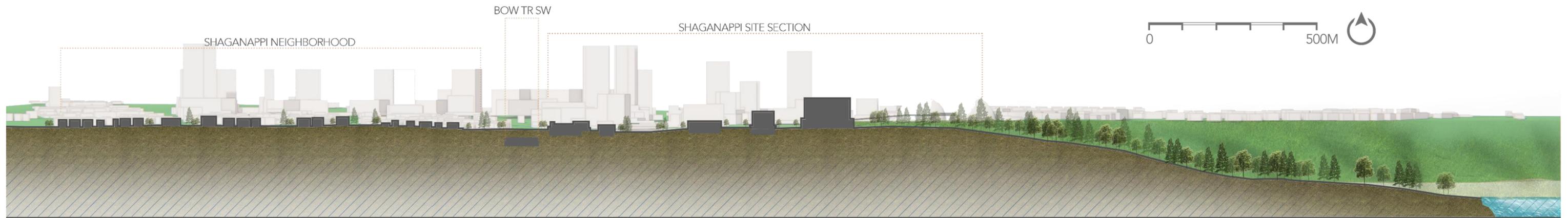
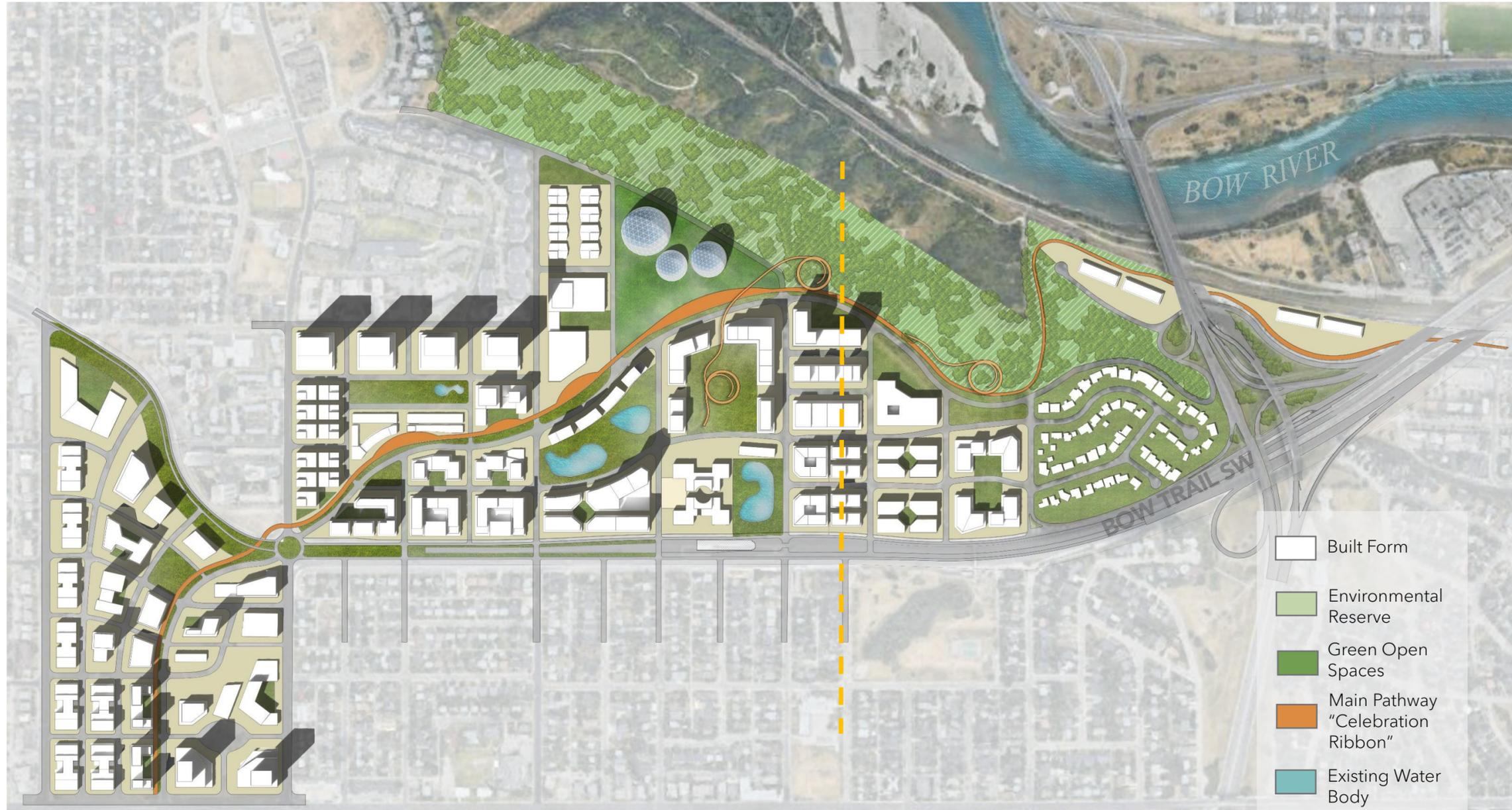
A COMPLETE COMMUNITY



