

Subject Commercial Policy Review - Revised Official Plan Policies and Zoning Uses

Recommendations That Report 05-116 outlining Revised Official Plan Policies and Zoning Uses to Implement Council's July 16th, 2005 Direction with respect to the Commercial Policy Review be received; and

That Staff be directed to initiate the necessary Official Plan and Zoning By-law amendments in accordance with the requirements of the Planning Act.

Background On July 16th, 2005 City Council adopted a framework for an updated commercial policy structure to be incorporated into the City's Official Plan. This decision implements Strategic Direction #2 of the City's Strategic Plan – *Diversifying and building upon our competitive strengths to create a positive environment for business investment*. This decision to adopt a new commercial framework followed Council's direction of May 2004 to undertake a review of the existing commercial policy structure with the subsequent year being used to undertake the necessary background research, policy option development and public consultation. The current commercial policies date from the early 1990's and were not updated in 2001 when the balance of the Official Plan was reviewed and updated. Council's decision in July, 2005, established the overall direction with respect to:

- The amount of commercial space to be planned, consistent with the needs of city residents as the community grows to 2021;
- The major locations where new commercial development and redevelopment will take place; and
- The overall framework or approach and key principles to be used to form the basis of a revised commercial policy framework.

When the overall policy framework was considered by Council, it was indicated that staff would review the proposed policy structure from a transportation capacity perspective to determine if the phasing of the entry of the commercial space is necessary. Engineering Staff have concluded that the transportation system is capable of accommodating the identified space subject to localized improvements normally undertaken at the time of development. **Appendix 1** contains correspondence to this effect.

The next step in the process is to take Council's direction and translate it into the actual changes proposed to the Official Plan and to outline details relating to the range of uses to be permitted within each implementing commercial

November 14, 2005
Report #

Planning and Building Services
(05-116)

Prepared by:
Craig A. Manley,
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Approved by:



James N. Riddell,
Director of
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Building Services



zone category within the policy structure.

Attached in **Appendix 2** are:

- The proposed revisions to the Official Plan showing the proposed policy changes from those currently in effect;
- New urban design policies for commercial uses to be included in the Official Plan;
- A map schedule showing the location of the major land use designations associated with the revised commercial policies; and
- A chart showing the range of uses to be permitted in each implementing zone.

In order to formalize these changes into the Official Plan and Zoning By-law the City needs to initiate required procedures under the Planning Act that involve circulating the proposed changes to agencies for comment, the holding of a formal public meeting and formal Council consideration and adoption.

Alternatives

Following the circulation of the proposed policies potential modifications may occur. These will be identified for Council prior to the request to approve the Official Plan Amendment.

Funding

Budget

Approved Capital Funds for the Commercial Policy Review - \$150,000

Account Number

Approved Capital Budget – PL0011

Notice Requirements

The Planning Act provides that a minimum of 20 days notice prior to a public hearing be given. Notice of the Public Meeting will be given in accordance with the Planning Act.

Appendix 1 – Correspondence from the Environment and Transportation Department

Appendix 2 – Draft Official Plan Policies

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Appendix 1
Department of Engineering Comments



City of Guelph
Environment & Transportation Group

Engineering Department

MEMORANDUM

To: Craig Manley, Manager of Policy Planning
From: Rajan Philips, P.Eng., Transportation Planning Engineer
Date: October 18, 2005
Subject: GUELPH COMMERCIAL POLICY REVIEW – TRANSPORTATION COMMENTS

We have examined the traffic implications of commercial space expansion at the four nodes considered under the City's Commercial Policy Review, viz. Woodlawn/Woolwich, Watson/Starwood, Gordon/Clair and Paisley/Imperial. The existing and projected floor areas at the four nodes are summarized below:

Node	Gross Floor Area (sq.ft.)			
	Existing	Development Applications	Future	Total
Woodlawn/ Woolwich	117,200	239,000	93,800	450,000
Watson/ Starwood		175,000	125,000	300,000
Gordon/Clair		382,500	137,500	520,000
Paisley/Imperial	103,000	150,300	196,700	450,000

Based on our analysis, the transportation impacts of the total commercial space at each of the nodes can be accommodated by the surrounding road system, including improvements identified in the current DC By-law to accommodate general growth in road traffic. These improvements are:

- Widening of Woodlawn Road from four lanes to five lanes (addition of centre-turn lane between Hanlon and Woolwich, included in the Five-Year Capital Forecast)
- Widening of Clair Road from two to four lanes (from Laird Road to midway between Gordon and Victoria, expected to be completed in 2006).

No widening requirements are identified at the Watson/Starwood and Paisley/Imperial nodes.

It should be noted that each of the pending commercial development applications at these nodes is supported by a site specific traffic impact study undertaken by the developer. These studies address the access requirements to their subject sites and the impacts on turn lanes at adjacent intersections. Future applications for development at these nodes will be required to submit supporting traffic studies in accordance with normal development review practice.

Appendix 2

Proposed Modifications to the Official Plan To Implement the Commercial Policy Review

OP Sections

2.3 Major Goals of the Official Plan

The Official Plan is based upon a number of goals that provide the broad framework for the development and planning of the City. Goals are general statements of intent that describe a desired future condition.

The following represent the major goals of the Official Plan:

1. Maintain the quality of life, safety and stability of the community.
2. Promote a compact and staged development pattern to maintain the distinct urban/rural physical separation and to avoid sprawl and premature development.
3. Ensure that adequate serviced land is provided to accommodate future development of all required urban land uses.
4. Direct development to those areas where municipal services and related physical infrastructure are most readily or can be made available, considering existing land uses, *natural heritage features*, development constraints, development costs and related factors.
5. Provide for urban growth in a manner that ensures the efficient use of public expenditures without excessive financial strain upon the City.
6. Ensure that any *development* in established areas of the City is done in a manner that is sympathetic and compatible with the built form of existing land uses.
7. Implement an economic development strategy that encourages steady, diversified and balanced economic growth while maintaining a favourable assessment base and a wide range of employment opportunities.
8. Promote opportunities for employment in the emerging high-tech "knowledge based" sectors including environmental management and technology, and agri-food technology.
9. Develop a safe, efficient and convenient transportation system that provides for all modes of travel and supports the land use patterns of the City.
10. Promote energy conservation and climate change protection through land use planning, the development approvals process and through other municipal initiatives.

11. Respect and encourage the protection and enhancement of the natural environment, other distinctive features of the landscape and the associated *ecological functions* to support a healthy and diverse ecosystem both within and beyond the City limits.
12. Promote *development* that supports a sustainable community that is sensitive to the natural environment and creates additional awareness of our natural heritage system.
13. Enhance the visual qualities of the City and protect the heritage resources and unique character of the urban environment.
- ~~14. Develop an appropriate hierarchy of commercial uses, including retail, office and service facilities, having regard for the population to be served, surrounding land uses and transportation access.~~

Develop an appropriate framework to facilitate the full range of commercial uses consistent with the needs of the City's population and employment base and supportive of the City's transportation objectives.

15. Maintain and strengthen the role of the Central Business District (Downtown) as ~~the primary commercial centre~~ **a vibrant multiple function district** and community focus of the City.
16. Ensure that an adequate supply and range of housing types and supporting amenities are provided to satisfy the needs of all residents.
17. Develop and maintain sufficient parks and open space facilities to meet the needs of all ages and socio-economic groups for active and passive recreation activities.
18. Provide the facilities to satisfy the social, health, educational and leisure needs of existing and future residents.
19. Promote informed public involvement and education in a user-friendly planning and development process.
20. Promote the sustainable use of natural resources and the effective management of wastes to ensure protection of the natural and built environment.
21. Recognize and sustainably manage the finite groundwater and surface water resources that are needed to support our existing and planned growth.
22. Plan and design an efficient and attractive urban landscape that reinforces and enhances Guelph's sense of place and image while acknowledging innovative design opportunities.
23. Utilize an interdisciplinary approach to planning whereby decisions are made with an understanding of the ecological, social, cultural and economic implications for any particular course of action.

3.2 Community Form Statement

By the year 2021, Guelph is expected to be a city of approximately 140,000 people. Growth will be moderate, steady and managed to maintain a compact, human scale city. Flexibility will be maintained to ensure ample opportunities for industry, commerce and housing.

The City's future depends on a careful balance of yesterday's legacy, today's needs and tomorrow's vision. By respecting the history that enriches local architecture and culture, preserving the nature that adorns the landscape, and promoting an atmosphere of innovation and creativity, that balance can be achieved. Protecting Guelph's existing beauty while introducing innovative development, is part of creating a vibrant City.

