

City of Guelph Commercial Policy Review

WELCOME

The City of Guelph is currently undertaking a Commercial Policy Review to update the policy direction for commercial uses within the City's Official Plan.

The Commercial Policy Review is being conducted in three phases:

Stage 1: Commercial Analysis and Background Report

Stage 2: Policy Review and Development

Stage 3: Official Plan Amendment and Zoning By-Law Amendment

The Stage 1 report provided a summary of the existing policy framework, the current commercial trends, key stakeholder input, consumer research, and commercial supply and needs analysis.

Today's workshop, which is part of Stage 2, is intended to provide information about the various alternatives being considered to address issues that have been raised.



GUELPH COMMERCIAL POLICY REVIEW

Commercial Vision and Principles

Vision

- Commercial businesses are critical components of **complete communities** that are evolving from single use, low-rise buildings surrounded by large expanses of surface parking to an integral element of more compact, mixed-use areas that are appropriately **distributed throughout the City**.
- They contribute to the creation of **vibrant mixed-use nodes and corridors** and the economic vitality of the **Downtown**.
- The City's commercial areas are **comfortable, people-oriented places** that demonstrate a high standard of urban design, contribute to the distinctive character of the City, and **support sustainability** principles that encourage transit, walking and cycling.
- They meet the needs of our residents and the market by providing a **full range of stores and services** in appropriate locations and assist in maintaining a **strong and competitive economy**.

Commercial Vision and Principles

Principles

Diverse and Distinct - Encourage a diverse range and mix of commercial goods and services that meet the needs of residents, workers and businesses through the provision of a wide variety of options that enhance Guelph's distinct identity.

Convenient and Accessible – Identify commercial development opportunities throughout the City to ensure the appropriate distribution and easy access to daily and weekly shopping. Ensure that commercial developments are pedestrian oriented and have proximity to a suitable population base, accessible locations and exposure to sufficient levels of pass-by traffic.



Commercial Vision and Principles

Flexible and Adaptable – Recognize changing retail market demands and support the evolution of commercial development by facilitating adaptable commercial formats that meet the City’s long term objectives and market needs. Offer increased flexibility through the provision of a wide range of uses and formats for commercial development that supports the City’s overall growth structure of nodes and corridors and the Downtown.

Compact and Sustainable - Foster compact commercial development that contributes to efficient development patterns, avoids strip development and represents the sustainable use of infrastructure. Support a range of uses and densities that increase the modal share of transit and facilitate walking and cycling, while recognizing the continued need for vehicular access. Include green spaces and sustainable development standards, where feasible. Support the intensification and revitalization of commercial space within the Downtown, nodes and corridors to enhance their mixed-use character.



Commercial Vision and Principles

Vibrant and Integrated - Commercial development will enhance the public realm through engaging and attractive storefronts, landscaping and site development to support pedestrian activity, facilitate a strong and distinct sense of place for commercial areas and promote main street opportunities, where appropriate. Commercial areas will be linked to surrounding neighbourhoods and integrated internally. Mixed-use buildings or sites should be co-located with community facilities and infrastructure where possible, to serve as important community gathering places. Recognize that this integration may evolve slowly over time and ensure that the retail and service function of the commercial and mixed-use areas are maintained.

Economically Strong and Competitive – Promote the economic vitality of new and existing commercial and mixed-use areas, including the Downtown, and enhance the City's economy by supporting investment and providing jobs.

Commercial

Overall Basis

From a market perspective, the City:

- Has a variety of retail and commercial services,
- Has a commercial vacancy rate within the normal range,
- Does not have significant areas of commercial blight, and
- Does not have a significant outflow of consumer spending

From a policy perspective, the Official Plan:

- Has been updated to reflect provincial policy requirements,
- Provides a clear structure and commercial/mixed-use framework to guide development, and
- Has strong urban design policies in place.



