

## **350 Bloor Street East- Demolition of a Designated Heritage Property with Conditions**

**Date:** February 26, 2024

**To:** Toronto Preservation Board

Toronto and East York Community Council

**From:** Acting Senior Manager, Heritage Planning, Urban Design, City Planning

**Wards:** University Rosedale - Ward 11

### **SUMMARY**

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This report recommends that City Council approve the demolition of the designated heritage property at 350 Bloor Street East under Section 34(1)2 of the Ontario Heritage Act subject to conditions. The conditions are to ensure that the replacement structure appropriately commemorates the original building by being designed and constructed in accordance with the approved plans and drawings referenced in this report and by including the reinstatement of the precast concrete panels of the existing building on the podium of the new building.

The existing 6-storey building at 350 Bloor Street East was built into the upper portion of the Rosedale Valley Ravine's south embankment in 1968-1970 to the designs of renowned Modernist architect, John C. Parkin. It is a significant representative example of architectural precast concrete in Toronto. It features an identical expression on its principal (south), west and north elevations with the precast concrete cladding creating wedge-shaped columns and deep inset window openings above a recessed, transparent base. The property is designated under Part IV, Section 29 of the Ontario Heritage Act and the precast concrete cladding panels are identified as heritage attributes of the building in the designation by-law 799-2023.

On August 30, 2022, the City received Official Plan Amendment and Zoning By-law Amendment application related to the proposed redevelopment of the subject property (File No. 22 172660 STE 11 OZ). The proposal seeks to permit a 63-storey mixed-use building on the subject site containing 675 new dwelling units. The application proposes to demolish the historic Parkin building to facilitate this development. To mitigate the loss of this designated building the proposal includes a commemoration strategy that would include constructing the podium of the new building to replicate the appearance of the original building including the re-use of the original pre-cast concrete panels on its south, west and north facades.

The demolition of heritage buildings is not normally supported by staff. In this case options to conserve and incorporate parts of the original Parkin building in a new building on this site were sought. Structural issues and construction access constraints however prevented meaningful conservation of the existing building in a way that retained the integrity of the original building within a redeveloped site that included a tower to provide additional housing.

The cultural heritage value and heritage attributes of this Parkin building are directly tied to the non-structural pre-cast cladding that is connected, with concealed anchors, to the building's perimeter beams. These panels are proposed to be disconnected, removed and later re-attached to the structural frame of the new building. This allows for the construction of a tower while commemorating historic Parkin building and re-using most of the original concrete cladding. This is commemoration not conservation; but the modular and repeatable aspect of the building's design would enable the new building to honour all the heritage values and attributes of the original Parkin building. It also supports the character and sense of place of this portion of Bloor Street East which includes many 20th-century commercial and office buildings of distinctive high-quality design including a number of mid-century modern buildings.

## **RECOMMENDATIONS**

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The Acting Senior Manager, Heritage Planning, Urban Design, City Planning recommends that:

1. City Council approve the demolition of the designated building on the lands known municipally in the year 2024 as 350 Bloor Street East in accordance with Section 34(1)2 of the Ontario Heritage Act, as part of a reconstruction strategy for the site with such demolition and reconstruction being substantially in accordance with plans and drawings prepared by Hariri Pontarini Architects dated September 29, 2023 and submitted in conjunction with the Heritage Impact Assessment, dated February 12, 2024, prepared by ERA Architects Inc., and on file with the Senior Manager, Heritage Planning, and subject to the following additional conditions:

a. That the related site specific Zoning By-law Amendment giving rise to the proposed demolition has been enacted by the City Council and have come into full force and effect in a form and with content acceptable to the City Council, as determined by the Chief Planner and Executive Director, City Planning, in consultation with the Senior Manager, Heritage Planning.

b. That prior to the introduction of the bills for such Zoning By-law Amendment by City Council, the owner shall:

1. Provide a detailed Reconstruction Plan, prepared by a qualified heritage consultant that is substantially in accordance with the reconstruction strategy set out in the Heritage Impact Assessment dated February 12, 2024, prepared by ERA Architects Inc., for the property at 350 Bloor Street East, to the satisfaction of the Senior Manager, Heritage Planning

c. That prior to Site Plan approval for the proposed Zoning By-law Amendment for the property at located at 350 Bloor Street East, the subject owner shall:

1. Have obtained final approval for the necessary Zoning By-law Amendment required for the subject properties, such Zoning By-law Amendment to have come into full force and effect.
2. Provide final site plan drawings substantially in accordance with the approved Heritage Impact Assessment, dated February 12, 2024 prepared by ERA Architects Inc. to the satisfaction of the Senior Manager, Heritage Planning.
3. Provide a Heritage Lighting Plan that describes how the exterior of the heritage property will be sensitively illuminated to enhance its heritage character to the satisfaction of the Senior Manager, Heritage Planning and thereafter shall implement such Plan to the satisfaction of the Senior Manager Heritage Planning;
4. Implement a Signage Plan that is substantially in accordance with the Signage Plan within the Heritage Impact Assessment, dated February 12, 2024 prepared by ERA Architects Inc., to the satisfaction of the Senior Manager, Heritage Planning.
5. Provide a detailed landscape plan for the subject property, to the satisfaction of the Senior Manager, Heritage Planning.
6. Provide an Interpretation Plan for the subject property, to the satisfaction of the Senior Manager, Heritage Planning and thereafter shall implement such Plan to the satisfaction of the Senior Manager, Heritage Planning.

d. That prior to the issuance of any permit for all or any part of the property at 350 Bloor Street East, including a heritage permit or a building permit, but excluding interior alterations not impacting identified interior attributes, permits for repairs and maintenance and usual and minor works for the existing heritage building as are acceptable to the Senior Manager, Heritage Planning the owner shall:

1. Have obtained final approval for the necessary Zoning By-law Amendment required for the subject properties, such Amendment to have come into full force and effect.
2. Provide building permit drawings, including notes and specifications for the reconstruction keyed to the approved Reconstruction Plan required in Recommendation 1.b.1, including a detailed description of materials and finishes, to be prepared by the project architect and a qualified heritage consultant to the satisfaction of the Senior Manager, Heritage Planning.

3. Provide a Letter of Credit, including provision for upwards indexing, in a form and amount and from a bank satisfactory to the Senior Manager, Heritage Planning to secure all the reconstruction and interpretation work included in the approved Heritage Impact Assessment, dated February 12, 2024, prepared by ERA Architects Inc.

4. Provide full documentation of the existing heritage property at 350 Bloor Street East, including two (2) printed sets of archival quality 8" x 10" colour photographs with borders in a glossy or semi-gloss finish and one (1) digital set on a memory stick in tiff format and 600 dpi resolution keyed to a location map, elevations and measured drawings, and copies of all original drawings as may be available, to the satisfaction of the Senior Manager, Heritage Planning.

e. That prior to the release of the Letter of Credit required in Recommendation 1.d.3, the owner shall:

1. Provide a letter of substantial completion prepared and signed by a qualified heritage consultant confirming that the required reconstruction work and the required interpretive work has been completed in accordance with the Heritage Impact Assessment, dated February 12, 2024, prepared by ERA Architects Inc. and that an appropriate standard of conservation has been maintained, all to the satisfaction of the Senior Manager, Heritage Planning.

## **FINANCIAL IMPACT**

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City Planning confirms there are no financial implications resulting from the recommendations included in this report in the current budget year or in future years.

## **DECISION HISTORY**

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On August 30, 2022, the City received Official Plan Amendment and Zoning By-law Amendment application related to the proposed redevelopment of the subject property (File No. 22 172660 STE 11 OZ). The proposal seeks to permit a 63-storey mixed-use building on the subject site that incorporates the south, west and north elevations of the existing building as façade panels.

