



PART 5

Market Lands Design Competition Design Program

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Market Lands Design Competition

Part 5.
Design Program

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1.0 Purpose

The following, in addition to the Market Lands [Guiding Aspirations](#) and the Market Lands [Urban Design Framework](#), form the Market Lands Design Competition Design Program. In whole, these documents provide guidance to Proponents in the preparation of submission to the Market Lands Design Competition.

2.0 Design Objectives

The Southern Competition Parcel of the Market Lands is to become a “cultural hub” and an urban destination for all Winnipeggers and visitors to Winnipeg. It will become a true “place” where art, cultural, food, and all forms of creation work together as one to create a total sensory experience.

Designers should consider the buildings and lands as one integrated and interconnected whole with a high level of symbiosis between the three built components and the surrounding urban fabric. Each component should be designed to the sustainability standards described in Part 4.0.

The following provides the designer with further conceptual direction, current program, and the qualitative character and interactive patterns that stakeholders have described for this future place. Each of the three built components are described as follows:

2.1 Mixed-Use Building

Affordable Rental Housing

- The residential component of the mixed-use building is imagined as a contemporary affordable rental facility, with approximately 100 units catering to a variety of users with studio, one-bedroom and two-bedroom suites.
- The design should accommodate everyone from youth starting out to seniors wanting a simple urban lifestyle. Artists will be a target market, in fitting with the “cultural hub” theme.
- The design should include features to ensure the comfort and wellbeing of a multi-cultural community including Indigenous and immigrant communities.
- The building should optimize the number of storeys to enhance the direct connection of apartments to the fabric of the city and market.
- The residential building should utilize CPTED (crime prevention through environmental design) principles and maximize the number of eyes on the plaza below.
- The building should be designed to create a community between residents - ideas such as common amenities clustered off a central entrance, opportunities for connection at elevators and stairs, circulation with an ‘irresistible’ stair to encourage energy efficient walk-up and walk-down, some common gathering space, barbeque, recreation, and/or cooking facilities.
- Surrounding heritage massing and voids should be considered. The building should be treated as a building complex with identifiable parts breaking up a monolithic form.
- Maximize daylight to suites and minimize overheating of direct sun penetration.
- Openness and flexibility should be considered in the design of suite interiors.

Main Floor Cultural Hub

- The main floor is the heart of the “cultural hub” concept, with 750 square metres devoted to non-profit art and design organizations, with the anchor tenant being [Urban Shaman Gallery](#).
- Urban Shaman is a contemporary Aboriginal art gallery. It is a nationally recognized leader in Aboriginal arts programming and a foremost voice for Aboriginal art in Canada, committed to:
 - serving the needs of emerging, mid-career, and established Aboriginal artists through exhibitions and associated programming, workshops, residencies and curatorial initiatives.
 - contributing to art historical and cultural critical discourses on a local, national, and international level.
 - facilitating artistic production, education, and appreciation of contemporary art as an important and empowering tool for Aboriginal peoples.
- Urban Shaman will occupy approximately 325 square metres, housing a large flexible gallery space, a multi-media gallery space, and gallery offices.
- The balance of 425 square metres will be occupied by a range of smaller complementary art or design organizations (yet to be determined) housing potential offices, creation space, or exhibition space.
- Shared space among organizations (i.e. common kitchen, woodshop, storage and public washrooms) is to be included in the 425 square feet. As well, a common meeting room should be integrated and designed to allow for effective ventilation during the burning of sacred herbs and tobaccos for the purposes of smudging, pipe ceremonies or other Aboriginal ceremonial uses.
- The intention is to provide a high floor-to-ceiling openness that maximizes daylight into the space and provides for transparency from the street and the plaza. However, flexibility to block out daylight will be required for any exhibition spaces.
- The structure of the space should be as open and flexible as possible to allow maximum flexibility over time for the organizations therein.
- Opportunities for direct access and entrance from the city streets and from the plaza are to be considered and evaluated.
- Connect the branding and ambiance of the Public Market Building with the main floor of the mixed-use building to create a seamless “cultural hub”, where art, food, festivities and city life come together.

