



Eau Claire West

A new civic-minded neighborhood in Calgary's central business district

GWL Realty Advisors, part of a global real estate group, wanted to create a unique mixed-use community near downtown Calgary, AB. The development will include urban high-rise residential towers, retail, restaurants and a four-star hotel on land currently used as surface parking. The site needs to provide a transition between the commercial offices of downtown, the nearby residential uses to the north and west and the recreation along the Bow River. The development is designed to pay attention to the public realm and connect to the established pedestrian arteries, including a link to the Peace Bridge and Bow River pathway system. In total, the development will consist of more than 1,200 residential units, a 463-room hotel and approximately 63,000 square feet of retail space, including vehicle and bike parking for residents, visitors and guests.

NORR provided architectural services for the design of the residential towers, the below-grade parking and infrastructure. As well, NORR led the Construction Drawings for the site. The design vision was to create an eclectic mix of architectural styles, expressing unique, high-quality residential design while maintaining a cohesive whole. NORR designed each building with a unique architectural expression, and each tower is flanked by townhomes with amenities and landscaping to complement the scale and tie in pedestrian activity. In order to consolidate the parcels into one entity, a road was purchased and redesigned to incorporate traffic calming and pedestrian access. The project needed the collaboration of more than 20 consultants, including interior and lighting designers, sustainability consultants, all in partnership with RTKL Associates Inc.

When completed, the development will establish the community of Eau Claire as a primarily residential area that is human-scaled and pedestrian-friendly. It will provide high-quality residential housing with city, river and mountain views. All roof levels between two and six will have a green roof or useable space. The landscape architecture and lighting will tie the site together, defining localized areas and welcoming residents and visitors alike. The large public plaza, incorporating retail and commercial uses, will serve as a community gathering space, supporting year-round activities, in line with the City Centre Plan, for residents, hotel guests, visitors and neighboring communities. A proposed parking ratio of 53% will emphasize alternate transportation, including bicycle, car share and electric vehicles.

CLIENT	GWL Realty Advisors
PORTFOLIO	Residential
SIZE	406,628 SF (37,777 SM)
LOCATION	Calgary, AB
DATE	TBD
SERVICES	Architecture

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Residential

At NORR, our residential architecture portfolio spans decades and project types. We provide design, master planning and landscape architectural services to create sustainable multi-family communities across Canada, the US and UK. From urban centers to luxury residential apartment complexes, townhomes and rental housing, our residential experts work to design built environments with long-term value.

Designs For Life

Our design team applies market strategy, demographic research and competitive analysis to develop a holistic view of the project's target market. We assess the lifestyle desires of the end user and the business goals of the client to create communities that will attract and retain residents for years to come. As the demand for rental housing increases for millennials and empty nesters, we respond to our clients' changing marketplace with designs that feature multiple unit layouts, comprehensive amenity spaces, mixed-use elements and interconnections to the community that command top rental rates.

Fit With the Community

Our residential design portfolio includes both high density and low density projects. The lower density multi-family projects are designed with careful regard for the surrounding community. Because they're often adjacent to single family homes or located in exclusive urban settings, attention to streetscape and landscape architecture is essential. We're adept at designing spaces that include the elements that specifically increase marketability and long-term sustainability and value—no matter the project size, scope or density.

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