

# **The Humber Odeon Proposal** articulating a broadly supported and viable alternative

September 17, 2005



## Why am I here?

- To ensure the **integrity of the principles** contained in the BWV Design Study are not compromised
- To demonstrate **how to utilize** the BWV Design Study
- To assist the community in **articulating a position** that can succeed
- As the **first proposal of this scale and character**, it will establish the benchmark by which all future developments will be measured
- As a **strategically visible location**, it is imperative that we get this one right and that its potential to benefit to the area is realized

# BLOOR WEST VILLAGE URBAN DESIGN STUDY

February 2005

## Why the BWV Urban Design Study?

- It represents the **most current and up-to-date** analysis and direction setting for the area
- It is rooted in good planning and urban design principles that are **congruent with wider City planning objectives** and which can be **defendable**
- Its development involved a **broad spectrum of interests and public input**
- It provides a **consistent framework** to guide development and by which to **fairly assess** their appropriateness
- Experience shows that studies with these qualities are **credible and can have weight** in an OMB hearing

# BLOOR WEST VILLAGE URBAN DESIGN STUDY

February 2005

## Why Articulate an Alternative?

- To demonstrate this community is **not about opposing change or intensification**
- To demonstrate that **alternatives exist** that have not been explored and that can better meet a balance of interests
- To **clarify and illustrate** the community's intentions and expectations for this site as defined by the BWV Urban Design Study
- To **put the onus on the developer** to respond and provide an alternative that meets similar objectives
- To **improve chances of success in a hearing** by demonstrating an effort for finding a fair solution and providing a viable alternative that the Chair can consider in a decision

# BLOOR WEST VILLAGE URBAN DESIGN STUDY

February 2005

## This Meeting's Objectives

- To define the **valid and supportable** planning and design issues with the current proposal
- To clearly **identify the necessary modification** to ensure consistency with the principles set out in the BWV Urban Design Study
- To achieve **consensus** on a viable and realistic alternative that can be collectively championed
- To build a **compelling alliance with a united position** that can be comprised of resident groups, business interests, City staff and the local councilor

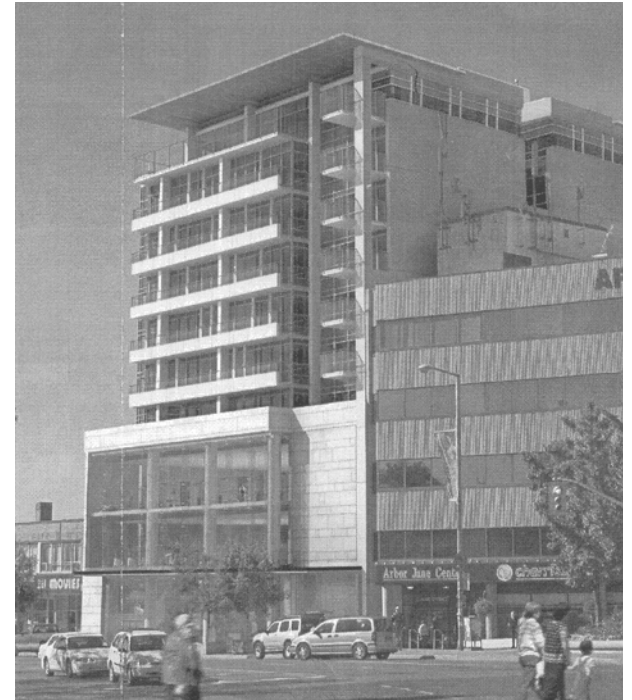
# BLOOR WEST VILLAGE URBAN DESIGN STUDY

February 2005

Review and Analysis of the  
**Humber Odeon Proposal**

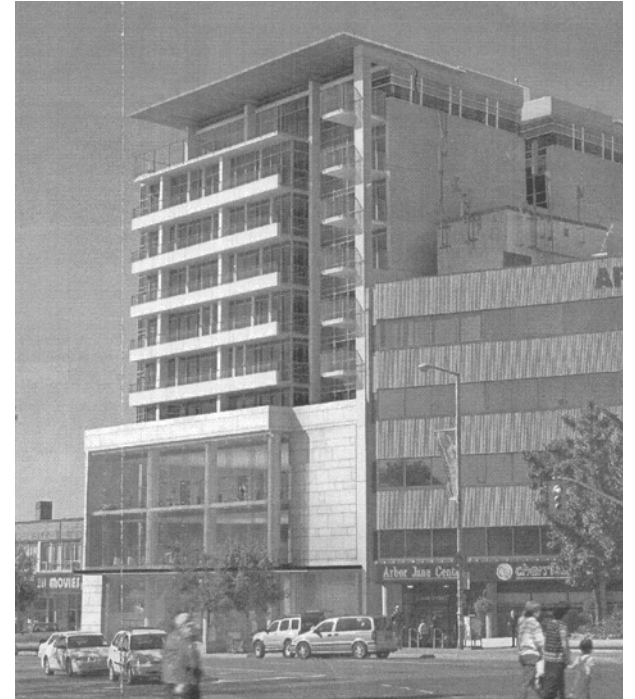
## Current Proposal Overview

- Site Area = 1,170sm (12,594sf)
- GFA = 7,570sm (81,485sf)
- Density = 6.5x
  - 2.5x is permitted in the zoning by-law
- Height = 10 Storeys or 31.05m (excluding MPH)
  - 14m is permitted in the zoning by-law,
  - 25 m is recommended in the Guidelines under certain conditions
- Units = 50