Guelph's beauty lies in its compact, small town character. It is a friendly sized City marked by rolling hills and scenic river valleys meandering through a low-profile townscape that is blanketed by a canopy of mature trees. The numerous parks and wooded areas connect to form an open space network that runs throughout the City. Existing and proposed recreation/leisure facilities will complement this natural open space system. Continued preservation of important natural areas and watercourses will add to Guelph's unique environment. The attractive grounds of the University enhance the City's landscape. The University will continue to play a vital role in Guelph's social, economic, cultural and intellectual development.

The downtown will continue to mature as the ~~commercial~~ and civic heart of the community. Its landmarks and unique architecture provide an identifying focus for civic pride while, a performing arts centre, ~~new~~ sports and entertainment complex, offices, housing, **specialty retail shops**, related service facilities and improved access to the area will make it an even stronger and more vibrant City centre.

Industrially, development will continue to emphasize diversification, thus strengthening Guelph's self-sufficiency and adding to the variety of rewarding employment opportunities. Commercially, this growth will strengthen Guelph's retail market and improve consumer opportunities.

The City will provide a wide range of living accommodation for both owners and renters, including the special needs of the physically challenged, senior citizen and low income households.

Roads and other transport modes will be provided for convenient and efficient access to all parts of the City. The City will continue to offer a unique mix of employment opportunities and lifestyle advantages not available in larger metropolitan centres. This Plan strives to maintain the quality of life in Guelph and to ensure that Guelph grows strategically rather than impulsively to become an even better place to live, work and recreate.

General Development Objectives

- a) To guide the direction, location, scale and timing of growth in order to ensure compact, orderly and sustainable development and to minimize the cost of municipal services and related infrastructure.
- b) To work towards achieving a moderate rate of population growth, which will represent an annual average population increase of 1.5 per cent of the total City population.
- c) To prohibit fringe development on private services (except on existing lots of record) within the City in order to avoid sprawl, premature municipal servicing and potential negative impacts on the City's water resources and *natural heritage features*.

- d) To encourage development that is supportive of long term, community environmental sustainability.
- e) To promote the provision of community facilities that supports a high quality of life for persons living and working in Guelph.
- f) To maintain the unique style and character of the City recognizing the significant *cultural heritage resources* of the community.
- g) To outline urban design principles and guidelines to promote Guelph's unique character.
- h) To present the Municipality's general requirements respecting a barrier free environment for all of its inhabitants.
- i) To promote energy conservation and climate change protection measures.
- j) To outline policies to promote compatible and efficient development in the gradual transition of rural uses in the City to urban activities.
- k) To encourage mechanisms that will promote a distinct urban-rural boundary with our neighbouring municipalities.

3.3 Urban Form Policies

3.3.1 The City will promote a compact urban form and gradual expansion of existing urban development by:

- a) Encouraging *intensification* and *redevelopment* of existing urban areas in a manner that is compatible with existing built form;
- b) Encouraging a gradual increase in the average residential density of the community;
- c) Maintaining and strengthening the Central Business District (Downtown) as the heart of the community.
- d) Encouraging intensification of residential, commercial, industrial and institutional areas to maximize efficient use of municipal services;
- e) Promoting mixed land uses in appropriate locations throughout the City to provide residents opportunities to live, learn, work, shop, recreate, gather and worship in close proximity ~~to their neighbourhoods~~;
- f) Encouraging the identification of specific locations suitable for mixed use development (e.g. arterial road corridors, major intersections, designated mixed use nodes) **linked to each other by the major transportation and transit networks and integrated through pedestrian access to nearby neighbourhoods and employment areas**;
- g) Promoting a range of building types and innovative designs to meet the diverse needs of the community and encouraging community buildings to be multi-functional;

- h) Maintaining an ongoing commitment to environmentally responsible development through an integrated approach that balances economic and cultural needs with environmental and social responsibilities;
- i) Promoting reuse, **revitalization** and *redevelopment* of commercial or industrial sites that are under-utilized or no longer in use;
- j) Continuing to support the geographic distribution of community facilities within the City to maximize the environmental benefits associated with access and integrated land use;
- k) Promoting the co-ordination of planning between all agencies and departments within the City.

3.3.2 The City will promote environmentally sustainable development by:

- a) Pursuing development practices that are sensitive to the natural environment, and implementing programs such as monitoring systems, to maintain environmental quality;
- b) Continuing to move towards planning policies that are based on the principles of watershed planning, ecological systems planning and natural heritage systems planning, taking into account both landscape and ecosystem values;
- c) Encouraging the use of environmentally-friendly design concepts;
- d) Continuing to investigate more effective and efficient ways of exercising control of environmental impacts through existing environmental standards and regulations.

7.3 Central Business District (Downtown)

The Central Business District (Downtown) of the City is promoted by this Plan as a beautiful, vibrant **multiple-functional** urban centre for Guelph. The Plan promotes the C.B.D. as the community's civic, cultural, social and economic centre with a high concentration of activities and land uses developed in concert with excellent quality design standards.

It is the overall goal of this Plan to see the C.B.D. rank amongst the finest of City centres and be a source of great public pride for the benefit of Guelph's residents.

- a) To promote the development of the C.B.D. as the ~~eommercial~~ **civic heart** and community focus of the City.
- b) **To promote the development of the C.B.D. as a vibrant multiple use, multiple function district providing institutional, civic, and administrative uses, residential uses, recreational and cultural uses and a variety of commercial functions including office and other services, specialty retail and entertainment uses.**
- c) To ensure the C.B.D. remains as a place for people, for recreation, doing business, pursuing cultural interests, engaging in civic and other government activities and for living.

- d) To maintain and promote the current resources of the C.B.D.; its heritage buildings, scenic and carefully tended rivers, intensive vegetation, attractive streets and landmarks.
- e) To maintain and enhance the physical appearance, historic characteristics and *cultural heritage resources* of the C.B.D. with particular emphasis on Wyndham Street.
- f) To develop additional public open space, tourist, recreational and cultural facilities within the downtown.

General Policies

- 7.3.1 The area designated on Schedule 1 as the 'Central Business District' (C.B.D.) is generally defined by London Road, Gordon/Norfolk Streets and the Speed River.
- ~~7.3.2 It is the policy of this Plan to retain the C.B.D. as the main concentration of commercial activity and to encourage its development as a regional centre providing institutional, recreational, residential, and a full range of commercial, office, administrative, entertainment and cultural uses.~~
- 7.3.3 The City will work in co-operation with the "Downtown Board of Management" which has been established under the provisions of the Ontario Municipal Act as the administrative body for the downtown Business Improvement Area (BIA). The primary intent of this organization is to assist in improving business within the BIA of the downtown. The BIA is defined by by-law for the purposes of levying a special charge on rateable property within a defined area of the C.B.D. This area is defined by boundaries including the following lands: property to the north of the CNR tracks; property to the east of Norfolk Street; property to the east of Yarmouth Street; and property to the west of Wellington Street.
- 7.3.4 The land use distribution in the C.B.D. consists of a variety of sub-areas and it shall be the policy of this Plan to encourage the preservation, rehabilitation and implementation of the desirable elements of identified sub-areas of the C.B.D.
1. The "Guelph C.B.D.-Concept Plan", as shown on Schedule 6, indicates land use areas and the transportation facilities necessary to realize the objectives for the C.B.D.
 2. The concept plan provides flexibility to recognize the coexistence of a wide range of activities and to allow innovative *development* proposals.
 3. Without limiting the generality of this Plan, the location, nature and scale of development shall be determined by individual proposals and shall be specified in the *Zoning By-law*.
 4. The categories of land-use shown on the "Guelph C.B.D. - Concept Plan" are as follows:
 - a) "Commercial Base, Office and/or Residential Emphasis Above"
This category includes multiple use of buildings. The "base" referred to is the bottom layer (i.e. street-level) usually in the form of a store. Where development is to take place above that base, office and/or apartment uses would be favoured.
 - b) "Office or Residential"
This category emphasizes a mixture of office buildings and residential buildings as well as multiple-use of buildings for both these uses.