<https://www.toronto.ca/city-government/planning-development/application-details/?id=5130324&pid=274274&title=350-BLOOR-ST-E>

On July 19, 2023, City Council stated its Intention to Designate the property at 350 Bloor Street East under Part IV, Section 29 of the Ontario Heritage Act.

<https://secure.toronto.ca/council/agenda-item.do?item=2023.CC8.30>

On November 8, 2023 City Council approved alterations to the designated property at 350 Bloor Street East in accordance with Section 33 of the Ontario Heritage Act. This

related to the temporary removal of some of the cladding panels on the exterior of the building to test the feasibility of removing and re-using them as part of a future development application for the property.

<https://secure.toronto.ca/council/agenda-item.do?item=2023.CC12.12>

## **BACKGROUND**

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### **Heritage Property**

Located at the northeast corner of Bloor Street East and the access ramp to Mount Pleasant Road, the property at 350 Bloor Street East contains a six-storey building and exposed basement level. The Modernist building is built into the upper portion of the Rosedale Valley Ravine's south embankment.

The building was constructed from 1968-1970 to the designs of renowned Modernist Canadian architect, John C. Parkin and is a significant representative example of architectural precast concrete in Toronto. It is prominently sited at the northeast corner of Bloor Street East and Mount Pleasant Road and is characterized by the treatment of its principal south, west and north facades. These facades are constructed as a unitized curtain wall system entirely composed of non-structural precast concrete panels on the exterior above a recessed, transparent base. The panels have a uniform arrangement with square openings separated by wedge-shaped concrete columns. The visual contrast between the concrete elements and the deeply-inset rectangular windows creates a vibrant orthogonal pattern of light and shadow.

The property was designated under Part IV, Section 29 of the Ontario Heritage Act on July 19, 2023, by Designation By-law 799-2023.

### **Adjacent Heritage Properties**

#### **333 Bloor Street East**

The property at 333 Bloor Street East is located across Bloor Street, southwest of subject site and includes a 10-storey brick clad building designed by the architectural firm of Marani and Morris, constructed from 1954-1956. Originally constructed as the head office of Confederation Life, the company closed in 1994 and Rogers acquired the building soon after. The property at 333 Bloor Street East was designated by City Council under Part IV of the Ontario Heritage Act (By-law 107-89).

#### **South Rosedale Heritage Conservation District**

The South Rosedale Heritage Conservation District is located across the Rosedale Valley Ravine, north of the subject property and was established in 2002.

### **Proposal**

The proposal seeks to permit a 63-storey mixed-use building on the subject site containing 675 new dwelling units. The proposal would include the demolition of the

existing designated building with parts of its cladding system being salvaged and reused as part of a commemoration strategy for the historic Parkin building. This would involve the precast cladding at grade and mechanical level, as well as the spandrels and wedge-shaped columns of the south (front), west, and north facades being carefully disassembled, salvaged and stored off-site prior to the demolition of the rest of the building. A new base building would then be constructed that could accommodate a tower and new elevator and servicing core. The salvaged panels would then be mechanically fastened onto the new base structure.

The east façade of the existing building is currently a blank wall and does not include any heritage attributes. This would be replaced with a wall that includes balconies and window openings that would be designed to complement the original fenestration pattern, while providing natural lighting for the new residential units.

The new building would include a pedestrian colonnade at-grade along its south (front), west, and north sides that would replicate the original appearance and circulation pattern with some minor changes to allow for commercial uses along Bloor Street East and Mount Pleasant Road and to provide barrier free access.

New operable windows are proposed to be installed in the deep-set square openings created by the precast wedge-shaped columns and spandrels. These would include dark metal detailing to reflect the original detailing. The detailed design of the windows would be finalised at site plan stage and as part of the required Reconstruction Plan, however the intention is for them to replicate the design of the originals as much as possible. Required mechanical ventilation should be provided through panels below awning windows if possible, in order to ensure that the simple square design of the original windows is appropriately replicated.

Balconies facing the ravine are proposed on the north side of the podium of the new building. The detailed design of the balconies would be finalised at site plan stage and as part of the required Reconstruction Plan. The intention is for these to reflect the appearance of the original north façade fenestration as much as possible. The balcony railings will be designed to reflect the profile and appearance of the original spandrel panels below the windows and their relationship to the concrete cladding. If the Building Code requires the guiderails to be higher than that of the original spandrel panels this additional railing would be designed to be minimally visible from the public realm.

Ventilation grilles are required at level 7 to serve the mechanical room. Their detailed design would be finalised at site plan stage and as part of the required Reconstruction Plan; however the intention is for these to be positioned and designed to be minimally visible from the public realm.

The tower of the proposed new building would be stepped back from the reconstructed facades by 4.2m along the south (front) façade, 6.5m along the west (Mount Pleasant Road facing) façade, 3.97m along the north (ravine-facing) and 5.83m along the east façade. Its design and materiality is intended to compliment that of the reconstructed podium. The stepbacks give visual prominence to the reconstructed facades and commemorate the scale, form and massing of the original Parkin building.

## **Heritage Planning Policy Framework**

### **Official Plan**

This application has been reviewed against the policies of the City of Toronto Official Plan. The Plan provides the policy framework for heritage conservation in the City. The following Official Plan policies apply to the proposed demolition:

3.1.6.4. Properties on the Heritage Register will be conserved and maintained consistent with the Standards and Guidelines for the Conservation of Historic Places in Canada, as revised from time to time and as adopted by Council.

3.1.6.5. Proposed alterations, development, and/or public works on or adjacent to, a property on the Heritage Register will ensure that the integrity of the heritage property's cultural heritage value and attributes will be retained, prior to work commencing on the property and to the satisfaction of the City. Where a Heritage Impact Assessment is required in Schedule 3 of the Official Plan, it will describe and assess the potential impacts and mitigation strategies for the proposed alteration, development or public work.

3.1.6.26. New construction on, or adjacent to, a property on the Heritage Register will be designed to conserve the cultural heritage values, attributes and character of that property and to mitigate visual and physical impact on it.

3.1.6.27. Where it is supported by the cultural heritage values and attributes of a property on the Heritage Register, the conservation of whole or substantial portions of buildings, structures and landscapes on those properties is desirable and encouraged. The retention of facades alone is discouraged.

The City of Toronto Official Plan can be found here:

<https://www.toronto.ca/citygovernment/planning-development/official-plan-guidelines/official-plan/>

### **Standards and Guidelines**

The Standards and Guidelines for the Conservation of Historic Places in Canada (the "Standards and Guidelines") is the official document guiding planning, stewardship and the conservation approach for all listed and designated heritage resources within the City of Toronto. The General Standards (1-9), the Standards for Rehabilitation (10-12), and the Standards for Restoration (13-14) apply to this project.

The Standards and Guidelines can be accessed here:

<http://www.historicplaces.ca/media/18072/81468-parks-s+g-eng-web2.pdf>

## COMMENTS

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### Commemoration Strategy

As part of the review of this application Heritage Planning staff discussed with the applicant's structural engineering consultant (Facet Group Inc.) options that would have allowed the conservation and incorporation of the original Parkin building into a new building on this site. Structural issues and construction access constraints however prevented meaningful conservation of the existing building in a way that retained the integrity of the original building within a redeveloped site that included a tower.

The in-situ conservation of the facades using an internal support system would have required the construction of structural caissons within the existing building's footprint in order to support the proposed tower above. As noted in the HIA from ERA Architects Inc. the "extent of demolition required to provide access to facilitate the installation of the caissons would include up to five floors of the cast-floor slabs and connecting beams, impacting 65% of the area per floor level." This would have considerably undermined the integrity of the remaining structure.

Retaining the facades using an external support system would require a framing system that would be +/-7m deep and with deep foundation. This would significantly encroach into the adjacent highway and into the regulated TRCA ravine to the north; and the proximity of the subway tunnel to the south of the property would prevent the installation of the required deep foundations. In addition construction staging and logistics would also impact both the ravine and the adjacent road system.

