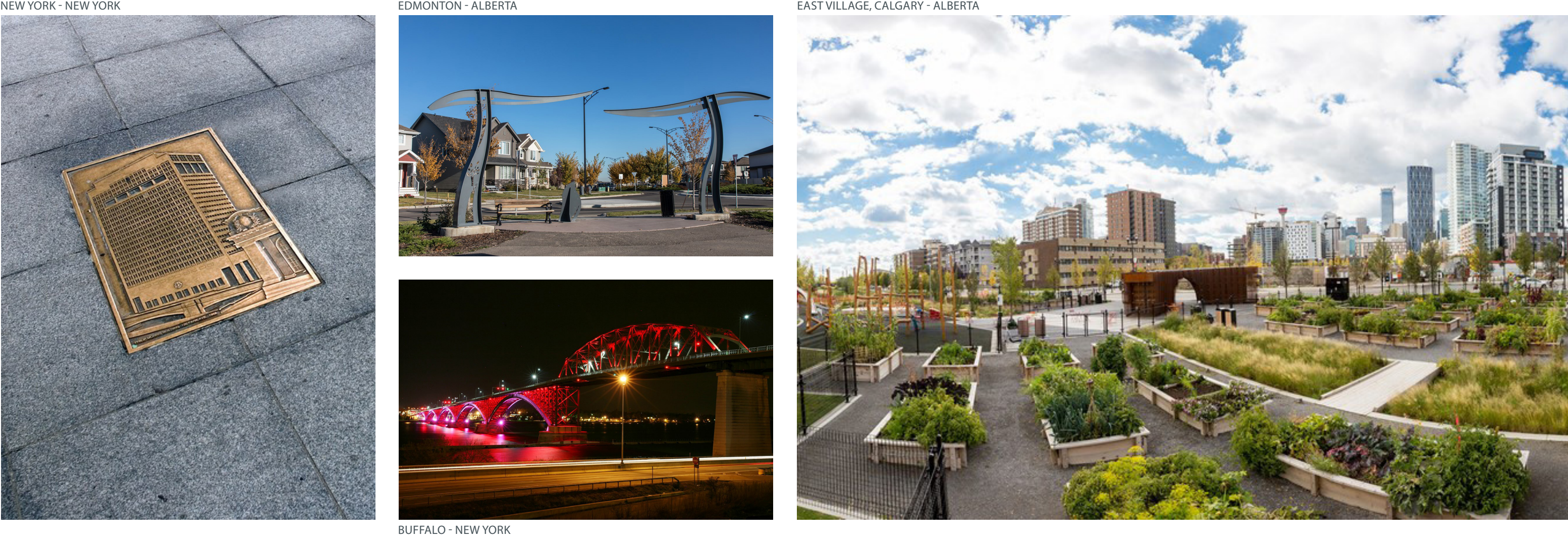


# MARDA LOOP STREETSCAPE

## Vibrancy

Design elements that provide an elaborate display, sequence or ceremony to a place often to create an emotional response. These design features are not necessarily functional, they are the icing on the cake. Examples include: banners, light displays, public art, etc.