- c) "Office Emphasis' and `Residential Emphasis"
These two categories describe areas where it is desirable to encourage pure office use or pure residential uses, respectively. It does not mean that other uses cannot be considered but that one use should be favoured, and other land uses introduced into these areas should at least be compatible with the dominant use.
- d) "Sensitive Commercial"
This category encourages the retention of existing old mansions and houses. It provides for their conversion to boutiques, offices or agencies especially at the ground floor, with residential units in the upper floors of the existing buildings, and for infilling of new small scale commercial developments.
- e) "Open Space"
This category includes parks and pedestrian-oriented open space, walkways and squares. A civic centre or other recreational facilities may be located within an "Open Space" area.
- f) "C.B.D. Transition Area" - Goldie Mill Secondary Plan Area
The area designated on Schedule 6 as the "C.B.D. Transition Area" is generally defined as the area bounded by London Road, Woolwich Street, Eramosa Road, and the Speed River.

The "C.B.D. Transition Area" permits limited grade level commercial and office uses, as well as more intensive residential uses near the traditional core area of the CBD. The more intensive residential uses shall be directed to larger, consolidated land parcels where older industrial or commercial buildings exist - primarily along Cardigan Street. Existing open space uses are permitted and development of additional open space areas are encouraged.

The maximum *net density* of 200 units per hectare specified in subsection 7.3.8 of this Plan may not be achievable on all potential *development* or *redevelopment* sites within the "Transition Area" and shall not be interpreted as an expected target or yield for all properties. Achievable density for any *development* proposal will be determined by the built form envelope permitted on a particular site through the imposition of controls such as angular planes, build-to lines, and floor space index ratios specified by the *Zoning By-law*. All *development* in the "Transition Area" as designated on Schedule 6 shall be:

- i. Developed in a manner that is compatible with adjacent and nearby established low density residential uses, open space and natural areas;
- ii. Generally less intensive in character on streets serving a primarily local function, particularly where such areas occur adjacent to land designated 'General Residential' or which would have an impact on nearby lower density residential areas. More intensive *development* will be encouraged on available large, or consolidated land parcels which are not directly adjacent to areas designated 'General Residential';
- iii. Subject to site plan control where design issues such as compatibility with adjacent and nearby development, sensitivity to local topography and natural features will be reviewed; and

iv. Regulated through specialized *Zoning Bylaw* requirements.

Generally the "Transition Area" will encourage a stepping down of intensity of use and built form between the traditional core commercial sectors of the C.B.D. and surrounding lower density residential uses.

7.3.5 Due to special problems relating to land assembly, land costs, parking, urban design and structure, the City will promote and assist new development in the 'Central Business District' by:

- a) Actively participating in the promotion of commercial *development* and conducting market studies from time to time;
- b) Encouraging and co-operating with the private sector in a full and long-term program supporting downtown revitalization to ensure a favourable climate for commercial and residential activity in the core;
- c) Promoting the development of special events, cultural activities, entertainment facilities and public open space;
- d) Implementing a long range plan for the provision of off-street municipal parking;
- e) Encouraging the private sector to provide off-street parking;
- f) Considering municipal lands for *development*, generally by way of lease arrangements;
- g) Establishing priorities in the municipal capital budget specifically for downtown rejuvenation.

7.3.6 The City may reduce or exempt any requirement for private off-street parking for *development* in the downtown provided adequate alternative parking facilities are available in the general vicinity. A *development* agreement or cash-in-lieu of parking may be required where a *development* proposal is granted an exemption or is permitted to reduce the parking requirement.

7.3.7 In order to maximize the number of people in the downtown at all times and keep it economically viable, the City will encourage the expansion of the residential function of the 'Central Business District' by:

- a) Encouraging the *development* and use of lands for mixed-use commercial/residential buildings;
- b) Encouraging new housing to locate in areas where municipal *infrastructure* is available and in close proximity to residential amenities and open space;
- c) Encouraging the rehabilitation and renovation of the upper stories of existing buildings and their conversion to residential use.

7.3.8 The maximum net density for residential use within the 'Central Business District' shall not exceed 200 units per hectare (80 units per acre), except as noted in policy 7.3.8.1.

1. The *net density* for residential uses within the "Sensitive Commercial" sub-area of the "Guelph C.B.D. - Concept Plan" shall not exceed 100 units per hectare (40 units per acre).
- 7.3.9 In recognizing the high density residential limits permitted by policy 7.3.8, the wide range of uses permitted by policy 7.3.4 and the historically and architecturally significant context of the downtown, this Plan requires that the design of *development* proposals be in keeping with, and be compatible with, their surrounding built and open space environments.
 1. The urban design principles as noted in subsection 3.6 of this Plan will be used to guide *development* proposals within the C.B.D.
- 7.3.10 The City will encourage the majority of new *multiple unit residential buildings* to be designed for the accommodation of singles, couples, students and senior citizens.
- 7.3.11 For the purpose of encouraging residential development in the downtown, the City may consider incentives, such as:
 - a) Exempting new residential units in rehabilitated buildings from off-street parking requirements;
 - b) Providing financial assistance as part of a community improvement plan or other program.
- 7.3.12 Public open space will be developed in accordance with Schedule 6 to this Plan. The basic open space components of the "Guelph C.B.D. - Concept Plan" include:
 - a) Expansion and development of public open space along the banks of the Speed and Eramosa Rivers, by acquiring lands when they become available, and utilizing rail and other public lands in the downtown;
 - b) Maintenance of St. George's Square as a focal point for the downtown and the improvement of other downtown public squares;
 - c) Provision of a system of pedestrian walkways and malls throughout the downtown and linked with the citywide open space network.
- 7.3.13 In order to support development in the C.B.D., it shall be the policy of the City to encourage major entertainment anchor uses to locate in the downtown.
- 7.3.14 The civic government functions of the City of Guelph, County of Wellington, Provincial and Federal offices will be encouraged to retain their present prominence within the C.B.D. Other civic agencies and boards will be encouraged to remain or relocate to the downtown.
- 7.3.15 It is the policy of this Plan to improve access to and within the downtown for various modes of transportation: pedestrian, bicycle, public transit and automobiles.
 1. In the review of *development* proposals, the City will encourage the retention or creation of mid-block pedestrian corridors to improve pedestrian access to all areas within the C.B.D.

2. The creation of on-road bicycle lanes and routes to and through the C.B.D. will be encouraged.
3. The continued existence of the inter-city and intra-city public transit terminals as well as the VIA rail train station in the downtown will be encouraged.
4. The maintenance of the road network in accordance with the "Guelph C.B.D. - Concept Plan" will be encouraged. Specifically, this Plan promotes the retention of a landscaped ring-road system - Wellington Street to the south, Woolwich Street to the east, Norfolk and Gordon Streets to the west - for through automotive traffic.

7.3.16 Because the design or layout of the downtown and the concentration of historic, cultural and architecturally significant buildings in the C.B.D. gives Guelph a distinctive character, the City will promote the retention of the existing downtown townscape; specifically, the focal points, view corridors, landmarks, prominent buildings and entranceways/gateways will be recognized. This Plan shall encourage and support townscape improvements by:

- a) Considering development of a co-ordinated program to improve the townscape features of publicly owned lands and to support the cosmetic improvement of privately owned lands;
- b) Encouraging the retention, renewal and conservation of built heritage resources and historic landmarks in the 'Central Business District';
- c) Strengthening and promoting areas with special identity through the designation of heritage conservation districts under the Ontario Heritage Act;
- d) Preserving the significant views in the downtown through building height controls and "protected view areas" in the implementing *Zoning By-law*; and
- e) Utilizing the urban design principles as outlined in subsection 3.6 of this Plan to promote compatible development and improvements to public space (i.e. the Speed River corridor and other open spaces and public rights-of-way).

1. The City will utilize the detailed design elements of the Council-approved "Downtown Guelph Public Realm Plan" and the "Downtown Guelph Private Realm Improvements Manual" to promote an enhanced downtown townscape.

7.3.17 It is the policy of this Plan to discourage the location or retention of uses in and near the C.B.D., which are incompatible with the primary role of the downtown.

7.3.18 While new industrial buildings are not permitted in the C.B.D., the City shall recognize existing industrial activities by:

- a) Permitting the continued operation and rehabilitation of existing activities;
- b) Permitting the establishment of new industry occupying an existing industrial building provided that the new industrial use would be environmentally compatible with other land uses in the area. The Ministry of the Environment guidelines will be consulted in this regard.

7.3.19 The City will encourage the conversion or redevelopment of existing obsolete industrial buildings and sites.

7.4 Commercial and Mixed Use

Objectives

- a) ~~To ensure an adequate supply and variety of commercial land at appropriate locations for various types of commercial activity.~~

To ensure an adequate supply of commercial and mixed use land is provided to meet the variety of needs of residents and businesses and to disperse and distribute commercial uses throughout the City at appropriate locations.