The conservation of parts of the facades of the existing building was not considered to retain sufficient integrity to reflect the heritage values and attributes of the heritage building. As such the applicant proposes to demolish the existing building but include a fulsome commemoration of the Parkin building in the podium of this new building. This is not conservation and neither the City's Official Plan nor Provincial planning policies support the demolition of significant heritage resources. The development proposal however, has to be reviewed within a framework that considers the heritage issues as well as other city and area priorities, including the provision of affordable housing and improvements to the public realm. Meaningful conservation of the heritage building could not be achieved in a way that would both retain its integrity whilst also providing a significant increase in housing units on the subject property. When assessing this staff were mindful of the modular and repeatable aspect of the building's original design and the fact that the large precast spandrels and wedge-shaped columns that are being reused are the most prominent and idiosyncratic attributes of the original building. Within this context staff support the proposal as it would enable the new building to honour all the heritage values and attributes of the original Parkin building

The stepbacks of proposed tower above the reconstructed podium are sufficient to ensure the scale, form and massing of the original Parkin building would be visually prominent from the public realm. The design of the form, fenestration pattern and material palette of the proposed new tower is intended to complement that of the reconstructed podium with deep-set windows and tiered massing.



Railings are proposed above the podium around the proposed amenity terrace. Details of these will be required at Reconstruction Plan stage. They will be set back from the facades of the reconstructed podium and be designed in glass and at the minimum height needed by the Building Code to minimise their visibility from the public realm and to ensure the commemoration of the scale, form and mass of the original Parkin building is not undermined.

### **Reconstruction Plan**

Should Council approve the commemoration strategy, the owner should be required to submit a Reconstruction Plan for the work described in the Heritage Impact Assessment prepared by a qualified heritage professional to the satisfaction of the Senior Manager, Heritage Planning. The Reconstruction Plan should detail the recommended reconstruction work and should also include a detailed plan describing how the pre-cast concrete cladding will be removed, stored and re-attached as part of the construction and estimated costs for all reconstruction work.

### **Interpretation Plan**

Should Council approve the proposed commemoration strategy, prior to final Site Plan approval, the applicant should be required to submit an Interpretation Plan to the satisfaction of the Senior Manager, Heritage Planning. The Interpretation Plan should be substantial, and it should communicate the cultural heritage values and attributes of the Parkin building and how these have been reflected in the new building at 350 Bloor Street East.

### **Heritage Lighting Plan**

Should Council approve the proposed commemoration strategy, prior to final Site Plan approval, the applicant should be required to submit a Heritage Lighting Plan to the satisfaction of the Senior Manager, Heritage Planning. This should provide details of how the building will be lit so that their unique character of the reconstructed podium is highlighted.

### **Landscape Plan**

Should Council approve the proposed commemoration strategy, prior to final Site Plan approval, the applicant should be required to submit a Landscape Plan to the satisfaction of the Senior Manager, Heritage Planning. This should provide details of the open space adjacent to the new building to demonstrate how the landscaping would relate to the reconstructed podium.

### **Signage Plan**

Should Council approve the proposed commemoration strategy, prior to final Site Plan approval, the applicant should be required to submit a Signage Plan for the property at 350 Bloor Street East including the appropriate type, scale, location and number of signs to the satisfaction of the Senior Manager, Heritage Planning.

## **CONCLUSION**

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The City and Provincial planning policies state that significant heritage resources shall be conserved. Although the historic John C. Parkin building at 350 Bloor Street East is proposed to be demolished, staff are supportive of this scheme in the context of a broad planning framework that considers the heritage issues as well as other city and area priorities which include increasing the housing supply and providing affordable housing. Structural issues and construction access constraints prevent meaningful conservation of the existing building as part of a development that would provide a significant increase in housing, including some affordable housing at this site. Instead, the heritage building is proposed to be commemorated through constructing the new building with a podium that reflects all of the heritage values and attributes of the original building. The commemoration strategy also allows for the reuse of the original large precast spandrels and wedge-shaped columns that are the most prominent and idiosyncratic attributes of the original building. This comprehensive commemoration approach would also ensure the new building appropriately supports the sense of place of this part of Bloor Street East.

## **CONTACT**

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Ragini Dayal  
Heritage Planner, Heritage Planning  
Urban Design, City Planning  
Tel: 416-338-1075  
E-mail: [Ragini.Dayal@toronto.ca](mailto:Ragini.Dayal@toronto.ca)

## **SIGNATURE**

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Anne Fisher, MCIP, RPP, MRTPI, CAHP  
Acting Senior Manager, Heritage Planning  
Urban Design, City Planning

## **ATTACHMENTS**

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Attachment 1 - Location Map  
Attachment 2 - Aerial Photograph  
Attachment 3 - Photographs  
Attachment 4 - Statement of Significance  
Attachment 5 - Selected Drawings

