

340 PARKDALE

DESIGN BRIEF

Context & Description

The redevelopment of 340 Parkdale Avenue proposes a 38-storey mixed-use residential tower above a 6-storey L-shaped podium, delivering 465 new residential units within a highly walkable, transit-supported neighbourhood. With a total gross floor area of 376,798 sq.ft. (35,006 sq.m.), the project meaningfully contributes to Ottawa's housing supply by introducing a substantial number of new units in a range of sizes suited to diverse household needs.

The proposal includes the reconstruction of the Carleton Tavern in its original form, maintaining its role as a long-standing community landmark and informal gathering place rooted in the neighbourhood's working-class history. Although the existing structure must be demolished due to age, structural deterioration, and required site remediation, it will be rebuilt in its historic location using high-quality stone and masonry to restore its familiar presence on Parkdale Avenue. The new Tavern will re-establish the prominent corner façade, while the northern portion, originally a simple stucco volume with limited openings, will be reimagined as a contemporary extension. This allows for improved activation, increased transparency, and opportunities for public art consistent with the artistic expression historically found on the block. The surrounding plaza and courtyard are organized to reinforce the Tavern's place within the neighbourhood without overstating its architectural significance.

Set within a complex urban context, Parkdale Market and Parkdale Park to the south, mid-rise mixed-use buildings to the north, low-rise residential streets to the east, and an evolving commercial corridor to the west, the project both fits into and elevates the existing neighbourhood fabric. Its massing, materials, and public spaces have been carefully shaped to celebrate the heritage identity of Hintonburg while



supporting the area's transition to a denser, transit-oriented community.

A significant urban gesture is the creation of a large central public plaza, made possible by the L-shaped podium configuration and organized around the rebuilt Carleton Tavern. This plaza forms a natural extension of Parkdale Market and Parkdale Park, providing a welcoming, central gathering space on the block and strengthening the neighbourhood's established pedestrian patterns.

Four levels of underground parking span the entire site boundary, consistent with the full remediation obligation required as part of the MECP Record of Site Condition application.

This application seeks a Zoning By-law Amendment and an Official Plan Amendment to allow the proposed height and land use permissions.

Massing Breakdown

The built form strategy for 340 Parkdale follows a clear hierarchy: from the street-scaled podium, to a transitional 7th–8th storey volume, to the elegant high-rise tower above.

Carleton Tavern as the Massing Anchor

Before describing the new building, it is important to note that the Carleton Tavern is the massing anchor for the entire development. The geometry of the podium, the open plaza, the courtyard, and even the location of the tower were organized to frame, highlight, and celebrate this rebuilt historical landmark. The Tavern remains a free-standing building with its own address, identity, and patio overlooking the central courtyard.

Podium (6 Storeys)

The primary mass of the development is a 6-storey podium arranged in an L-shape along Hamilton and Spencer, with a strong frontage and street-scaled height consistent with neighbouring mid-rise buildings, including the existing 8-storey structure immediately north of the site. The podium establishes the block's datum, reinforces the main street character, and provides active ground-floor uses including retail, lobby spaces, and resident amenities.

Setback Loft Volume (7th–8th Floors on the East Wing)

On the east wing of the building, facing Parkdale, a two-storey loft massing (levels 7 and 8) is introduced.

Key points:

- It is set back several metres from the main streetwall so the building continues to read as a 6-storey podium from the pedestrian perspective.
- The loft volume aligns with the 8-storey massing of the building directly to the north, preserving continuity in the Parkdale streetscape.
- These units are expressed as two-storey loft homes with terraces facing the Parkdale Market and surrounding neighbourhood.

Transitional 7th Floor & Rooftop Amenity Terraces

At level 7 (and extending into level 8 on the east wing), the architecture introduces a glassy, lighter expression that forms a clear visual break between the brick podium and the tower above.

This transitional level includes:

- Indoor amenity spaces,
- Large rooftop terraces,
- Units with enhanced outdoor space.

The terraces facing the Parkdale Market reinforce the project's relationship to this civic asset, creating a strong visual and social connection.



Tower (38 Storeys Total)

Above the transitional levels, the 38-storey tower rises as a minimalist, refined, vertical form. Its location in the northwest corner of the site strategically:

- Reduces shadow impacts on the Parkdale Market and adjacent low-rise homes,
- Minimizes overlook onto sensitive residential areas to the east,
- Keeps height adjacent to the busier Parkdale corridor,
- Protects the sunlight quality and usability of the public plaza and central courtyard.

The tower's slender proportions and vertical expression produce an elegant skyline profile.

Materiality & Architectural Expression

The architectural language is rooted in the heritage industrial character of Hintonburg, while introducing contemporary elements that reflect the neighbourhood's growth and evolving identity.