# EUPHORIA MASTER PLAN DESIGN

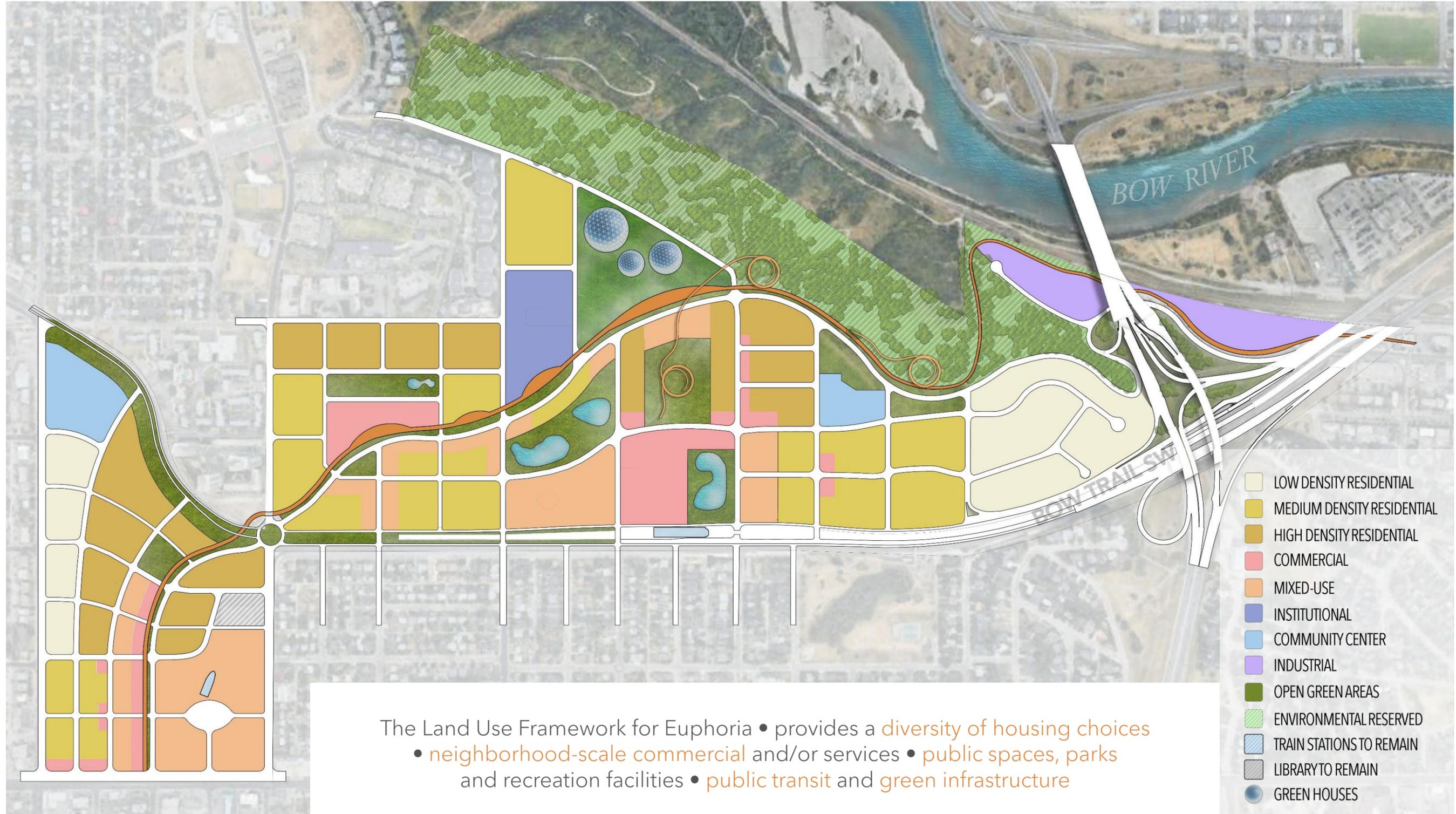
Master Plan Framework

Euphoria repositions the site as the center of a **connected region** by integrating a **welcoming, sustainable development** with a **cultural corridor** bringing together people of diverse backgrounds in a **comfortable and lively space**



# BUILT FORM – LAND USE

Master Plan Framework



# BUILT FORM – DENSITY

Master Plan Framework



Highest densities occurring within 400m of Primary Transit Network, Activity Centers, and Main Streets

Encouraged higher density development along main street “celebration ribbon” to create an attractive street edge and improve the public realm