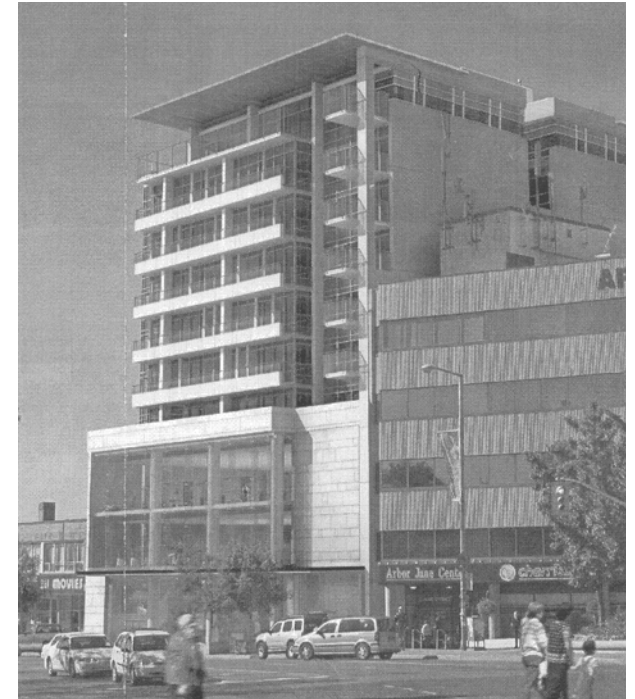
## Issues that will not have Weight

- Traffic and Parking – formerly a theatre, plenty of parking to the rear, proximity to subway
- Lack of essential services and amenities – this is a community better serviced than most in Toronto
- Exceeds permitted zoning height and density – antiquated by-law, OP supercedes, greater reliance on appropriate “form”
- Architectural style – not enforceable
- Shadow and Wind – minimal adverse impact

