Amman Southern Gate, Amman

Madaba Bridge Intersection

In collaboration with the Greater Amman Municipality (GAM), the Jameel C40 Urban Planning Climate Labs are launching the 2025 Jameel C40 Students Reinventing Cities Challenge.

In collaboration with GAM, the Jameel C40 Students Reinventing Cities Challenge is seeking innovative ideas to inform the development of a new masterplan for Amman's Southern Gate, transforming this area into a vibrant, green neighbourhood that prioritises a high-quality of life for all by creating a sustainable, inclusive, and economically viable urban space.

Located in the south of the city, Amman Southern Gate is part of the new urban planning strategy currently developed by the Greater Amman Municipality and the Jameel C40 Urban Planning Climate Lab. The site is strategically located at the intersection of two major roads, Madaba Street and Airport Street, just north of the Madaba Bridge intersection. The majority of the land parcels within the site are currently uninhabited and undeveloped.

As part of the 10-page project proposal, students will develop a comprehensive plan for the designated area that includes visuals such as maps, diagrams, and sketches. Each element of the plan must be clearly explained and justified, ensuring alignment with climate-responsive urban planning, innovation, and feasibility. The best projects will be celebrated in a dedicated closing celebration, under the esteemed patronage of His Excellency, the Mayor of Amman.

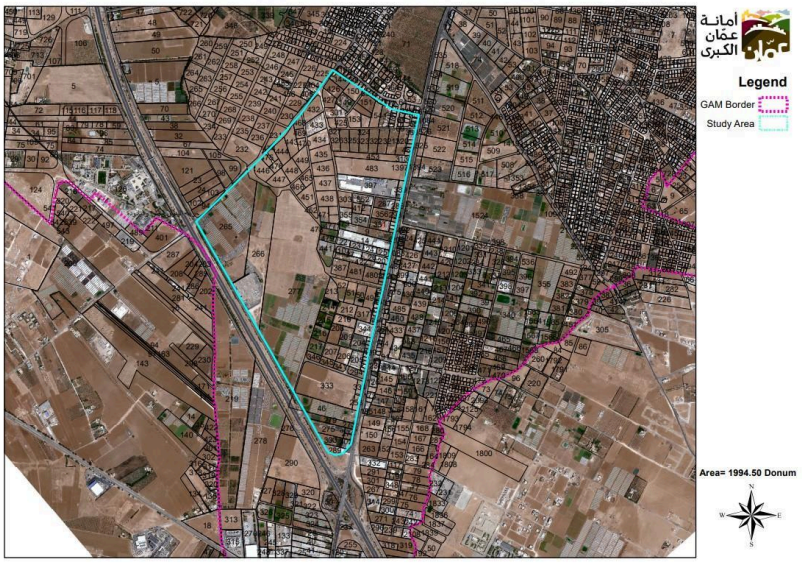

Figure 1) Site Aerial Photography | Greater Amman Municipality

Approx. Site area:
The study area is 1994.50 Dunam/ 200 hectares.

Key Information:
Amman Southern Gate is located in the Khreibet Al-Souq, Jawa, and Al-Yadouda districts, which have a total population of 224,571 residents, according to the 2023 census.

Priority areas & main expectations:
This competition's primary objective is to transform the site into a sustainable, inclusive neighbourhood that addresses key challenges while preserving its identity.

The design should promote environmental, social, and economic sustainability, ensuring accessibility for all, with diverse housing typology, public spaces, and amenities. It should also address climate change, urban sprawl, and transportation inefficiencies, ensuring resilience to environmental and social pressures.

Presentation of the Site & Development Expectations

In collaboration with the Greater Amman Municipality (GAM), the Jameel C40 Urban Planning Climate Lab will transpose the objectives and actions identified in the Amman Climate Action Plan into the city's urban planning policies and legislation. To demonstrate how urban spaces can become sustainable, liveable and low-carbon neighbourhoods, the Greater Amman Municipality has selected Amman Southern Gate as a pilot for transformation. The Lab will support the development of a detailed master plan for the Southern Gate. The Students Reinventing Cities competition, therefore, presents an exciting opportunity for students to inform the development of the Amman Southern Gate masterplan, which will be developed as part of the Lab programme.