 High Density

 Medium Density

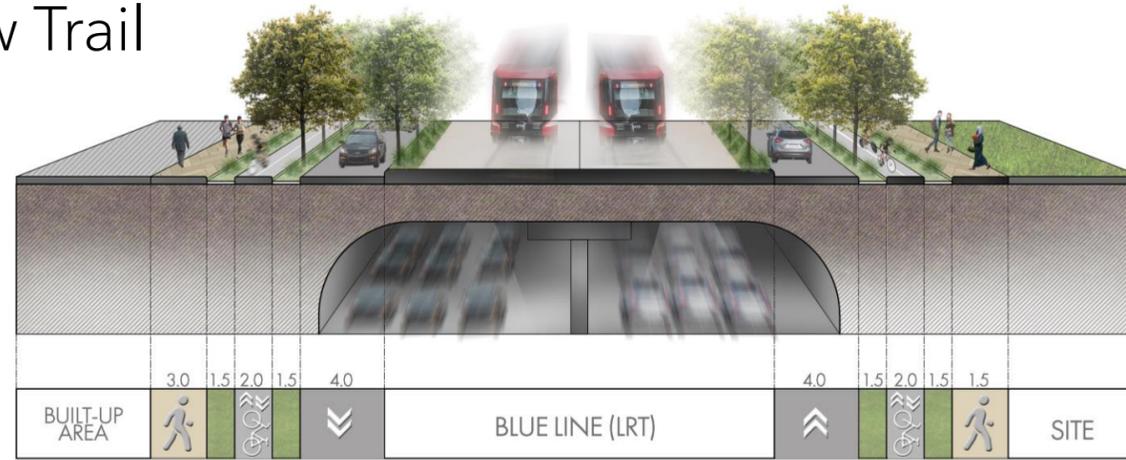
 Low Density

# MOBILITY & URBAN INFRASTRUCTURE

Master Plan Framework

## 1 Softening the Bow Trail

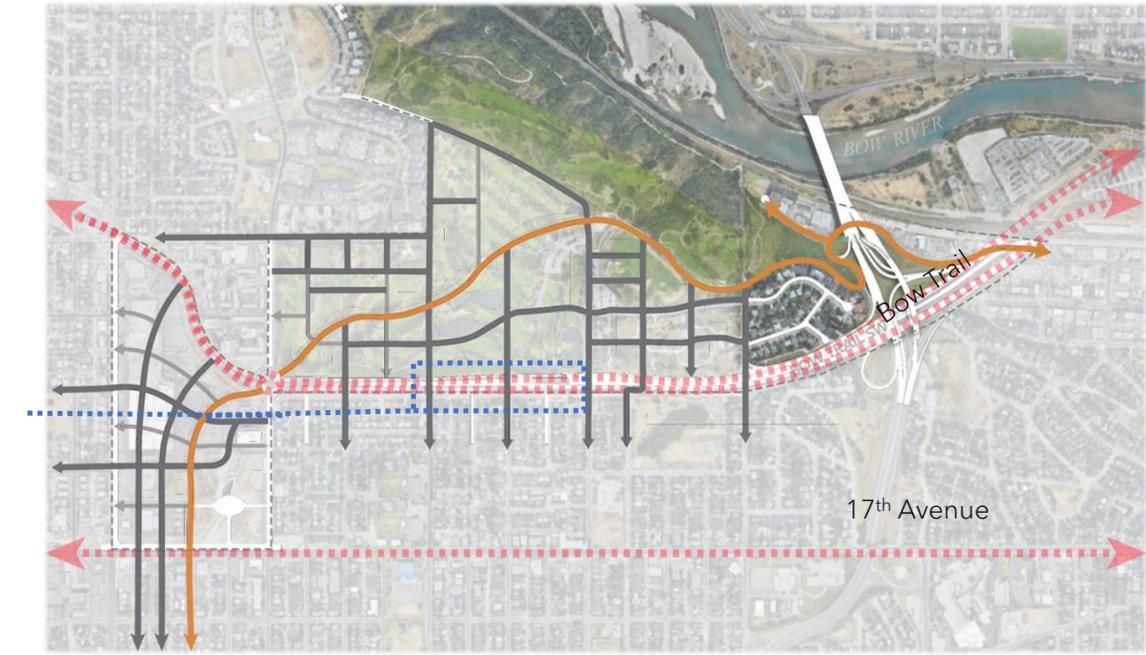
- Segregating fast moving & slow-moving traffic
- Multi-modal street connections over pedestrian only or vehicle only connections



Bow Trail Street Section

## 2 Street Network

Street Network



Main Street "Celebration Ribbon"

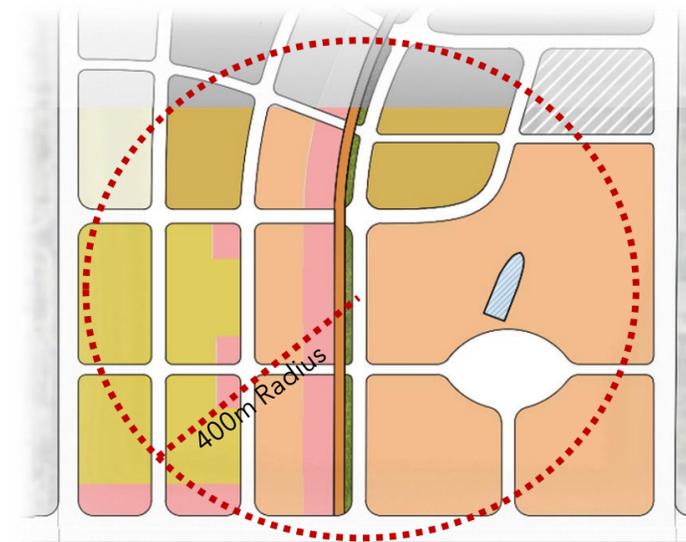
Arterial Roads

Connector Roads

## 3 Main Street as connecting spine

- The Main Street connecting the whole site is pedestrian and transit oriented
- The multi-functional pathway "Celebration Ribbon" emphasizes people centric approach
- The Tree Boulevard acts as an ecological barrier

## 2 Transit Supportive Land Uses



- LOW DENSITY RESIDENTIAL
- MEDIUM DENSITY RESIDENTIAL
- HIGH DENSITY RESIDENTIAL
- COMMERCIAL
- MIXED-USE
- OPEN GREEN AREAS
- ENVIRONMENTAL RESERVED
- TRAIN STATIONS TO REMAIN
- LIBRARY TO REMAIN
- GREEN HOUSES

- Blocks not exceeding 500 meters on the perimeter in order to create a walkable environment of pedestrian-scaled streets and blocks
- Commercial development is oriented along the Main Street
- Large format retail should support a good pedestrian frontage along the transit street and public sidewalk
- Highest densities occurring within 400m of Primary Transit Network, Activity Centers, and Main Streets

- Easily accessible transit stops which are integrated with adjacent multi-family residential or retail buildings
- Includes cycle tracks or on-street bike lines
- Connects to the Main Celebration Ribbon and green corridors
- Proposed street networks allows for universally accessible routes for users including pedestrians, cyclists, transit and motorists
- Seamlessly fuses with the existing street network and connects neighboring communities to the site