Podium

- Red brick, stone, and architectural concrete provide a robust, tactile reference to the industrial buildings found throughout Hintonburg
- Window assemblies incorporate black metal mullions with industrial-grid detailing, reinforcing the historic warehouse aesthetic.
- Ground-floor openings are large, transparent, and highly glazed, but still framed by the brick piers above. The design incorporates a sleek contemporary glazed colonnade behind or integrated into the brick structure—creating a sense of lightness at the pedestrian level while maintaining the industrial clarity of the podium.
- Retail signage and canopies use blackened steel profiles with minimalistic detailing.

Transition Levels (7–8)

- Expressed with high-transparency glazing and metal, creating a clear massing break and lighter architectural tone between the brick podium and the tower.
- Terraces and amenity spaces introduce greenery, adding softness at the transition.

Tower

- A minimalist palette of glass and slender metal verticals gives the tower a refined, quiet presence.
- Vertical banding and subtle articulation enhance slenderness.
- A strong contemporary crown integrates the mechanical penthouse, producing a clean, iconic profile visible from Parkdale, the Ottawa River Parkway, and the broader civic skyline.



Phasing Strategy

The structure is designed to allow early occupancy of the podium and loft levels (up to 8 storeys) while tower construction continues above. This phased occupancy approach delivers housing and active uses to the community sooner without delaying completion of the full tower.

Landscape Intent

The landscape design for 340 Parkdale establishes a cohesive public realm inspired by the industrial heritage of the site and the contemporary character of the new development. The landscape combines robust materials, generous planting, and warm textures to create a welcoming, pedestrian-oriented environment that supports everyday neighbourhood activity as well as market-related gatherings.

Parkdale Avenue Streetscape

Due to a required street-widening easement, Parkdale Avenue will feature a significantly expanded sidewalk zone. This allows for:

- A wide, tree-lined pedestrian boulevard,

- Deep planting beds with shrubs and perennials,
- Integrated benches and seating edges,
- A comfortable landscaped buffer between the arterial road and the site.

This creates a generous, green frontage that improves the public realm and enhances walkability.

Armstrong Street (Proposed Woonerf / Pedestrian Zone)

The project envisions closing Armstrong Street or transforming it into a woonerf-style, pedestrian-priority environment.

This would:

- Extend the site's landscape southward into the public realm,
- Seamlessly connect Parkdale Market to the project's plaza,
- Provide flexible space for market stalls, public art, and seasonal programming.

Armstrong becomes a green, shared community space linking the Market, the Tavern, and the new plaza.

Public Plaza (South-East Corner)

Anchored by the rebuilt Carleton Tavern, the plaza is designed as the primary gathering node for the site.

Features include:

- Generous paving patterns referencing industrial materiality,
- Raised planters forming outdoor rooms,
- Ample seating,
- Patio opportunities for retail and hospitality uses.

Central Courtyard (Between Podium and Tavern)

A quieter but equally active space:

- Raised planters define smaller seating pockets,
- The Tavern's patio overlooks the space,
- Retail and lobby spaces open directly into the courtyard, drawing people inward.

Hamilton & Spencer Streets

- Hamilton:** Smaller-scale retail frontage and social seating support a quieter pedestrian atmosphere.
- Spencer:** Includes the parking ramp with a wide pedestrian path beside it, maintaining a large visual opening and reinforcing east–west permeability through the block.



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URBAN DESIGN REVIEW PANEL REPORT

Introduction

This report has been prepared in response to the Urban Design Review Panel (UDRP) comments issued on **March 7, 2025**. Since the Panel's review, the project team has undertaken a comprehensive redesign of the proposed development at 340 Parkdale Avenue.

The revised design directly addresses the Panel's concerns regarding scale, massing, public realm configuration, architectural expression, and contextual fit, while maintaining the previously proposed tower height. Key refinements include a significant reduction in podium height, a reconfiguration of the public realm to better frame Parkdale Park and Market, a return to an orthogonal massing strategy aligned with the surrounding street grid, and a re-articulated architectural language informed by local industrial and civic precedents.

The intent of this response is to clearly demonstrate how the revised proposal aligns with the Panel's recommendations and strengthens the project's contribution to the Parkdale–Hintonburg context.

Response to Key Panel Recommendations

Scale, Height, and Contextual Fit

Panel Comment

The Panel expressed concerns that the proposed tower height and podium scale were disconnected from the surrounding context and recommended a reduction in scale, particularly at the podium.

Response

The revised proposal retains the previously reviewed tower height but significantly reduces the podium from nine storeys to six storeys along the majority of the site. This adjustment establishes a mid-rise datum that is more consistent with the surrounding built fabric and better aligns with the scale of Parkdale Avenue, Hamilton Street, and the adjacent residential neighbourhood.

A limited portion of the podium rises to eight storeys along Parkdale Avenue; however, this element is deliberately set back from the six-storey streetwall. This strategy reflects and aligns with existing and approved mid-rise massing along Parkdale Avenue while maintaining a strong pedestrian-scaled edge at grade.

This recalibrated podium height materially reduces the perceived mass of the building, improves transitions to adjacent lower-rise areas, and responds directly to the Panel's request for a more contextually appropriate scale.

