



urban
Metrics

115 WATSON PARKWAY NORTH

Commercial Function Study

Guelph, Ontario

Prepared for Guelph Watson Holdings Inc.

October 17, 2023



**GUELPH WATSON
HOLDINGS INC.**

This document is available in alternative formats upon request by contacting:
info@urbanMetrics.ca
416-351-8585 (1-800-505-8755)

October 17, 2023

Mr. David Cogliano
Guelph Watson Holdings Inc.
406-56 The Esplanade
Toronto, Ontario
M5E 1A7

Dear Mr. Cogliano:

RE: **115 Watson Parkway North** – Commercial Function Study (Guelph, Ontario)

urbanMetrics inc. is pleased to submit this Commercial Function Study in support of a mixed-use development proposal at 115 Watson Parkway North, hereafter referred to as the subject site.

It is our understanding that a *Commercial Function Study*—per Policy 9.4.2 of the Official Plan—is required as part of a complete application for development proposals for Commercial Mixed-Use Centres, Neighbourhood Commercial Centres and Mixed-use Corridors that propose to:

- i. provide commercial gross floor area at less than 0.15 FSI; or
- ii. reduce the commercial gross floor area existing at the time of the application by more than 25 per cent; or
- iii. provide less than 6,500 square metres of commercial gross floor area for lands designated Commercial Mixed-use Centre

This Study is intended to justify the proposed amount of retail/service commercial space being proposed on the subject site by illustrating that local residents will still be adequately served by accessible local-serving commercial facilities located both on the subject site and on other existing and designated commercial sites in the York/Watson Parkway/Starwood Community Mixed-Use Centre and specifically that the subject proposal meets Policy 9.4.2.2 subsection iii of the Official Plan recognizing that the subject proposal will include somewhat more than approximately 30,000 square feet (2,787 square metres) of new commercial floor

area therefore meeting the City's test that requires 6,500 square metres of commercial gross floor area to be provided in the York/Watson Parkway/Starwood Commercial Mixed-Use Centre.

It has been a pleasure conducting this study on your behalf and we look forward to discussing the results of our findings with you.

Yours truly,
urbanMetrics inc.

A handwritten signature in black ink, appearing to read "D. R. Annand". The signature is fluid and cursive, with a large initial "D" and "A".

Douglas R. Annand, PLE
Partner
dannand@urbanMetrics.ca

Contents

1.0	Introduction	3
1.1	Background	4
1.2	Purpose	5
1.3	Study Approach	6
1.4	Assumptions	8
2.0	City of Guelph Official Plan	9
2.1	Commercial Mixed-Use	10
	Key Findings	10
2.2	Commercial Mixed-Use Centre	11
3.0	Site and Access	14
	Key Findings	15
3.1	Site Location	15
3.2	Proposed Development	16
3.3	Surrounding Land Uses	17
3.4	Accessibility	19
	Active Transportation	20
4.0	Retail/Service Commercial Space Supply & Function	22
	Key Findings	23
4.1	Trade Area	23
4.2	Existing Retail/Service Commercial Space	25
4.3	Food Store & Pharmacy Provision Levels	29
	Food Stores	29
	Drug Stores	30
5.0	York/Watson Parkway/Starwood CMUC	31
	Key Findings	32
5.1	York/Watson Parkway/Starwood Lands	32
	Existing Retail/Service Commercial Development on the York/Watson Parkway/Starwood CMUC Lands	33

Approved and Proposed Retail/Service Commercial Development on the Subject CMUC Lands.....	39
6.0 Community Focal Point.....	40
Key Findings.....	41
7.0 The Subject Site.....	43
8.0 Conclusions.....	47
Appendix A North American Industry Classification System (NAICS).....	49
Appendix B Guelph Draft Comprehensive Zoning By-Law - Definitions	54
Appendix C 540 York Road - Status Update	56

Figures

Figure 1-1: Subject Site	4
Figure 1-2: Lands in the York/Watson Parkway/Starwood CMUC	5
Figure 3-1: Subject Site Location.....	16
Figure 3-2: Key Surrounding Commercial Locations.....	18
Figure 3-3: Trail Network (Existing and Proposed).....	21
Figure 4-1: Trade Area Geography	25
Figure 4-2: Inventory by Retail/Service Commercial Category.....	26
Figure 4-3: Summary of Retail/Service Commercial Space in the Trade Area	28
Figure 5-1: Lands in the York/Watson Parkway/Starwood CMUC	33
Figure 5-2: Existing Commercial Development on CMUC Lands	34
Figure 5-3: Existing Retail/Service Commercial Space.....	36
Figure 7-1: Proposed Retail/Service Commercial Space	45

1.0 Introduction

1.1 Background

urbanMetrics inc., (“urbanMetrics”) has been retained by Guelph Watson Holdings Inc. (“Guelph Watson”) to complete a *Commercial Function Study* in support of their proposed mixed-use development on lands known municipally as 115 Watson Parkway North, hereafter referred to as the subject site.

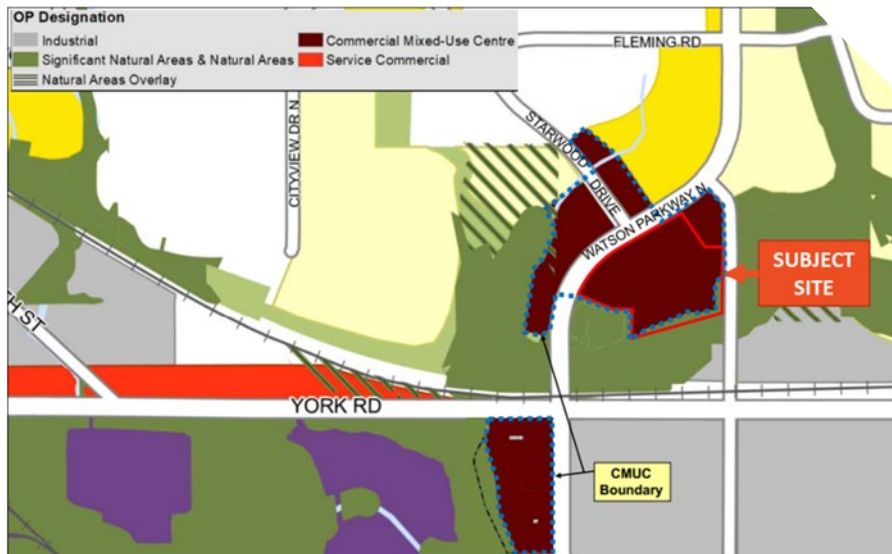
Figure 1-1: Subject Site



SOURCE: urbanMetrics inc.