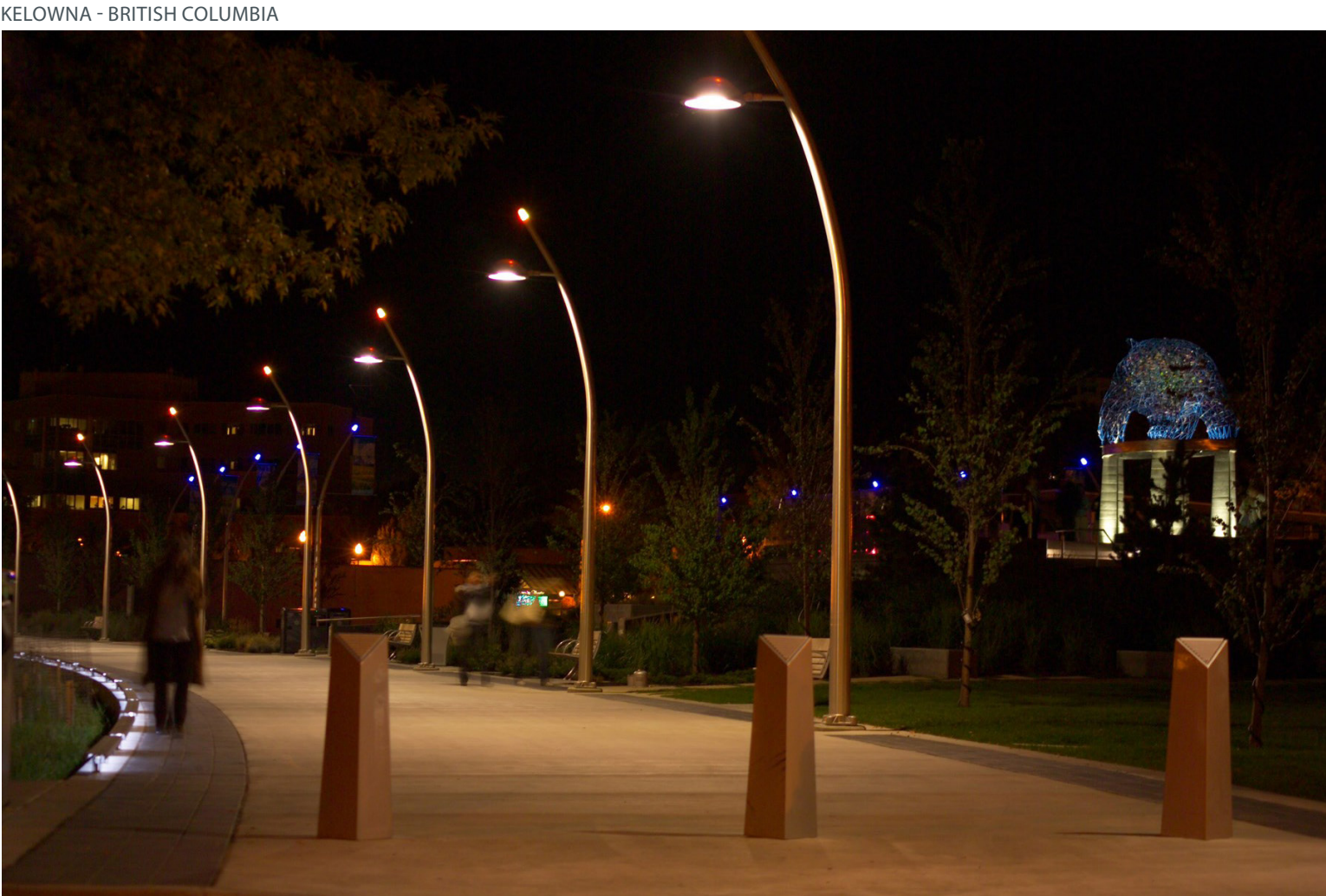
## Street Furniture

Furnishings found in public space for the use of the general public. This may include benches, trash receptacles, planters, etc.



## Lighting

Lighting that is used to enhance the pedestrian experience through the space. This does not include the street lights for traffic, however refers to light poles that are oriented for pedestrians, light posts, up-lighting, flood lighting, etc.