- b) **To promote nodes forming major concentrations of commercial activity as mixed use areas providing commercial and complementary uses serving both nearby residential neighbourhoods and the wider community which are connected to each other via the City's major transportation and transit networks.**
- c) To promote the continued economic viability, intensification and revitalization of the Central Business District (Downtown) and other existing **designated** commercial and mixed use areas centres.
- d) To encourage the distribution of local convenience and neighbourhood commercial centres **uses to locations** within convenient walking distance of residential areas and **to promote their development** in a manner that is compatible with the residential environment.
- e) To concentrate *highway-oriented and service commercial uses* within designated areas along one side of arterial roads within the City **and to limit the range of retail commercial uses within these areas.**
- f) To **discourage** cluster service commercial uses into integrated multi-unit complexes while discouraging the creation of new strip commercial development along the City's major traffic streets.
- g) ~~To limit the range of uses within service commercial areas to those activities that are not appropriately located in the downtown or other commercial centres.~~

To promote a distinctive and high standard of building and landscape design for commercial and mixed use lands and to ensure that the development of these lands occurs in a cohesive, complementary and coordinated manner.

Achieving the Objectives:

- 7.4.1 **Schedule 1 provides the location of the various designated commercial and mixed use areas expected to be required to meet the needs of the City during the planning period in keeping with the City's approved Commercial Policy Review Study. The City will review and update the policies and targets of its approved Commercial Policy Review Study and implementing commercial policy framework every five (5) years.**

7.4.2 Subject to the policies of Section 9.2, proposals to establish new commercial and mixed use areas or to expand the areas identified on Schedule 1 shall require an amendment to this Plan.

7.4.3 Impact studies as outlined in policy 7.4.43 to 7.4.47 shall be required to assess the impact of the proposal on the City's commercial policy structure.

General Policies

~~7.4.1 The predominant use of land within the 'Commercial' land use designations of Schedule 1 shall be for activities engaged in the exchange of goods and services, including:~~

- ~~a) Retail, office and service facilities;~~
- ~~b) Complementary uses in specific commercial designations such as cultural, recreational, entertainment, institutional, community or municipal services, residential and open space facilities;~~
- ~~c) Accessory uses, such as storage, parking, and warehouse facilities associated with a commercial use within specific commercial designations provided they do not conflict with the operation and development of commercial uses.~~

~~7.4.2 The 'Commercial' designations of this Plan are intended to meet the present and anticipated commercial needs of the residents of Guelph.~~

Residential Uses in Commercial Areas

~~7.4.3 Residential uses may be permitted within commercial areas where associated residential amenities and services are available in close proximity.~~

~~7.4.4 The *Zoning By-law* shall provide for regulations pertaining to densities and performance standards for residential uses in commercial buildings.~~

Big Box Warehouse Retailers

~~7.4.5 This Plan recognizes there are many new forms of retail commercial ventures that do not "fit well" within the traditional commercial hierarchy which is outlined in this Plan. These new ventures can be lumped together in a generic term known as new format, "Big Box" warehouse retailers.~~

~~1. This Plan encourages new format, "Big Box" warehouse retailers to locate within the 'Commercial Centre' and 'Central Business District' designations of this Plan.~~

~~2. If a new format, "Big Box" warehouse retailer wishes to locate outside of the designated 'Commercial Centres' and 'Central Business District' of this Plan, an Official Plan amendment will be required. Dependent upon the size of the proposal, impact studies as outlined in policy 7.4.24 may be required.~~

'Commercial Centre' Land Use Designations

7.4.4 This Plan establishes three four major land use designations to facilitate commercial and mixed use development categories of 'Commercial Centres', defined by their size and planning function: 'Regional Commercial Centre', 'Community

~~Commercial Centre' and 'Neighbourhood Commercial Centre'. These 'centres' are designated on Schedule 1.~~ **These designations are as follows:**

- **Mixed Use Nodes**
- **Intensification Areas**
- **Neighbourhood Commercial Centres**
- **Service Commercial Areas**

In addition this Plan provides opportunities for smaller scale mixed use and convenience commercial development generally serving residential neighbourhoods consistent with policies 7.2.26 and 7.5 and 7.6.

Mixed Use Nodes

- 7.4.5 The 'Mixed Use Nodes' identified in this Plan is comprised of one or several individual developments on one or more properties on both sides of an intersection of major roads within a "node". These areas are intended to serve both the needs of residents living and working in nearby neighbourhoods and employment districts and the wider City as a whole.
- 7.4.6 The intent of the 'Mixed Use Node' designation is to create a well defined focal point and to efficiently use the land base by grouping complementary uses in close proximity to one another providing the opportunity to satisfy several shopping and service needs at one location.
- 7.4.7 It is intended that where there are adjacent properties within the node that the lands will be integrated with one another in terms of internal access roads, entrances from public streets, access to common parking areas, grading, open space and storm water management systems.
- 7.4.8 The boundaries of the 'Mixed Use Node' designation are intended to clearly distinguish the node as a distinct entity from adjacent land use designations. Subject to the policies of Section 9.2, proposals to expand a 'Mixed Use Node' beyond these boundaries or to establish a new node shall require an Official Plan Amendment supported by impact studies as outlined in policies 7.4.43 to 7.4.47.
- 7.4.9 The 'Mixed Use Node' is intended to provide a wide range of retail, service, entertainment and recreational commercial uses as well as complementary uses including open space, institutional, cultural and educational uses, hotels, live-work studios, and multiple unit residential development. Only small scale professional and medically related offices shall be permitted in this designation in order to direct major offices to the CBD, Intensification, Corporate Business Park and Institutional designations.
- 7.4.10 The permitted uses can be mixed vertically within a building or horizontally within multiple-unit mall buildings or may be provided in free-standing individual buildings.
- 7.4.11 The City will require the aesthetic character of site and building design to be consistent with the City's urban design objectives and guidelines and shall incorporate measures into the approval of *Zoning By-laws* and *site plans* used to regulate *development* within the 'Mixed Use Node' designation to ensure such consistency.

7.4.12 The 'Mixed Use Nodes' incorporate land containing existing uses as well as vacant land required to meet the identified needs of the City. In order to promote a mixture of land uses within each 'Mixed Use Node' designation it is the intent of this Plan that new *retail development* will be limited to the following floor area cumulatively of all buildings within the node:

- Woodlawn / Woolwich Street Node: 42,000 sq. m.
- Paisley / Imperial Node: 42,000 sq. m.
- Watson Parkway / Starwood Node 28,000 sq. m.
- Gordon / Clair Node 48,500 sq. m.

7.4.13 No individual 'Mixed Use Node' shall have more than four (4) freestanding individual retail uses exceeding 5,575 square metres (60,000 sq. ft) of *gross leasable floor area*.

7.4.14 Proposals to exceed the retail floor area limitations within a 'Mixed Use Node' established in policy 7.4.12 or the number of large retail uses in policy 7.4.13 shall require impact studies as outlined in policies 7.4.43 to 7.4.47.

Intensification Areas:

7.4.15 The 'Intensification Areas' designation identified on Schedule 1 in this Plan is comprised of one or several individual developments on one or more properties within a "node", and is intended to serve both the needs of residents living and working in nearby neighbourhoods and employment districts and the wider City as a whole.

7.4.16 The intent of the 'Intensification Area' designation is to promote the intensification and revitalization of existing well defined commercial nodes in order to efficiently use the land base by grouping complementary uses in close proximity to one another providing the opportunity to satisfy several shopping and service needs at one location.

7.4.17 It is intended that where there are adjacent properties within the node that as new development occurs the lands will be integrated with one another in terms of internal access roads, entrances from public streets, access to common parking areas, grading, open space and storm water management systems.

7.4.18 The boundaries of the 'Intensification Area' designation are intended to clearly distinguish the node as a distinct entity from adjacent land use designations. Subject to the policies of section 9.2, proposals to expand an 'Intensification Area' beyond these boundaries shall require an Official Plan Amendment supported by impact studies as outlined in policies 7.4.43 to 7.4.47.

7.4.19 The 'Intensification Area' is intended to provide a wide range of retail, service, office, entertainment and recreational commercial uses as well as complementary uses including open space, institutional, cultural and educational uses, hotels, live-work studios, and multiple unit residential development.

7.4.20 The permitted uses can be mixed vertically within a building or horizontally within multiple-unit mall buildings or may be provided in free-standing individual buildings.

7.4.21 The City will require the aesthetic character of site and building design to be consistent with the City's urban design objectives and guidelines and shall incorporate measures into the approval of *Zoning By-laws* and *site plans* used to regulate *development* within the 'Intensification Area' designation to ensure such consistency.