Amman Southern Gate is located in the Khreibet Al-Souq, Jawa, and Al-Yadouda districts, which have a total population of 224,571 residents, according to the 2023 census.
Amman Southern Gate was strategically selected to serve as a gateway to the city, particularly for those arriving from the Queen Alia International Airport. The site is vital in Amman's urban planning framework, as it is positioned at the intersection of two major arterial roads: Airport Road and Madaba Road. These roads are vital transportation corridors that connect the site to key areas within the city and the surrounding region. Furthermore, the Amman Southern Gate has been designated as a Metropolitan Growth Centre, underscoring its potential to become a hub for economic, social, and infrastructural development in the southern part of the city. By selecting this location, the project aims to leverage its strategic position to facilitate sustainable urban expansion, improve connectivity, and enhance Amman's role as a vibrant and accessible metropolitan hub.

The site consists of unzoned land with significant development potential. About 90% of site lands are open and unzoned, and the remaining 10% are storage houses and commercial buildings. Notably, one of the main landmarks within the site is the Jordan Zoo. Originally part of the broader Airport Road corridor initiative, a phase of the project was postponed. This delay provided an opportunity for a fresh perspective on the site's potential, enabling the creation of a landmark project that aligns with Amman's strategic vision for growth and modernisation.

The project invites students to envision practical solutions for site development, focusing on investment opportunities and optimal land use, while the city's comprehensive plan primarily addresses already-developed areas. The aim of this challenge is to design an ideal, integrated neighbourhood that addresses key urban growth challenges, including population density, infrastructure, environmental sustainability, social cohesion, and climate resilience. GAM seeks innovative ideas to transform this area into a vibrant, green neighbourhood that prioritises a high quality of life for all by creating a sustainable, inclusive, and economically viable urban space.

As part of the 10-page project presentation, students will develop a comprehensive master plan for the designated area that includes visuals such as maps, diagrams, and sketches. Each element of the plan must be clearly explained and justified, ensuring alignment with climate-responsive urban planning, innovation, and feasibility. The master plan must clearly define land use, incorporating residential, commercial, recreational, and open spaces, while emphasising sustainability measures such as green infrastructure, energy efficiency, water management, and sustainable transportation solutions. Projects should align with the following objectives:

- Create a clear and compelling vision for the neighbourhood that reflects sustainability, inclusivity, and resilience. The vision should promote environmental, social, and economic well-being.

- Promote a balanced mix of residential, commercial, and recreational spaces to stimulate local businesses, create jobs, and improve the local economy.
- Create an efficient transportation network that prioritises walkability and reduces car dependency. E.g. wide sidewalks, pedestrian plazas, safe crossings, eco-friendly public transport and dedicated cycling lanes.
- Build a sustainable energy ecosystem by incorporating green building practices, renewable energy solutions, and eco-friendly landscaping.
- Design accessible public spaces that foster community engagement, shared ownership and responsibility.
- Prioritise green spaces that are connected by tree-lined walkways, bicycle paths, and eco-friendly streetscapes.
- Integrate climate adaptation strategies to make the neighbourhood more resilient to extreme weather events and other climate-related challenges.
    - Incorporate sustainable drainage systems (SUDS), such as rain gardens, bioswales, and permeable pavements, and implement Nature-Based Solutions (NbS) to mitigate flood risks and improve water management.
    - Urban heat-island mitigation strategies, e.g. green roofs, reflective surfaces, and shaded areas in public spaces.
    - Water-efficient technologies and rainwater harvesting.
    - Sustainable waste management to combat soil pollution.
- Develop a participatory planning approach to ensure that the design incorporates the community's needs.

