

Urban Design Review Panel Comments and Applicant Response

Date	March 6, 2019	
Time	1:00	
Panel Members	Present Gary Mundy Beverly Sandalack Michael Sydenham	Absent Janice Liebe (Chair) Chad Russill (Co-Chair) Colin Friesen Terry Klassen Chris Hardwicke Glen Pardoe Ben Bailey (conflict) Jack Vanstone Eric Toker Ryan Agrey (conflict)
Advisor	David Down, Chief Urban Designer	
Application number	PE2019-00171	
Municipal address	4200 – 95 St SW	
Community	Greenwich	
Project description	Greenwich Farmer's Market	
Review	first	
File Manager	Ben Ang	
City Wide Urban Design	Xia Zhang	
Applicant	Melcor Developments Ltd	
Panel Position	Further Review Recommended	
Overall Ranking (1-5)	3	

Note: Overall ranking is not an average of the *13 Urban Design Elements*, but a qualitative project rating of the application in its context.

- 5=Excellent (exceeds expectations, clear intent to achieve high quality outcome)
- 4=Good (somewhat exceeds expectations, high probability of success)
- 3=Average (meets expectations, likely to achieve basic standard of quality outcome)
- 2=Fair (somewhat meets expectations, multiple weaknesses or deficiencies)
- 1=Poor (does not meet expectations, demonstrates some lack of understanding of requirements)

Summary

- The project shows the beginnings of a positive urban realm that addresses pedestrian connectivity in an otherwise vehicle-centric development typology. The material palette (brick and metal) should be durable over time, and the landscape and paved pedestrian areas show promise.
- Focus for improvement should be on the continuity, connectivity, and quality of the pedestrian realm through and into the site. For example, as discussed in the review, the park on the south which is a continuation of the park to the east of the subject property is discontinuous from the pedestrian street on the east face of the Farmer's Market, which in turn is misaligned with the park across Greenwich Drive. In addition, the quality and scale of the High Street's pedestrian environment that is a continuation of Greenwich Place on the east of the subject site should continue through to the west end of the site across the south face of the Farmer's Market so that this entire street becomes a high quality pedestrian environment. The third key focus for improvement should be on the design of the north façade, and its relationship to the street – it currently presents a blank face in close proximity to Greenwich Drive that negatively impacts the pedestrian's sidewalk experience.

Urban Design Review Panel Comments and Applicant Response

Applicant Response (July 3, 2019)

There will be a genuine focus on pedestrian connectivity throughout the Greenwich development plan. The future MR parcel to the south east of the Calgary Farmer's Market site will have pedestrian connections to the north and will allow pedestrians to cross at marked and controlled intersections. This street will have pedestrian corridors leading to the plaza area which will in turn tie directly to the public park on the north side of Greenbriar Drive. The pedestrian plaza has been re-oriented along with the park and the pedestrian crossing to have a more direct link. The future "High" street corridor running east – west will maintain pedestrian linkages east of the site which is not currently part of this submission. The site design has been revised to accommodate additional pedestrian access to the Calgary Farmers Market (CFM) and the public street areas. A regional pathway borders the south end of the site and linkages to this pathway corridor are provided at key locations to bring users into the site. The proposed bus stop has been located at the west end of the site as per the City of Calgary preference, which promotes direct access and connection into the site through the west parking lot. Pedestrian connections from the north are provided, and directed through the parking lot at the west, and through the public plaza on the east side of the CFM. As per recommendations, revisions have been made to increase the appropriate/safe pedestrian connectivity into and through the site. It is our intent to eliminate pedestrian crossings through or along loading dock areas to minimize conflicts.

Revisions have been made to the plan to increase the sidewalk width along the south façade of the CFM building. This will allow for a continuation of the pedestrian environment all along High Street and the proposed urban plaza to the east of the Farmers Market. The south face of the Farmer's Market along Greenwich Drive NW is broken down into smaller portions that is more in balance with the pedestrian scale. Additional windows and space for murals have been added as well for a more interactive experience. The additional sidewalk width allows for additional street tree planting and benches at the south entry location. Bike racks are located at each end of the building for users.