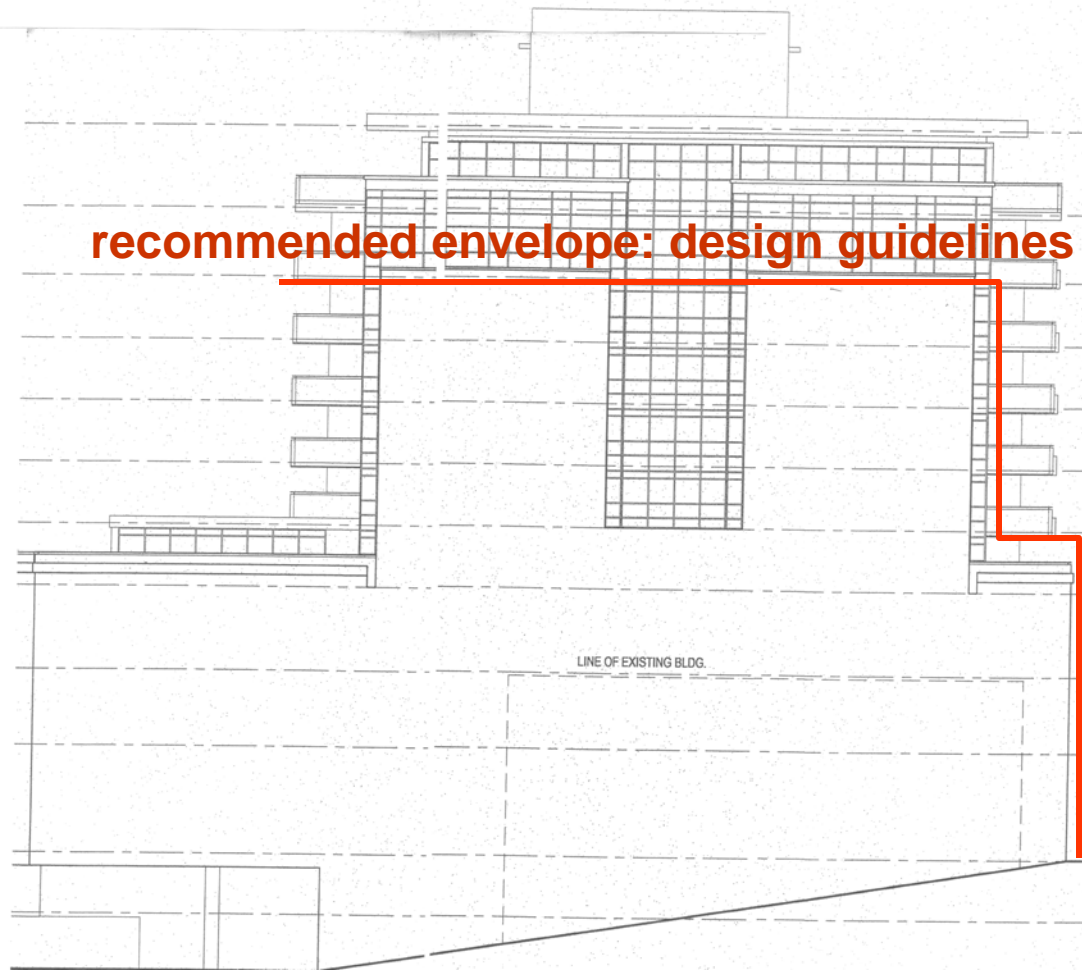


## Key Areas of Non-Conformance

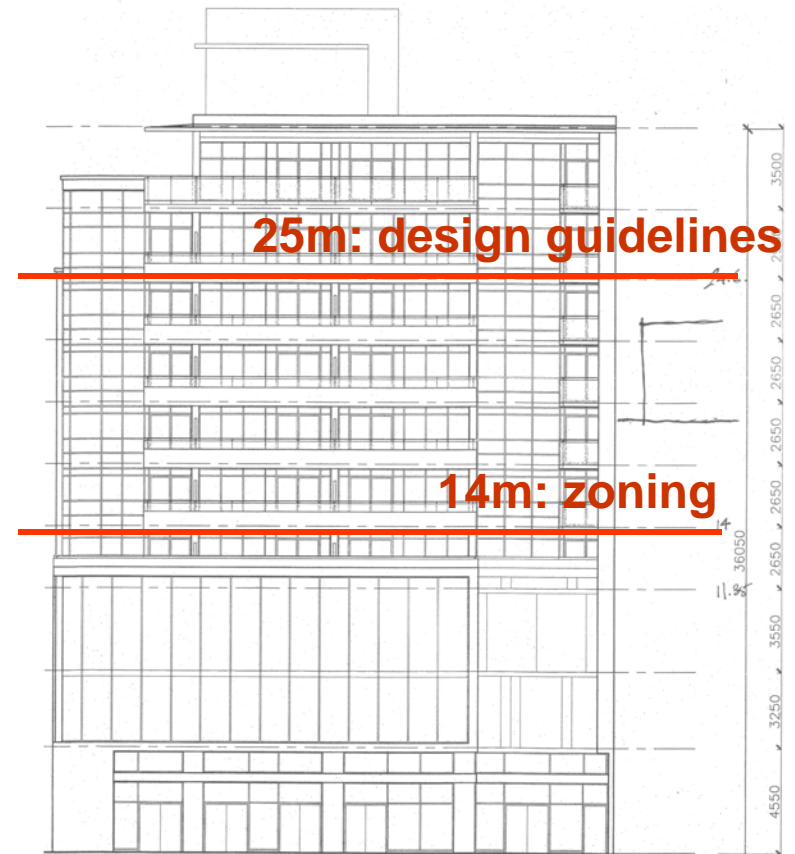
- **Exceeds the height** recommended in the Guidelines where conditions are met (8 storeys or 25 metres)
- Does not meet the required **conditions** set out in the Guidelines for permitting additional height:
  - Pedestrian access between Bloor St and the Parking area to the rear - **NO**
  - 3 meter minimum setback above the 4<sup>th</sup> storey - **inadequate**
  - Mitigating exposed party-wall conditions (ie. setbacks) - **NO**
  - No adverse wind and shadow impacts - **YES**
  - Sufficient parking to accommodate development - **YES**
  - Improvements to servicing area and rear view of property – **inadequate**
  - Articulating a base consistent with adjacent buildings - **YES**
  - Articulating the top levels – **inadequate**
  - Overall enhancement to the character and amenity of the area – ie design excellence, high quality materials, responding to civic importance of this terminus site – **inadequate**