The proposed mixed-use development is located on lands designated within the York/Watson Parkway/Starwood *Commercial Mixed-Use Centre* (CMUC) and therefore the proposed development, and specifically the requirement/need for commercial space at the subject site, will be evaluated by City of Guelph planning staff in the context of Official Plan Amendment (OPA) 69. The location of the CMUC is illustrated on Figure 1-2 below.

Figure 1-2: Lands in the York/Watson Parkway/Starwood CMUC



SOURCE: urbanMetrics based on the Guelph Official Plan and OPA 69.

1.2 Purpose

OPA 69 contains policies related to commercial development on lands designated *Commercial Mixed-Use Centres*, *Neighbourhood Commercial Centres* and *Mixed-use Corridors*. It contains policies which apply specifically to development on these lands and includes various tests and conditions for new proposals.

Official Plan policies resulting from OPA 69, indicate that all land within the CMUC designation (including the subject site), should—per Policy 9.4.3.18 of the Guelph Official Plan—maintain:

“The minimum commercial gross floor is 6500 square metres cumulatively of all buildings within the designation.”

The mixed-use development proposed on the subject site is planned at less than 0.15 FSI of commercial space.

The subject proposal ensures that the minimum commercial gross floor area within the designation results in greater than 6,500 square metres within the CMUC, however, it results in less than 0.15 FSI of commercial space and therefore this Commercial Function Study is required to permit the proposed commercial

space and is being submitted as part of the Zoning By-law Amendment being advanced as part of the subject application.

1.3 Study Approach

The City of Guelph has specific requirements for a *Commercial Function Study*, as specified by Official Plan Policy 9.4.2.2. Those being:

“2. A Commercial Function Study shall address:

i) The availability of commercial floor space within the designation to meet daily and weekly needs of the surrounding community especially for food store, food-related store and/or drug store;

ii) Opportunities for additional commercial floor space to be provided elsewhere and thereby sustain the local provision of commercial floor space within that designation or in the immediate area;

iii) Impacts on the ability of residents and employees in the area to use active transportation options to access commercial shopping areas and commercial services; and

iv) Role of the commercial space in creating a community focal point.”

Below details the work steps we have undertaken in addressing these requirements.

- **Site and Access** – We have evaluated the suitability—or lack there of—of the site for commercial uses. This includes the subject site’s location and access characteristics, including its physical characteristics, size and compatibility with surrounding land uses.

We also include a specific discussion about active transportation options between the subject site and existing other commercial areas in the vicinity of the subject proposal.

- **Existing Commercial Supply** – We review, detail, and summarize existing developments on lands designated or already built in the York/Watson Parkway/Starwood Commercial Mixed-Use Centre (CMUC). This includes existing and occupied space, in addition to active development applications that propose to include new retail/service commercial space.

Other relevant and accessible commercial sites in the vicinity of the subject site have also been identified, particularly those involving a food store, a food-related store and/or a drug store.

- **Retail/Service Commercial Inventory** – We have completed an inventory of all Food Store Retail (“FSR”), Beer, Wine, Liquor (“BWL”) stores, Non-Food Retail (“NFSR”) type facilities, and service commercial facilities in the surrounding area, to assess the retail function of these commercial facilities and the existing and future service levels provided within the local community. The inventory also includes existing vacant and proposed retail/service commercial space. This inventory has been undertaken in a delineated Trade Area, which represents the geographic area from which the majority of local regular customer support would be derived by the commercial facilities located in the CMUC, and specifically on the subject site.

As necessary, we have examined the food and drug stores already located in the Trade Area to determine the existing availability and provision of these types of services, and to ensure that the needs of local residents are adequately met.

- Proposals for new commercial developments in the Trade Area that will be competitive with the retail/service commercial space that will potentially be integrated within the residential portion of the proposed development on the subject site will also be identified.
- **Community Focal Point** – This section discusses the role of the CMUC as a developing mixed-use node in the City of Guelph and addresses the role of the subject site in contributing to the commercial needs of the broader area. We have included specific discussion about how the subject site creates a focal point, including: its contribution to the public realm, potential employment opportunities, its relationship and relevance to the function of the mixed-use node and how it is in-line with the market needs of the area.

urbanMetrics has been retained to assess whether the proposed retail/service commercial space on the subject site and in the balance of the York/Watson Parkway Starwood CMUC will adequately serve on-site and local residents at a reasonable distance from that node.

1.4 Assumptions

There are several underlying and basic assumptions upon which the validity of the findings presented in this report depend. Based on our experience in the retail planning process, we recognize and appreciate the problems associated with making broad and generalized assumptions about future conditions. Undoubtedly, deviations from historical and current trends will take place in the future, however, basic assumptions are required regarding the possible extent of such deviations.

These basic assumptions are:

- During the forecast period considered in this report, a reasonable degree of economic stability will prevail in the Province of Ontario and specifically in the City of Guelph. The recent impacts of COVID-19 will not prevail over the longer term.
- The official statistical sources utilized in this report (based largely on Statistics Canada, Province of Ontario, and City of Guelph data, which have been footnoted where utilized) are considered sufficiently accurate for the purposes of this analysis (i.e., for historical and current population levels).
- If for any reason major changes occur which would influence the basic assumptions stated above, the recommendations or conclusions contained in this report should be reviewed in light of such changed conditions and revised, if necessary.

2.0 City of Guelph Official Plan

Key Findings

- The subject site is designated Commercial Mixed-Use Centre, one of five Commercial Mixed-Use designations in the City of Guelph.
- The subject site—per Official Plan Amendment 69—is more specifically located in the York/Watson Parkway/Starwood CMUC, one of seven nodes designated Commercial Mixed-Use Centre in the Official Plan.
- This Commercial function Study is required as part of the complete application for the subject site—which is on lands designated Commercial Mixed-Use Centre—and on that basis that it proposes to:
 - Provide commercial gross floor area at less than 0.15 FSI;
- We do note however, that the proposed development of somewhat more than approximately 30,000 square feet (2,787 square metres) of commercial space on the subject site results in more than 6,500 square metres of commercial space within the CMUC;
- Recognizing that the subject site is—and has been—vacant, the proposed development makes an efficient use of existing lands in a developing area of the City of Guelph.
- Commercial uses are integrated at grade, introducing accessible and local-serving amenities for future residents of the subject site and the Grange Hill East neighbourhood more generally.