The public plaza to the east of the CFM is yet to be fully designed but will incorporate a large amount of seating and activity space to allow for spilling out of CFM activities, including public events, festivals, programs, etc. The east side of the market façade will have glass garage door openings for transparency and connected interactive space between the market and the plaza. The public plaza will be re-oriented so that it is aligned with the pedestrian crossing and the park design north of Greenbriar Drive NW. This connection is integral in the design and will be addressed accordingly through a separate submission. The sidewalk on the north side of the farmer's market is not meant to be a primary pedestrian connection as it is the most 'back of house' area. However, it is a safe and enjoyable walk with a 2m wide sidewalk that is lined with trees on one side. Planting is provided along the north east side of the façade to soften the interface to the street. This streetscape planting is provided within the public boulevard between the back of sidewalk and the building as per the approved street cross section for this area. The streetscape line assignment drawings for this area will be submitted to the City for approval under separate cover. In terms of accessibility, pedestrian crossings are marked, and further detail will go into how they are marked to complement the development site. The proposed retaining wall, south of Building L is required to address grade differences in the site. To eliminate steeper sidewalk conditions, pedestrian linkages are directed through the park to provide an experiential connection, as well as providing an integrated connection to the open space system.

The north elevation of the Farmer's Market now includes additional relief with windows and space for public murals further animating the pedestrian experience along the north side of the CFM. A secondary building entrance and four clerestory windows were added to the eastern section of the north wall that allows natural light into the public area and creates visual interest to the pedestrian experience. The north façade has brick on the more public edge with two colours of stucco on the angled wall. The angled part of the north elevation has been divided into 3 sections for murals highlighted with goose neck lamps, further animating this back of house service area. As such, it was determined that windows were not required for these interior service spaces and does not align with the sustainable goals. As noted, landscaping has been provided in the boulevard, along the west end of the façade and screen wall to help soften the loading dock area.

Urban Design Review Panel Comments and Applicant Response

Urban Design Element		Rating 1-5
Creativity <i>Encourage innovation; model best practices</i> <ul style="list-style-type: none"> Overall project approach as it relates to original ideas or innovation 		3
UDRP Commentary	We commend the intent to create pedestrian connectivity through the site, and suggest the applicant focuses on improvements to the continuity, connectivity, and quality of the east-west and north-south routes through the site.	
Applicant Response	See responses below for improvements to pedestrian connectivity and quality.	
Context <i>Optimize built form with respect to mass and spacing of buildings, placement on site, response to adjacent uses, heights and densities</i> <ul style="list-style-type: none"> Massing relationship to context, distribution on site, and orientation to street edges Shade impact on public realm and adjacent sites 		2.5
UDRP Commentary	The Farmer's Market building presents a tall blank face on Greenwich drive, and appears to be too close to the street, crowding the pedestrian environment, and creating imbalance with the park and buildings on the north side of the street.	
Applicant Response	The sidewalk on the north side of the farmer's market is not meant to be a primary pedestrian connection as it is the most 'back of house' area. However, it is a safe and enjoyable walk with a 2m wide sidewalk that is lined with trees on one side. Planting is provided along the north east side of the façade to soften the interface to the street. The north elevation of the Farmer's Market now includes additional relief with windows and space for public murals further animating the pedestrian experience along the north side of the CFM. A secondary building entrance and four clerestory windows were added to the eastern section of the north wall that allows natural light into the public area and creates visual interest to the pedestrian experience.	
Human Scale <i>Defines street edges, ensures height and mass respect context; pay attention to scale</i> <ul style="list-style-type: none"> Massing contribution to public realm at grade 		2.5
UDRP Commentary	While the east and west facades of the farmer's market building include relief and attractive architectural detailing, the north and south facades are domineering over the adjacent pedestrian realm. In addition, the sidewalks on the south and west edges of the Market building have minimal sidewalks considering the amount of traffic on expects from this type of use.	
Applicant Response	The south face of the Farmer's Market along Greenwich Drive NW is broken down into smaller portions that is more in balance with the pedestrian scale. Additional windows and space for murals have been added as well for a more interactive experience. The additional sidewalk width allows for additional street tree planting and benches at the south entry location. Bike racks are located at each end of the building for users. See Context for north face improvements.	
Integration <i>The conjunction of land-use, built form, landscaping and public realm design</i> <ul style="list-style-type: none"> Parking entrances and at-grade parking areas are concealed Weather protection at entrances and solar exposure for outdoor public areas Winter city response 		3
UDRP Commentary	The applicant is encouraged to investigate improvements of the pedestrian environment on the south and west edges of the Market Building. On the south side in particular there may be opportunities for alcoves and other additional relief for added weather protection.	
Applicant Response	See Human Scale response.	
Connectivity <i>Achieve visual and functional connections between buildings and places; ensure connection to existing and future networks.</i> <ul style="list-style-type: none"> Pedestrian first design, walkability, pathways through site Connections to LRT stations, regional pathways and cycle paths Pedestrian pathway materials extend across driveways and lanes 		3.5
UDRP Commentary	Focus for improvement should be on the continuity, connectivity, and quality of the 2 main pedestrian routes through the site. As discussed in the review, the park on the south which is a continuation of the park to the east of the subject property is discontinuous from the pedestrian street on the east face of the Farmer's Market, which in turn is misaligned with the park across Greenwich Drive. In addition, the quality and scale of the High Street's pedestrian	