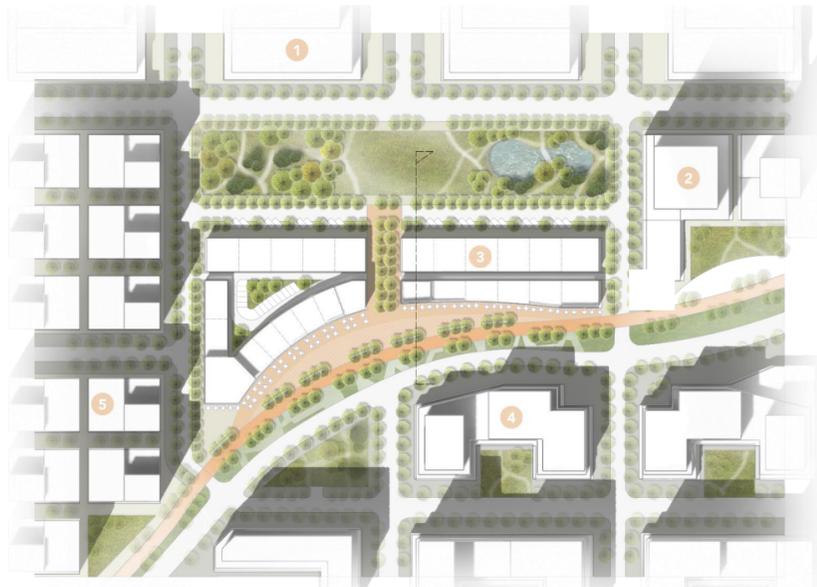
Celebration Ribbon Street Section

# PUBLIC REALM & OPEN SPACE NETWORK

Master Plan Framework

## 1 Celebration Ribbon bringing people together

- Buildings oriented to the street creating a safe, comfortable pedestrian environment.
- Landscaped setbacks and elevation changes for residential units. Streetscape Character and Public Realm
- Celebration Ribbon offers flexible spaces for markets, festivals and other activities.



Urban Walkways



Toronto Island Park

## 2 Nature Trail

- Elevated Boardwalk has been provided as a nature trail and to enjoy the downtown and the Bow River views

Elevated Board Walk



Vancouver Island Park

Flexible usage of the Main Street "Celebration Ribbon"