2.1 Commercial Mixed-Use

The Commercial Mixed-Use designations in the City of Guelph Official Plan are generally encouraged to develop in distinct areas, in support of a range of uses. These uses range from retail and office uses, live/work opportunities and medium to high density residential uses but are generally intended to meet the daily living needs of residents and help to connect various communities.

Presently, there are five *Community Mixed-Use* designations in the City of Guelph:

- **Commercial Mixed-Use Centre** – Generally support a range of uses including commercial, residential and complementary uses that are designed to serve the local neighbourhood and broader community.
- **Mixed-Use Corridor** – Promote intensification to serve the needs of residents and employees on-site, in nearby neighbourhoods and in local employment districts through intensification.

- **Neighbourhood Commercial Centre** – Are designed to serve the shopping needs of people living and working in an area.
- **Service Commercial** – Located at designated areas, generally along arterial roads, these lands are designated to maintain a sufficient supply of service commercial uses.
- **Mixed Office Commercial** – Smaller scale commercial, office, residential or mixed-use development enables natural transition from residential development.

Proposed Development

The subject site is designated *Commercial Mixed-Use Centre* in the *Official Plan* (see *Schedule 2*). The subject site—per Official Plan Amendment 69—is more specifically located in the York/Watson Parkway/Starwood Node, one of seven nodes designated *Commercial Mixed-Use Centre* in the *Official Plan*.

2.2 Commercial Mixed-Use Centre

The *Commercial Mixed-Use Centre* designation is intended to support a mix of uses, including concentrations of residential, commercial, and complementary uses that serve the immediate neighbourhood and the community more generally.

Per policies included under Section 9.4.3 of the Official Plan, a *Commercial Mixed-Use Centre* is intended to serve the needs of the wider city but is mainly designed to cater to residents in nearby neighbourhoods and employees living in nearby employment districts.

Official Plan policies in OPA 69, include those under Section 9.4.3. They identify that the main objective for these areas is to “*support a mix of uses including concentrations of commercial, residential and complementary uses serving the immediate neighbourhood and the wider community.*”

Furthermore, Policy 9.4.3.1 and 9.4.3.2 highlight the broader role and focus of these lands.

“1 ... are comprised of one or several individual developments on one or more properties on both sides of an intersection of major roads within the designation ...

2. ... 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 ...”

Policy 9.4.3.4 also identifies the role of residential uses, specifically:

“residential uses are incorporated into Commercial Mixed-use Centres, they are intended to be developed as mixed-use buildings or multiple-unit residential buildings”.

Proposed Development

Residential uses being proposed on the subject site are being integrated as part of a larger mixed-use development that includes a range of medium and higher density uses. Commercial uses are integrated at grade, introducing accessible and local-serving amenities for future residents of the subject site and the Grange Hill East neighbourhood more generally.

Official Plan policies resulting from OPA 69, include Policy 9.4.2.1, which identifies the need for a *Commercial Function Study*. In particular:

“1. Commercial function studies shall be required as part of a complete application for development proposals for Commercial Mixed-Use Centres, Neighbourhood Commercial Centres and Mixed-use Corridors that propose to:

- i. provide commercial gross floor area at less than .15 FSI; or*
- ii. reduce the commercial gross floor area existing at the time of the application by more than 25 per cent; or*
- iii. provide less than 6500 square metres of commercial gross floor area cumulatively of all buildings within the designation for lands designated Commercial Mixed-Use Centre.*

Proposed Development

At less than 0.15 FSI, the quantum of commercial space proposed as part of the mixed-use development on the subject site creates the need for this Commercial Function Study though it does contribute to satisfying the requirement for more than 6,500 square metres of commercial gross floor area.

3.0 Site and Access

Key Findings

- The subject site is located at 115 Watson Parkway North, on the east side of Watson Parkway North, at Starwood Drive. The subject site is currently vacant.
- The subject site is situated amidst a range of retail/service commercial uses that will support the daily and ongoing needs of future residents. Primarily located along Victoria Road South and York Road, the existing retail supply—which is within one-to-two-kilometres of the subject site—includes supermarkets, speciality food stores, drug stores, services commercial uses and other stores.
- The subject site lacks frontage and exposure to York Road which to some degree limits its appeal for retail and service uses from pass by traffic and/or visitors from across the City and beyond. Support for retail/service commercial uses on the subject site will primarily come from future residents of the subject site in addition the more immediate surrounding neighbourhood.
- The proposed development does not interfere with the existing or proposed active trail network surrounding the subject site. Future residents will be able to conveniently use this trail network to access nearby retail and commercial services.

The following section summarizes our assessment, from a market perspective, of the subject site’s suitability for retail/service commercial uses. This includes a review of surrounding land uses, and the current and future access characteristics in the vicinity of the site.

3.1 Site Location

The subject site is located near the eastern boundary of the City of Guelph at 115 Watson Parkway North. It sits on the east side of Watson Parkway North, at Starwood Drive, as shown in Figure 3-1.

Figure 3-1: Subject Site Location

SOURCE: urbanMetrics inc., with Google Earth Imagery. Image for illustration only.

The subject site is currently vacant and has remained undeveloped for many years, despite being previously owned by Loblaw's Properties Limited who are known for their ownership and operation of high-quality commercial developments.

3.2 Proposed Development

The proposal being contemplated on the subject site presents an opportunity to develop vacant and underutilized land, with a mix of residential units and a substantial amount of local serving neighbourhood-commercial uses at an appropriate scale.

The proposal includes multiple mixed-use buildings with retail at grade. These mixed-use buildings are anticipated to be build-out along Watson Parkway. Starwood Drive is proposed to be extended into the proposed mixed-use development area—into the southern area of the property—which will largely include townhomes and an amenity space.

The proposed development is of an appropriate size and scale for this developing area of eastern Guelph. It also adds valuable and diversified housing opportunity to an area predominantly comprised of single-family housing stock. It is anticipated to enliven and animate the streetscape and integrate within the existing trails and streets. Future residents and employees at the site will be supported by proposed retail/service uses at grade of the mixed-use buildings, in addition to food services, pharmacies and other commercial services in the surrounding area or potentially on the subject site.