Regional Commercial Centre

~~7.4.7~~ A 'Regional Commercial Centre', comprising a shopping mall or complex, is intended to serve the residents of the entire Guelph trade area with a wide range of goods and services. Currently, the City contains one Regional Centre, the "Stone Road Mall."

~~7.4.8~~ The 'Regional Commercial Centre':

- ~~a)~~ Shall provide a wide range of retail, office and service facilities;
- ~~b)~~ May include complementary uses such as open space, institutional, residential, recreational, cultural and entertainment facilities;
- ~~c)~~ Shall be limited to a maximum size of 60,000 square metres (650,000 square feet) of gross leasable floor area.

~~7.4.9~~ This Plan intends that no additional 'Regional Commercial Centres' be designated and the existing "Stone Road Mall" designation shall not be enlarged except by amendment to this Plan, and in accordance with the provisions of policy 7.4.24.

Community Commercial Centre

~~7.4.10~~ A 'Community Commercial Centre', comprised of one or several commercial plazas on one or more properties within a "node", is intended to serve the day to day needs of residents living and working in the various neighbourhoods and employment districts of the City.

~~7.4.11~~ A 'Community Commercial Centre':

- ~~a)~~ Shall provide retail, office and service facilities to Guelph residents, primarily to those living and/or working in proximity to the Centre;
- ~~b)~~ May include complementary uses such as open space, institutional, residential, recreational, cultural and entertainment facilities;
- ~~c)~~ Shall be limited to a maximum size of 10,000 square metres (108,000 square feet) of gross leasable floor area of all buildings within the specific centre designation.

~~1.~~ In spite of the intended commercial planning function of the 'Community Commercial Centre' as outlined in policy 7.4.11, the 'Community Commercial Centre' at Kortright Road and the Hanlon Expressway may be primarily used as a city-wide recreational complex and *day care centre*.

~~7.4.12 The 'Community Commercial Centre' designations on Schedule 1 recognize the existing centres within the City, the anticipated expansion of existing centres, and the general location of new 'Community Commercial Centres'.~~

- ~~a) The need for, and specific location of 'Community Commercial Centres' designated on Schedule 1 shall be determined more precisely by amendment to the *Zoning By-law*.~~
- ~~b) Applications to amend the *Zoning By-law* for the purpose of a new 'Community Commercial Centre' may be permitted in accordance with the following criteria:
 - ~~i. Located at an arterial road intersection;~~
 - ~~ii. Designed in a manner that promotes compatibility of the centre with adjacent properties;~~
 - ~~iii. Contains adequate site area to provide for parking, loading, screening, landscaping and all other required facilities; and~~
 - ~~iv. Adequate municipal services are available.~~~~

~~7.4.13 Where there is no Official Plan designation, proposals for new 'Community Commercial Centres' shall require an amendment to this Plan and the implementing *Zoning By-law*.~~

~~7.4.14 This Plan intends that a 'Community Commercial Centre' shall not be extended or enlarged to provide more than 10,000 square metres (108,000 square feet) of gross leasable floor area, except by amendment to this Plan and in accordance with the provisions of policy 7.4.24.~~

~~7.4.15 In spite of the size limitations specified by policy 7.4.14, the following 'Community Commercial Centres' may be permitted to expand to a maximum size of 25,000 square metres (270,000 square feet) *gross leasable floor area* without amendment to this Plan:~~

- ~~a) The existing 'Centre', comprising several properties, generally located at the intersection of Eramosa Road and Stevenson Street;~~
- ~~b) The existing 'Centre', comprising several properties, located on Silvercreek Parkway North, between Willow Road and the properties fronting the south side of Speedvale Avenue West; and~~
- ~~c) A proposed 'Centre' located at the northwest corner of Paisley Road at Imperial Road.~~

~~7.4.15.1 In spite of the size limitations specified by policy 7.4.14, the following "Community Commercial Centre" may be permitted to expand to a maximum size of 11,798.30 square metres (127,000 square feet) gross leasable floor area without amendment to this Plan:~~

~~A proposed Centre" located south of Watson Parkway North at the southerly extension of Starwood Drive.~~

- ~~a) The total maximum gross leasable floor area shall be 11,798.30 square metres (127,000 square feet) comprised of:-~~

- ~~i. A food store limited to a total maximum floorspace of 9,308 square metres (100,193 square feet) gross leasable floor area, of which, the traditional food store component shall be limited to 6,504 square metres (70,000 square feet).~~
- ~~ii. The speciality DSTM space will be a maximum of 3,717 square metres (40,000 square feet)~~

~~7.4.15.2 In spite of the size limitations specified by Policy 7.4.11(c) and 7.4.14, the development on the lands designated Community Commercial Centre on the north side of Stone Road, east of Edinburgh Road may be permitted to expand by an additional 15,200m² (163,620 ft²) of gross leasable floor area, exclusive of garden centre, to a maximum size of 25,200m² (271,620ft²) of gross leasable floor area, subject to the following policies:~~

- ~~a) Not more than 11,241 square metres (121,000 square feet) of gross leasable floor area shall be in the form of a junior department store exclusive of a 465 square metre (5,005 square feet) garden centre.~~
- ~~b) The lands may also be used for Institutional/Research Park uses as set out in Section 7.11.1 and 7.11.4 and is not subject to the floor area restrictions of Section 7.4.15.2 and 7.4.15.2 a)~~
- ~~e) The form of development will have a primary emphasis on freestanding buildings, without shared indoor pedestrian or public areas and will have superior design quality.~~

Neighbourhood Commercial Centre

7.5.20 A 'Neighbourhood Commercial Centre', comprised of one or several commercial buildings on one or more properties within a compact "node", is intended to primarily serve the shopping needs of residents living and working in nearby neighbourhoods and employment districts. In addition, institutional and small scale office uses may also be permitted where these uses are compatible with the particular surroundings. Multiple residential buildings and apartments may also be permitted provided the principle commercial function is maintained.

7.5.21 The 'Neighbourhood Commercial Centre' designations on Schedule 1 recognize the existing centres within the City and identify the general location of new 'Neighbourhood Commercial Centres'.

7.5.22 Proposals to designate new 'Neighbourhood Commercial Centres' or to expand an existing designation beyond the area indicated on Schedule 1 shall require an amendment to this Plan and the implementing *Zoning By-law*.

7.5.23 In order to prevent the creation of "strip commercial" development comprising a series of 'Neighbourhood Commercial Centres' located adjacent to one another along a major traffic street, it is a general requirement of this Plan that designated nodes have a minimum distance separation from one another of 0.5 kilometres.

7.5.24 Applications for the purpose of establishing or expanding a 'Neighbourhood Commercial Centre' designation will satisfy the following criteria:

- a) Located with direct access to an arterial or collector road, preferably at an arterial or collector road intersection;**

- b) The location will contribute to the creation of a compact, well-defined node oriented to a major intersection and does not promote the creation of 'strip commercial' development along a major street;
- c) Designed in a manner that is compatible with the building design and use of surrounding properties;
- d) The location shall minimize the impact of traffic, noise, signs and lighting on adjacent residential areas;
- e) Adequate site area will be provided for parking, loading and all other required facilities;
- f) Adequate landscaping, screening and buffering will be provided to preserve the amenities and appearance of surrounding properties;

7.5.25 This Plan intends that a 'Neighbourhood Commercial Centre' shall not be extended or enlarged to provide more than 4,650 square metres (50,000 square feet) of gross leasable floor area.

7.5.25.1 Notwithstanding policy 7.5.24, the existing 'Neighbourhood Commercial Centres' listed below shall be permitted to provide a maximum of 10,000 square metres (108,000 square feet) of gross leasable floor area:

- Speedvale Avenue at Stevenson Street
- Victoria Road at Grange Avenue
- Victoria Road at York Street
- Kortright Road at Edinburgh Road
- Harvard Road at Gordon Street
- Kortright Road at Gordon Street
- Wellington Road at Imperial Drive.

7.5.26 A 'Neighbourhood Commercial Centre' shall only be extended or enlarged to provide more than 10,000 square metres (108,000 square feet) of gross leasable floor area by amendment to this Plan and shall require an impact study.

7.5.27 The maximum *gross leasable floor area* of an individual retail use within the node shall be 3,500 square metres (35,000 square feet).

7.5.27.1 Notwithstanding policy 7.5.27, the existing 'Neighbourhood Commercial Centre' located at Kortright Road and Edinburgh Road shall be permitted to provide an individual retail use of a maximum of 5,200 square metres (55,000 square feet).