2.2 Public Market Building

- The Public Market is envisioned as an intense, informal, urban market, reflecting the youthful and creative vibe of the Exchange District.
- The tenants of the Market may be small fresh food vendors, food-truck like pop-up bistros, and specialty merchandise vendors. The intent is to offer a very reasonable market rent structure to encourage start-up business ventures to join the Market.
- The Market should offer wide flexibility for vendors to create their own environment, texture and character according to their tastes, needs, and brands.
- Aisles should provide for delivery carts, crush of pedestrians, informal seating and flexibility in market stall sizes. The Market should still feel bustling, even during periods of the day or week with lower patronage.
- The one-story structure, approximately 650 metres, is to maximize natural daylight, transparency and connection to the city in all seasons.
- The Market should be a beacon of warmth, safety and activity at night drawing users to the eclectic and colourful interior. It should be an informal place to meet before setting off for civic

and cultural events in the Exchange District. It should be a welcoming meeting place for all and should offer a wide range and diversity of experiences.

- The Public Market building should be designed for all seasons - flow to exterior market stalls in Winnipeg's spring, summer, and fall, shade in our hot summers and self-contained interior focus in our cold winter. Attention should be given to ensuring a sustainable building envelope in all seasons and a functionality that especially celebrates our winter city.
- Ensure that washroom facilities for the market and the public plaza provide for safe, clean and gender neutral access and are fully open to the public. Strategies to ensure that the washrooms provide a safe environment are paramount and creative solutions should be incorporated.
- Connect the branding and ambiance of the Public Market Building with the main floor of the mixed-use building to create a seamless "cultural hub", where art, food, festivities and city life come together.
- The Market Building is intended to become recognizable for its intensity and its centrality in the city throughout the seasons and complement other Winnipeg markets and tourist attractions.

2.3 Public Realm and Plaza

- The Public Plaza is imagined as a small public square or large public room. The plaza should be a node on a pathway network that connects and complements nearby public spaces such as City Hall Courtyard, Bijou Park, Market Square and the Chinese Gardens.
- Ensure that the plaza draws together the main pathways in the surrounding communities. Make sure that the facilities around the plaza offer a symbiotic relationship to the plaza and are mutually supportive, offering an intensity of activity.
- Create a highly articulated pedestrian environment that binds the cluster of buildings into a holistic urban experience to ensure vibrant and finely granulated public spaces. Provide pedestrian pockets of activity along the edges of the plaza and building edges.
- Ensure that all public spaces celebrate a winter-city functionality including snow management, winter activities and events, and passive solar warming spaces.
- The public realm should speak to Winnipeg's multi-cultural and Indigenous heart; places that recall historic meeting places of different cultures; places that tell stories from non-mainstream cultures and places where all cultures feel respected and comfortable.
- Design the plaza for unique events including carnival, impromptu music and entertainment, bandstand, dance, street theatre, buskers, tournaments, winter sports and viewing, skating, displays, competitions, tents, mad games, street TV.
- Consider a bold 'big idea' statement/image for the public realm.

3.0 Site Requirements & Constraints

The overall site is 2.4 acres (0.97 h) and is divided into south and north parcels – the Southern Parcel is 0.8 acres (0.32 ha) and the northern Parcels is 1.6 acres (0.65 ha). Proponents are expected to address the following:

3.1 The Southern Parcel

The Southern Parcel is subject to a historic caveat, requiring that it only be used for public and municipal purposes. It is intended that this will be developed first and will be a focal point for the entire Market Lands redevelopment, setting the tone and character. This Design Competition focuses on the Southern Parcel, with no formal evaluation considered for the Northern Parcel.