3.3 Surrounding Land Uses

As mentioned, the subject site is part of the York/Watson Parkway/Starwood CMUC. It is located in an existing residential neighbourhood, known as Grange Hill East. To date, retail/service commercial uses developed in this portion of the City of Guelph have been limited, and are largely tied to larger residential projects, illustrating the lack of market demand for retail/service commercial space in this area of the city.

More specifically:

- On the most westerly property along Starwood Drive (105-119 Starwood Drive) is comprised of medium density residential townhomes with live work and commercial units at grade. These lands will contain some 380 square metres (4,100 square feet) of commercial gross floor area (GFA).
- On the **north** side of Starwood Drive, directly west of the subject site, is the East Side Library (i.e., Guelph Public Library), which opened in 2021. North of the subject site is the Watson Apartment complex, which transitions into a low-density residential community on the north side of Watson Road North.
- Lands directly **west** of the subject site, beyond the East Side Library, are largely vacant. Currently, there is no development application for the lands just west of the library; however, they are zoned for *Neighbourhood Commercial* uses and could accommodate retail/service commercial space. Further west of the subject site are medium density townhomes, with live-work units integrated at grade. The live-work units currently contain a nail salon, a cannabis store and a florist among other local serving retail uses.
- The lands at the intersection of Starwood Drive and Watson Parkway North, on the **south** side of Starwood Drive are designated *Commercial Mixed-Use*

Centre. These lands are currently being developed with some 9,240 square feet (858 Square metres) of retail/service commercial space.

- Lands **east** of the subject site, at the southeast corner of Watson Parkway South and York Road—are also designated as *Commercial Mixed-Use Centre*. These lands are currently developed with a Futures Kidzone Gymnastics Centre and the Royal Canadian Legion Branch. Other surrounding lands to the east of the subject site are primarily designated *Industrial*.

More generally, there is a diverse range of retail/service commercial space within the local area surrounding the subject site, mainly located along Victoria Road South and York Road. The existing supply—which is within one-to-two-kilometres of the subject site—includes supermarkets, speciality food stores, drug stores, services commercial uses and other stores as shown below.

Figure 3-2: Key Surrounding Commercial Locations



SOURCE: urbanMetrics inc., with Google Earth Imagery.

Each of the commercial facilities identified in Figure 3-2, can be easily accessed through the existing road network and active or proposed active transportation options as detailed below in Section 3.3.

Collectively, these existing establishments as well as the proposed commercial uses on the subject site will serve a mix and range of functions that will support the daily and ongoing needs of residents on the subject site and residents living in the local area. In turn—per the policies of the Official Plan—the subject site will create a focal point, more efficiently using existing lands by grouping complementary uses together and providing an appropriate amount of viable retail/service commercial space, while at the same time diversifying housing opportunity in the area.

3.4 Accessibility

The subject site is situated on the east side of Watson Parkway North, at Starwood Drive, as previously mentioned. Under *Schedule 5 – Road and Rail Network* of the current Guelph *Official Plan*, Watson Parkway North is designated as a four-lane *Arterial Road* and serves as one of the primary north-south transportation corridors providing access into the eastern portion of the City of Guelph.

Per **Policy 5.7.2** of the Guelph *Official Plan*, *Arterial Roads* are “intended to move moderate to large volumes of traffic over moderate distances within the city and to collect traffic and direct it to the Provincial highway system”.

The subject site is also located at the intersection of Watson Parkway with Starwood Drive. Starwood Drive is classified as a four-lane *Collector Road* that runs through the Grange Hill East neighbourhood. Per **Policy 5.7.3** of the *Official Plan*, *Collector Roads* “are intended to move low to moderate volumes of traffic within specific areas of the city and collect local traffic for distribution to the arterial or Provincial highway system”.

In our professional opinion, this means that regular customer support for retail/service commercial uses at this location will primarily come from residents of the subject site in addition to local residents of the Grange Hill East neighbourhood. The potential demand for commercial space will—as a result—be more limited than at other more strategically located sites in this area of the city.

We would also note that the subject site is located at the periphery of the City of Guelph, largely separated from denser or core neighbourhoods, including Downtown Guelph. The subject site also lacks frontage and exposure to York Road which further limits its appeal for significant retail and service development from pass by traffic and/or visitors from across the City and beyond.

The proposed development presents an opportunity to redevelop a vacant and underutilized site in Guelph. In addition, the surrounding road network is supportive and capable of connecting people to existing retail and service commercial properties in the vicinity, as well as those located on the subject site.

Proposed Development

The existing road network surrounding the subject site provides easy and convenient access to a large amount and range of stores, services, and businesses in the surrounding area, including those at York Road and Victoria Road South, in addition to those at Grange Road and Victoria Road North.

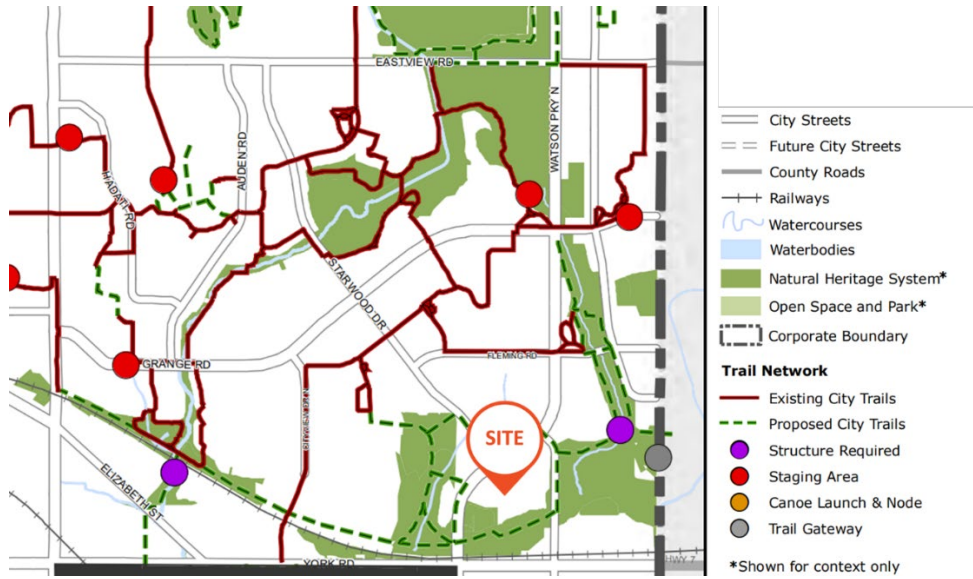
Active Transportation

The subject site is also well located amidst existing transit infrastructure, with service provided by three bus routes, Grange Route 14, Woodlawn Watson 17, and Watson Woodlawn 18. Bus stops are located by the subject site at Starwood Drive and Watson Parkway North and connect users to locations and commercial facilities located west of the site.