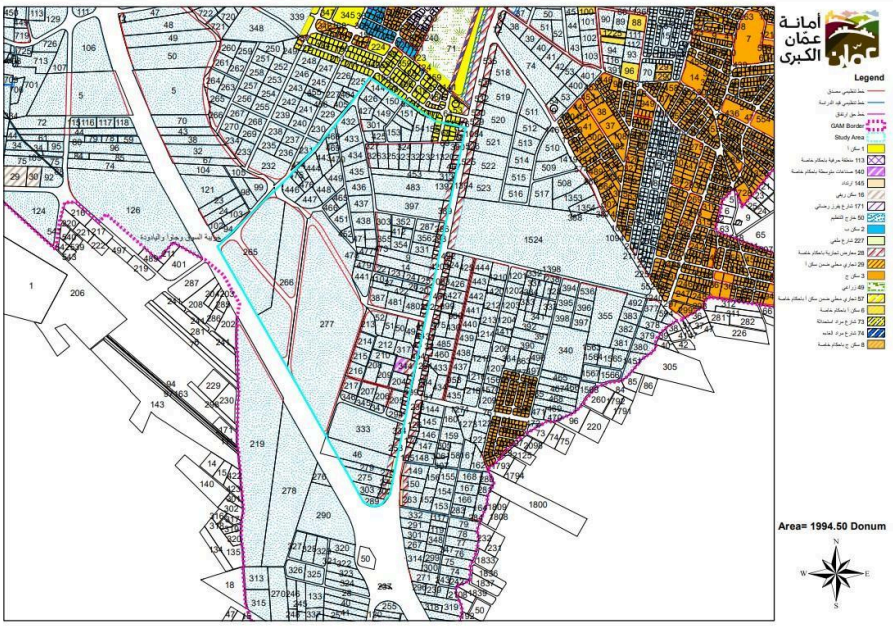

Figure 2) Land Use Map | Greater Amman Municipality

City Climate Priorities & Specific Environmental Challenges

In its comprehensive Climate Action Plan, Greater Amman Municipality has prioritised environmental sustainability and resilience in the face of climate change. This commitment emphasises the importance of environmentally responsible urban planning, focusing on reducing carbon emissions, promoting energy efficiency, enhancing urban mobility, creating green spaces, and fortifying the city's adaptive capacity.

GAM has consistently prioritised strategic and comprehensive urban planning to shape the city's future and promote sustainable development. Since 2008, Amman has implemented a comprehensive master plan that emphasises transit-oriented development, development corridors, and a high-density mixed-use model to foster sustainable urban growth and ensure the city's long-term resilience. The plan integrates smart growth principles to create "Complete Communities," offering essential urban amenities such as parks, schools, clinics, and cultural centres while ensuring accessibility to jobs, shopping, and recreational opportunities. It also promotes compact urban growth to optimise existing services, increase transit use, enhance walkability, and support affordability. Furthermore, the plan highlights mixed-use development to balance residential and employment areas, fostering economic diversity and reducing commuting times.

Specific Planning Rules & Regulations

Students must adhere to the following planning rules, regulations, and constraints while developing their project for the site redevelopment:

- Ensure that the proposed master plan aligns with the city's zoning and building regulations, such as land use, building heights, and green building codes.
- Evaluate and mitigate potential environmental impacts to ensure sustainability and compliance with environmental regulations, considering Amman's Climate Action Plan.
- Ensure the master plan is flexible enough to accommodate future population growth, technological advancements, and evolving community needs.

Language Requirements

Proposals must be submitted in English.

Jameel C40 Students Reinventing Cities Awards

Under the esteemed patronage of His Excellency, the Mayor of Amman, a vibrant closing celebration will unveil the victors of the top three positions in the Jameel C40 Students Reinventing Cities challenge in Amman. Media outlets will be present to capture the essence of this momentous event. Relive the electrifying atmosphere of the previous competition's closing ceremonies.