# Key Issues of Non-Conformance: Height and Setbacks



West Elevation



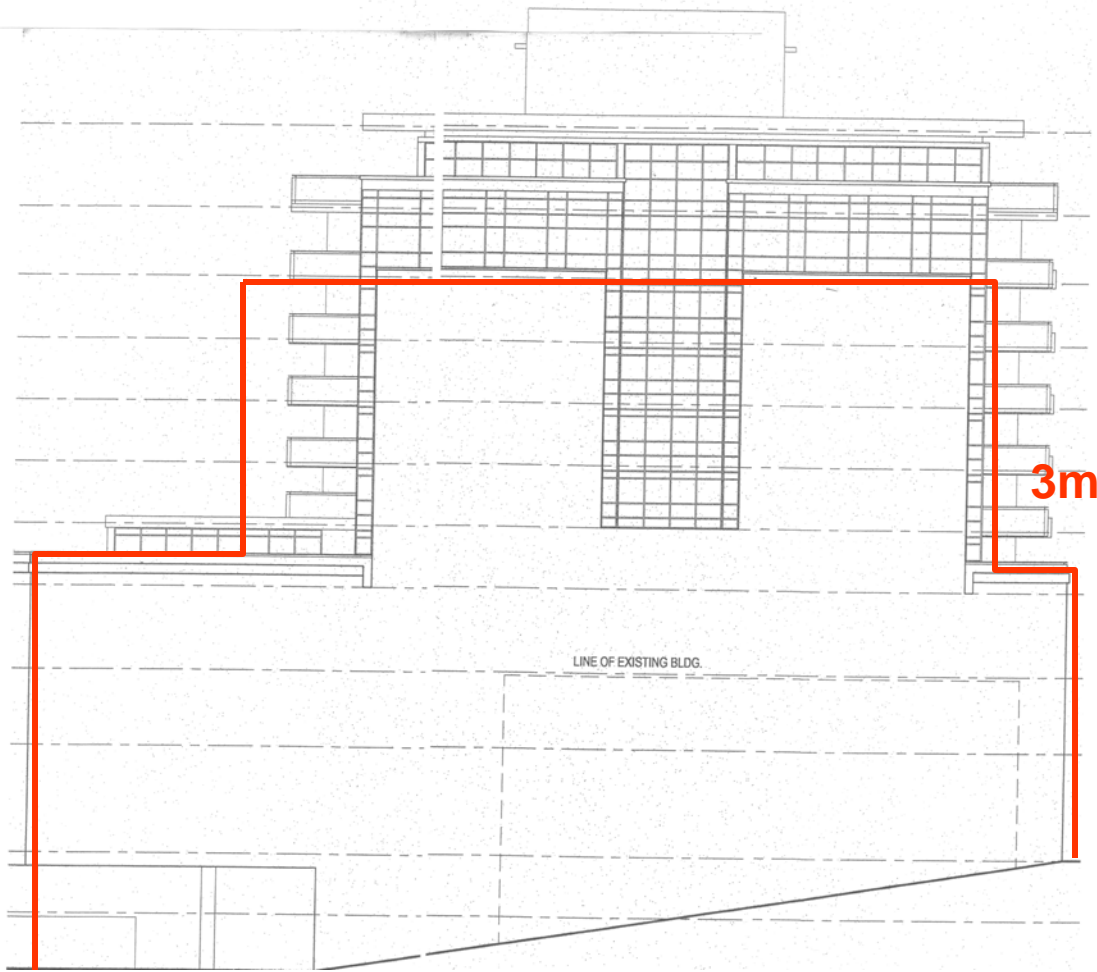
Bloor Street Elevation

## Recommended Modifications

- Setback the residential “tower” (including balconies) by **3m from the face of the podium** to further articulate the streetwall and diminish the impact of height.
- Setback the residential “tower” above 4 storeys by **5.5m from the west property line** to create a more appealing glazed elevation
- **Maintain party-wall condition on the east side** up to and including the 8<sup>th</sup> storey to mitigate adjacent existing building and its mechanical penthouse
- **Integrate the mechanical penthouse** into the building design
- Provide for a **through-pedestrian connection** between Bloor Street and the municipal parking lot



# Recommended Envelope



West Elevation



Bloor Street Elevation

Demonstration Concept for Humber Odeon  
that conforms to the Guidelines

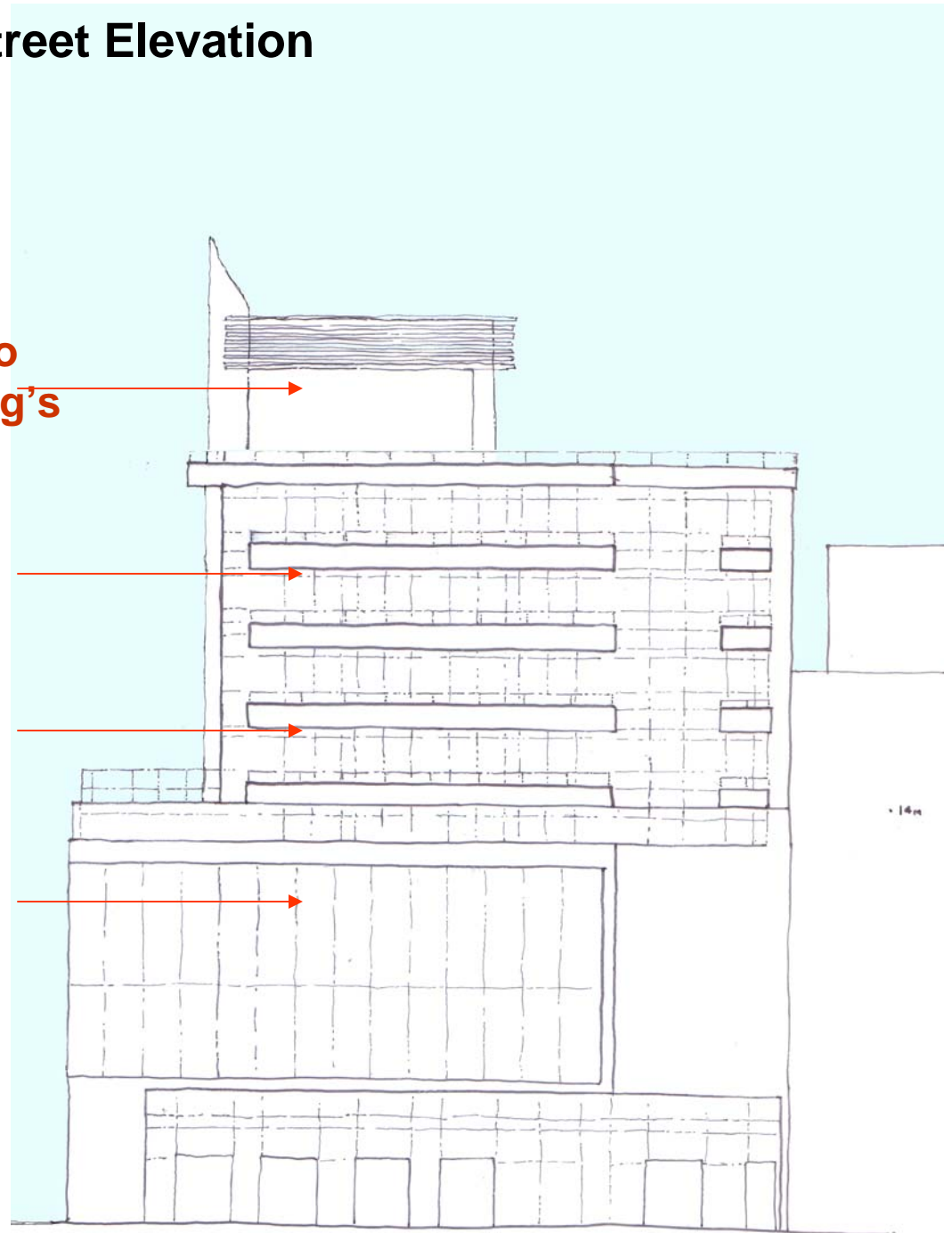
# Demonstration Concept: Bloor Street Elevation