3.2 The Northern Parcel

The Northern Parcel is conceptualized for private mixed-use development, including scenarios for multiple buildings comprised of multi-family residential, office, retail and/or parking. It is intended that development of the Northern Parcel will begin shortly after the Southern Parcel and will be procured through separate competitive request for proposal processes to the private sector development community. Developers will have the option to develop all or some of the parcel, allowing for multiple building configurations.

The intent of the Competition is to provide conceptual design references only for the Northern Parcel that reflect the design principles proposed by the team for the Southern Parcel. The design direction for the Northern Parcel should follow the Market Lands 'Guiding Aspirations' and 'Urban Design Framework' as well as the Design Objectives as defined in Section 2.0 above and the Site Requirements and Constraints as per this section.

3.3 Other Considerations

The the following local regulatory and planning resources should also be considered:

- [Downtown Winnipeg Zoning By-Law No. 100/2004](#) especially Part 4: Character Sector relating to Intent, Land Use, Bulk, Parking, Loading and Urban Design (section 250)
- [City of Winnipeg Urban Design Guidelines](#)
- [Manitoba Housing Design Guidelines for Multi-Unit Affordable and Social Housing](#)
- [City of Winnipeg Complete Communities Strategy](#)

4.0 Sustainability Objectives

The design teams are encouraged to consider the Sponsor's aspirations of maximum sustainability given a relatively modest project budget. Emphasis should be on passive and recoverable costs while designing the buildings and lands to a net-zero energy and net-zero carbon ready form and a LEED Platinum level. Teams should provide an energy simulation model to define tonnes of GHG, GJ of total energy use and Energy Use Intensity.

5.0 Technical Requirements & Systems

- The intent is that the building and its systems be constructed from durable, cost-effective and readily available and familiar materials in order that the buildings can be constructed in a timely and cost efficient manner.
- General parking is not required on the Southern Parcel. However, designers should consider the incorporation of parking spaces for accessibility, loading and car-share to service the buildings. These can be provided in the street right-of-way.
- Curbless access to the market should be provided for delivery vehicles during off hours.
- Covered bicycle parking to be provided as per best practices.
- Crime Protection Through Environmental Design (CPTED) principles should be incorporated into the overall project details.
- Universal accessibility should be incorporated throughout the project.

6.0 Space Program and Capital Cost Framework

6.1 Southern Parcel

Components	Approximate Gross Area	Estimated Construction Costs
<p>1. Mixed-Use Building</p> <p>Affordable Rental Housing (approx. 6,200 metres²) 100 apartment units as per Manitoba Housing Design Guidelines:</p> <ul style="list-style-type: none"> • 30 studios (average 350 feet²/33 metres²) • 45 one bedroom (average 575 feet²/53 metres²) • 35 two bedroom (average 750 feet²/70 metres²) <p>Service and circulation areas not to exceed 20% of gross building area, including exterior and interior demising walls.</p> <p>Main Floor Component (approx. 1,100 metres²) Cultural Hub Space (approx. 750 metres²) Service, Circulation, & Residential Common Amenities (approx. 350 metres²)</p>	7,300 metres ²	\$17.3 million
2. Public Market Building	650 metres ²	\$3.2 million
3. Public Realm and Plaza	1,600 metres ²	\$2.6 million

4.2 Northern Parcel

Private mixed-use development will occur on these parcels in many potential building forms, including scenarios for multi-family residential, office, retail and parking. An assumption for overall density on these parcels is approximately 30,000 metres² of built form.

7.0 Competition Documents

The Market Lands Design Competition, and all its requirements and conditions, are described in whole through the following documents and any subsequent addenda:

- Part 1.) Market Lands Design Competition Overview
- Part 2.) Market Lands Design Competition Legal and Other Matters
- Part 3.) Market Lands Design Competition Stage One: Request for Qualifications (RFQ)
- Part 4.) Market Lands Design Competition Stage Two: Request for Proposals (RFP)
- Part 5.) Market Lands Design Competition Design Program