

340 PARKDALE

Podium Massing Refinement

Response to OPA + ZBLA Comments

In response to City comments regarding podium scale, massing transition, and the pedestrian experience along the surrounding streets, the podium has undergone a significant redesign intended to reduce its perceived scale and establish a stronger relationship with the surrounding neighbourhood context. The revised approach focuses on reducing overall height, improving the pedestrian experience, and breaking down the podium into a series of smaller, more contextual building components.

The most significant change is the removal of the two-storey “pop-up” volume previously located along the Parkdale Avenue frontage. In the earlier iteration of the design, this upper volume contained two-storey residential units and introduced additional height and visual complexity along the podium edge. This element has now been entirely removed and replaced with a more consistent arrangement of typical residential units. As a result, the eastern podium wing has been reduced from eight storeys to six storeys, while the overall podium height has been lowered by two full storeys.



This change will read as a downward transition from the 8-storey mass on the property to the north to the 6-storey podium, two storey re-imagined tavern, and then Armstrong Street and Parkdale Park and Public Market to the south.

Along Armstrong Street, Hamilton Street, and Spencer Street, the western half of the podium beneath the tower has also been reduced by one additional storey and is now five storeys in height. This reduction results in a substantially lower and more human-scaled streetwall condition. Facing Armstrong Street and the Parkdale Market, the revised five-storey mass establishes a scale that is more compatible with the surrounding neighbourhood fabric and reinforces a stronger pedestrian relationship with the public realm. The lower streetwall creates a more comfortable sense of enclosure and better aligns with the intent of the Official Plan's emphasis on pedestrian-oriented design, transition, and contextual fit within Inner Urban areas.

While physical podium stepbacks were explored through the review process, the revised proposal takes an alternate but complementary approach by reducing overall height and strategically using architectural composition and materiality to diminish the perceived scale of the building. Rather than relying solely on setbacks, the podium was lowered a full storey and has been carefully broken down into a series of smaller articulated masses separated by visual breaks and material transitions. In taking guidance from Urban Design Guidelines, this strategy achieves many of the same objectives sought through setbacks by reducing the visual impact of the larger building form and creating a finer-grain expression along the street.



A strong visual datum has also been introduced through the extension of the red heritage-inspired brick façade up to the fifth level around the podium. This consistent horizontal expression establishes a clear streetwall scale, visually anchors the building to the surrounding context, and reinforces the podium base as a cohesive element. The datum line helps establish a stronger relationship to adjacent buildings while creating a more pedestrian-scaled reading of the mass.

Along Hamilton Street, the podium has been organized into a series of distinct building components while maintaining consistency in the streetwall to align with the character to the west.. A brick mass anchors the Armstrong/Hamilton corner, while a darker industrial aluminum volume at mid-block creates a visual separation and emphasizes the primary residential entrance. A secondary brick volume wraps the Hamilton/Spencer corner and is again separated through darker recessed elements. These breaks create rhythm and variation along the streetscape while reducing the perceived scale of the overall podium. Together, these design approaches speak to the established character to the immediate north at 45 Spencer.



Along Spencer Street, the building expression is further divided into a series of distinct blocks, giving the impression of multiple smaller buildings rather than a single continuous structure. This approach reflects the existing pattern of development in the area and reinforces the finer-grain urban character currently present on the site and within the surrounding neighbourhood. The eastern Parkdale wing is read as a separate building component and is distinguished through a glazed link element located above the breezeway, creating a visual break between masses and further reducing the apparent scale of the podium.

Collectively, these revisions substantially reduce the overall podium presence and establish a more contextual, pedestrian-oriented built form. By removing a full typical floor and eliminating the upper two-storey box volume, the revised design significantly lowers the perceived and actual height of the podium while improving its relationship to the surrounding streets and public spaces. The result is a podium composition that better fits within the existing neighbourhood fabric and achieves a more comfortable, human-scaled experience at grade while maintaining the broader project objectives for intensification and housing delivery.