**Mechanical penthouse integrated into the design and reinforces the building's visual landmark location**

**5<sup>th</sup> to 8<sup>th</sup> storeys setback 5.5m from east property line**

**Setback of 3m from front property line above the 3<sup>rd</sup> storey**

**Podium remains unchanged**



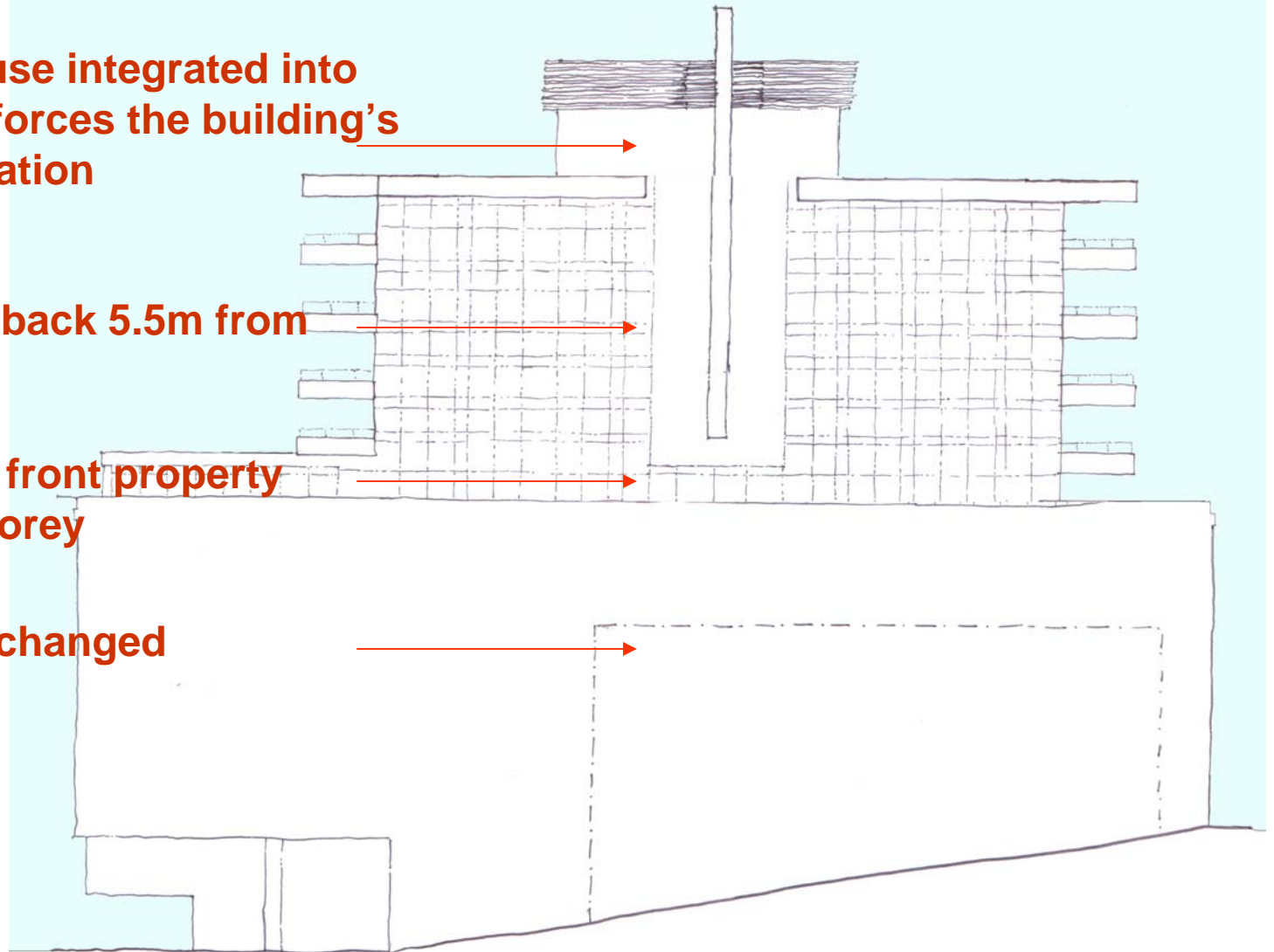
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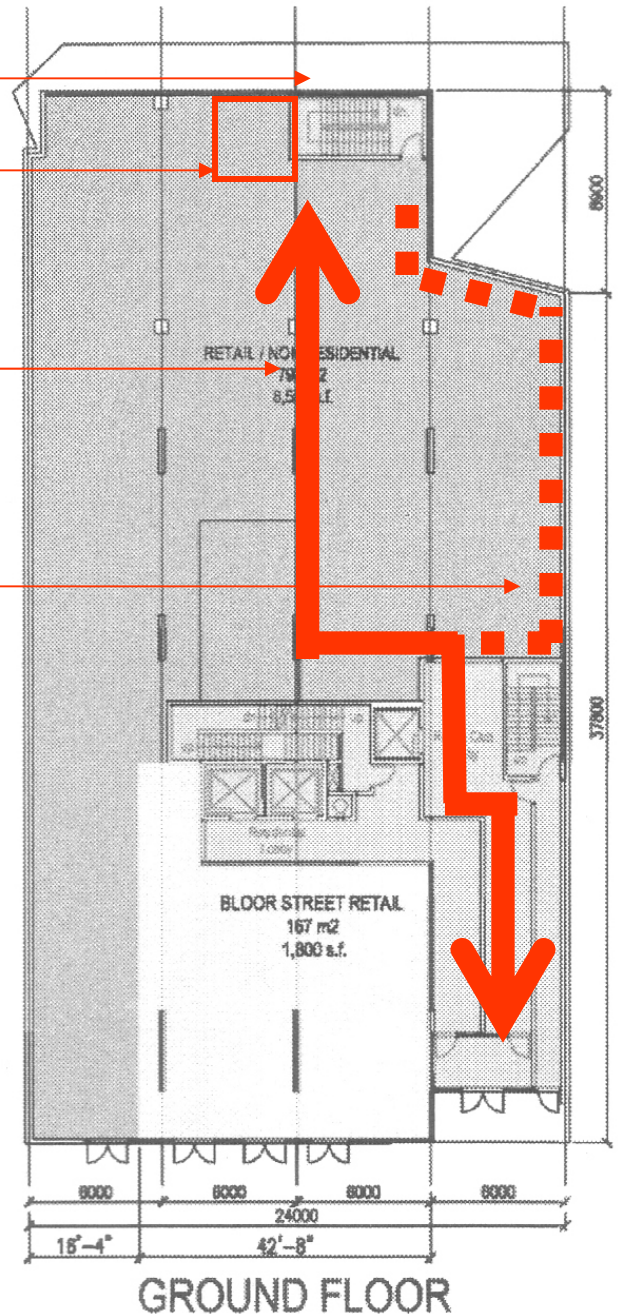
# Demonstration Concept: Ground Floor

