



# Memorial Drive Visioning Phase 2 Design Principles The C.A.L.L. to Commemorate

proposed November 2004

The vision of Calgarians for the Memorial Drive corridor as a unique landscape is informed by an understanding of its social & physical role in the City, and also by a deep respect for its history.

The landscape of the Memorial Drive corridor responds to the 'CALL to Commemorate'; the desire to respect the collective memory of the City, as well as honour those who fought for our freedom.

The 'CALL' can be understood as the four key principles that drive the Open Space Framework Plan, and support the concept of the Memorial Drive corridor as commemorative gateways, routes, and gathering places meeting at the river.

## C Continuity

The open spaces along the Memorial Drive corridor link a series of events or activity nodes that-

- may be developed specifically as commemorative opportunities
- incorporate pedestrian amenities (such as places to stop and rest, trash receptacles, shelters, bike racks, washrooms)
- maximize views to the river, downtown, river valley escarpments
- incorporate trees as both landscape features and commemorative elements

## A Accessibility

The landscape of the Memorial Drive corridor is safe and accessible for all Calgarians through-

- regular, convenient, fully accessible & safe places for pedestrians to cross and enter the open spaces
- future roadway redevelopment which connects adjacent communities, and complements / supports open space planning
- pathway design and layout which supports a wide cross-section of user types (walkers, joggers, cyclists, rollerbladers, etc.) and minimizes potential conflicts among users

## L Legibility

The landscape of the Memorial Drive corridor has a strong identity or sense of place that-

- has a recognizable & continuous identity along its length that announces it as a special urban landscape within the City
- has a single name along its length from Shaganappi Trail to the Calgary Zoo
- is established with defined edges/boundaries
- incorporates east and west gateway / portal elements that communicate to drivers that they are entering a unique area- a scenic riverside drive

## L Legacy

The landscape of the Memorial Drive corridor is an enduring legacy which-

- respects the memory and the legacy of Calgarians who have fought and died for freedom
- presents opportunities for commemoration, and acknowledges that observing memory occurs both individually and collectively
- promotes social, environmental, & economical responsibility

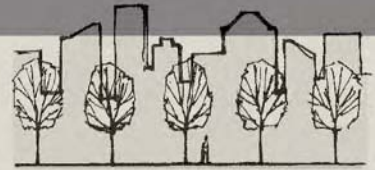
From the responses of Calgarians who participated in Phase 1 Visioning, the design team interpreted a number of key organizing tools to start to build the Open Space Framework Plan. These tools included:

## 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)

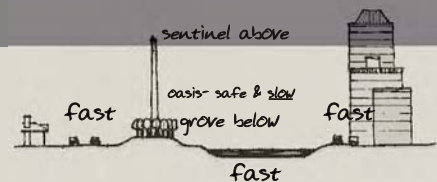


## Oasis

*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

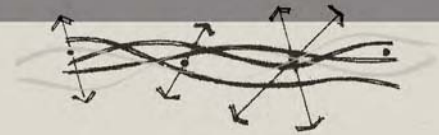


## Weaving

*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

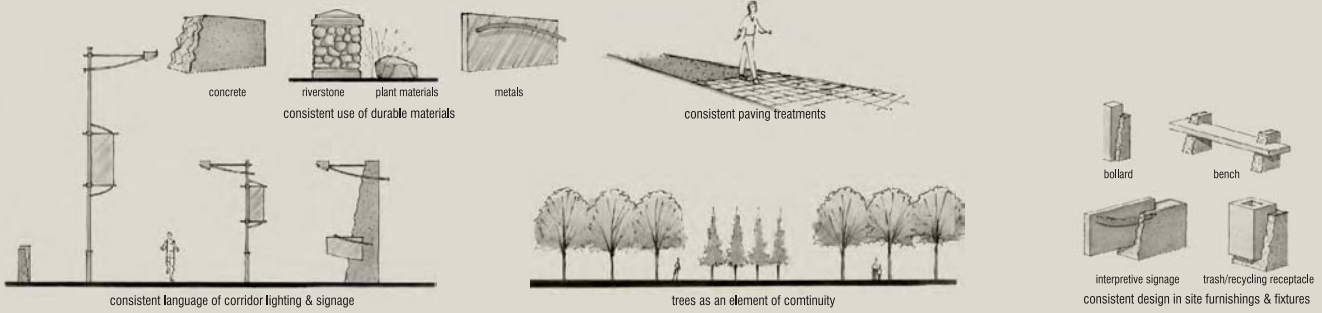
*light as symbol of hope, promise, freedom  
star, flame, flare, candle, lantern*

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

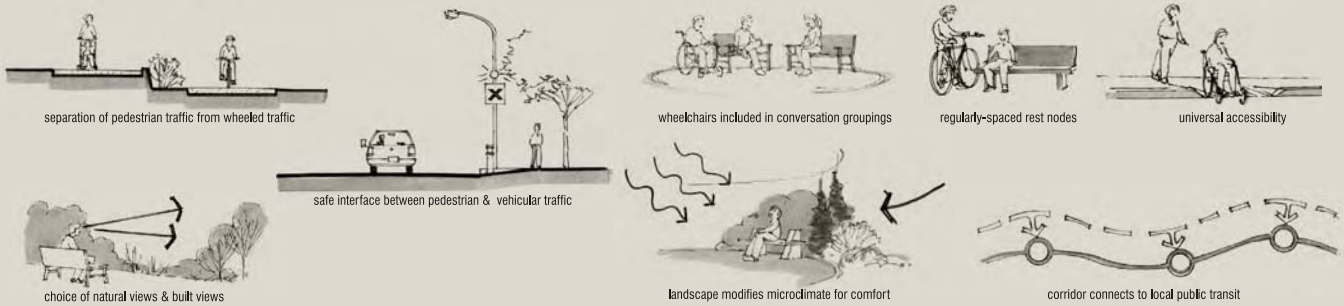
- light announces each 'event' as well as marks the path between events
- consistent lighting establishes a unique identity to the corridor
- promotes safety and accessibility within the corridor



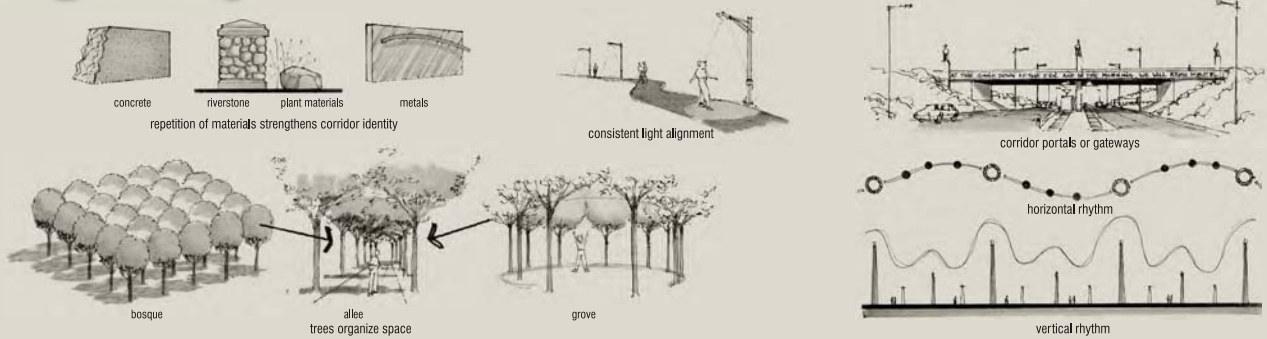
## Continuity



## Accessibility



## Legibility



## Legacy