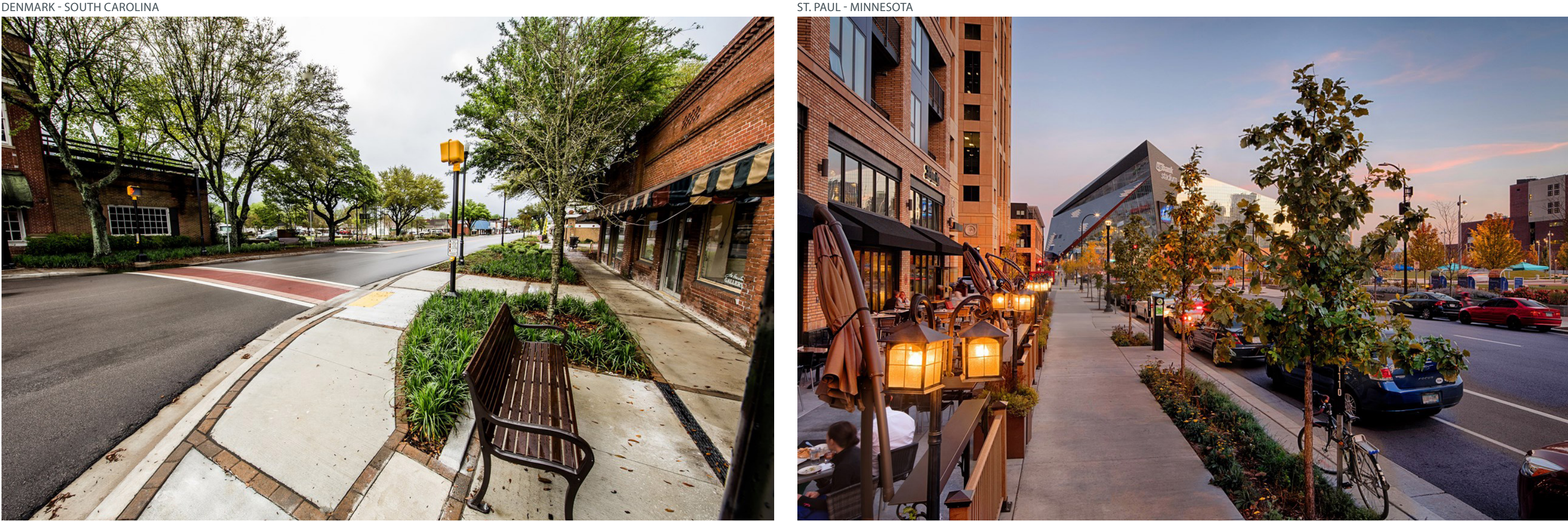
## Heritage

Incorporating historical elements of the site within the overall design of the streetscape to creatively connect the past with the present and future.



## Trees/ Vegetation

The use of trees, shrubs and perennials soften the harsh appearance of asphalt and concrete. These can be planted either at surface or in raised planters.



## Identity

Establishing a streetscape character that provides unique experiences for users. It is the atmosphere and ambiance created by the diversity of users, types of businesses, and user experiences.