7.5.28 The City will require the aesthetic character of site and building design to be consistent with the City's urban design objectives and guidelines and shall incorporate measures into the approval of *Zoning By-laws* and *site plans* used to regulate *development* within the 'Neighbourhood Commercial Centre' designation to ensure such consistency.

7.5.29 It is intended that where there are adjacent properties within the node that as new development occurs the lands will be integrated with one another in terms of

internal access roads, entrances from public streets, access to common parking areas, grading, open space and storm water management systems.

A 'Neighbourhood Commercial Centre':

- a) ~~Shall provide a variety of convenience uses that meet the most frequent needs of the adjacent residential area. In addition, retail and office uses may also be permitted where these uses are compatible with the particular surroundings;~~
- b) ~~Shall be limited to a maximum centre size of 1,500 square metres (16,000 square feet) of gross leasable floor area; and~~
- c) ~~Shall limit the maximum gross leasable floor area of an individual unit within the 'Centre' to 500 square metres (5,400 square feet).~~

7.4.18 ~~The 'Neighbourhood Commercial Centre' designations on Schedule 1 recognize the existing 'Centres', developed or approved for development within the City.~~

7.4.19 ~~New 'Neighbourhood Commercial Centres' not designated on Schedule 1 will require an Official Plan and *Zoning By-law* amendment.~~

7.4.20 ~~In considering the planning merits of a new 'Neighbourhood Commercial Centre', the following development criteria will be used to assess the proposal:~~

- g) ~~Located with direct access to an arterial or collector road, preferably at an arterial or collector road intersection;~~
- h) ~~Designed in a manner that is compatible with the building design and use of surrounding properties;~~
- i) ~~The location shall minimize the impact of traffic, noise, signs and lighting on adjacent residential areas;~~
- j) ~~Adequate site area will be provided for parking, loading and all other required facilities;~~
- k) ~~Adequate landscaping, screening and buffering will be provided to preserve the amenities and appearance of surrounding properties; and~~
- l) ~~Adequate municipal services are available.~~

7.4.21 ~~In order to prevent the creation of "strip commercial" development comprising a series of 'Neighbourhood Commercial Centres' located adjacent to one another along a major traffic street, it is a general requirement of this Plan that these 'Centres' have a minimum distance separation from one another of 0.5 kilometres.~~

1. ~~In spite of the minimum distance specification in policy 7.4.21, two 'Neighbourhood Commercial Centres' may be located in proximity to one another at the southeast and southwest corners of Paisley and Imperial Roads.~~

2. ~~In spite of the minimum distance specification in policy 7.4.21, two 'Neighbourhood Commercial Centres' may be located in proximity to one another at the northeast and southeast corners of Arkeil Road and Gordon Street.~~

~~7.4.22 In order to encourage more energy efficient pedestrian-oriented trade, this Plan encourages 'Neighbourhood Commercial Centres' to be designed with residential units either above or behind the commercial frontage.~~

~~Residential Development with Neighbourhood Commercial Centre – Victoria Road North Secondary Plan Area~~

~~7.4.23 A 'Neighbourhood Commercial Centre' designation is provided at the intersection of Victoria Road and the main east/west road running through the two residential development areas. The designation of these four corners will allow for commercial uses as set out in policy 7.4.17 of this Plan. The designation of the four corners shall not be interpreted as permitting each corner to develop as an independent 'Neighbourhood Commercial Centre'; but rather, the combined commercial development in this area will not exceed the parameters set out in policy 7.4.17 of this Plan. The designation will also allow for residential uses within a commercial building or as an independent use. Residential use within this designation shall be developed at a medium density scale.~~

Service Commercial Land Use Designation

7.4.27 The 'Service Commercial' designation on Schedule 1 is intended to provide a location for **highway-oriented** and *service commercial* uses that do not normally locate within a downtown **because of site area or highway exposure needs and which may include commercial uses of an intensive nature that can conflict with residential land uses.**

~~1. Highway-oriented and service commercial uses are encouraged to locate within the 'Service Commercial' designation of this Plan to meet the needs of Guelph residents and the travelling public.~~

7.4.28 In order to promote continued commercial viability of the City's **C.B.D. (Downtown)** and planned **mixed use and commercial areas** 'Commercial Centres', the City will limit the range of retail commercial uses that may locate within the 'Service Commercial' designation. It is the intent of this Plan to permit uses within this designation that do not directly compete with the retailing activities found in the downtown and the other 'Commercial Centres' of the City.

7.4.29 Complementary uses may be permitted in the 'Service Commercial' designation provided they do not interfere with the overall form, function and development of the specific area for *service commercial* purposes. Complementary activities may be permitted by amendment to the implementing *Zoning By-law*, and include uses such as **small scale** offices, *convenience* uses, institutional, **multiple-unit** residential and commercial recreation or entertainment uses.

~~1. To assess the merits of a zone change request to permit complementary uses within the 'Service Commercial' designation, the City will ensure that municipal services are adequate for the proposed uses.~~

~~2. In addition to the range of complementary uses permitted by policy 7.4.27, a retail bookstore shall be permitted on the lands municipally known as 176 Speedvale Avenue West.~~

~~7.4.28 The implementing *Zoning By-law* will create different categories of service commercial activity. These categories will reflect the basic distinction between *highway-oriented* and service-oriented commercial strips, and their specific location needs/compatibility constraints relative to adjacent land uses.~~

~~1. If situational circumstances warrant, the implementing *Zoning By-law* may recognize existing uses of property, which do not conform to the provisions of the 'Service Commercial' designation.~~

7.4.30 *Development* proposals within 'Service Commercial' designations will be considered only in instances, where adequate vehicular access, off-street parking and all municipal services can be provided.

~~7.4.31 Specific *developments* within 'Service Commercial' designations may not necessarily be provided direct access to arterial roads. The City shall encourage, where feasible, the development of integrated multi-unit centres **between adjacent** for service commercial uses **in terms of internal access roads, entrances from public streets, common parking areas, grading, open space and storm water management systems** in order to minimize points of access, municipal *infrastructure* provision, parking, and **to promote the efficient use of the land base.** ~~lot size requirements.~~~~

7.4.32 The City will ~~consider~~ **require** the aesthetic character of site and building design **to be consistent with the City's urban design objectives and guidelines and shall incorporate measures into** the approval of *Zoning By-laws* and *site plans* used to regulate *development* within designated 'Service Commercial' areas **to ensure such consistency.**

7.4.33 Where *service commercial* uses are adjacent to designated 'Residential' areas, ~~the City shall require that~~ adequate design mechanisms **shall** be used to reduce potential incompatibilities. These design mechanisms will be specified in the implementing *Zoning By-law* **and site plans** and may include **building location**, buffering, screening and landscaping requirements.

7.4.34 This Plan will promote the retention of *service commercial* uses within well-defined areas **by:**

7.4.34.1 Discouraging the further establishment of new commercial strips and the conversion of residential and industrial lands, located outside of those areas designated for 'Service Commercial' use on Schedule 1, to commercial use; and

7.4.34.2 Promoting the retention of 'Service Commercial' designations along only one side of arterial roads in the City.

Urban Design Policies for Commercial and Mixed Use Areas:

7.4.35 In addition to the policies of section 3.6, the following urban design policies will be applied to the design and review of *development* proposals to create distinctive, functional and high quality commercial and mixed use areas:

7.4.36 Intersections:

- 7.4.36.1 Where a commercial or mixed use area is located at the intersection of major streets the development or redevelopment of each corner property will incorporate gateway features, prominent landscaping and pedestrian amenities with linkages into the site at the intersection.
- 7.4.36.2 Emphasize intersections of major streets by placing buildings in close proximity to the intersection and ensuring that building entrances are visually accessible from that intersection.
- 7.4.36.3 Use corner building placement, massing and roof treatment in combination with landscaping to screen large buildings and parking areas located within the interior of the site from view at the intersection.
- 7.4.36.4 Corner buildings will be designed as 'signature buildings' to take into account exposure to multiple street frontages and high public visibility by incorporating elements such as increased height, roof features, building articulation, windows and high quality finishes.
- 7.4.36.5 Where a use incorporates functions such as open storage, vehicle repair operations, gas bars, garden centres and drive-throughs, these functions shall not be permitted immediately adjacent the four corners of an intersection.
- 7.4.36.6 Surface parking and loading areas shall not be permitted immediately adjacent the four corners of an intersection.