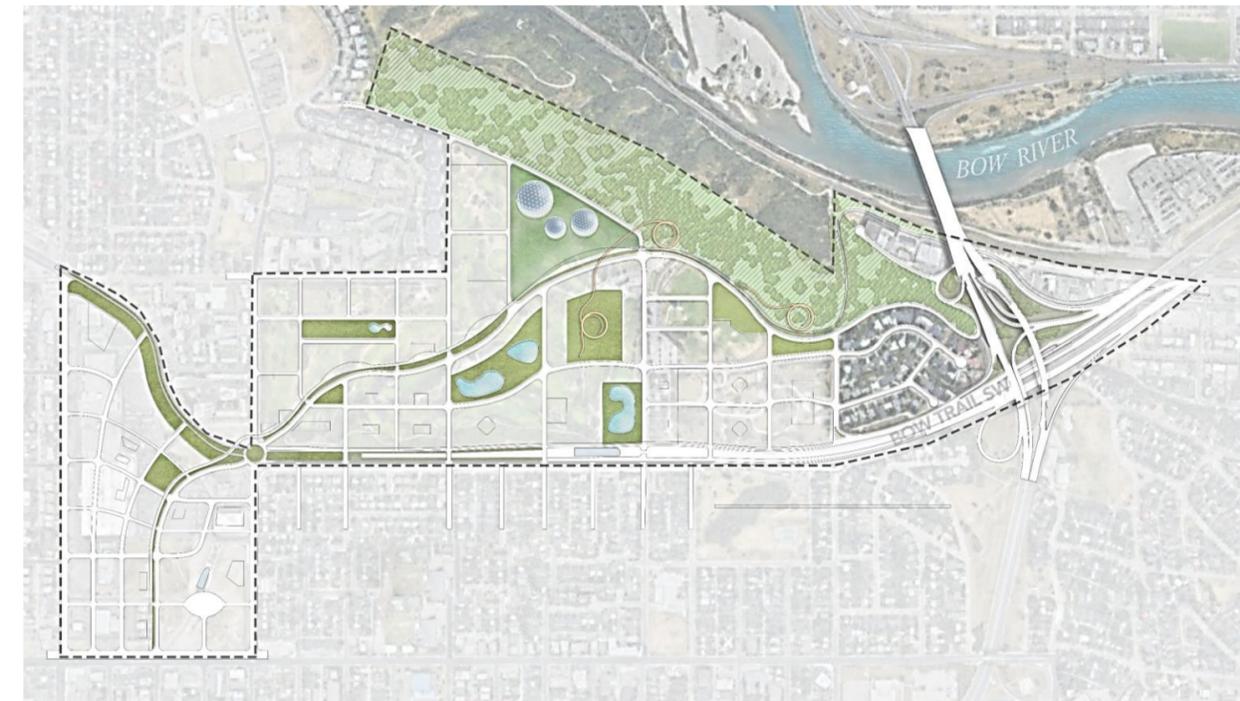


LeBreton Flats, Ottawa

## 3 Interlinked Green Spaces

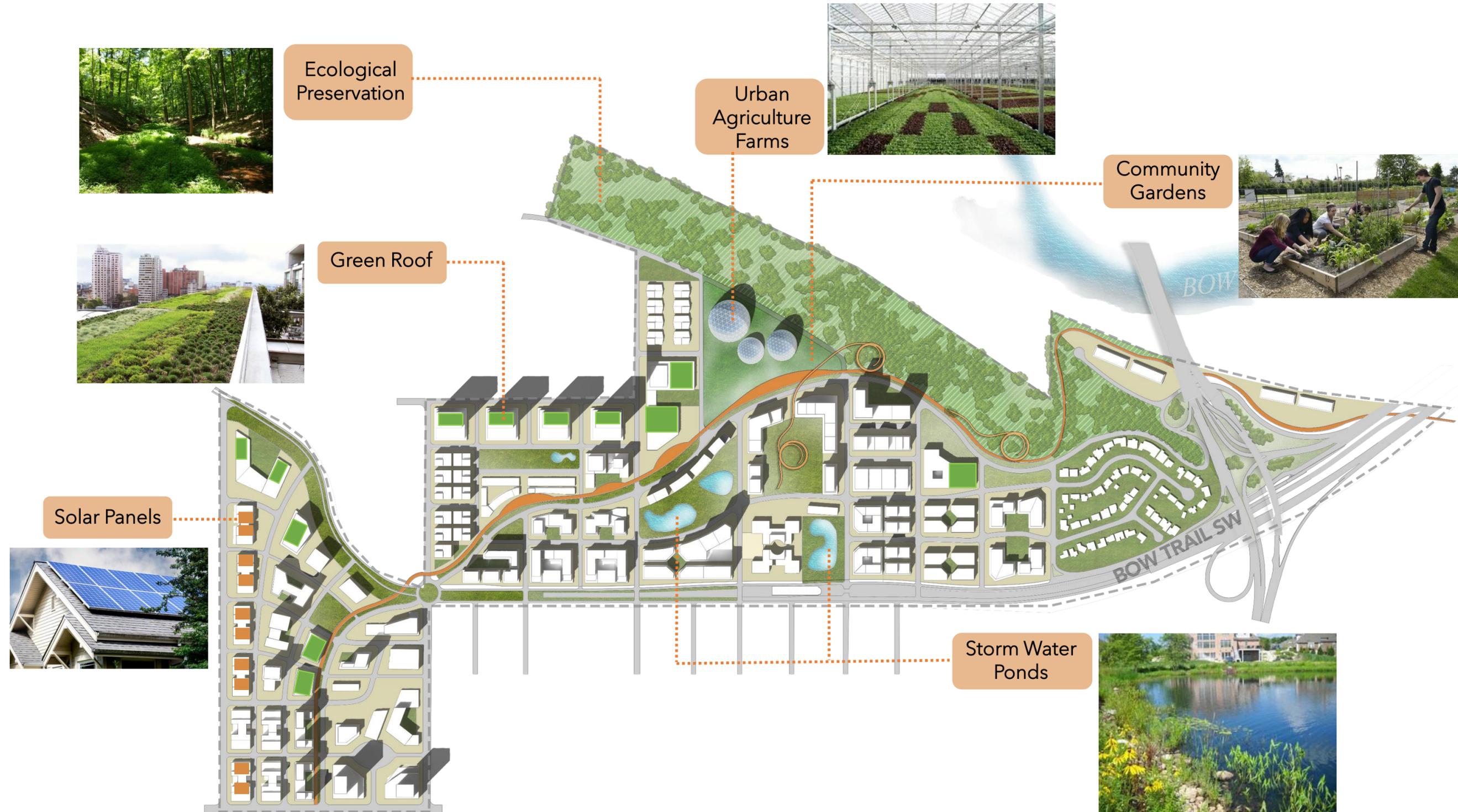
- Neighbourhood parks have been provided within a five-minute walk of all residents
- A hierarchy of parks and public spaces have been created which are interconnected to adjacent neighborhoods by pathways and complete streets
- Green Boulevard acts as an ecological barrier between traffic and pedestrian experience

Green Space Network



# ENVIRONMENT & ECOLOGY

Master Plan Framework



# EXPERIENCING EUPHORIA

NODE 2

BLISS - International Food Hub



NODE 1

JOY – the transit hub



NODE 3

OASIS – the farmers market



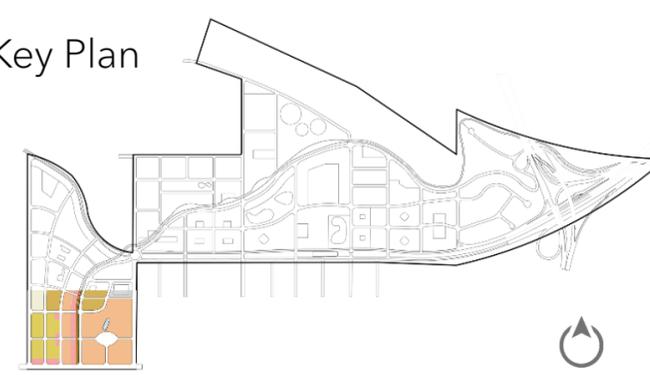
# JOY – the transit hub

## Node 1 Experience

Joy is a central hub applying the fundamental concept of transit-oriented development, intentional design of the Dutch concept of Woonerf. The environment will be bustling with liveliness of the transient population to go from "location A to B", people who are drawn to the site to relax, work, and not limit to eat / drink, and residents who choose a sustainable "car-free" life.

Mixed-use typologies formed by retail, office, restaurants, residential the multi-purpose facilities with complementary amenities surrounding the LRT station complete the space. Connecting the contextual high-rise buildings from the north to the south of 17th St, Joy allows for various residents, exterior to our site to enjoy a walkable, lively complete community.