350 Bloor Street East

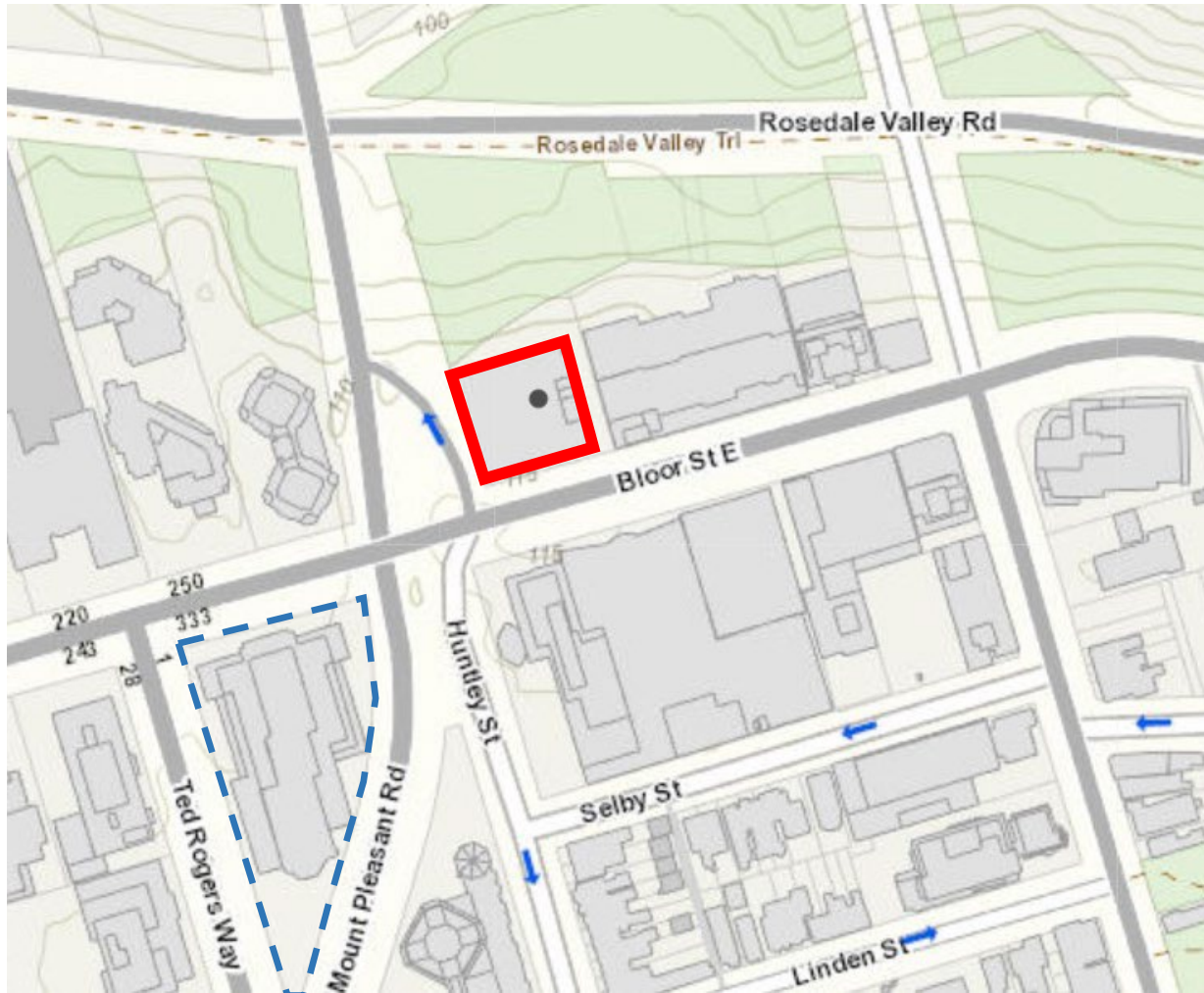


Figure 1. Location Map showing the property at 350 Bloor Street East (solid red outline) and adjacent property at 333 Bloor Street East (dashed blue outline). This location map is for information purposes only; the exact boundaries of the property are not shown (City of Toronto Mapping).

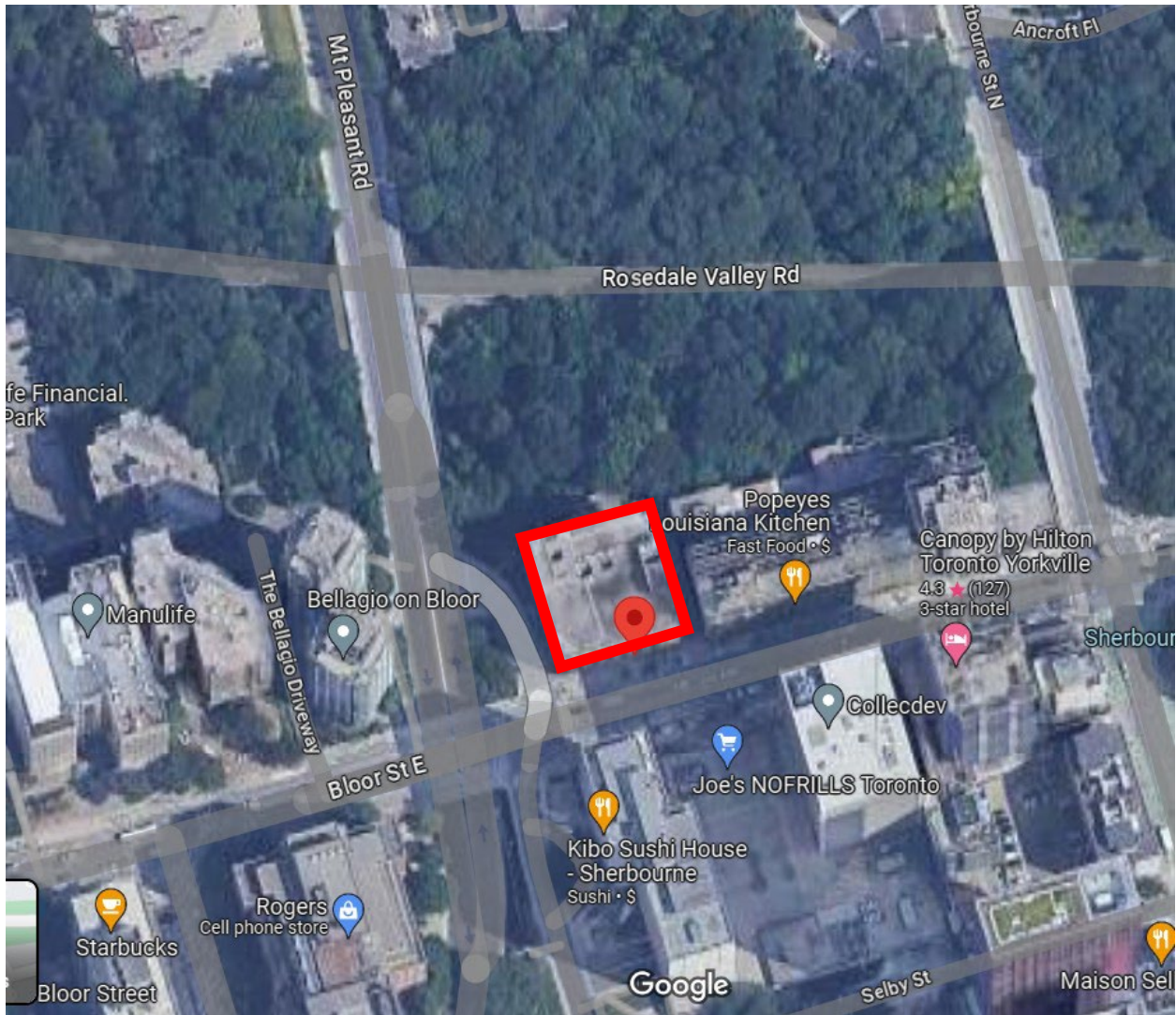


Figure 2. Aerial photograph showing the location of 350 Bloor Street East outlined in red, located on the north side of Bloor Street east of Mt. Pleasant Road and West of Sherbourne Street North. This location map is for information purposes only; the exact boundaries of the property are not shown (Google Maps 2023).

# PHOTOGRAPHS

# ATTACHMENT 3

## 350 Bloor Street East



View of the south (primary) elevation of 350 Bloor Street East (Heritage Planning, 2023)



View looking northeast from Bloor Street East and showing the west and south elevations of 350 Bloor Street East (Heritage Planning, 2023)



View showing the north elevation with the colonnaded pedestrian terrace and exposed lower level containing the entrance to the second lower level parking garage. (Heritage Planning, 2023)



View of southwest corner of the building showing the east elevation with a predominant blank wall



View of the primary entry of 350 Bloor Street East facing south.



View of the pedestrian colonnade on the first level.

**STATEMENT OF SIGNIFICANCE  
(REASONS FOR DESIGNATION)  
350 BLOOR STREET EAST**

**ATTACHMENT 4**

The property at 350 Bloor Street East is worthy of designation under Part IV, Section 29 of the Ontario Heritage Act, for its cultural heritage value, and meets Ontario Regulation 9/06, the provincial criteria prescribed for municipal designation under all three categories of design, associative and contextual value.

**Description**

Located at the northeast corner of Bloor Street East and the access ramp to Mount Pleasant Road, the property at 350 Bloor Street East contains a six-storey building plus single-storey mechanical penthouse and exposed basement level. The Modernist building is built into the upper portion of the Rosedale Valley Ravine's south embankment and features an identical expression on its principal (south), west and north elevations with its flat roof and precast concrete cladding that creates wedge shaped columns and deep inset window openings hovering above a recessed, transparent base.

The property was built in 1968-1970 to the designs of renowned Modernist architect, John C. Parkin, who is described as "one of Canada's architectural pioneers, hacking out of Toronto's intricate thicket of late-Victorian Englishry a secure niche for the bold, utopian design of the international movement." Although several award-winning / landmark Modernist buildings designed by Parkin were demolished in prior decades, there are few surviving examples of his work including the properties at 50 Park Road (Ontario Association of Architects Building, 1954), 200 University Avenue (Sun Life Building, 1958-1961) and 100 Queen Street West (Toronto City Hall, 1959-1964, consulting architect). Following John C. Parkin's death in 1988, NORR Partnership, the successor design firm to John B. Parkin Associates Architects, occupied several floors of 350 Bloor Street East for their offices.