7.4.37 Street Edges:

- 7.4.37.1 Generously sized landscape strips incorporating combinations of landscaping, berming, and decorative fencing or walls shall be provided adjacent the street edge to provide aesthetically pleasing views into the site and to screen surface parking areas.
- 7.4.37.2 Locate free-standing buildings close to the street edge and avoid, where possible, surface parking between a building and the street.
- 7.4.37.3 Avoid locating outdoor storage areas along or adjacent to street edges.
- 7.4.37.4 Buildings adjacent the street edge will be designed to take into account high public visibility by incorporating elements such as increased height, roof features, building articulation, windows and high quality finishes.
- 7.4.37.5 Buildings will be designed to screen roof-top mechanical equipment from visibility from the public realm.

7.4.37.6 Avoid locating outdoor storage areas, outdoor display areas or garden centres adjacent to street edges.

7.4.38 Driveways, Internal Roads and Parking Areas:

7.4.38.1 Main driveway entrances will be defined by landscaping on either side of the driveway and / or by landscaped medians.

7.4.38.2 Internal roads will be physically defined by raised landscaped planters where they intersect with parking area driveways. Internal roads will be used to divide large sites into a fine grid to facilitate safe vehicular movement. Internal roads will be designed to interconnect with adjacent commercial lands to create an overall cohesive and integrated node.

7.4.38.3 Divide large parking areas into smaller and defined sections through the use of landscaping and pedestrian walkways.

7.4.38.4 Provide bicycle parking in close proximity and convenient to building entrances.

7.4.39 Pedestrian Movement and Comfort:

7.4.39.1 Incorporate decoratively-paved, conveniently located and distinct pedestrian walkways which link to public boulevards, transit stops, trail systems, pedestrian systems in adjacent developments and which provide a continuous walkway along the frontage and between internal commercial uses.

7.4.39.2 Pedestrian systems shall incorporate landscaping and pedestrian scale lighting and shall be defined by distinct materials and / or grade separation from vehicular movement systems.

7.4.39.3 Pedestrian systems shall be designed to provide barrier-free accessibility and shall be sufficiently wide enough to be functional and provide comfortable pedestrian movement.

7.4.39.4 Well defined pedestrian systems clearly distinctive from vehicular driveways shall be provided immediately adjacent to the main entrances of commercial buildings.

7.4.39.5 Where possible, main building entrances should incorporate weather protection measures such as canopies, awnings, building projections or colonnades.

7.4.39.6 Large developments will incorporate elements designed for people to rest such as parkettes, gazebos, pergolas, decorative walls that are separate and distinct from vehicular systems and parking areas.

7.4.40 Large Buildings

- 7.4.40.1 Where building facades are visible from a public street and are greater than 30 metres in length the building facades will incorporate recesses, projections, windows or awnings, colonnades and landscaping along at least 20% of the length of the façade to reduce the mass of such facades.
- 7.4.40.2 Large buildings will incorporate architectural elements which will reduce the visual effects of flat roof lines and which will conceal roof-top equipment.
- 7.4.40.3 Large buildings will be designed to enhance the visual built form and character of Guelph by incorporating architectural styles and elements and exterior building materials into building facades that reinforce the heritage character of the City of Guelph.
- 7.4.40.4 Where outdoor display areas are associated with a large building the use of landscape elements such as plantings, decorative fencing, pergolas and / or architectural elements such as façade extensions, and canopies shall be incorporated for effective integration with the overall development.

7.4.41 Adjacent Development:

- 7.4.41.1 Where commercial or mixed use development is located in proximity to sensitive residential and institutional uses the following urban design strategies will be employed to ensure compatibility:
 - 7.4.41.1.1 Building massing strategies to reduce the visual effects of flat roof lines and blank facades or building height.
 - 7.4.41.1.2 Where possible, the location of noise-generating activities away from sensitive areas.
 - 7.4.41.1.3 Incorporating screening and noise attenuation for roof-top mechanical equipment and other noise generating activities situated in proximity to sensitive uses.
 - 7.4.41.1.4 Providing perimeter landscape buffering incorporating a generously planted landscape strip, berming and / or fencing to delineate property boundaries and to screen the commercial use from the adjacent use.
 - 7.4.41.1.5 Design exterior lighting and signage to prevent light spillage into the adjacent property.
 - 7.4.41.1.6 Avoid the location of drive-through lanes adjacent a sensitive use.
 - 7.4.41.1.7 Where possible buildings will be oriented to maintain vistas of natural features on lands adjacent to the site.

7.4.42 To ensure that the aesthetic character of site and building design in commercial and mixed use areas is consistent with the City's urban design objectives and policies, measures shall be incorporated into the Zoning By-law and the approval of site plans used to regulate development.

Impact Studies

~~7.4.24 Amendments to this Plan to designate lands for a proposed 'Commercial Centre' or expand an existing 'Commercial Centre', containing 10,000 square metres (108,000 square feet) or more of *gross leasable floor area*, shall require the approval by Council of market impact, planning and transportation studies.~~

7.4.43 Market impact, planning and infrastructure impact studies shall be submitted and approved by Council:

- to establish or expand a 'Mixed Use Node' or 'Intensification Node' beyond the designation limit boundaries as shown on Schedule 1;**
- to exceed the retail floor area limitations within a 'Mixed Use Node' established in policy 7.4.12 or the number of large retail uses in policy 7.4.13;**
- to extend or enlarge a 'Neighbourhood Commercial Centre' to provide more than 10,000 square metres (108,000 square feet) of gross leasable floor area.**

7.4.44 An appropriate market impact study shall demonstrate that:

- the proposed 'Centre' **proposal** can be justified without detriment to the ~~role,~~ **overall function or economic viability *vitality*** of the 'Central Business District' **or the key component functions that contribute to the C.B.D.'s overall vitality;****
- the achievement of the City's Major Goals, the Urban Form policies or the Commercial and Mixed Use policy objectives of the Official Plan will not be compromised; and**
- the ability of existing designated commercial or mixed use lands to achieve their planned function will not be compromised.**~~other 'Commercial Centres' provided for in this Plan, including, among other matters:~~

7.4.45 A market impact study shall include:

- a) An assessment of the current market situation, and the future potential for the expansion of retail facilities **in light of projected population and employment growth;****
- b) An evaluation of the economic feasibility of the **proposal** proposed 'Centre' on the basis of current market demand or retail market opportunity;**
- c) An indication **the scale** of any adverse affects on the economic viability of **the C.B.D., the key functions that contribute to the C.B.D.'s overall vitality, and on any** existing or planned 'Centre's **designated commercial or mixed use lands** provided for in this Plan.**

- d) **An assessment of the implications of the proposal relative to the City's approved Commercial Policy Review Study and the objectives and implementing policies of this Plan.**

7.4.46 An appropriate planning study shall **include site and building design concepts at sufficient detail to** demonstrate, among other matters:

- a) That the proposed development will be compatible with the adjacent land uses provided for in this Plan;
- b) **How potential impacts of the *development* in terms of noise, activity levels, lighting, and visual impacts will be appropriately mitigated having regard to existing and future land uses**~~The probable impact of the 'Centre' on the social and physical environment of the area in which the centre **development** is proposed to be located;~~
- e) ~~That the proposed 'Centre' will be adequately designed to ensure compatibility of uses and activities that could negatively impact adjacent residential areas;~~

The potential impacts of the development on the physical environment and natural features of the property and of the area in which the proposal is to be located and how such impacts will be addressed.