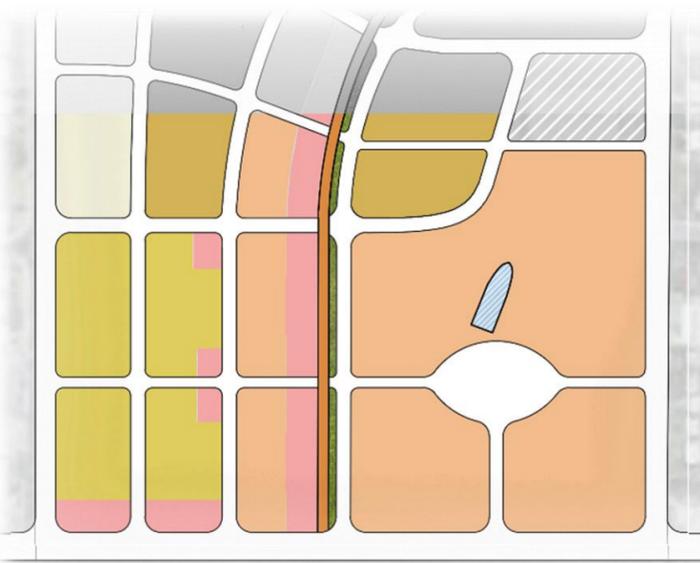
Key Plan



Building Typologies

- 1 Medium Density Residential (2-3 storeys)
- 2 Medium Density Residential (4-5 storeys)
- 3 Mixed-Use with High Density Residential (15 storeys)
- 4 Multi-Modal Transit & Commercial Hub (6 storeys)
- 5 Existing Westbrook Station
- 6 Mixed-Use Retail & Commercial (6 storeys)
- 7 Mixed-Use with High Density Residential (25 storeys)

Land Use



- LOW DENSITY RESIDENTIAL
- MEDIUM DENSITY RESIDENTIAL
- HIGH DENSITY RESIDENTIAL
- COMMERCIAL
- MIXED-USE
- OPEN GREEN AREAS
- ENVIRONMENTAL RESERVED
- TRAIN STATIONS TO REMAIN
- LIBRARY TO REMAIN

Massing Plan



Section



# JOY – the transit hub

Node 1 Experience

## Inspirations



Transit Hub Redevelopment, Kitchener Downtown



Union Station Redevelopment, Toronto, Ontario



View to the Mixed-Use residential building



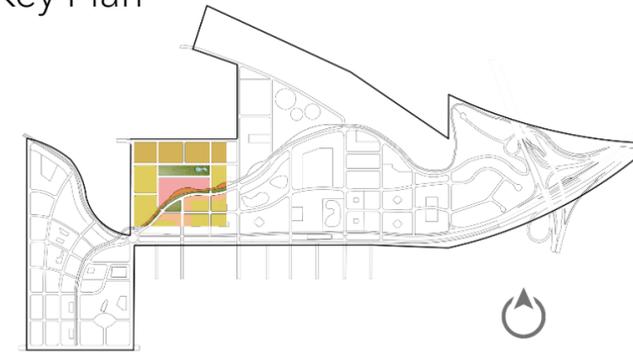
# BLISS – international food hub

## Node 2 Experience

Surrounded by medium and high residential, and contextually surrounded by more high-rise buildings, Bliss - International Food Hub demonstrates an innovative design integrating the urban experience, and culture within a residential zone. Bliss is built to the human-scale, lined with outdoor patio furniture that flow out of the shops, and urban furniture lining the edge they fully take advantage of the south facing sun while providing "eyes on the street" ideology and complexity.

Many people will place this node as a must needed stop as they walk, bike, or drive through Euphoria and the Celebration Ribbon. Bliss acts as another central gathering location for all demographics who would like to experience different cultures travelling through the Celebration Ribbon and Euphoria.

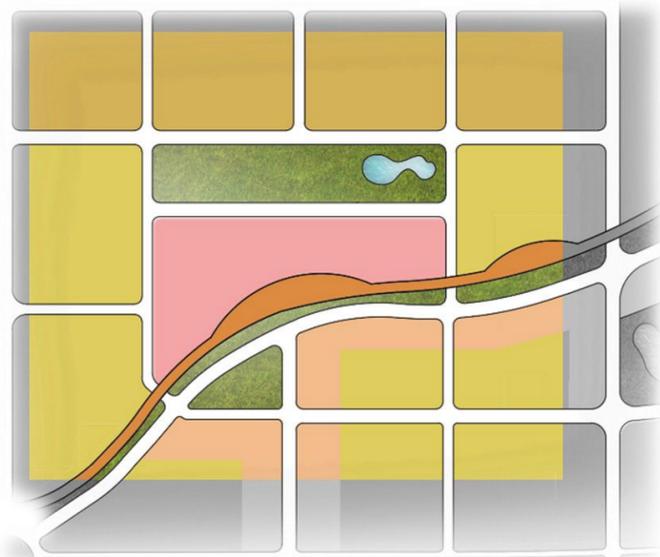
Key Plan



Building Typologies

- 1 High Density Residential (30 storeys)
- 2 Medium Density Residential (2-3 storeys)
- 3 Commercial (1 storey)
- 4 Mixed Use with Medium Density Residential (5 storeys)
- 5 Medium Density Residential (5-7 storeys)

Land Use



- LOW DENSITY RESIDENTIAL
- MEDIUM DENSITY RESIDENTIAL
- HIGH DENSITY RESIDENTIAL
- COMMERCIAL
- MIXED-USE
- OPEN GREEN AREAS

