

ELLERSLIE CROSSING

URBAN DESIGN MASTER PLAN

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Ellerslie Crossing is a suburban commercial development in South Edmonton, located on the corner of Parsons Rd SW and Ellerslie Rd SW. In collaboration with the City of Edmonton and Cameron Development Corporation, the studio team developed an Urban Design Master Plan for Ellerslie Crossing. The plan lays out the foundation for the incremental transition of the site into a sustainable and accessible destination within a future District Node as determined by the City of Edmonton's new City Plan.

Built upon the guiding principles of connect, collaborate, captivate, transition, environmental sustainability and resilience, the Master Plan sets out recommended action items for achieving an overarching vision of the site.



Connect Collaborate Captivate Transition Sustainability

VISION

Partnering with the surrounding area and adapting to changing economic and social conditions, Ellerslie Crossing will transition into a vibrant, connected, captivating and sustainable community hub for businesses, residents and visitors.

Three design concepts (short-, mid-, and long-term) were developed with specific action items for improving placemaking, built form, mobility & pedestrian connections, and improving sustainability on the site:

- **Placemaking:** Attract visitors to the site through unique events, installations, and landmarks.
- **Built Form:** Enhance the public realm through consideration of character, orientation and relationship of buildings and open spaces.
- **Mobility & Pedestrian Connections:** Provide infrastructure for all travellers from near and far while planning for intuitive movements within the site.
- **Sustainability:** Improve sustainability and resilience through conscious design considerations.

SHORT-TERM CONCEPT