- d) That the **proposal** 'Centre' will be developed in a **functional and** an aesthetically acceptable manner **consistent with the urban design policies of this Plan and any applicable urban design guidelines.**

7.4.47 An appropriate ~~transportation~~ **infrastructure** study shall demonstrate, among other matters:

- a) That the capacity of roads and intersections are adequate to accommodate the traffic generated by **the proposal and that access locations are appropriate and adequate.** ~~proposed centre;~~
- b) **That adequate hard services capacity and storm water management systems are in place to accommodate the proposal;**
- e) That adequate on-site parking, loading and **pedestrian and vehicular** circulation **systems** will be available ~~to accommodate the traffic generated by the proposed 'Centre'.~~

~~7.4.25 Subject to the conclusions of a market impact study, the City may require that a proposed 'Regional' or 'Community Commercial Centre' be phased.~~

~~South Guelph District Centre (SGDC) – South Guelph Secondary Plan Area~~

~~7.4.34 Schedule 1 identifies an area generally surrounding the intersection of Gordon Street and Clair Road as the South Guelph District Centre (SGDC). The City encourages the development of these lands as a focal point for the local area with respect to commercial, open space, institutional, residential and other community uses.~~

- ~~1. The SGDC is located at the intersection of two arterial roads, one of which is a major gateway route into the City. It is centrally located within the South Guelph area and has a high level of visibility and accessibility. By virtue of these attributes, new land uses and buildings are encouraged to develop with a distinctive and high standard of design in order to establish a focal point for the South Guelph area.~~
- ~~2. Although the SGDC is not itself a specific land use designation, it establishes an approximate locational boundary which encompasses a mix of land use designations including 'General Residential', 'Open Space', 'Service Commercial', and 'Community Commercial Centre'. Collectively, it is intended that these designations and associated policies will guide *development* in a cohesive and complementary manner on lands identified as SGDC, to result in establishing a community nucleus and attractive landmark for the South Guelph area.~~
- ~~3. In addition to all other applicable goals, objectives, and policies contained in this Plan, the following additional policies shall apply for each land use designation located within the South Guelph District Centre.~~

South Guelph District Centre (SGDC) – Community Commercial Centre

- ~~4. This Plan encourages the development of 'Community Commercial Centres' to serve a nodal function. Land identified within the South Guelph District Centre (SGDC) area which is designated 'Community Commercial Centre' will become part of a node serving residential and employment areas in South Guelph. Land designated 'Community Commercial Centre' which is within the area identified as SGDC is generally located along the northerly frontage of Clair Road, split between the east and west corners of the Gordon Street intersection. SGDC land, which is designated 'Community Commercial Centre' will be developed pursuant to policies 7.4.12 to 7.4.14 of the Plan. Any *development* proposals on these lands should also have regard for the following:
 - ~~a) 'Community Commercial Centre' uses should be developed in a manner which is compatible and complementary to other uses intended within the SGDC area;~~
 - ~~b) Site and landscape design should reinforce natural attributes of the area, and provide continuity between uses, which may be located in other quadrants of the SGDC;~~
 - ~~c) Building and site layout should be designed to establish an attractive and definable gateway pursuant to subsection 3.6 of this Plan.~~~~

South Guelph District Centre (SGDC) – Service Commercial

- ~~5. Land designated 'Service Commercial' by this Plan within the South Guelph District Centre (SGDC) is intended to provide for *service commercial* uses serving the South Guelph area. *Service commercial* uses within the SGDC area will develop pursuant to policies 7.4.26 to 7.4.33 of this Plan. *Development* proposals on this land shall also have regard for the following:
 - ~~a) *Service commercial* uses should be developed in a manner, which is compatible and complementary to other uses intended within the SGDC area;~~
 - ~~b) In addition to uses generally permitted by the 'Service Commercial' designation, major new recreation facilities such as indoor swimming pools, arenas, and active open space areas, or new school facilities are permitted and encouraged within the SGDC;~~
 - ~~c) Site and landscape design should reinforce natural attributes of the area, and provide continuity between uses which may be located in other quadrants of the SGDC;~~
 - ~~d) Building and site layout of *development* proposals should be designed to establish an attractive and definable gateway pursuant to subsection 3.6 and more particularly policy 3.6.31 of this Plan;~~~~

- e) ~~Permitted uses will be strictly controlled through the implementing *Zoning By-law* to prohibit new retail uses, and new format or big box retail/warehouse uses pursuant to policy 7.4.5. of this Plan;~~

~~**South Guelph District Centre (SGDC) - General Residential**~~

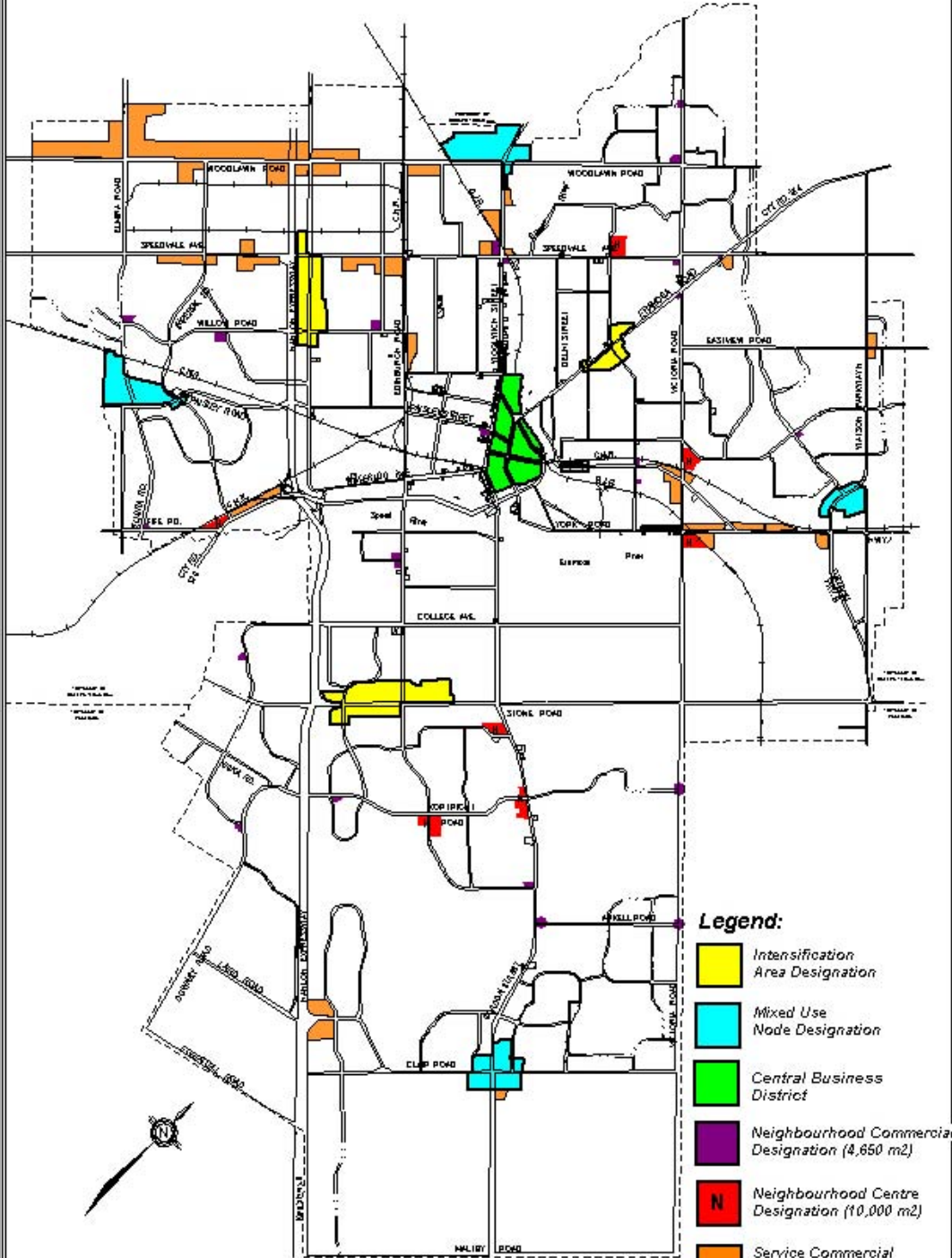
~~6. Land located within the South Guelph District Centre (SGDC) which is designated 'General Residential' shall be developed pursuant to all applicable policies of subsection 7.2 of this Plan. The development of *multiple unit residential buildings* is encouraged within the identified SGDC area, generally located north of Clair Road surrounding the 'Community Commercial Centre' land. New school facilities are also encouraged to locate within the identified SGDC 'General Residential' area, and to be developed in conjunction with adjacent open space/park uses. In addition to all other applicable policy of this Plan, new residential proposals within the SGDC area shall have regard for the following:~~

- a) ~~Residential uses should be developed in a manner, which is compatible and complementary to other uses intended within the SGDC area;~~
- b) ~~Site and landscape design should reinforce natural attributes of the area, and provide continuity between uses, which may be located in other quadrants of the SGDC;~~
- c) ~~Building and site layout should be designed to establish an attractive and definable gateway pursuant to subsection 3.6 and more particularly policy 3.6.31 of this Plan.~~

Monday October 24, 2005

**CITY OF GUELPH
COMMERCIAL POLICY REVIEW**

**PROPOSED OFFICIAL PLAN
MODIFICATIONS
October 2005**



- Legend:**
- Intensification Area Designation
 - Mixed Use Node Designation
 - Central Business District
 - Neighbourhood Commercial Designation (4,650 m²)
 - Neighbourhood Centre Designation (10,000 m²)
 - Service Commercial Designation
 - Zoned Convenience Commercial (C.1), Office Residential (OR), Commercial Residential (CR)