Massing Plan



0 50M

Section



# BLISS – international food hub

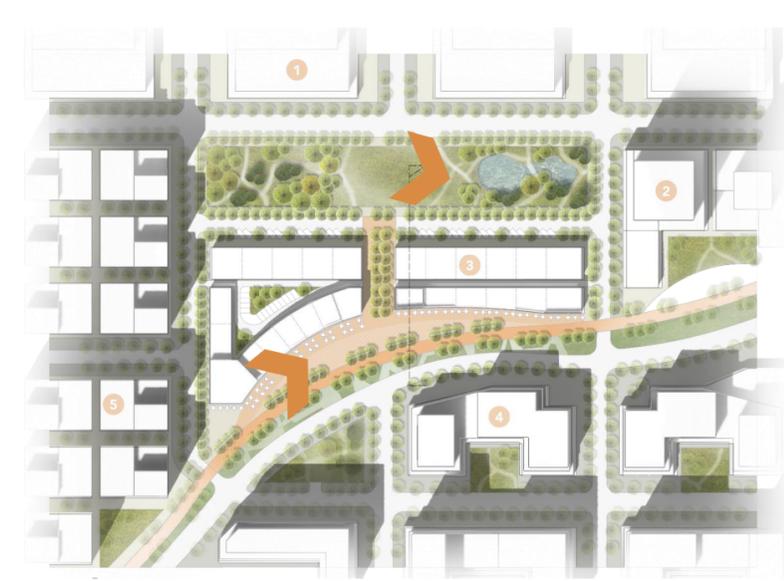
Node 2 Experience

## Inspiration



Café Van Gogh, France

View to the Central Park storm water pond



View from the patio looking at the multi-functional open area & celebration pathway

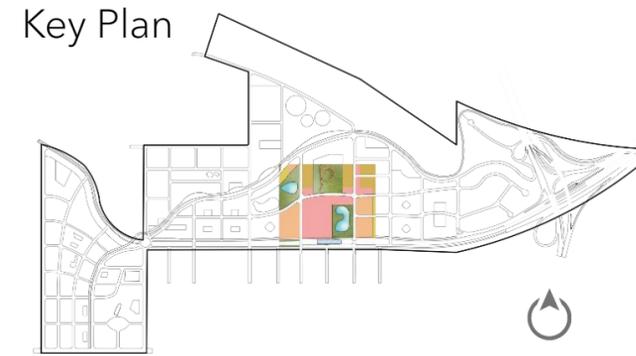


# OASIS – the farmer's market

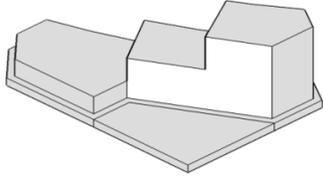
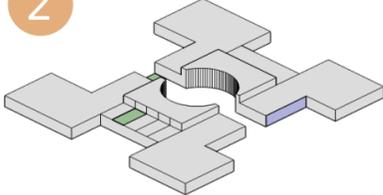
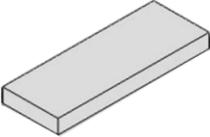
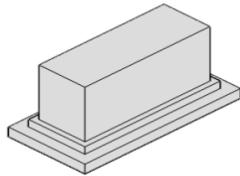
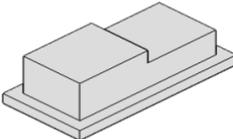
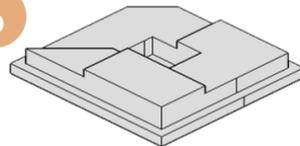
Node 3 Experience

**Harmonization of green space and built form**, Oasis is a space of diversified land uses. Contextually this location is boarded by the Shaganappi Point transit stop to the south, and beyond are more residential parcels. In addition to the built form, Oasis is also surrounded by green spaces, "an oasis in the midst of built form". Focusing on the commercial aspects, produce derived from green houses go not only to the farmers market and shops, but to the entire site.

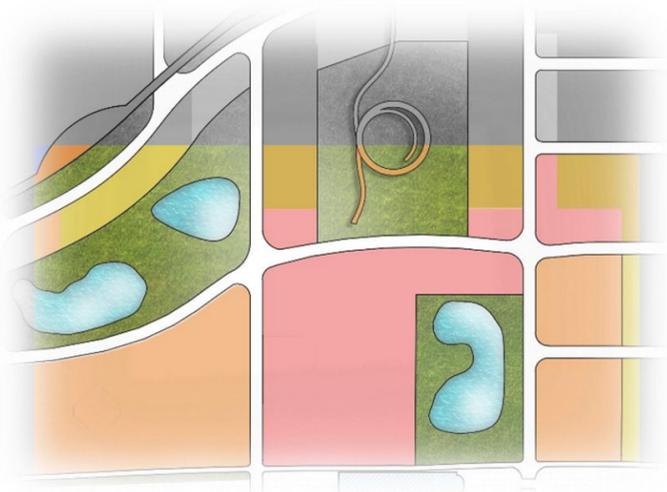
**Tying together the people of all ages from the seniors housing to the multi-generational housing.** Each façade of the building has programs that would suit various groups of users promoting **imageability**, and **enclosure** even with the open green areas. Oasis is a **place to gather, shop** and **connect** with family, as well being a **place for meditation** and building on **positive mental health**.