Block-Specific and Neighbourhood Context Analysis

Panel Comment

The Panel recommended a more in-depth, block-specific study to understand the site's role within the neighbourhood and its contribution to the evolving context.

Response

In response, a detailed neighbourhood and historical context study was undertaken. This analysis identified a series of industrial, civic, and adaptive reuse precedents within Hintonburg and along Parkdale Avenue that inform the revised architectural direction. Key references include:

- The angled corner column and civic presence of the Parkdale Fire Station
- Industrial window rhythms and proportions from the Bayview Innovation Centre
- Material expression and repetitive fenestration patterns from the former Standard Bread building in Hintonburg



These precedents informed a shift away from the previous angular and sculptural language toward a more orthogonal, fine-grain, and industrially inspired expression that reflects the area's working-class and adaptive reuse heritage.

Relationship to Parkdale Park and Market

Panel Comment

The Panel emphasized the importance of framing Parkdale Park, strengthening the relationship with the Market, and addressing concerns related to the north-facing public space and wedge-shaped plaza.

Response

The public realm has been comprehensively reconfigured. The previous wedge-shaped, north-facing public space has been eliminated and replaced with a more orthogonal, south-facing public space that directly engages Parkdale Park and Market.

Key changes include

- Flipping the primary public space toward Parkdale Park and Market
- Concentrating the public realm between the Carleton Tavern and the main building
- Eliminating the diagonal podium edge in favour of a streetwall aligned with the orthogonal grid

This new configuration frames the park more clearly, strengthens visual and physical connections to the Market, and creates a sunlit, usable public space that functions as a natural extension of the existing park amenities.

Carleton Tavern and Heritage Considerations

Panel Comment

The Panel raised concerns regarding the public space configuration and its relationship to surrounding context.

Response

In parallel with the UDRP process, the design team has engaged with the City's heritage staff regarding the Carleton Tavern. As a result, the Tavern is now proposed as a free-standing building retained in its original location.



This approach achieves multiple objectives:

- Addresses heritage concerns regarding the Tavern's prominence and legibility
- Reinforces the Tavern as a cultural and social anchor
- Allows the new development to frame, rather than overwhelm, this significant local landmark
- Enhances the public space by using the Tavern and new building to define a clear, rectilinear park edge

This integrated solution responds to both UDRP and heritage feedback and significantly strengthens the site's relationship to Parkdale Park.

Public Realm Design and Pedestrian Experience

Panel Comment

The Panel supported the idea of setbacks and flexible streets but expressed concerns regarding sunlight access and the effectiveness of the proposed public spaces.

Response

The revised public realm prioritizes south-facing, sunlit spaces and a clear hierarchy of outdoor areas. The design now:

- Eliminates north-facing primary public space
- Concentrates public activity in areas with optimal solar exposure
- Frames Parkdale Park with a consistent built edge
- Maintains landscaping and pedestrian activation on all street frontages

While all sides of the building continue to be landscaped and activated, the public realm is now more focused, legible, and functional, responding directly to the Panel's concerns.



Built Form, Architecture, and Materials

Panel Comment

The Panel expressed concern that the architectural expression was not sufficiently aligned with the neighbourhood's fine-grain, mixed-material character.

Response

The building has undergone a complete architectural redesign. The new aesthetic is contemporary but grounded in an industrial vocabulary that reflects the area's history and existing built fabric.

Key architectural strategies include:

- A more orthogonal massing aligned with the street grid
- Industrial-inspired detailing and material expression
- Refined window patterns informed by local precedents
- A clearer distinction between podium and tower elements

The revised design avoids overtly sculptural gestures and instead reinforces continuity with the surrounding urban fabric, resulting in a more contextual and durable architectural expression.

Transition and Massing Strategy

Panel Comment

The Panel recommended a more gradual transition between the development and surrounding uses, particularly in relation to podium height and form.

Response

The reduced six-storey podium establishes a clear mid-rise transition between Parkdale Avenue and adjacent lower-rise residential areas. The limited eight-storey portion along Parkdale Avenue is setback to reduce its visual impact and to align with the existing massing rhythm of the corridor.

The tower is visually and physically separated from the podium, ensuring a legible base–middle–top composition and minimizing perceived bulk at the pedestrian level.

Conclusion

The revised proposal for 340 Parkdale Avenue represents a substantive and good-faith response to the Urban Design Review Panel's comments. Through a reduction in podium height, a reconfiguration of the public realm, a shift to an orthogonal and contextual massing strategy, and an architectural language rooted in local precedent, the project now responds more sensitively to its surroundings while maintaining its role as a landmark, transit-oriented development.

The design team believes the revised proposal aligns with the intent of the UDRP recommendations and contributes positively to the evolving character of Parkdale Avenue, Parkdale Park, and the broader Hintonburg neighbourhood.



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ANGULAR PLANE DIAGRAM