Existing and proposed trails as shown in Figure 3-3, also provide active transportation options, **which future residents will be able to conveniently use to access nearby retail and commercial services.**

The proposed development does not interfere with the existing or proposed active trail network surrounding the subject site.

Figure 3-3: Trail Network (Existing and Proposed)



SOURCE: urbanMetrics inc., based on Schedule 6: Open Space System: Trail Network of the Guelph Official Plan.

4.0 Retail/Service Commercial Space Supply & Function

Key Findings

- The Trade or Study Area delineated for the purposes of this analysis is bordered by Eastview Road to the north, the City of Guelph municipal boundary to the east, Highway 7 the south, and Victoria Road North to the west. The Trade Area does not extend northeast or southeast of the subject site owing mainly to the lack of development and facilities in this area.
- A total of 500,800 square feet of retail/service commercial space has been identified within the Trade Area. This includes 67,500 square feet of FSR space, 141,400 square feet of NFSR space and 255,800 square feet of Services space.
- There is also some 36,100 square feet of vacant space, or 7.2% of the total retail/service commercial space in the delineated Study Area. This vacancy rate was at the high end of a healthy retail market that is typically between 5% and 7% and indicates that there may not be immediate demand for additional retail and service facilities in this portion of the city.
- The subject site is well-served near to multiple food and drug stores. In particular we note there is a large supermarket at Victoria Road and York Road in addition to a proposal for a new supermarket to be located at 540 York Road. There are also a number of pharmacies located in the Trade Area or just outside at Eramosa Road and Stevenson Street including a pharmacy under construction at 561 York Rd. In addition, with somewhat more than approximately 30,000 square feet (2787 square metres) of new commercial space being proposed on the subject site there may be an opportunity to attract food retailers to serve the local area.

This section of the report provides a review of the current supply and function of retail and service commercial space in the Trade Area surrounding the subject site, including any proposed and planned retail/service developments. This review provides input and justification as to the potential need or lack thereof for retail/service commercial space on the subject site, in the context of the site's existing *Commercial Mixed Use Centre* designation.

4.1 Trade Area

A “Trade Area” or Study Area represents the geographic area from which a commercial development or an individual retailer would expect to derive the majority of their sales volume. It generally includes a range of stores and services that would service the daily or weekly needs of residents in an area, based on existing population densities, travel distances, as well as both natural and manmade barriers to movement.

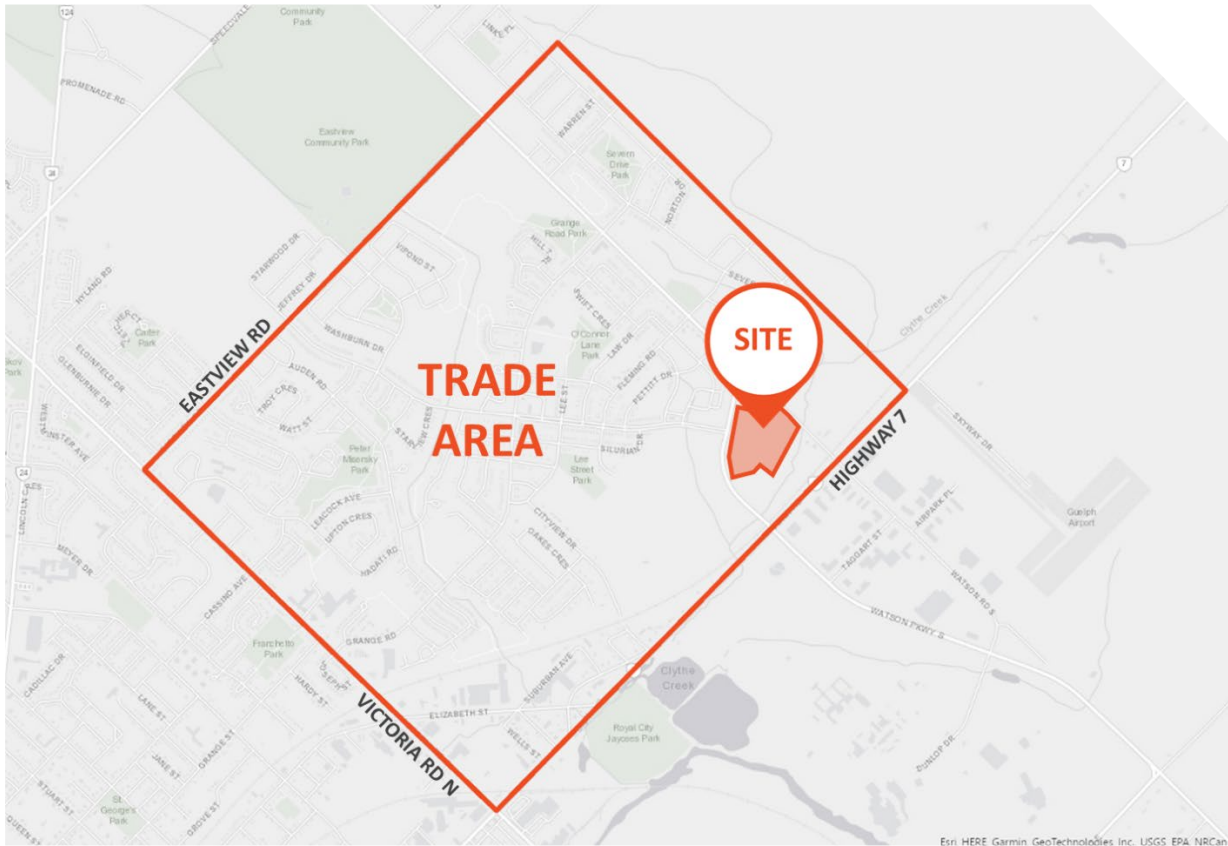
The main Trade Area—delineated for the purposes of this analysis is shown in Figure 4-1. As illustrated, **this Trade Area is bordered by Eastview Road to the north, the City of Guelph municipal boundary to the east, Highway 7 to the south and Victoria Road North to the west.** The Trade Area delineated for this analysis has been informed by several factors, including:

- Geographical distance and travel times to various other locations;
- The location and distance to surrounding retail/service commercial competition;
- Natural and man-made barriers, which may inhibit or restrict the ease of movement for customers (i.e., rail corridor);
- The access characteristics of this site, including the accessibility and visibility provided by the local and regional road network; and,
- The location of other lands designated Commercial Mixed-Used Centre in the York/Watson Parkway/Starwood CMUC.

