Welcome!

Let’s define the future of MacEwan University together.

MacEwan University has initiated a process to develop a Campus Master Plan (CMP) that will guide how the university will grow and develop over the coming planning horizon. The Master Plan will guide effective land use, phased physical development and expansion, and the determination of the optimal size of the campus over the next 25 years.

The MacEwan Campus Master Plan is Stage 2 of the Campus Planning Initiative. The first stage entailed the development of the Single Sustainable Campus Plan Update Report, which was completed in 2017.

For the Campus Master Plan, we want to hear from the MacEwan University community about their ideas for the future of the campus. To do this, we scheduled several engagement events over the course of the project. The final public engagement event in the process is the CMP Open House.

Please share your thoughts to help shape the final CMP design.

For more information about the Campus Master Plan, visit: MacEwan.ca/CampusPlan
or contact: Jacqueline McLeod, Project Coordinator at McLeodJ11@macewan.ca

The Process

![Diagram of the CMP process]

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For more information, please visit MacEwan.ca/CampusPlan.
WHAT IS A CAMPUS MASTER PLAN?

A Campus Master Plan articulates a shared vision for the university and defines a strategy and set of principles that guides:

- The placement and character of new buildings, building renovations and expansions;
- The use, location and character of campus open spaces;
- The hierarchy, character and role of streets and paths; and
- The efficient utilization and allocation of internal building spaces.

The Campus Master Plan will provide a long-term decision-making framework to guide decisions about developing and investing in MacEwan’s City Centre Campus. It also provides a common frame of reference for students, alumni, private sector partners, staff and faculty to understand its planned evolution.

WHY A CAMPUS MASTER PLAN?

The Campus Master Plan provides a structure for the future development of built form, open spaces, and movement networks on the campus and ingrains sustainability, resilience and the indigenization of the campus as core threads throughout.

MacEwan University is in the process of outlining a series of overarching strategic objectives for the University as it shifts into a new cycle of planning for the campus through the launch of the Campus Master Plan. The Campus Master Plan is to be utilized in conjunction with MacEwan University’s strategic planning and policy framework, which includes the Strategic Plan, the CCC Space Needs Assessment and the Capital Investment Plan.
Over the course of the project many ideas have been shared by faculty, staff, partners and members of the public. The following is a sample of some of the common feedback heard.

- Focus on year-round design and encourage year-round use.
- Need a diversity of spaces (gardens, wild spaces, water, and Indigenous spaces) and a central gathering space.
- Opportunity to leverage adjacent development to the north.
- Incorporate comfortable sitting areas and encourage use in spring, fall and summer.
- Foster inclusivity and accessibility through design.
- Secure bicycle parking.
- Need for spaces to support events in high traffic areas and encourage people to use these spaces.
- Connect to the surrounding community.
- Improved pedestrian access and safety at crosswalks with the addition of the LRT along 104 Avenue.
- Improved pedestrian access at the University Centre.
- New athletics and sport and wellness facilities.
- Pedestrian-prioritized areas that are protected from cars.
- Improved bike loops.
- Improved key hole loops.
- New athletics and sport and wellness facilities.
- Connect to the surrounding community.
- Define the character of the campus heart, and its physicality: indoor, outdoor or hybrid space.
- Create better connections to the MacEwan LRT station and the proposed station on 104.
- Improve and open up campus edges towards the community, especially along the north side.
- Improve overall wayfinding interior and exterior to strengthen connections to the Indigenous Centre, the ACC, the LRC, the library and other key places.
- Provide spaces not only for students, but also for faculty and staff.
- A new atrium to increase amount of gathering space and provide additional small interior gathering spaces.
- Enhance the pedestrian connection to the LRT station and to parking lots.
- Need for expanded meeting and social spaces, as well as additional archive, research collections, and seldom-used areas and comfortable seating places.
- Shift from structured parking to underground parking to support better use of space.
- MacEwan Centre for the Arts.
- MacEwan LRT station.
- MacEwan University LRT station.
VISION + PRINCIPLES

THE PLAN VISION

MacEwan University provides an exceptional, student-centred undergraduate learning environment, and is uniquely positioned in the heart of Edmonton's increasingly vibrant urban core.

The university, through the Campus Master Plan, will demonstrate leadership in academic excellence, in campus Indigenization, in environmental, social, economic and cultural sustainability. The Plan will support the wellbeing of the diverse communities that engage with the campus and with the downtown.

PRINCIPLES

The following principles and design strategies support the plan vision and provide a clear direction for the Campus Master Plan and plan frameworks for MacEwan University.

ENCOURAGE DEVELOPMENT OF CAMPUS-ORIENTED AREA REDEVELOPMENT PLANS

In the near future, many of the neighboring communities will have their ARPs (Area Redevelopment Plans) reviewed to reflect current city and community goals. MacEwan University should be part of the conversation to ensure their values are included in the discussions for future visions and policy.

CREATE A PERMEABLE CAMPUS

"Open to the neighborhood" involves improving connections between the MacEwan University campus and the surrounding communities. MacEwan should be seen as a source and destination for surrounding residents. A key consideration in achieving this is to enhance walkability and connectivity throughout the campus.

REPAIR THE NORTH EDGE

Create a more pedestrian-friendly northern edge of the campus that better integrates with the Queen Elizabeth Park and central Edmonton communities.

CREATE ENGAGING EDGES

Enhance the edges of the campus so that the university becomes value to the adjacent neighborhoods and the city. Determine the program for these areas to create users throughout the year for a variety of users.

CREATE A CONNECTED AND ANIMATED CAMPUS

Interior and exterior movement throughout the campus should be well considered and designed strategically to encourage pedestrian activity. The movement should be designed with students and employees in mind, but also with the surrounding communities, to encourage physical and visual permeability through campus.

CREATE A DIVERSITY OF OPEN SPACES

Create new open spaces, integrate existing open spaces with and return surface parking and streetscapes to create a variety of internal and programmed open spaces to satisfy diverse needs. This will be accomplished by removing some vehicular access, surface parking and parking structures, and installing usable open space.

PROVIDE PLACES TO LINGER

Create more internal learning spaces, play spaces and more places for students to gather. These spaces should add to the unique variety of spaces the student, employees and visitors to spend time in a variety of spaces.

CREATE A CAMPUS THAT FOSTERS INCLUSION

Fostering inclusion not only creates a healthier, more diverse student body and employee group, but also encourages interaction with the community and the city. An inclusive campus supports the MacEwan University goal of attracting more international students.

CREATE A COMPACT CAMPUS - MAXIMIZE DEVELOPMENT ON SITE

A compact campus model for efficient use of the existing campus that maximizes City Centre Campus development of open space, provides opportunities for new buildings, building expansions and open spaces to support the growth goals of the university.

ENHANCE THE STREETS

Enhancing streets provides opportunities to improve the public realm to support safe and enjoyable movement and pedestrian movement, as well as connect to the surrounding community and transit network. Enhanced streets initiatives create a sense of place within and around the campus by defining a unique character and identity of MacEwan.