## Building Typologies

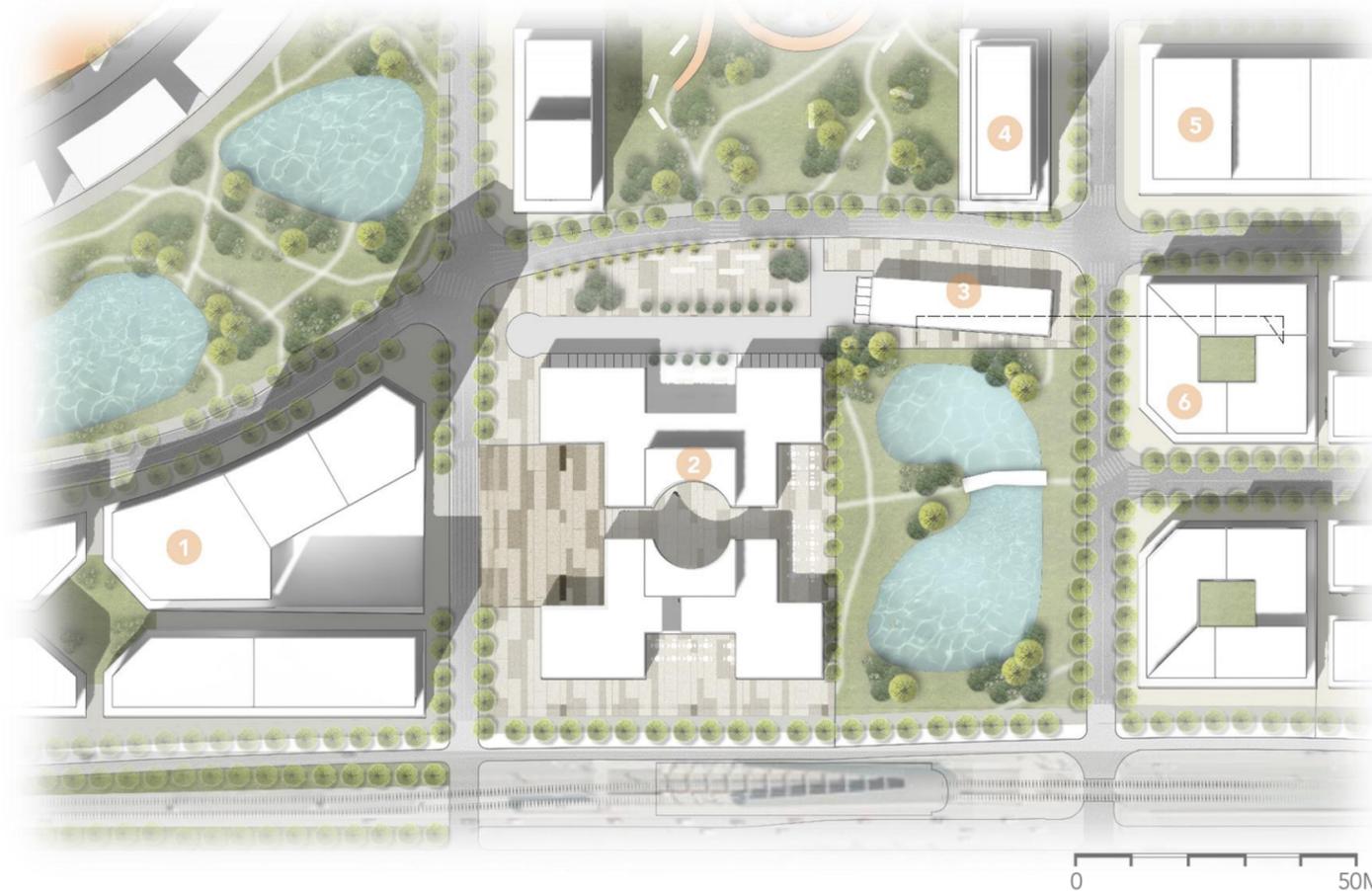
-  High Density Residential (30 storeys)
-  Commercial (1 storey)
-  Commercial (1 storey)
-  Mixed Use with Medium Density Residential (5 storeys)
-  Medium Density Residential (5-7 storeys)
-  Medium Density Residential (5-7 storeys)

## Land Use



- LOW DENSITY RESIDENTIAL
- MEDIUM DENSITY RESIDENTIAL
- HIGH DENSITY RESIDENTIAL
- COMMERCIAL
- MIXED-USE
- OPEN GREEN AREAS

## Massing Plan



## Section



# OASIS – the farmer's market

Node 3 Experience

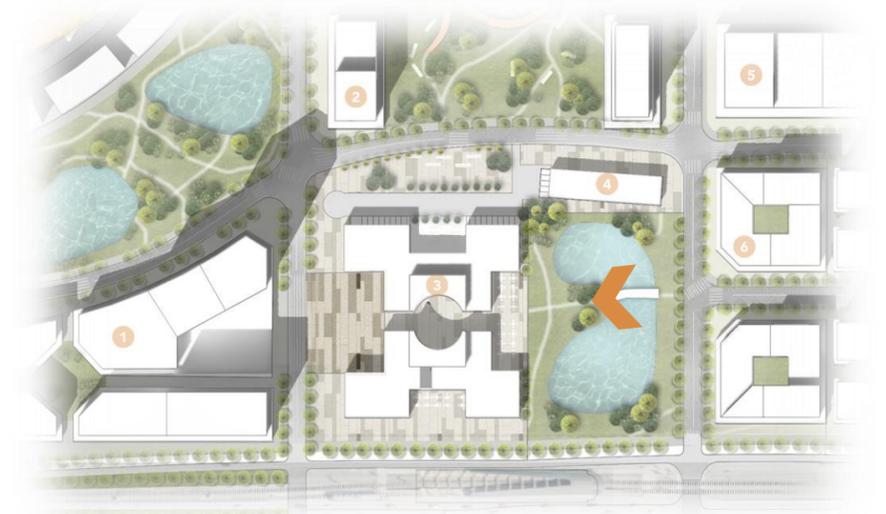
## Inspirations



Kennedy Center for Theatre and the Studio Arts: Clinton, United States



Paper Mill: West Sydney, Australia



View from the storm water pond looking at the Farmer's Market