Based on our experience, localized neighbourhood and convenience shopping is generally undertaken within one or two kilometres of a person’s home and does not typically align with a specific neighbourhood or community plan boundary. This has also been a factor in delineating the Trade Area, that will include surrounding retail/service commercial space that already exists to support future residents of the subject site.

We would also note that the Trade Area does not extend northeast or southeast of the subject site owing mainly to the lack of development and facilities in this area. Including this area in the Trade Area would be inconsequential to our findings and conclusions.

Figure 4-1: Trade Area Geography



SOURCE: urbanMetrics inc., with ESRI Mapping Software.

4.2 Existing Retail/Service Commercial Space

urbanMetrics conducted a desktop review of existing retail and service commercial facilities in the Trade Area in November 2022. A complete review of the existing commercial landscape is key to assessing the potential factors that may influence the potential demand for commercial space on the subject site, and in understanding the retail function and commercial service levels within the community.

A review of retail and service commercial space located specifically in the York/Watson Parkway/Starwood Node has also been included and detailed as part of the Trade Area inventory.

Specifically, this inventory includes:

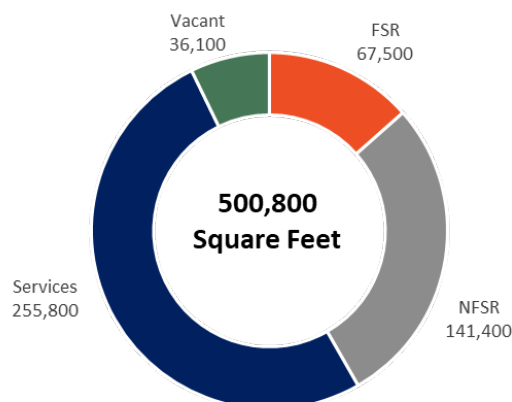
- Food Store Retail (FSR)
- Non-Food Store Retail (NFSR)
- Beer, Wine, and Liquor (BWL)
- Services; and,
- Vacant Space.

Appendix A provides a listing of the various store types included in the FSR, NFSR and Services categories inventoried.

Figure 4-2 illustrates the results of urbanMetrics inventory. A total of 500,800 square feet of retail/service commercial space has been identified, including 67,500 square feet of FSR space; 141,400 square feet of NFSR space and 255,800 square feet of Services space.

There was also some 36,100 square feet of Vacant space, or 7.2% of the total retail/service commercial space in the delineated Trade Area. This vacancy rate was at the high end of a healthy retail market that is typically between 5% and 7% and indicates that there may not be immediate demand for additional retail and service facilities in this portion of the city. However, with the expected residential development in the area, including, that proposed on the subject site, additional support for new commercial facilities on the site and in the local area will likely result in a lower vacancy rate.

Figure 4-2: Inventory by Retail/Service Commercial Category



SOURCE: urbanMetrics inc., based on desktop inventory completed in November 2022. Rounded to the nearest 100 square feet.

In particular, we note that this space includes:

- A range of Food Store space, including convenience and speciality food stores in addition to a supermarket. The supermarket at 234 Victoria Road is also a relatively new addition to this area of the city and is a larger store with 47,000 square feet of space. In addition, with somewhat more than approximately 30,000 square feet (2787 square metres) of new commercial space being included as part of the subject development, there may be opportunity to attract a food tenant within this project.
- A diversity of NFSR store space, including Home Furnishing stores, Pharmacy and Personal Care stores, and Other Miscellaneous stores. A new development at 561 York Road, just southwest of the subject site, also contains a significant concentration of vacant retail/service commercial space. Freestanding, vacant units in this development are poised to host a new pharmacy given their strategic location in the Guelph Innovation District, proximity to a future live/work community and adjacency to other nearby businesses.
- Excepting Cultural and Recreation, Food Service and Drinking Places account for the largest share of Service Space in the Study Area. The Study Area also hosts a range of Health and Personal Care Services that support the daily and weekly needs of residents.

The existing supply and diversity of retail/service commercial uses in the Trade Area support the daily and weekly needs of future residents of the subject site as will the new commercial space proposed on the subject site. These residents and those residing nearby will be reasonably well-served by existing and future supermarkets, food services, pharmacy, restaurants, and other services that are distributed within and across the area north and west of the subject site.

Recognizing that the subject development will include some 30,000 square feet of commercial space, the required commercial space in the CMUC will exceed the 6,500 square metre (70,000 square feet) as required in policy 9.4.3.18, and therefore in our professional opinion a detailed market demand analysis is not required in support of this application and would be of limited assistance in assessing this proposal.

We do recognize that the amount of commercial space in this part of the city is lower than in other areas, but with the proposed commercial space in the subject development local residents will be much better served.

Figure 4-3: Summary of Retail/Service Commercial Space in the Trade Area

	Square Feet
FSR	67,500
Supermarkets & Grocery	47,000
Convenience & Speciality Food	20,500
NFSR	141,400
Apparel and Accessories	6,600
Building and Outdoor Home Supply	23,800
General Merchandise	6,400
Home Furnishings	27,600
Other Miscellaneous	59,300
Pharmacies & Personal Care	7,400
Selected Automotive	10,300
SERVICES	255,800
Finance, Insurance & Real Estate	9,600
Cultural, Entertainment & Recreation	60,300
Food Services & Drinking Places	52,600
Health Care	28,100
Personal Care	14,600
Social Services	11,700
Other ¹	78,900
VACANT	36,100
GRAND TOTAL	500,800

SOURCE: urbanMetrics inc., based on a desktop inventory completed in November 2022. Rounded to the nearest 100 square feet.

¹ Includes: Selected Civic & Social Organizations, Selected Educational Services, Personal & Household Goods Repair & Maintenance & Professional, Scientific & Technical Services.