GUELPH COMMERCIAL POLICY REVIEW

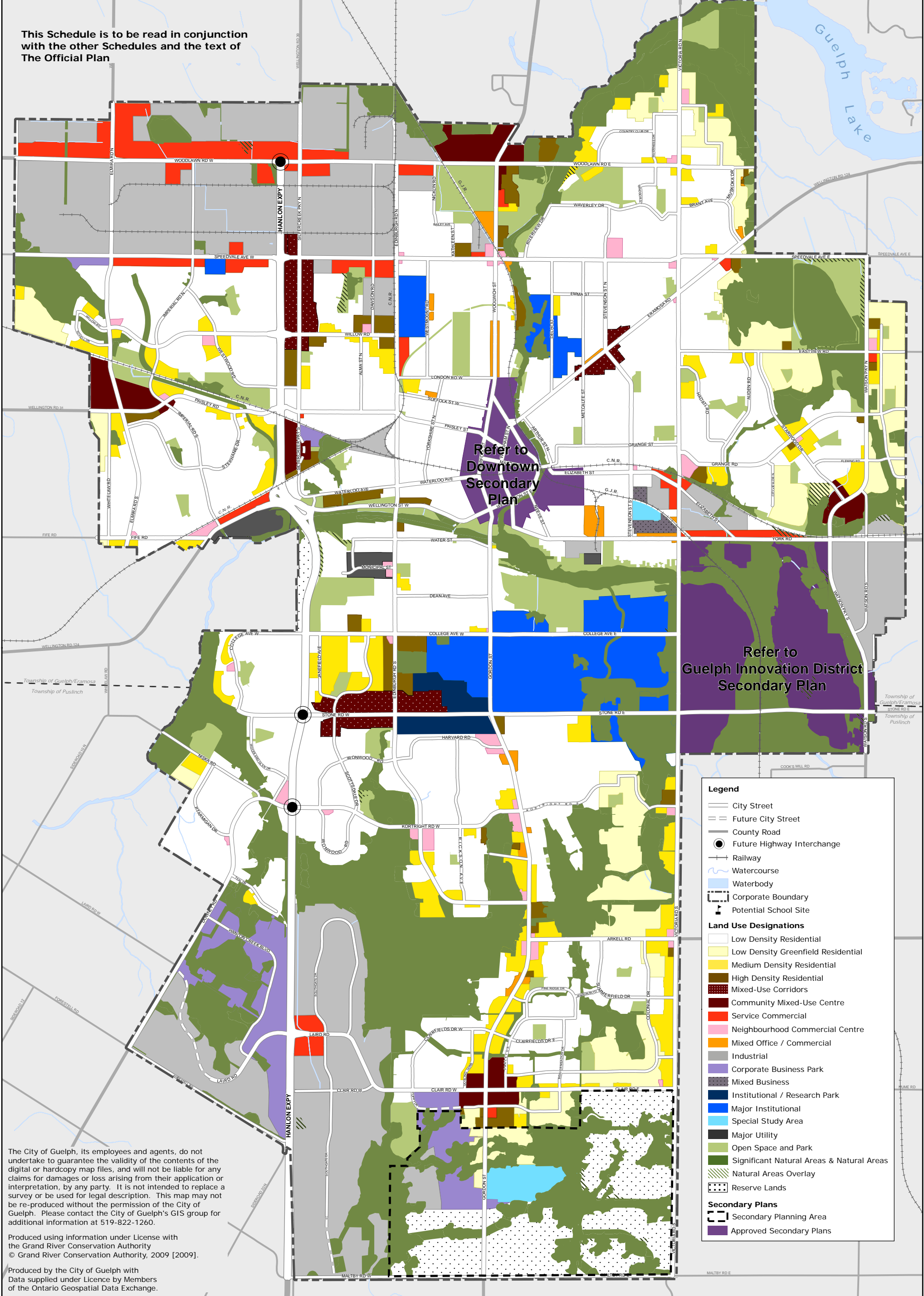
Commercial

Issues

The commercial issues to be addressed include:

- the protection of existing commercial space from conversion to other uses where appropriate, e.g. certain Community Mixed-use Centres are not achieving the planned maximum commercial space;
- shortage of larger neighbourhood/community functioning vacant retail sites at a size of 2.8 ha or greater;
- demand for additional commercial space between 2031 to 2041 (approximately 36,000 square metres which equates to 9.27 ha of land at an average land coverage of 38.3%);
- the geographic distribution of commercial space throughout the City;
- the continued viability of commercial uses in the Downtown; and
- need to balance the flexibility verses the protection provided by the use of caps on commercial space, a commercial space minimum and residential permissions to avoid the erosion of commercial space.

This Schedule is to be read in conjunction with the other Schedules and the text of The Official Plan



Legend

- City Street
- Future City Street
- County Road
- Future Highway Interchange
- Railway
- Watercourse
- Waterbody
- Corporate Boundary
- Potential School Site

Land Use Designations

- Low Density Residential
- Low Density Greenfield Residential
- Medium Density Residential
- High Density Residential
- Mixed-Use Corridors
- Community Mixed-Use Centre
- Service Commercial
- Neighbourhood Commercial Centre
- Mixed Office / Commercial
- Industrial
- Corporate Business Park
- Mixed Business
- Institutional / Research Park
- Major Institutional
- Special Study Area
- Major Utility
- Open Space and Park
- Significant Natural Areas & Natural Areas
- Natural Areas Overlay
- Reserve Lands

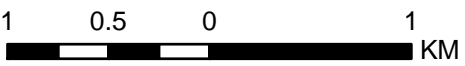
Secondary Plans

- Secondary Planning Area
- Approved Secondary Plans

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March 2018 Consolidation

CITY OF GUELPH OFFICIAL PLAN

SCHEDULE 2: LAND USE PLAN



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