**Statement of Cultural Heritage Value**

**Design/Physical Value**

The building at 350 Bloor Street East has design value as a significant representative example of architectural precast concrete in Toronto. Constructed in 1968-1970, this prominently-sited Modernist office building anchoring the northeast corner of Bloor Street East and Mount Pleasant Road is characterized by the treatment of its principal south, west and north elevations. These elevations are constructed as a unitized curtain wall system entirely composed of non-structural precast concrete panels on the exterior above a recessed, transparent base. Each is distinguished on the second to sixth storeys by a uniform arrangement of precast concrete panels with square openings separated by wedge-shaped concrete columns, and the visual contrast between the concrete elements and the deeply-inset rectangular windows creates a vibrant orthogonal pattern of light and shadow. This elegant design is characteristic of the



versatility of precast concrete, and of the range of buildings associated with this material and construction method during the Modern period in Toronto.

The property is also valued for the interrelationship between its built form and existing landscape, where the heavy concrete massing of the building design steps down to the north from its Bloor Street East entrance in response to the site's steeply-sloped topography on the south embankment of the Rosedale Valley Ravine. A pedestrian colonnade comprised of wedge-shaped concrete columns wrapping around the exterior south, west and north elevations at the first-floor level transitions into a colonnaded terrace on the two latter elevations due to the site's dramatic grade change.

### **Historical/Associative Value**

The property is valued for its association with the architectural firm of John B. Parkin Associates, one of Canada's leading Modernist and most prolific firms of the 1950s and 1960s that contributed many significant buildings to Toronto during this period. Designed and built between 1968 and 1970 by John C. Parkin, the firm's Chief Designer and one of Canada's most important modernist architects, the property at 350 Bloor Street East exemplifies the firm's work at this time which incorporates an ongoing commitment to the rationalism and rigour of Modernist design alongside an exploration of the contextual interrelationship and juxtaposition of modernist buildings placed in verdant settings. The property at 350 Bloor Street East also represents a final collaboration between John B. and John C. Parkin, before John B. relocated to the Los Angeles in 1969.

### **Contextual Value**

The property at 350 Bloor Street East is also valued for maintaining the character of the area which features many 20th-century commercial and office buildings of distinctive high-quality design along this portion of Bloor Street East between Yonge and Sherbourne streets, including mid-century modern examples. The design of the building also responds to, and provides continuity with, the adjacent Rosedale Valley Ravine where it has been visually, physically and historically linked to its surroundings for more than 50 years.

### **Heritage Attributes**

#### **Design/Physical Value**

Attributes that contribute to the value of the property at 350 Bloor Street East as representative of the Modernist style include:

- The heavy concrete massing of the six-storey building plus mechanical penthouse storey on a square plan with a flat roof and exposed basement level on the west, north and east elevations
- On the principal south, west and north elevations, the curtain wall system of precast concrete panels above the first storey and rising to the flat roof, with their modular and uniform arrangement, deep-set square openings, wedge-shaped columns and rectangular openings containing glazing with dark metal frames and spandrels at the second to sixth storeys

- The recessed first-storey base with its floor-to-ceiling glazing set in dark metal framing and pedestrian colonnade of wedge-shaped concrete columns found at the principal south, west, and north elevations
- The main entry on the south elevation which is recessed from the rest of the base and defined by two flanking, wedge-shaped concrete panels that mimic the form of the adjacent pedestrian colonnade
- The setting of the building atop the south embankment of the Rosedale Valley Ravine with its mature trees and steeply-sloped topography that fall away from the building's north, west and east elevations

### **Contextual Value**

Attribute that contributes to the value of the building at 350 Bloor Street East as defining, supporting and maintain the historic character of the area and being historically, visually, functionally and physically linked to its setting:

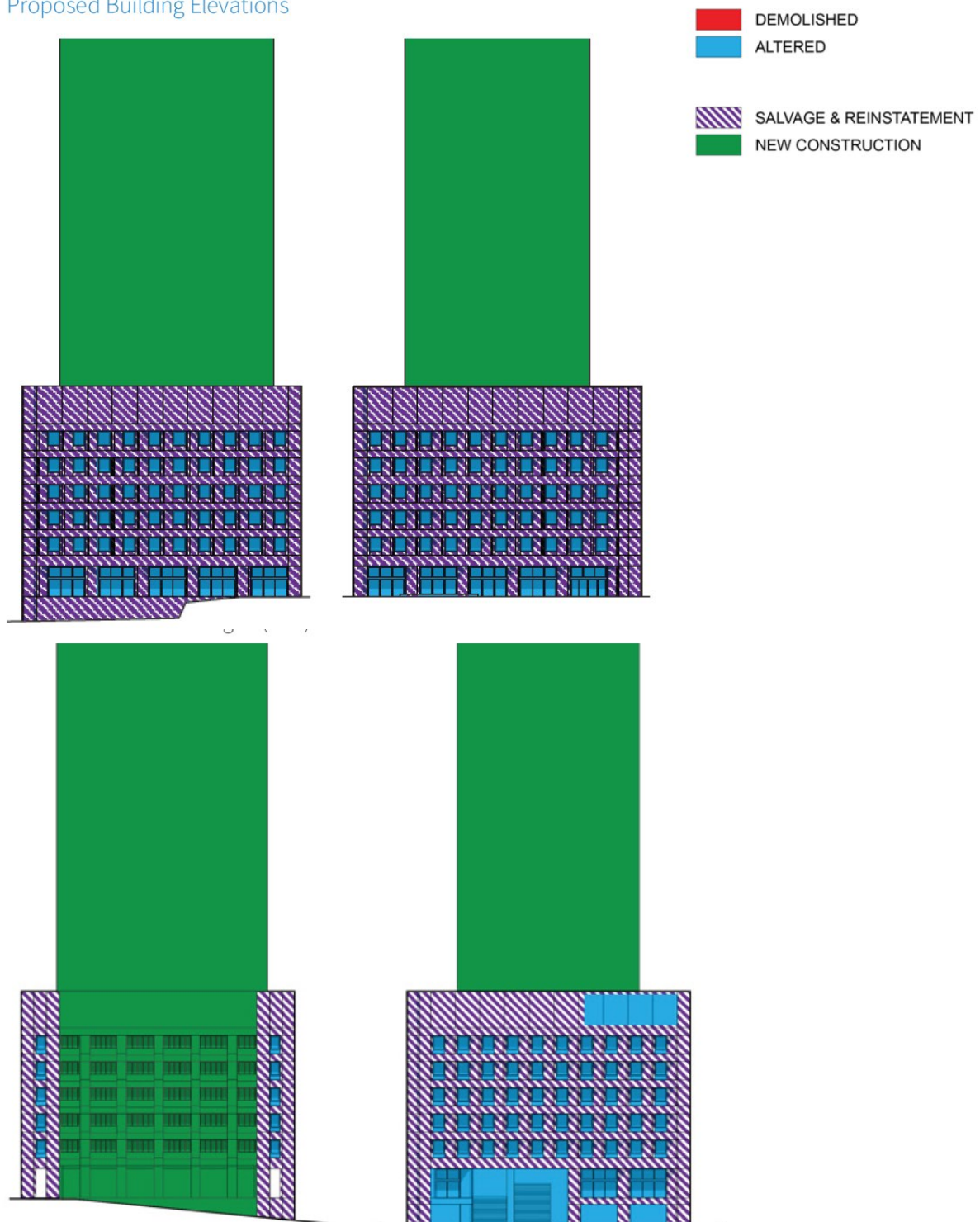
- The setback, placement and orientation of the building on its prominent lot anchoring the northeast corner of Bloor Street East and the on-ramp to Mount Pleasant Road (northbound), and with its main entrance fronting onto Bloor Street East