4.3 Food Store & Pharmacy Provision Levels

Food Stores

- As previously mentioned, there is one full-service supermarket in proximity to the subject site. This large supermarket (Ethnic Supermarket) is some 47,000 square feet and is easily accessed by Trade Area residents via Victoria Road.
- Furthermore, we would also note that there is a proposal for a new supermarket to be located at 540 York Road. Based on correspondence with the City in April 2023, the owner of this property indicated that they are still committed to advancing the development of this property to include residential and commercial uses. One of the primary uses being considered at grade of the 10-storey apartment building is a new Grocery Store (see **Appendix C** for additional details). This store would be located even closer to the subject site, less than two kilometres away.
- The Trade Area includes 10 Convenience and Speciality Food Stores, including convenience stores, a dessert and bakery shop, and smaller food marts. Many of these stores such as Big Bear Food Mart offer a range and selection of food products including bread, milk, a selection of fruit and vegetables, snack foods, among others. Big Bear Mart is located within a ten-minute walk of the subject site.
- It should be noted that there would also likely be potential to include food retailers as a component of the commercial space included on the subject site.

Residents who will live on the Subject Site are already well-served by a range of Food Stores in the Trade Area that are differentiated by scale and product offerings. Each are accessible by car, public transit, and active transportation. Further, food store offerings in the area may increase going forward, further enhancing local access to food in the vicinity of the subject site or on the site itself.

Drug Stores

- There are two pharmacies in the Trade Area. The IDA Top Health Pharmacy at 235 Starwood Drive, is only a ten-minute walk from the subject site. It offers prescription services, vaccinations, wellness consultations and other health services.
- The other pharmacy is located at Victoria Road North and Grange Road. Life Care Pharmacy offers medication review and disposal, diabetes and other vaccinations.
- The commercial proposal for 540 York Road noted above, is also seeking to include a medical clinic as one of the key commercial tenants integrated at grade of the proposed 10-storey apartment building.
- In addition to the above drug stores there are also a number of stores located just outside the Study Area, approximately three kilometres northwest of the subject site. This includes an Eramosa Pharmacy, a Rexall Pharmacy and a Shopper's Drug Mart at Eramosa Road and Stevenson Street. These stores are less than a ten-minute drive from the subject site.

The subject site is already well served by a range of independent and chain Drug Stores. That said, we also anticipate that potential future need or demand for a more local serving drug store or pharmacy could be met by the new, largely vacant commercial space introduced at 561 York Road. There is flexibility to combine multiple retail units at this location such that a new pharmacy can predetermine its size. This site also has better exposure along York Road and Victoria Road with increasing traffic generated by the build-out of the Guelph Innovation District.

Proposed Development

It is our professional opinion that if the subject site were developed as proposed with somewhat more than approximately 30,000 square feet (2787 square metres) of retail/service commercial space, which may include food retail tenants, there will be a large enough quantity and diversity of retail/service commercial space within the Trade Area to support the daily and weekly needs of residents of the subject site and the surrounding area. Also, at 30,000 square feet this commercial space meets Official Plan Policy 9.4.2.2 by creating a community focal point as set out in subsection iv).

5.0 York/Watson Parkway/Starwood CMUC

Key Findings

- The subject site is located in the York/Watson Parkway/Starwood Commercial Mixed-Use Centre. Per Policy 9.4.3.18 of the Guelph Official Plan, all lands in this CMUC are supposed to provide a minimum commercial GFA of some 6,500 square metres. Based on our review, with the addition of the somewhat more than approximately 30,000 square feet (2787 square metres) of commercial space on the subject site this planning policy is met in terms of the required commercial space in the CMUC there is some 53,900 square feet (5,005 square metres) of existing retail/service commercial space on lands designated within the subject CMUC.
- In our opinion, additional applications involving new retail/service commercial development on CMUC lands should also be included in the 6,500 square metre minimum, especially because they will help support community needs and because they are inline with the policy direction for these lands.
- To this end, existing and approved applications on sites located in the York/Watson Parkway/Starwood CMUC already provide more than 6,500 square metres of retail/service commercial space.

This section of our study provides specific discussion as to the uses and quantum of spaces included on each of the sites designated in the subject CMUC. It also includes our professional opinion as to the subject site's role in the context of existing policy provisions.

