



**Willow West Mall Mixed-Use  
Development,  
City of Guelph  
Parking Justification –  
Commercial Component**

Paradigm Transportation Solutions Limited

December 2020

**Project No.: 200238**





03 December 2020  
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Alan Dillabough  
Director, Development  
Starlight Development  
1400-3280 Bloor Street West  
Toronto ON M8X 2X3

Dear Mr. Dillabough:

**RE: PARKING JUSTIFICATION – COMMERCIAL COMPONENT, WILLOW WEST MALL  
MIXED-USE DEVELOPMENT, CITY OF GUELPH**

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**Paradigm Transportation Solutions Limited** (Paradigm) has undertaken a Parking Justification assessment for the proposed mixed-use redevelopment of the Willow West Mall located at 119-193 Silvercreek Parkway in Guelph.

The Willow West Mall is located at the northeast corner of Silvercreek Parkway North and Willow Road, and includes multiple retail uses and a total GFA of nearly 200,000 square feet (18,559 square metres).

The proposed redevelopment will include the following changes:

- ▶ Removal of 5,885 square feet of existing retail space and the addition of 6,509 square feet new retail space, for a net addition of 624 square feet and resulting total 200,289 square feet (18,617 square metres) of commercial space;
- ▶ A new 6-storey, 78-unit apartment building; and
- ▶ A second 6-storey, 70-unit apartment building.

**Figure 1** (attached) illustrates the proposed Site Plan.

A total of 960 parking spaces are proposed, 196 spaces for residential use, including 40 visitor parking spaces; and 764 spaces for the mix of commercial uses.

The residential parking supply meets the zoning requirement including 20% allocated for visitor parking. Of the 196 spaces for the two apartment buildings, 166 (including 15 visitor spaces) will be underground in two separate garages, one each for each building, and 30 will be surface parking (5 for tenants and 25 for visitors).

Surface parking will be provided for commercial uses and the proposed supply of 764 spaces for commercial uses is 24 spaces fewer than the zoning requirement of 788 spaces at 4.23 spaces per 100 square metres.

**Table 1** summarizes the zoning requirement and proposed parking supply for the development.

**TABLE 1: PARKING REQUIREMENT AND SUPPLY**

| Land Use               | Unit                  | Zoning Requirement                 |        | Proposed Supply |
|------------------------|-----------------------|------------------------------------|--------|-----------------|
|                        |                       | Rate                               | Supply |                 |
| Residential Apartments | 148                   | 1-20: 1.5 spaces per unit          | 30     | 196             |
|                        |                       | 21-148: 1.25 spaces per unit       | 160    |                 |
| Commercial Uses (GFA)  | 18,617 m <sup>2</sup> | 4.23 spaces per 100 m <sup>2</sup> | 788    | 764             |

The proposed commercial parking supply corresponds to a slightly lower parking rate of 4.10 spaces per 100 square metres, in comparison to the zoning rate of 4.23 spaces per 100 square metres.

The reduction in parking supply for the commercial uses is minor and is justifiable based on the following considerations:

- ▶ alternative parking demand assessment;
- ▶ comparison with other municipalities; and
- ▶ shared parking availability in the development.

### Alternative Assessments (ITE Parking Rates)

The Institute of Transportation Engineers (ITE) Parking Generation<sup>1</sup> provides data on surveys across the USA and Canada of peak parking demand for different land uses.

It is to be noted that ITE parking rates are based on surveys of developments in more auto-oriented suburban locations unlike the location of Willow West Mall in Guelph, and its proposed mixed-use redevelopment.

<sup>1</sup> Institute of Transportation Engineers Parking Generation Manual, 5<sup>th</sup> Edition, January 2019.



The applicable ITE parking rate for commercial uses in the development, which corresponds to LUC (Land Use Code) 820 Shopping Centre, is 1.95 spaces per 1,000 square feet, or 2.09 spaces per 100 square metres.