Appealing glazed stair access

Potential elevator access

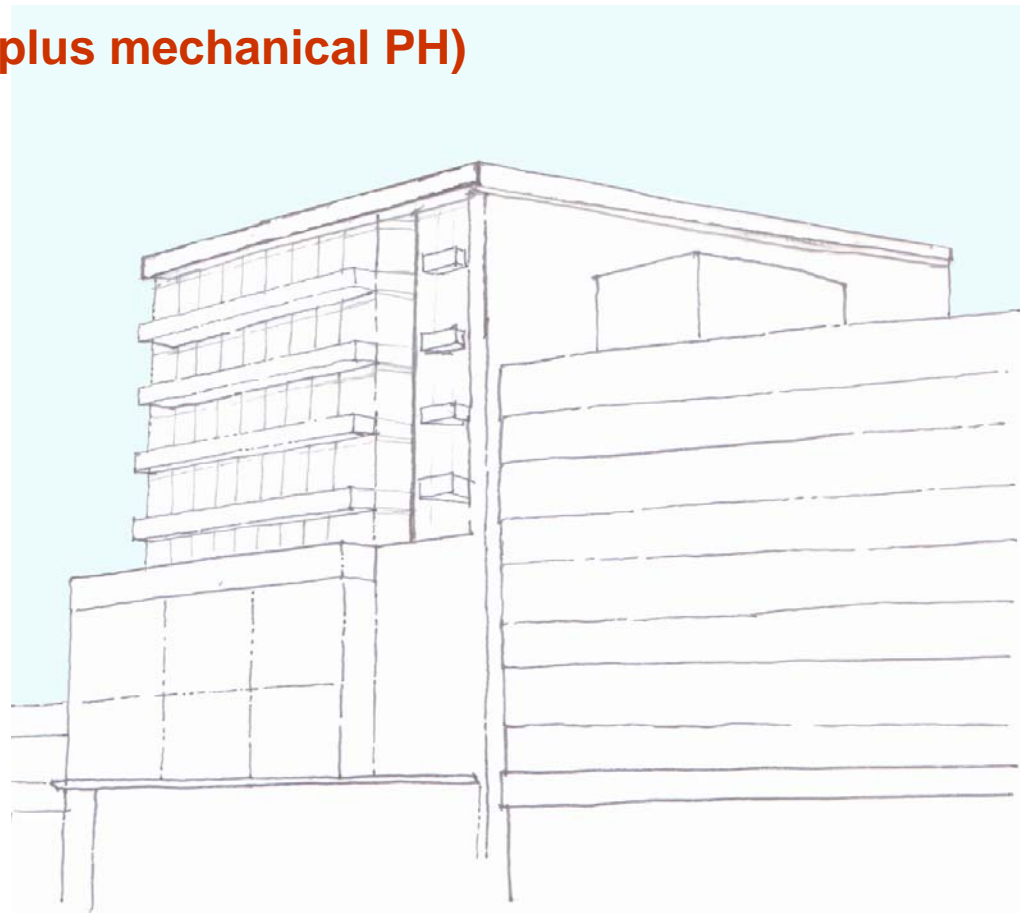
Potential route for public access between municipal parking area and Bloor St as well as to enhance marketability of rear retail space

Alternative potential route for public access



## Demonstration Concept: Stats

- **Site Area = 1,170sm (12,594sf)**
- **GFA = 5,950sm (64,047sf)**
- **Density = 5.09x**
- **Height = 8 Storeys or 24.6m (plus mechanical PH)**
- **Units = 34**



Demonstration Concept for Humber Odeon  
that meets the objectives of the Guidelines  
to enhance the visual landmark potential that is  
unique to this site

# Demonstration Concept as Landmark Building: A Unique Site

The Bloor West Village Urban Design Study acknowledges that the Humber Odeon site has tremendous potential to create a compelling civic gesture.

