

# The Madison

by LAURIE JONES



## LOCATION

101 Eglinton Ave E., Toronto, Ontario

## OWNER/DEVELOPER

The Madison Group

## PROJECT MANAGER

Madison Eglinton Limited

## ARCHITECT

Kirkor Architects & Planners

## CONSTRUCTION MANAGER

Tucker HiRise Construction Inc.

## STRUCTURAL CONSULTANT

Stephenson Engineering Ltd.

## MECHANICAL/ELECTRICAL CONSULTANT

M.V. Shore Associates Ltd.

## INTERIOR DESIGN

Studio Munge

## LANDSCAPE ARCHITECT

Terraplan Landscape Architects

## ACOUSTIC & SOUND AND VIBRATION CONTROL CONSULTANT

HGC Engineering

## GEOTECHNICAL & CODE CONSULTANT

exp Services Inc.

## TOTAL SIZE

750,000 square feet

## TOTAL COST

\$150 million



Just outside of downtown Toronto, on the corner of Yonge and Eglinton, a newborn community is rising amidst an established neighbourhood. At the heart of the area is The Madison, a 750,000-square-foot twin tower mixed-use condominium complex with retailers that include a 40,000-square-foot Loblaws and an LCBO urban concept store, all built into the complex's seven-storey pedestal base.

"This is the first building in this style for us and the way we sculpted the project is a combination of the architect's design and our vision," says Josh Zagdanski, VP with The Madison Group. "The goal for all of our developments is to create a lifestyle and community within the building."

The Madison is comprised of a 33-storey tower matched by a taller, 36-storey building. "The wow factor begins at the lobby of the residential entrance with a fantastic interior design by Studio Munge," Zagdanski explains. "The fourth floor amenity area for residents has a salt water indoor lap pool, a large party room with a kitchen,

a media/TV room and a yoga room that is connected to the gym and opens onto an outdoor terrace. The barbecue area has four unique cabana areas for private dining. Purchasers of the units appreciate the combination of lifestyle options along with grocery and other retail stores literally at their doorstep."

David Butterworth, design architect and partner with Kirkor Architects & Planners, says the original concept was for a single tower. "The developer had the great fortune to pick up an entire block that used to house a movie theatre," he says. "That was tremendous for us because we could start looking at a different scale and style of building. This was the point where we decided to add a grocery store to the second floor of the complex, leaving the main floor for ancillary retail. From there we created a true mixed-use live/work building. The site worked because we had an opportunity to create an east-west laneway in the back that allowed trucks to come in one way, drop off, then exit the site without big turning circles that can be problematic."



With the two towers there is a minimalist suggestion because one is convex and the other is concave. "The Madison has a Ying and Yang front to it with a subtle change in direction on the facade that reaches out to Eglinton," Butterworth says. "It is built between a lot of square buildings so we were trying to achieve something that has an organic, or softer touch with the towers as they come down to the podium and into the public realm."

For Loblaws, the second floor signage on the vast display of glass was important. "We really worked

on the double-height entrance design because it is important to lead shoppers into the building," says Butterworth. "In the early stages, we had many discussions with the city planners and urban designers. We realized the people who live in The Madison building can just go downstairs to shop instead of buying groceries to last for days. That creates more frequent trips to the store where residents could bump into neighbours, strike up a conversation with those they see regularly and become part of the community, rather than being an anonymous





shopper once a week. It changes the pattern of lifestyle in the area.”

Matthew Spironello, senior project manager at Tucker HiRise Construction Inc. says occupancy will begin in the summer of 2016. “The clients chose some very nice finishes in the common areas. The lobby was designed with a lot of attention to detail including unique stone flooring and walls that are 14- to 15-foot high,” he notes. “The two outdoor terraces are great because they allow people to congregate in different locations instead of just one big area. One of the spaces on the fourth floor has chaise lounges for relaxing. The bar area in the party room is comfortable and a little bigger than what you would see in other buildings.”

Alessandro Munge, principal of Studio Munge, says the wellness and fitness centre has designated work-out areas, with the heavy exercise equipment located in the back, while the energizing open views are reserved for the treadmills on the lower level and spin bikes on the mezzanine.

“The bi-level space was designed to truly support the health-conscious resident’s active lifestyle,” he explains.

“It has wonderful volumes with the double-height ceilings brightened by the extended glass wall.”

Munge further explains the luxurious interior design details in the lobby. “While the communal terrace was conceived around the reflective water, we designed the spacious lobby with a much more earthy sophistication. Inspired by high-end fashion retail environments, the contemporary wood veneer panelling was selected with a warm olive tone and we have installed some rich marble surrounding the fireplace,” Munge says. “The sleek columns in the room are fitted in high-gloss black metal panels enclosing smoky bronze mirrors.”

Adding intrigue to the building is the rooftop water feature. “Located at the heart of the complex, is an introspective Zen inspired garden,” says Munge.

“The shallow reflecting pool is paired with a majestic bronze sculpture and seating areas for quiet reflection.”

Everyone involved in The Madison project is seeing the regeneration of Yonge and Eglinton. “The area has always had a lot of rental buildings from the 1960s, so to put in a condominium, we have started to give something back to the public,” says Butterworth. “With over 500 units, the population for the area will increase immediately creating a walkable pedestrian neighbourhood. We have widened the sidewalks to meet the design capabilities the city is looking for.” **A**

RENDERINGS COURTESY KIRKOR ARCHITECTS & PLANNERS

