

# MUDA Submission

Award Category: Urban Fragments

Project Name: Pixel Park

## A. Project Description

*A summary which includes the project site and context, intent, design concept and descriptions of features which respond directly to the award criteria. Describe how the design meets the expectations of the Urban Design Elements described in Calgary's Guide to Urban Design Review.*

Guided by the Rivers District Master Plan – an ambitious 20-year vision for the redevelopment of Stampede Park and east Victoria Park as Calgary's Culture + Entertainment District – Pixel Park serves as The District's northwest gateway, creating a vibrant and welcoming entry point for residents and visitors alike.

At full build out, The C+E is poised to welcome more than four million square feet of mixed-use development anchored by critical city-building initiatives like the recently expanded BMO Centre, forthcoming Scotia Place, the 17 Avenue S.E. Extension and Victoria Park/Stampede Station Rebuild project, the redevelopment of Stampede Trail, and more.

Pixel Park – a pixel-powered realm in The C+E where gaming meets reality – reflects its name and identity through a vibrant, video-game themed space that incorporates playful brand elements from pixelated ground markings to video-game inspired marquee signs and sculptures, to a multi-pixel equipment lending station and Player Hub. This gamified hub creates a sense of place in The C+E, drawing design inspiration from the spirit of entertainment that resides in The District's DNA.

In addition to supporting an emerging District vision, Pixel Park's design thoughtfully integrates several of the urban design principles outlined in Calgary's Guide to *Urban Design Review*.

To promote connection, the space features seating, shade, protection from the wind, and optimal views to the park and site activations. The design seamlessly integrates accessibility and CPTED interventions to create a truly inclusive gathering space – evidenced by the construction of an innovative urban skate park with components specifically designed for wheelchair use and visually impaired skaters. To enhance amenity safety, additional CPTED interventions were applied to ensure visitors can always see their surroundings and adjacent residential buildings have a clear line of sight to the park.

In response to sustainable design and climate resiliency considerations, durable site materials and weather resistant finishes were carefully selected, fabricated elements – like those used in the skate park – were locally sourced where possible, and modular, moveable street furniture was prioritized. As a temporary amenity, the park's design demonstrates creative use of materials – like the upcycled shipping container used as a Player Hub – and its modular design strategy allows site elements to be easily relocated for future use. The use of asphalt painting and surface treatments divide the space into distinct zones for skateboarding, active placemaking, sport courts, and pedestrian movement, creating defined areas that cater to a wide range of public use.

With Tesla Motors Canada, Pixel Park is also the largest electrical vehicle charging site in downtown Calgary, with 24 stalls that include downtown's first Level III (DC) Supercharging stations. In its first year of operation, the site has seen more than 25,000 recorded uses of the Level III chargers to date.

Beyond the fabricated elements, the development manager oversees on site programming, events, and initiatives three days a week with support from community partners and its community ambassadors. Since October 2023, Pixel Park has hosted more than 67 community events, engaged 19 community partners, and welcomed more than 50,000 visitors with placemaking initiatives.