It is located on a view terminus that is a very rare occurrence along Bloor Street. The site is also highly visible from the east and south.

If design appropriately, this building can serve as a defining landmark for the community.

Therefore, exceeding the recommended 25 metre height may be desirable only in this location and only if necessary for the building design to achieve a landmark stature that is visible from all directions.

For example, the integration of a clock into the design of the mechanical penthouse would further enhance the visual and civic importance of this building

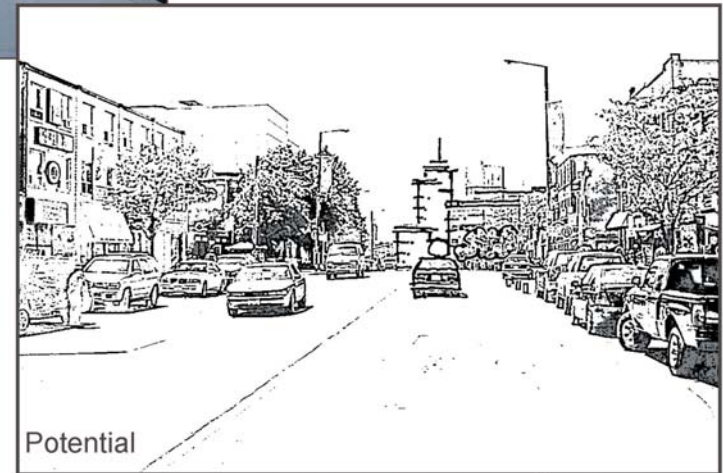
## Demonstration Sites



Existing

### Odeon Site

- Critical view terminus
- Gateway condition
- Demands architectural excellence
- Max 4 storey streetwall with additional storeys stepping back to enhance view terminus
- Mixed-use ground level
- Public access to public parking behind