# SELECTED DRAWINGS

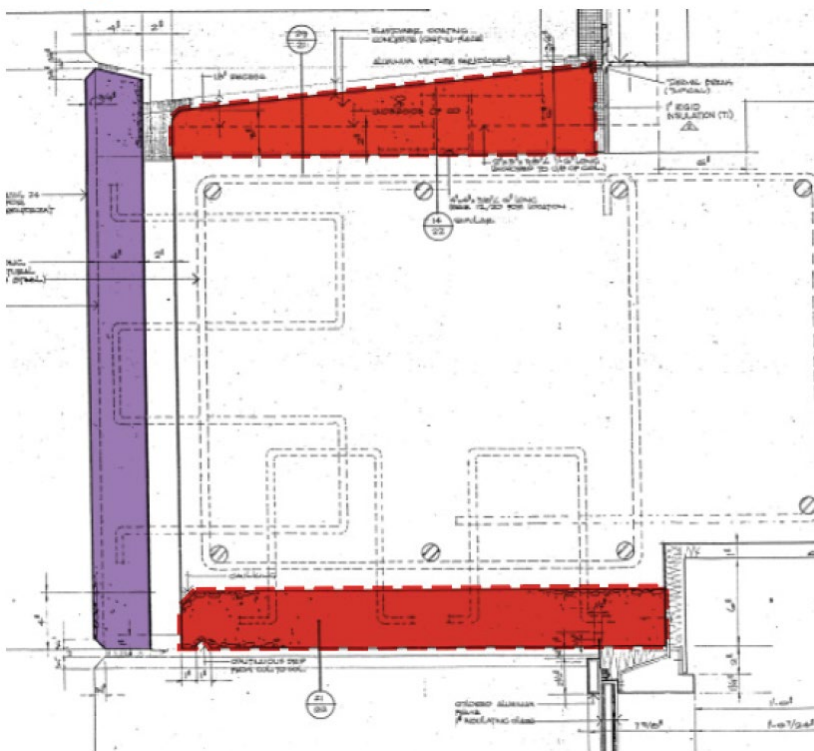
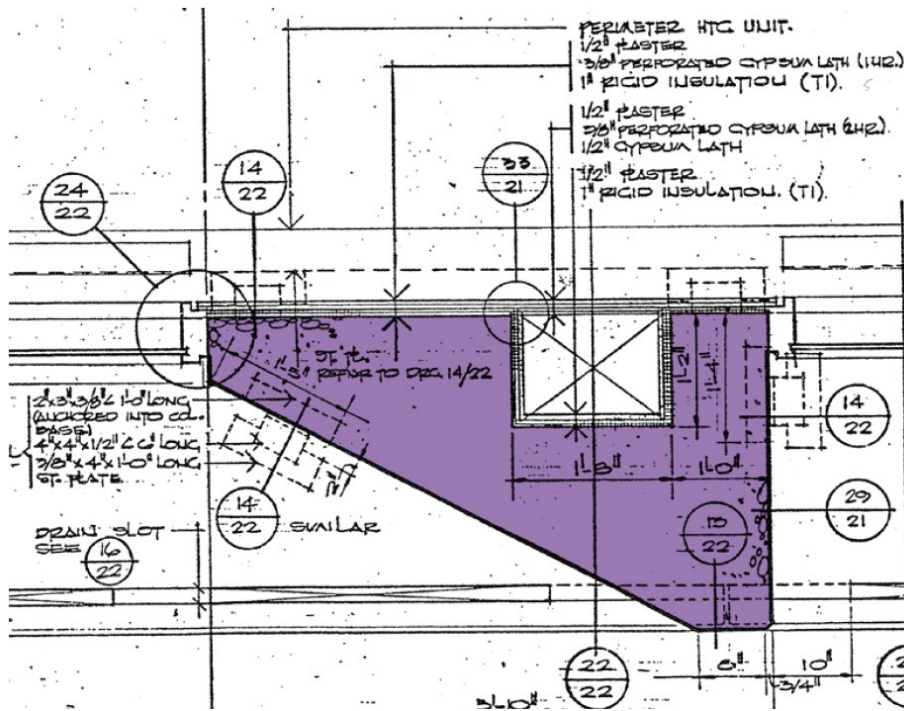
## 350 Bloor Street East

# ATTACHMENT 5

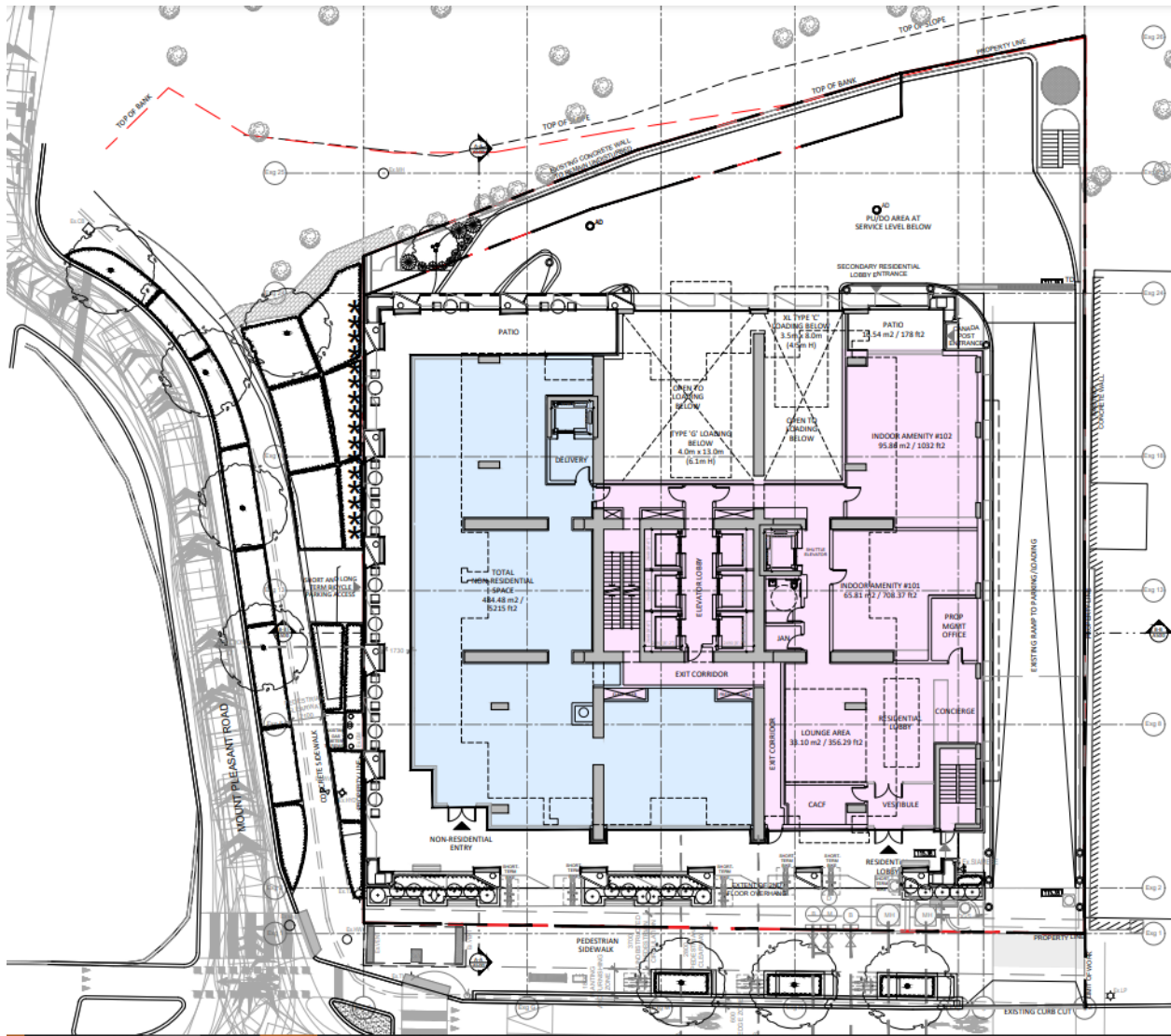
Proposed Building Elevations



Diagrams illustrating salvaged and reinstated west (upper left), south and north elevations (upper right and lower left respectively) and partial reinstatement of the east elevation (bottom left). Green indicated new construction. (Source: ERA Architects Inc.)



