DESIGN MOVES - CITY SCALE

Through the Campus Master Plan, MacEwan has the opportunity to build a unique identity beyond being a quality learning institution, and position itself as a key contributor at various levels of influence. City Centre Campus can function as the heart of MacEwan University and of the local community. With a number of unique and connected open spaces, animated pedestrian streets and welcoming building frontages, the campus can bring life and amenities to the campus community, the surrounding neighbourhoods, the downtown and the city as a whole.

CITY CENTRE CAMPUS AS THE HEART OF MACEWAN UNIVERSITY AND A DESTINATION FOR DOWNTOWN EDMONTON

CITY CENTRE CAMPUS AS AN ENHANCED LEARNING ENVIRONMENT AND A LOCAL DESTINATION AND AMENITY

CITY CENTRE CAMPUS AS AN EXPANSION OF DOWNTOWN'S PUBLIC REALM, OPEN SPACE AND CONNECTIONS THROUGH THE CITY
NEW ACADEMIC SPACE PLANNING

Academic spaces will be accommodated in both new buildings and expansions/renovations of existing buildings on campus. This will serve to provide more teaching, learning, researching, collaborating and social spaces across the campus.

A DISTINCT CHARACTER OF PLACE FOR 104 AND 105 AVENUES

The design of buildings, open spaces, and public realm elements will enhance and reinforce the distinct character and scales of 104 and 105 Avenues. The design and character of 104 Avenue will create a sense of place that is responsive to MacEwan's interface with downtown Edmonton. The design and character along 106 Avenue will reflect the scale and interface with the neighbourhoods and businesses to the north.

A NEW LARGE CENTRAL OPEN SPACE AND AMENITY PAVILIONS

A new large campus open space serves to create an outdoor central heart on campus. The open space can facilitate a variety of everyday and special event uses. Pavilions located adjacent to the existing residence and along 103 Street will establish active uses to animate the spaces.

ENHANCED EXISTING AND NEW FORECOURTS AS ANIMATED OUTDOOR SOCIAL SPACES

The existing forecourts provide connections into and through the campus and increase the amount of social spaces. These are designed to be places for casual gathering and are contextual to the surrounding built form and interior spaces to offer additional programmable spaces. Some of the forecourts will feature softscaping and landscape elements while others will be designed as enhanced entrance corridors that expand the adjacent public realm.

GATEWAY STREETS: BUILDING IDENTITY AND EXPANDING THE PUBLIC REALM SPACE

Gateway streets along 105, 106 and 112 Streets will be designed to establish pedestrian-oriented scale and character. The streets will create a unified streetscape and will signify to drivers that they have entered into the campus. The gateway streets stitch together the east and the west side of the campus and create an inviting and identifiable connection to surrounding destinations.

AN ENHANCED CEREMONIAL GREEN (MACEWAN WAY) AND 104 AVENUE ANIMATION

The Ceremonial Green (MacEwan Way) along 104 Avenue will interface with the renewed building frontages along the south sides of buildings 5, 6, 7 and 8, and the new design for 104 Avenue which will feature the West LRT. Enhancements will allow the visual activation between the city and the campus and will include a redesign of the existing amphitheatre structure and open space to encourage a mix of uses.