# MARDA LOOP STREETSCAPE

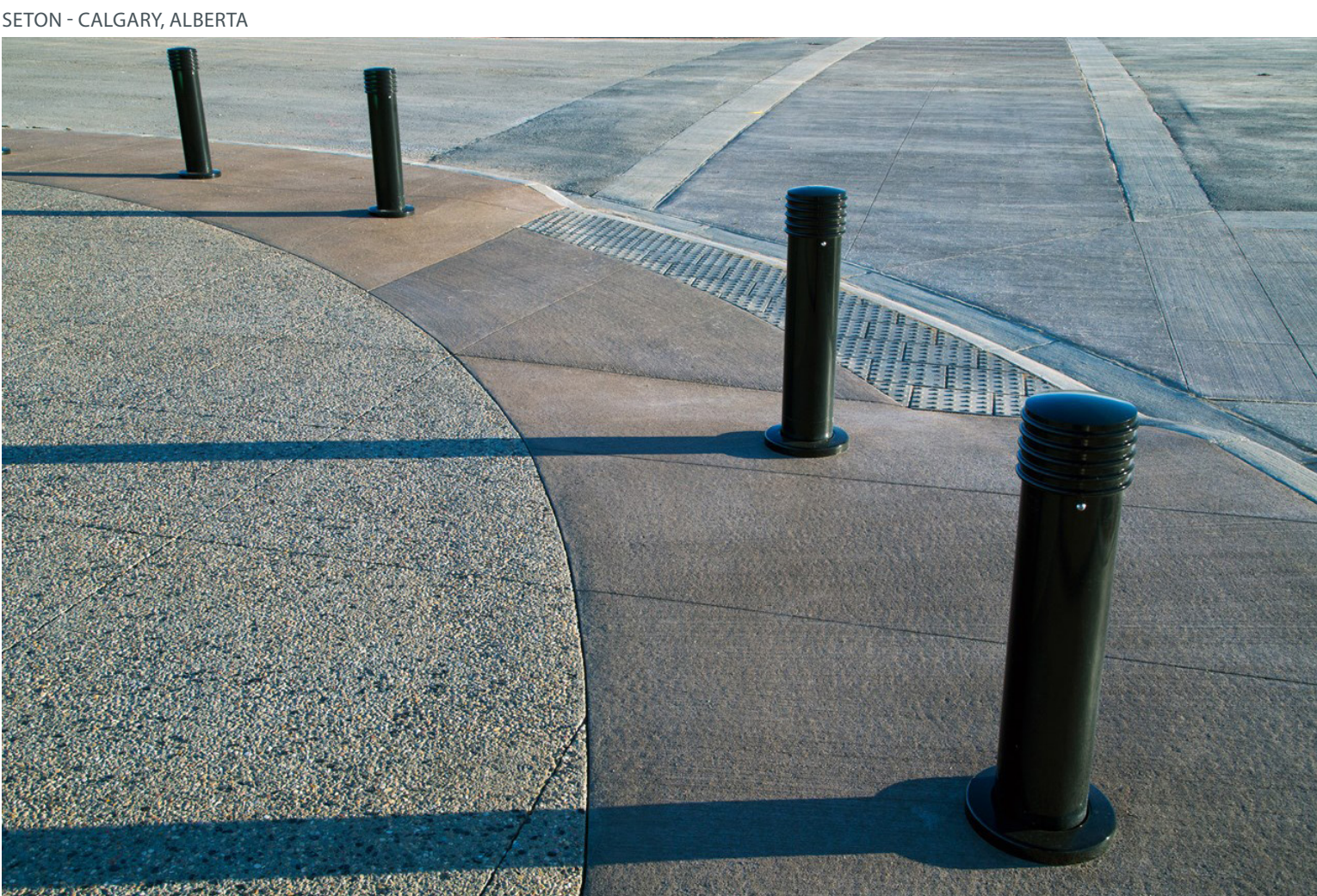
## Vehicle

It is important to maintain or improve the traffic flow of cars through the neighbourhood and on street parking options.



## Traffic Calming

Refers to the design tools used to reduce the speed of drivers along a road. Traffic calming is seen in the form of curb bulb outs, on street parking, pedestrian crossings, narrower roads, speed bumps, and the use of different pavement materials at intersections.



## Transit

This term describes the amenities found along a transit system. This may include transit signage, wayfinding signage, pedestrian connections, benches, shelters and on street transit improvements.



## Bicycle

This term includes all bicycle amenities such as bike racks, bike parking, bike lanes and intersection treatments.



## Pedestrian Comfort

Various factors influence the sense of comfort/safety a person feels as they walk along a road. These factors include: wide sidewalks, vegetation, buffer zones from the road, elements of interest and safe road crossing opportunities.



## Branding

Establishing a unified streetscape through repeated elements, design styles, branding, and/or motifs. Illustrated by the continuity of materials, shapes, forms, colour, naming, etc, throughout the streetscape.







Main Streets are important to the long-term growth of our city. The Streetscape Master Plan, as part of the Main Streets effort, will reinforce a sense of place, improve mobility, and enhance the quality of life in the community.

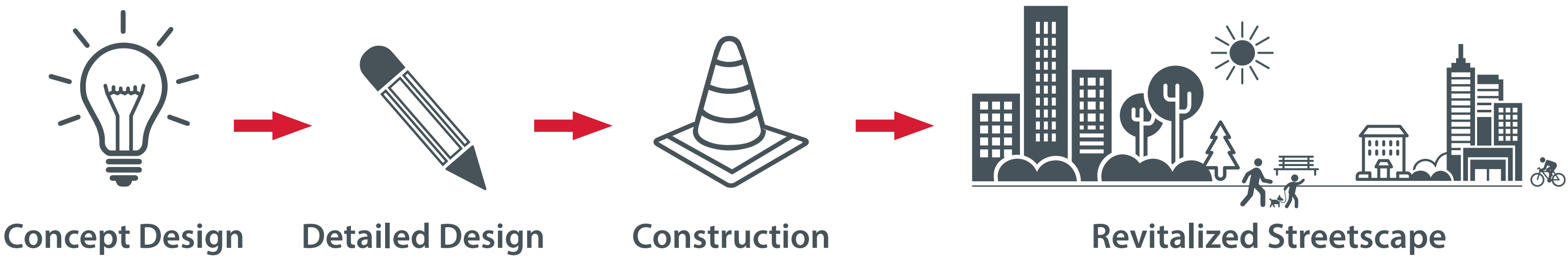
## What is a Streetscape?

The visual elements of a street, including the road, adjoining buildings, sidewalks, street furniture, trees and open spaces, etc. that combine to form the street’s character.

## What is a Streetscape Master Plan?

A detailed plan that provides a final blueprint to recreate a street and surrounding sidewalks that meets the needs of current and future residents and business owners.

## What is the Streetscape Master Plan design process?



Scope

For more information visit [calgary.ca/mainstreets](https://calgary.ca/mainstreets)