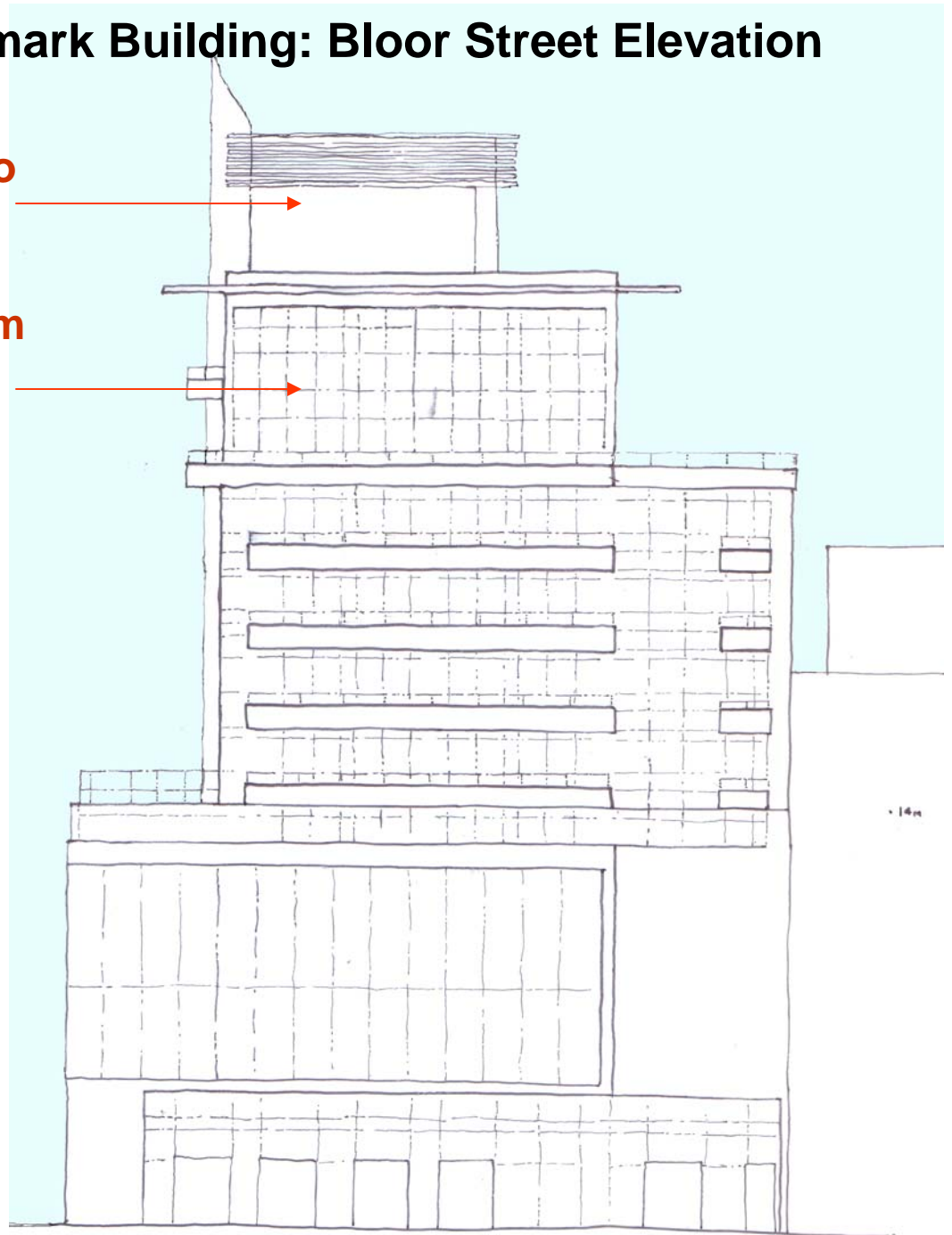
Potential



# Demonstration Concept as Landmark Building: Bloor Street Elevation

**Mechanical penthouse integrated into the design**

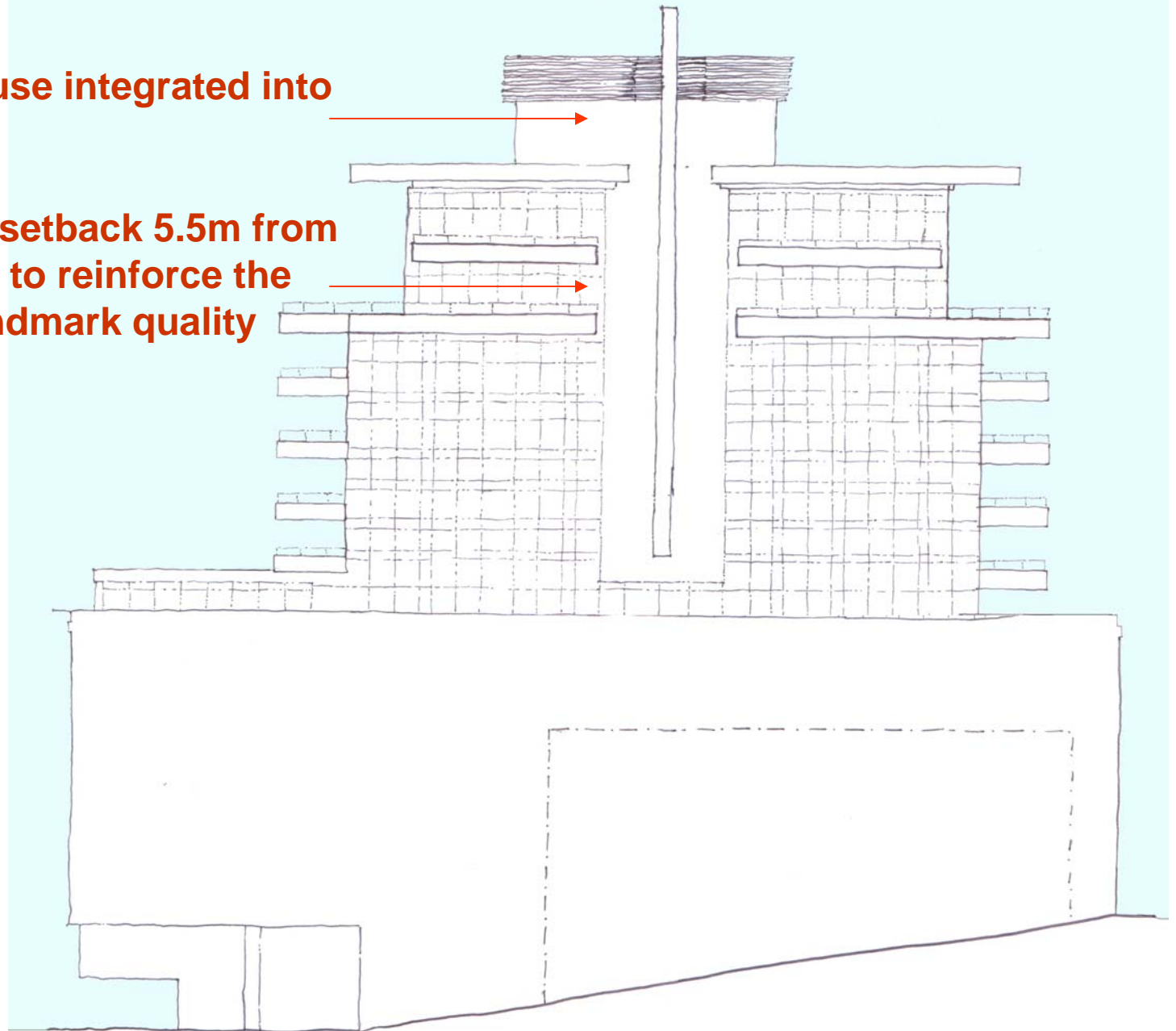
**9<sup>th</sup> and 10<sup>th</sup> storeys setback 5.5m from east and articulated to reinforce the building's visual landmark quality**



## Demonstration Concept as Landmark Building: West Elevation

mechanical penthouse integrated into the design

9<sup>th</sup> and 10<sup>th</sup> storeys setback 5.5m from east and articulated to reinforce the building's visual landmark quality



## Demonstration Concept as Landmark Building: Stats

- **Site Area = 1,170sm (12,594sf)**
- **GFA = 6,676sm (71,862sf)**
- **Density = 5.71x**
- **Height = 10 Storeys or 31.05m (plus mechanical penthouse)**
- **Units = 38-42**