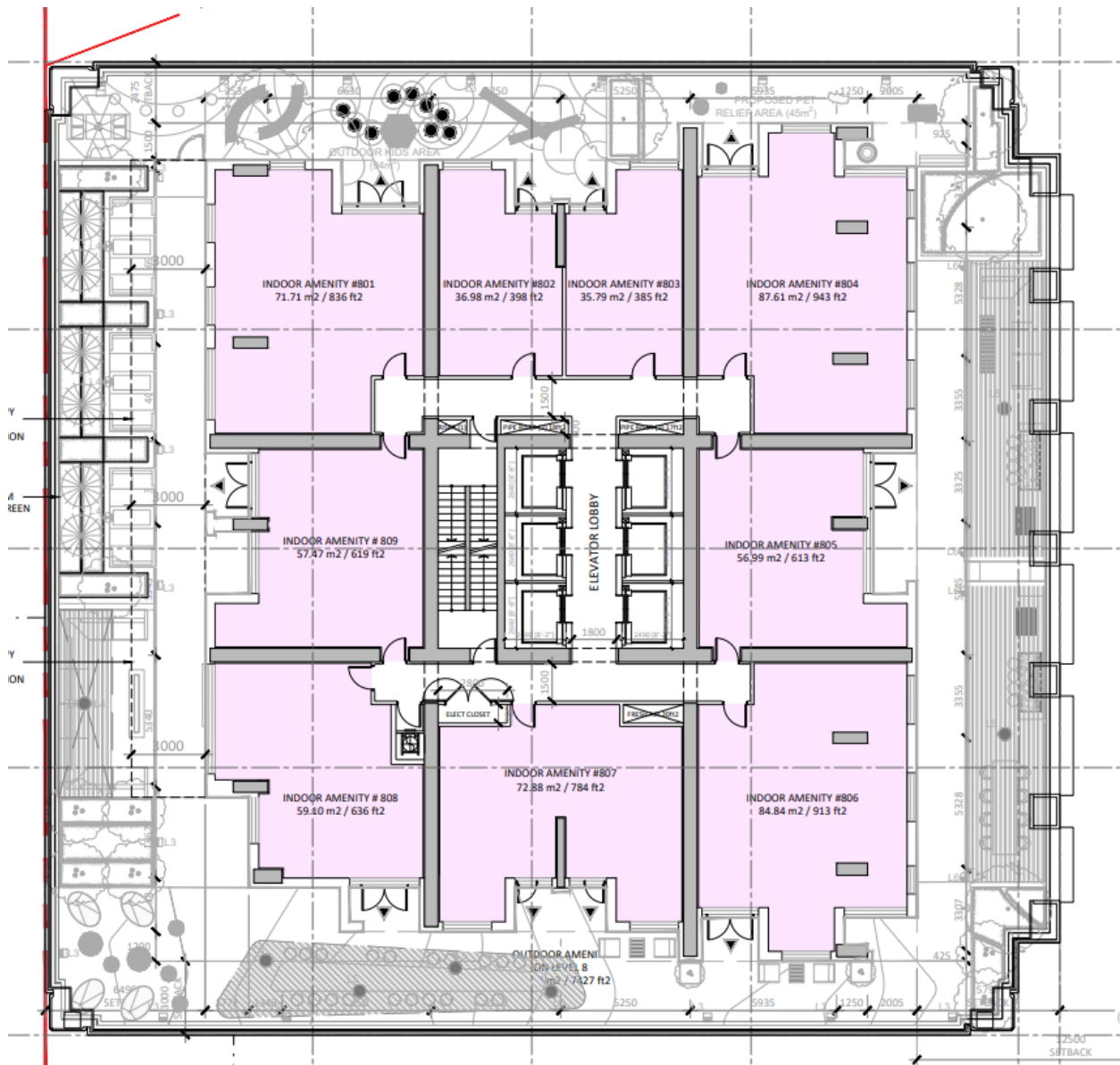
Detail of existing column (above) and existing sill (below). Cladding identified in purple will be re-instated with sill and soffits (shown in red) replaced with new elements. (John Parkin and Associates annotated by ERA)



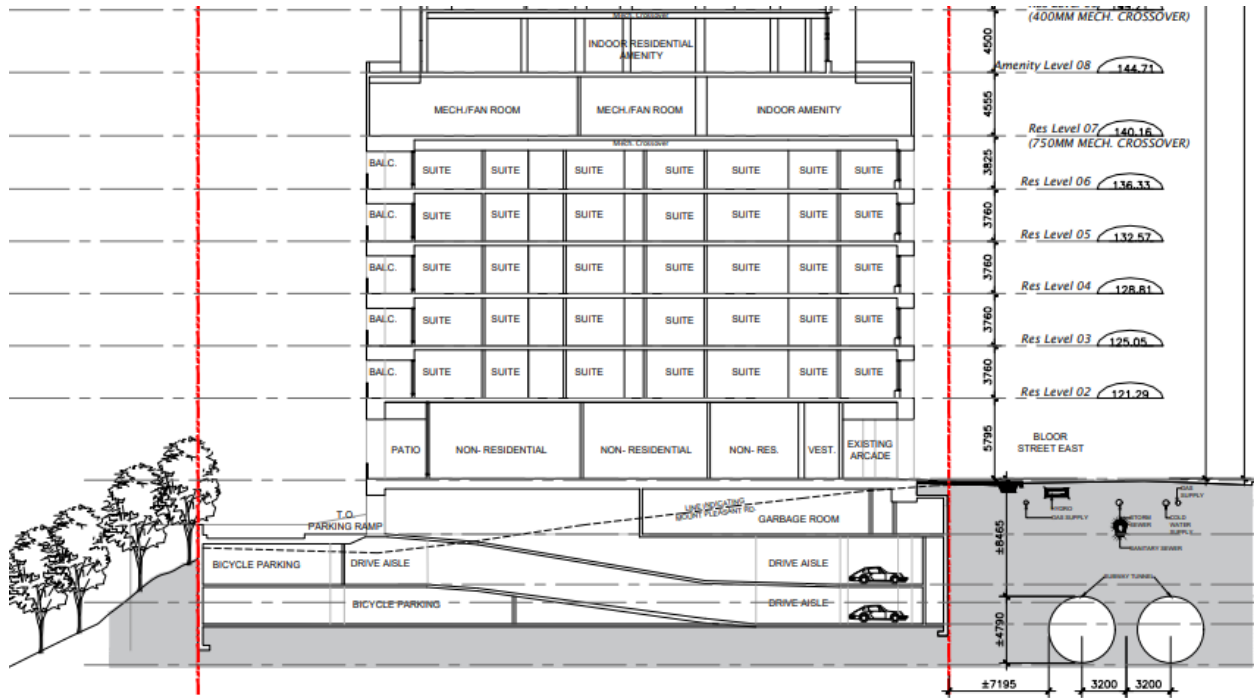
Ground floor plan of proposed tower development showing residential areas in pink and non-residential area in blue façades (Source: Hariri Pontarini Architects 2023)



Proposed 2nd Level (Source: Hariri Pontarini Architects 2023)



Proposed 8th Level (Source: Hariri Pontarini Architects 2023)