Urban Design Review Panel Comments and Applicant Response

	environment that is a continuation of Greenwich Place from the east of the subject site should continue through to the west end of the site across the south face of the Farmer's Market, terminating on the planned restaurant building on the very west of the site.	
Applicant Response	The site design has been revised to accommodate additional pedestrian access to the Calgary Farmers Market (CFM) and the public street areas. A regional pathway borders the south end of the site and linkages to this pathway corridor are provided at key locations to bring users into the site. The proposed bus stop has been located at the west end of the site as per the City of Calgary preference, which promotes direct access and connection into the site through the west parking lot. Pedestrian connections from the north are provided as recommended, directing through the parking lot at the west, and through the public plaza on the east side of the CFM. Revisions have been made to increase the appropriate/safe pedestrian connectivity into and through the site. It is our intent to eliminate pedestrian crossings through or along loading dock areas to minimize conflicts. Revisions have been made to the plan to increase the sidewalk width along the south façade of the CFM building. This will allow for a continuation of the pedestrian environment all along High Street and the proposed urban plaza to the east of the Farmers Market.	
Animation Incorporate active uses; pay attention to details; add colour, wit and fun <ul style="list-style-type: none"> • Building form contributes to an active pedestrian realm • Residential units provided at-grade • Elevations are interesting and enhance the streetscape 		3
UDRP Commentary	While the east and west facades of the farmer's market building include relief and attractive architectural detailing, the north and south facades are relatively blank. The applicant is encouraged to investigate further animation of these facades to create more forgiving edges to the adjacent pedestrian realm.	
Applicant Response	See Context and Human Scale response for improvements to south and north facades.	
Accessibility Ensure clear and simple access for all types of users <ul style="list-style-type: none"> • Barrier free design • Entry definition, legibility, and natural wayfinding 		4
UDRP Commentary	Accessibility looks very good – suggest clear markings of pedestrian crossings via continuation of sidewalk paving across the vehicle routes.	
Applicant Response	In terms of accessibility, pedestrian crossings are clearly marked, and further detail will go into how they are marked to complement the development site.	
Diversity Promote designs accommodating a broad range of users and uses <ul style="list-style-type: none"> • Retail street variety, at-grade areas, transparency into spaces • Corner treatments and project porosity 		4
UDRP Commentary	The proposed multi-use development provides excellent diversity.	
Applicant Response	Noted.	
Flexibility Develop planning and building concepts which allow adaptation to future uses, new technologies <ul style="list-style-type: none"> • Project approach relating to market and/or context changes 		4
UDRP Commentary	The proposed multi-use development takes into account future development and the possibility for future underground parking. Hopefully as development continues over the coming years the pedestrian connectivity (which is very well done) through the site is maintained.	
Applicant Response	Noted.	
Safety Achieve a sense of comfort and create places that provide security at all times <ul style="list-style-type: none"> • Safety and security • Night time design 		3
UDRP Commentary	Having the north edge of the Market building pressed up against Greenwich Drive compromises the depth and quality of the pedestrian experience. Users may feel uncomfortable and unsafe along this face.	
Applicant Response	See Context for response.	
Orientation Provide clear and consistent directional clues for urban navigation <ul style="list-style-type: none"> • Enhance natural views and vistas 		2.5
UDRP Commentary	The applicant is encouraged to better align and connect with the parks on and adjacent to the site.	

Urban Design Review Panel Comments and Applicant Response

Applicant Response	Clear pedestrian linkages are directed through the park to provide an experiential connection, as well as providing an integrated connection to the open space system.	
Sustainability <i>Be aware of lifecycle costs; incorporate sustainable practices and materials</i> <ul style="list-style-type: none"> • Site/solar orientation and passive heating/cooling • Material selection and sustainable products 		4
UDRP Commentary	Use of high-quality durable materials is commended.	
Applicant Response	Noted.	
Durability <i>Incorporate long-lasting materials and details that will provide a legacy rather than a liability</i> <ul style="list-style-type: none"> • Use of low maintenance materials and/or sustainable products • Project detailed to avoid maintenance issues 		4
UDRP Commentary	Use of high-quality durable materials is commended.	
Applicant Response	Noted.	
Overall Rating (1-5)		3