The parking requirement for the commercial uses in the subject development based on the ITE rates is, therefore, 389 spaces, which is significantly lower than the proposed commercial parking supply of 764 spaces.

### Other Municipalities

A comparison with the zoning requirements for commercial parking in other municipalities in Ontario (Kitchener, Cambridge, and Ottawa) are summarized in **Table 2**, indicating that Guelph’s commercial parking rate of 4.23 spaces per 100 m<sup>2</sup>, or one space per 23.64 m<sup>2</sup>, is comparatively higher.

**TABLE 2: PARKING REQUIREMENT IN OTHER MUNICIPALITIES**

| Municipality           | Land Use     | Rate                           |
|------------------------|--------------|--------------------------------|
| Kitchener <sup>1</sup> | Retail       | 1 per 40 m <sup>2</sup> GFA    |
| Cambridge <sup>2</sup> | Retail Store | 2.5 per 100 m <sup>2</sup> GFA |
| Ottawa <sup>3</sup>    | Commercial   | 3.4 per 100 m <sup>2</sup> GFA |

<sup>1</sup> City of Kitchener Zoning By-law 2019-051 for MIX Zones

<sup>2</sup> City of Cambridge Zoning By-law 150-85

<sup>3</sup> City of Ottawa Zoning By-law 2008-250

The proposed commercial parking rate for the subject development is 4.10 spaces per 100 m<sup>2</sup>, or 1 space per 24.39 m<sup>2</sup>, which is higher than the above municipal parking rates.

### Shared Parking

The Urban Land Institute Shared Parking Manual<sup>2</sup> provides a methodology for estimating shared parking supply based on variation of parking demands at different times of the day. In addition to avoiding conflict or encroachment, shared parking avoids an oversupply of parking based on independent assessment of parking demands for complementary land uses.

**Figure 2** (attached) shows the combined demand profiles for residential visitor and commercial uses in the subject development. The peak parking demands shown for the two uses are based on the City’s zoning requirements excluding the 166 underground parking spaces which are not open for commercial customers.

As can be seen in **Figure 2**, based on the temporal variation of parking demand for each land use, including visitors, the maximum combined demand for parking, based on the zoning

<sup>2</sup> Shared Parking Third Edition, Urban Land Institute, 2020.



requirement, is within the proposed supply of 794 surface parking spaces for all hours of the day.

It is noted that the Urban Land Institute's Shared Parking Manual is primarily based on land use developments in suburban areas with near total reliance on auto-usage. Given the location of the subject development, it is reasonable to expect enhanced alternative modal usage and reduction in vehicular parking demand.

More specifically, the proposed redevelopment will include 148 apartment units in an existing commercial development. The addition of residential use in the commercial plaza will also contribute to reducing vehicular travel and parking demand that would otherwise be generated by commercial uses.

## Parking Assessment Summary

This review has assessed the adequacy of the commercial parking supply for the proposed redevelopment. The proposed commercial parking supply of 764 spaces can be justified as adequate based on the following:

- ▶ The City's commercial parking requirement is higher than ITE and other municipal parking requirements for a similar development.
- ▶ The proposed parking supply exceeds the parking requirement based on ITE and other municipal rates.
- ▶ The surface parking supply of 794 spaces is adequate to satisfy the mid-day peak parking demand based on the zoning requirements for commercial and visitor parking.
- ▶ The location of the subject development is conducive to encouraging non-auto usage and reducing vehicular parking demand.
- ▶ Specifically, the proposed addition 148 apartments in an existing commercial plaza will also contribute to reducing commercial auto-trips and vehicular parking demand.

We trust that this letter fulfills the City's requirements for parking justification for the subject development. Please contact us if there are questions or need for clarification arising from this report.

