Green Urban Strip Design, Amman

The Urban Strip site is located in a strategic and central area of Amman, with **strong connections to major transportation corridors** and surrounding urban districts. The site presents a significant opportunity for urban regeneration and the creation of a vibrant, climate-responsive urban corridor within the city.

The site is primarily served by key roads such as Al-Jaish Street, part of the Amman–Zarqa highway l**inking the area with downtown Amman**, and King Abdullah Street, which connects nearby intersections and local activities.

Because of its location within the city's transport network, **accessibility and movement are essential considerations for the site's future development**. Strengthening connections with public transport, improving pedestrian accessibility, and integrating with planned infrastructure projects will support the transformation of the Urban Strip into a well-connected, vibrant, and sustainable urban corridor.

Through this competition, participants are invited to develop a masterplan for the area with design strategies that transform the site into a climate-responsive, vibrant and accessible urban environment. The project aims to stimulate economic growth by attracting businesses, encouraging investment, and generating new job opportunities, while responding to the needs of both current and future populations.

The upgrading seeks to optimize land use and transform the site into a dynamic green urban corridor that supports mixed uses, including business, education, tourism, and cultural activities. It also aims to enhance the character and visual identity of the area by improving public spaces, strengthening key urban landmarks, and preserving the setting of important archaeological sites.



Approx. site area:
The site covers approximately 189,345 m² (46.78 acres), strategically located between Al Mahatta Bus Terminal and Raghdan Bus Terminal. The total site area, including bus terminal facilities and roadways, is approximately **465,947 m² (115.15 acres)**.

Key Information:
The site will **host mixed-use urban development through the proposed master plan, including retail, offices, housing, tourism facilities, parks, and cultural spaces,** supported by light rail transit, Bus Rapid Transit (BRT) corridors, improved public transport systems, and enhanced pedestrian and vehicular connectivity.

Priority areas & main expectations:
Enhancing accessibility, improving public transport integration, and strengthening connections across the Urban Strip. The master plan proposals should support mixed-use activities, create vibrant public spaces, provide green recreational areas, and improve pedestrian mobility.
Consideration should be given to integrating nearby existing and planned transport stations to ensure a cohesive and efficient mobility system. The urban regeneration vision prioritises sustainable mobility, economic revitalization, tourism development, and the creation of a well-connected, inclusive, and climate-responsive urban environment.

Presentation of the Site

The Urban Strip site is located in a strategic and central area of Amman, positioned along important transportation corridors that connect the city with surrounding districts and neighboring cities such as Zarqa. Due to its location within the urban structure of Amman, the site represents a **key gateway to the city** and holds significant potential for urban regeneration and sustainable development.

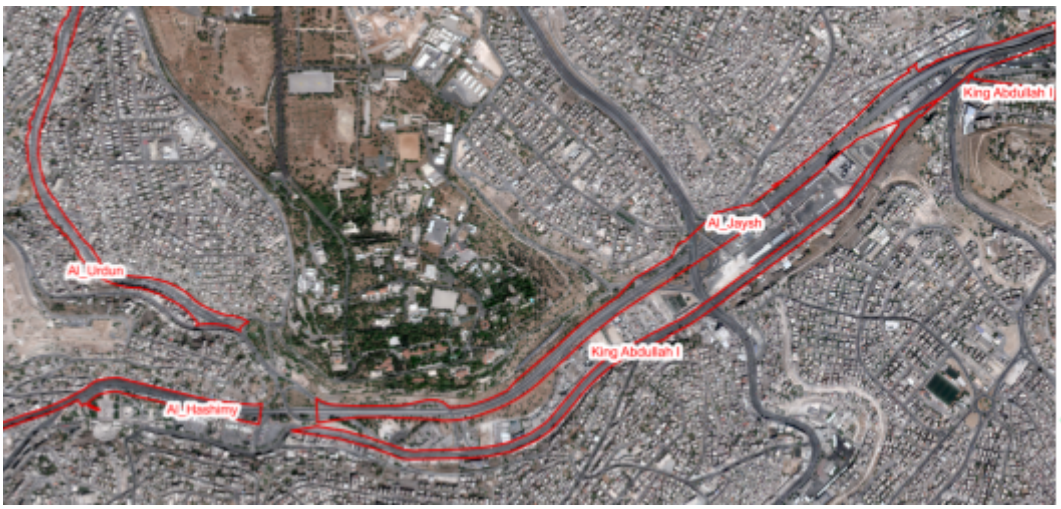
Its proximity to major transport infrastructure, cultural landmarks, and **densely populated neighborhoods** makes it an important area for future development and investment, and provides opportunities for a comprehensive master plan vision for the Green Urban Strip.

The site is characterized by strong regional and local connectivity, primarily supported by the existing road network. One of the most significant roads serving the site is **Al-Urdon Street,** which crosses the middle of the Urban Strip and forms part of a ring road around Amman. This road plays an important role in **facilitating regional movement** and linking different parts of the city. Another major corridor is **Al-Jaish Street**, which runs along one side of the site and forms part of the Amman–Zarqa highway. This road provides an important connection between Downtown Amman and Zarqa, carrying a large volume of regional traffic.

In addition to these primary roads, **King Abdullah Street** runs parallel to Al-Jaish Street and functions as a **secondary urban corridor** that connects local activities and major intersections within the surrounding districts. Due to its relatively lower traffic volume compared with the main highway, this street is considered suitable for future public transport improvements, including the potential development of a light rail or tram line with several stops along the Urban Strip.