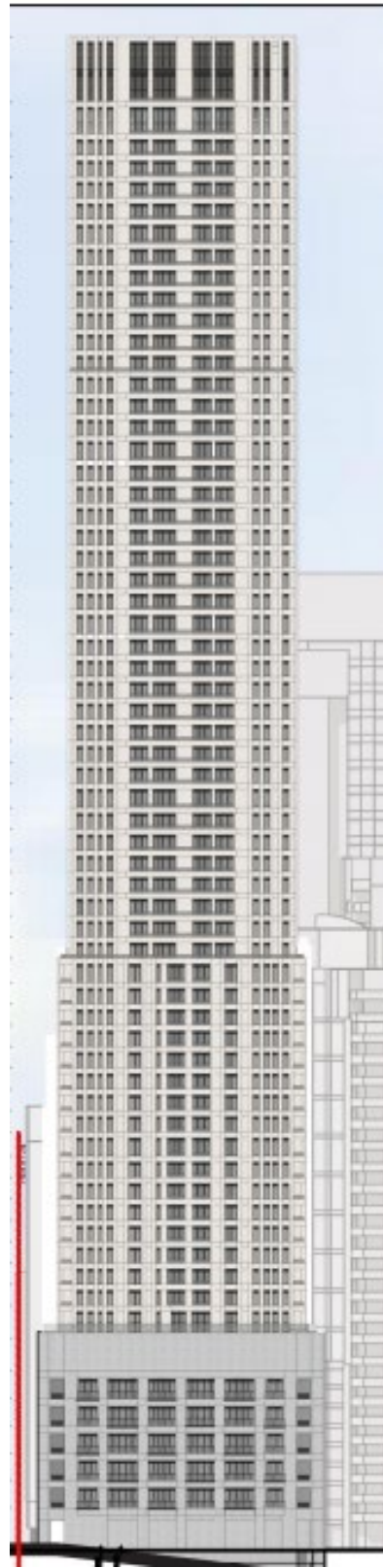
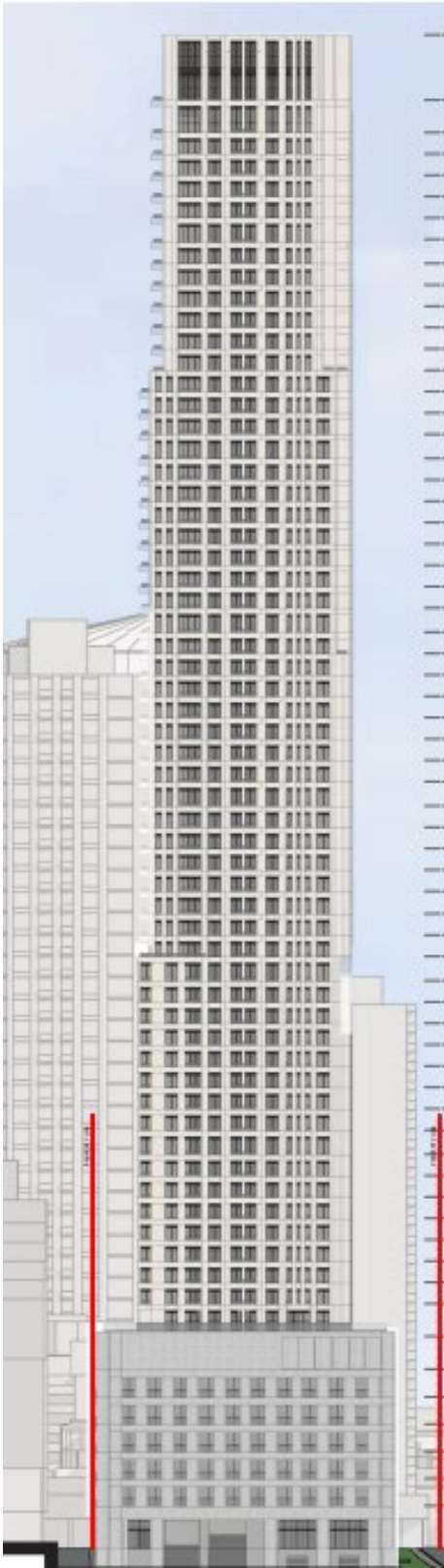


Partial Section North-South through new podium showing stepbacks at level 8 and relationship to the ravine and subway. (Source: Hariri Pontarini Architects 2023)





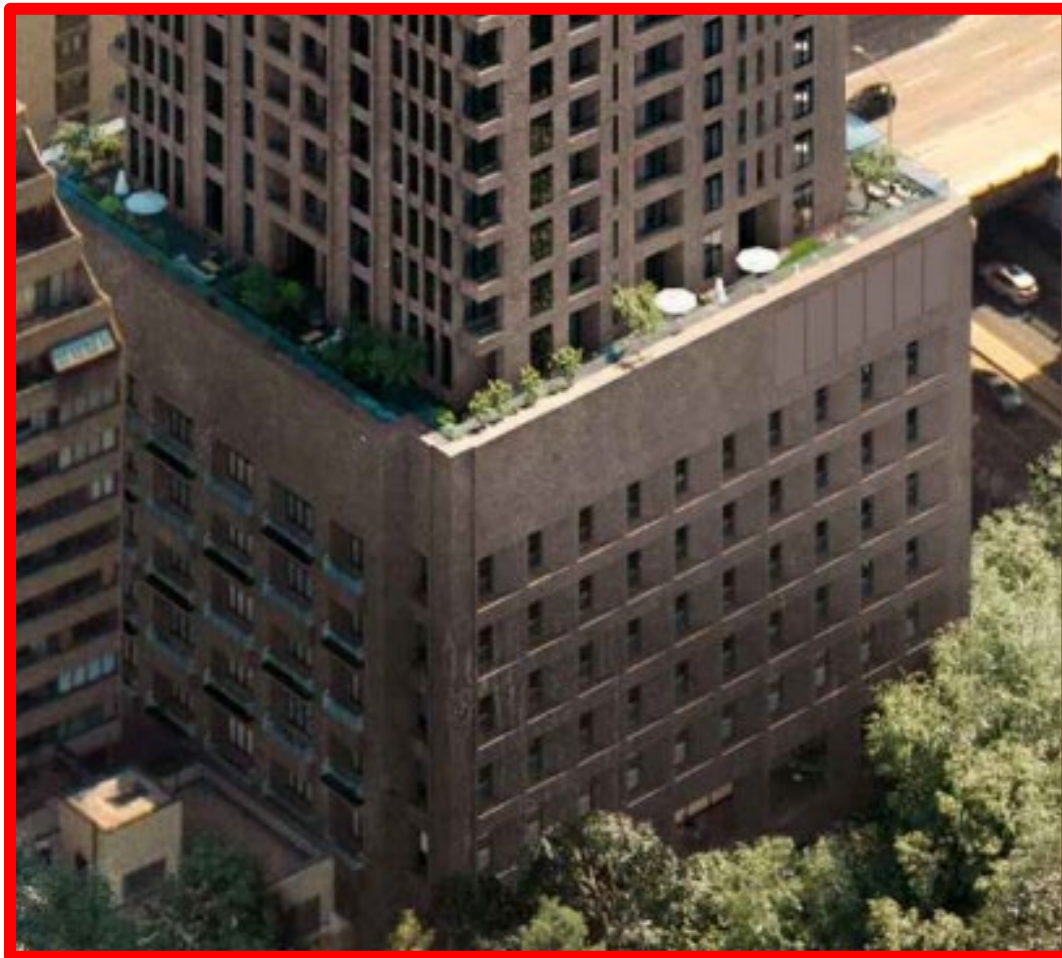
Views of the south (front) and west elevations of the proposed development (Source: Hariri Pontarini Architects 2023)



Views of the north (ravine) and east elevations of the proposed development (Source: Hariri Pontarini Architects 2023)



Illustration of proposed new tower with the podium including a reconstruction of John C. Parkin heritage building (Source: Hariri Pontarini Architects 2023)



Aerial view of the new project looking southwest with the reconstruction of the heritage building enlarged in the lower view. (Source: Hariri Pontarini Architects 2023)