Yours very truly,

## PARADIGM TRANSPORTATION SOLUTIONS LIMITED



**Rajan Philips**  
M.Sc., P.Eng.  
Senior Transportation Consultant



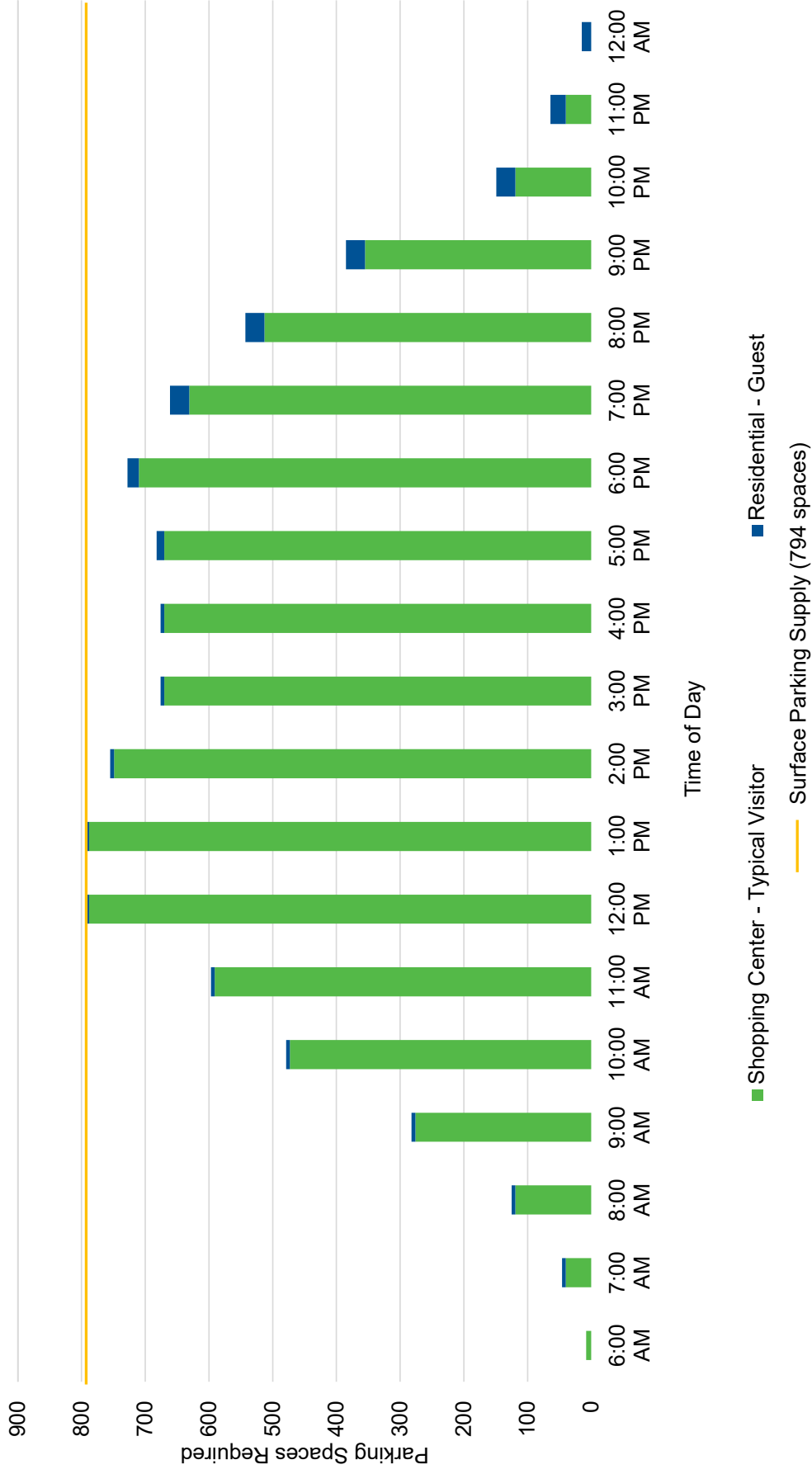
## Attachments











# Shared Parking Profile

Figure 2