The surrounding urban context includes a variety of land uses such as residential neighborhoods, transport facilities, commercial areas, and cultural spaces. Nearby landmarks include Hashemite Plaza, the Raghadan transport hub, and several archaeological and heritage sites that contribute to the historical and cultural identity of the area. However, despite its strategic location and urban significance, the site currently faces several challenges. These include traffic congestion, limited pedestrian connectivity, and conflict points between vehicles and pedestrians, particularly around key intersections such as Hashemite Plaza and areas near the temporary bus station.

Several existing and proposed infrastructure projects aim to improve mobility and accessibility in the area. These include improved connections through Al-Urdon Street, the Hashemite Plaza–Yarmouk Street Tunnel, the proposed Amman–Zarqa Light Railway, and the planned regeneration of the Raghadan Bus Station to support better public transport integration.



Development Expectations

The Urban Strip is expected to become a vibrant, mixed-use urban corridor that supports economic growth, tourism, culture, and recreation. Master plan proposals should integrate residential, commercial, and public spaces, enhance connectivity and sustainable mobility, and preserve cultural and archaeological sites. **Ideas generated through this competition can inform future planning and urban regeneration strategies for the Urban Strip, particularly in relation to climate-responsive design, green infrastructure, and sustainable mobility solutions.**

City climate priorities and specific environmental challenges

Amman, as outlined in its **Climate Action Plan** and urban sustainability strategies, prioritizes enhancing resilience to climate change, reducing carbon emissions, and fostering sustainable urban development. The city's climate objectives emphasize energy efficiency, low-carbon mobility, integrated green infrastructure, water conservation, and ecosystem-based adaptation measures to address both current environmental pressures and future climate risks.

The Urban Strip site, due to its location and topography, faces specific environmental challenges that must be addressed in the urban regeneration and planning process. One of the most pressing issues is **flooding**, particularly in low-lying sections of the site, which has historically caused localized water accumulation during heavy rainfall. In addition, the site is exposed to urban **heat island effects, water scarcity, and the impacts of air and soil pollution**, all of which can affect public health, infrastructure, and urban livability if not properly managed.

To align with Amman's climate priorities, the master plan proposals for the Urban Strip should integrate climate-responsive and nature-based solutions across multiple dimensions:

- Incorporate **renewable energy** technologies such as solar panels and, where feasible to reduce dependency on fossil fuels. Buildings should adopt energy-efficient designs, passive cooling strategies, and green roofs to enhance thermal comfort and reduce energy consumption.

- Promote **sustainable transport** solutions, including pedestrian-friendly streets, dedicated bicycle lanes, and integration with the proposed light rail network, to reduce private vehicle use and lower greenhouse gas emissions.

- Develop i**nterconnected green corridors**, parks, and urban plazas to provide shaded public spaces, improve air quality, and mitigate urban heat. Tree-lined pathways and landscaped areas can also enhance biodiversity and encourage community interaction.

- Implement **sustainable drainage systems** (SuDS) such as permeable pavements, rain gardens, and bioswales to reduce flood risks and improve stormwater management. Rainwater harvesting and water-efficient landscaping should be incorporated to address water scarcity challenges.

- Reduce the impact of **air and soil pollution** by promoting sustainable waste management, cleaner transportation alternatives, and green infrastructure that filters air and enhances urban environmental quality.

Specific planning rules and regulations

Students must consider the following planning rules, regulations, and constraints while developing their master plan proposals for the Urban Strip site transformation:

- The Green Urban Strip contains several historically, culturally, and architecturally significant buildings that must be carefully retained and integrated into new developments. **Preservation of these sites** is essential to maintain the city's heritage, enhance urban continuity, and enrich the public realm.

- All developments must align with existing and planned transport networks, including major roads such as **Al-Urdon Street, Al-Jaish Street, and King Abdullah Street**, as well as the proposed light rail route. Adequate vehicular circulation, drop-off zones, and parking facilities must be provided without conflicting with pedestrian networks. Integration of pedestrian walkways, cycling lanes, and public transport stops is essential.

- Projects must comply with environmental regulations and incorporate sustainability measures in line with **Amman's Climate Action Plan**, including energy-efficient building designs, renewable energy integration, water management strategies (flood mitigation, rainwater harvesting, and SuDS), green infrastructure, and pollution control.

- Open spaces, parks, and recreational areas must meet **accessibility standards**, ensuring inclusive access for all community members. Design proposals near archaeological and heritage sites must follow heritage preservation guidelines, maintaining visual integrity, setting, and public access while enhancing these landmarks as catalysts for tourism and cultural activities.

- The **proposals should allow flexibility** to accommodate future urban growth, technological advancements, and evolving community needs, enabling phased development and adaptation to unforeseen challenges, including climate impacts or population increases.

- Car parking provisions should follow international standards, including multi-storey facilities where appropriate, and all proposals must align with **Greater Amman Municipality's strategic plans, urban frameworks, and development guidelines** to ensure coherence with city-wide policies and integration with surrounding neighborhoods.

Language requirements

Proposals must be submitted in English.

City-specific awards

Under the esteemed patronage of His Excellency, the Mayor of Amman, a vibrant closing celebration event will take place to unveil the victors of the top three positions in the competition. Media outlets will be present to capture the essence of this momentous event.