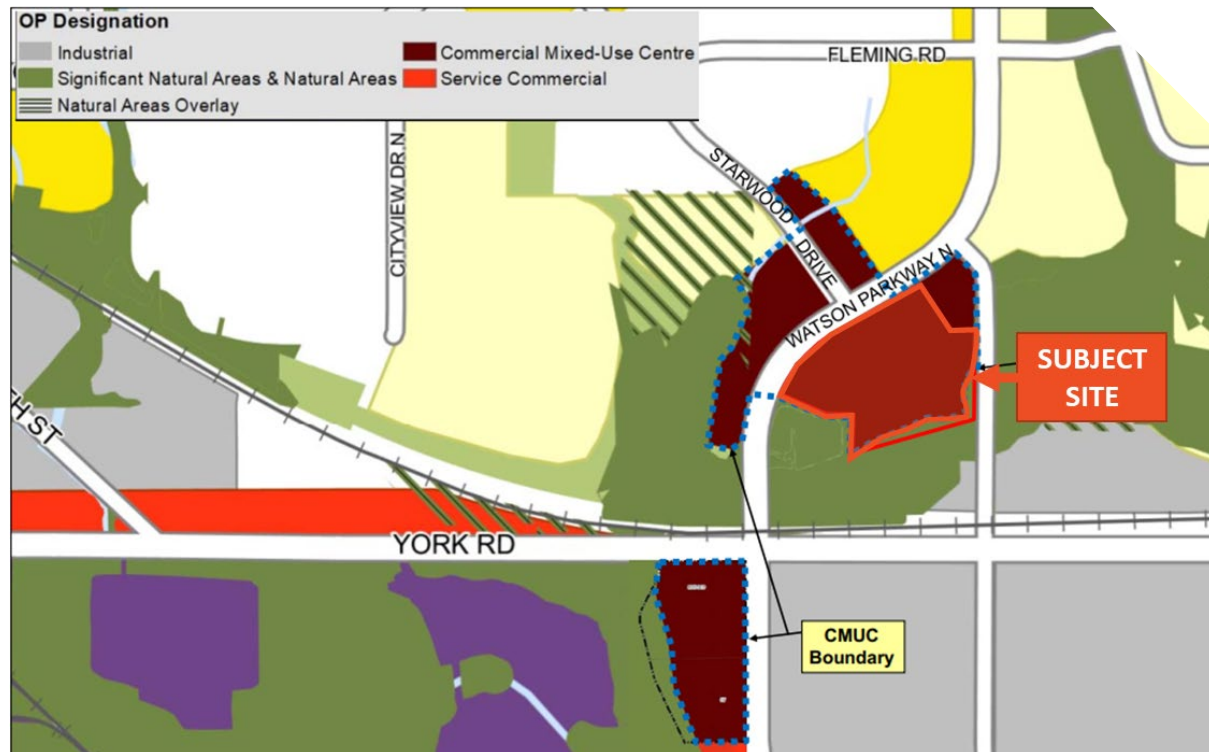
5.1 York/Watson Parkway/Starwood Lands

The subject site is located in the York/Watson Parkway/Starwood Commercial Mixed-Use Centre as shown below. As shown, the subject site is located at the eastern edge of the node and represents one of five commercial development locations in this designated area. Official Plan policies resulting from OPA 69, include **Policy 9.4.3.18**, which states that these lands must collectively provide retail/service commercial space, specifically:

“The minimum commercial gross floor is 6500 square metres cumulatively of all buildings within the designation.”

This minimum Gross Floor Area (GFA) applies to all buildings within the CMUC designation, or all the lands in the York/Watson Parkway/Starwood CMUC, including the subject site.

Figure 5-1: Lands in the York/Watson Parkway/Starwood CMUC



SOURCE: urbanMetrics inc., based on the City of Guelph Official Plan, and OPA 69.

As part of our due diligence process, urbanMetrics has reviewed and estimated the existing commercial GFA on sites located in the York/Watson Parkway/Starwood CMUC, per the City of Guelph's requirements. This review has been developed and provided in a number of memorandum reports prepared by urbanMetrics that have been reviewed by the city.

Existing Retail/Service Commercial Development on the York/Watson Parkway/Starwood CMUC Lands

The following details the composition and quantum of uses which currently comprise the York/Watson Parkway/Starwood CMUC.

Figure 5-2: Existing Commercial Development on CMUC Lands



SOURCE: urbanMetrics inc., based on Google Earth Imagery.

1. The most western property along Starwood Drive (105-119 Starwood Drive) is comprised of medium density residential townhomes with live work and commercial units at grade. Consistent with staff estimations from 2019, we have estimated that these lands contain some 380 square metres (4,100 square feet) of commercial gross floor area (GFA).
2. The northwest corner of Starwood Drive and Watson Parkway contains the Guelph Public Library – East Side Branch. The library includes some 705 square metres of service commercial space.
3. 78 Starwood is currently under construction and will include 858 square metres of currently unknown commercial space.

4. The property at the southwest corner of York Road and Watson Parkway North currently contains a KidZone (919 York Road), and a Lift Fitness (919 York Road). It also formerly included a Bears Athletic Gymnastics Centre, which has since closed resulting in available vacant commercial space at this location. This property also contains a Royal Canadian Legion. urbanMetrics has estimated that the KidZone facility includes some 2,600 square metres (14,000 square feet) of service commercial space. The remaining 2,600 square metres (14,000 square feet) of service commercial space is divided between the Lift Fitness and the vacant retail/service commercial space. This includes 7,000 square feet for Lift Fitness and 7,000 square feet of vacant commercial space.

In addition, the Royal Canadian Legion (57 Watson Parkway) includes an additional 1,320 square metres (13,800 square feet) of space. However, City planning staff do not consider the Legion as commercial space even though it acts as a restaurant and social club. Further reasons for this opinion are explained below.

Based on our review and further explanation detailed on the following pages, there is **currently some 48,940 square feet (4,543 square metres)** of existing retail/service commercial space on lands designated CMUC, excluding the Royal Canadian Legion.

This means that there is only some 21,100 square feet (1,957 square metres) of retail/service commercial space required on the remaining York/Watson Parkway/Starwood CMUC lands to satisfy the minimum 6,500 square metre minimum as required by Policy 9.4.3.18. The proposal provides somewhat more than approximately 30,000 square feet (2787 square meters) of commercial space.

Figure 5-3: Existing Retail/Service Commercial Space

Address	Existing Use	Square Feet ¹	Square Metres ²
1 Starwood Drive	Library	7,600	705
105-119 Starwood	Commercial Services	4,100	380
919 York Road	KidZone / Fitness	28,000	2,600
57 Watson Parkway	Royal Canadian Legion	13,800	1,280
78 Starwood	under construction	9,240	858
GRAND TOTAL		62,740	5,823
GRAND TOTAL excluding Royal Canadian Legion		48,940	4,543

SOURCE: urbanMetrics inc., based on desktop inventory completed in November 2022 and additional research.

¹ Rounded to the nearest 100 square feet.

² Rounded to the nearest 5 square metres.

Defining Existing Commercial Uses – the classification of the Royal Canadian Legion (“Legion”), KidZone and existing fitness facilities as Retail/Service Commercial entities.

In our professional opinion, these facilities represent commercial service uses that contribute to the minimum 6,500 square metre requirement for the following reasons:

- 919 York Road and 57 Watson Parkway are designated *Commercial Mixed-Use*. Permitted uses under lands designated Commercial Mixed-Use Centres per **Policy 9.4.3.12**, include:

i) commercial, retail and service uses;	v) community services and facilities;
ii) live/work uses;	vi) cultural, educational, and institutional uses;
iii) small-scale professional and medically related offices;	vii) hotels;
iv) entertainment and recreational commercial uses;	viii) multiple unit residential; and
	ix) urban squares and open space.
- 919 York Road is zoned Specialized Commercial 1-48 (SC 1-48). Per **Section 6.4.3.1.48.1.** of the Guelph Zoning By-Law—permitted uses include a Commercial School, a Recreation Centre, in addition to a range of other retail/service commercial uses. In our opinion and based on these definitions, this means that the fitness facilities, and the KidZone should be recognized as commercial uses.

- 57 Watson Parkway is zoned Specialized Industrial 1-1 (B.1-1). Per **Section 7.3.1.1.1** of the Guelph Zoning By-Law—permitted uses include a Club complex and conference centre.
- Guelph approved their Comprehensive Zoning By-law in April 2023. Per the Zoning by-law, the lands are proposed to be zoned CMUC (H13). **The CMUC zone is proposed to permit a mix of residential and non-residential uses, including retail, office, hospitality, service, and community uses.** As defined by the Zoning By-law, a Fitness Centre is noted as a permitted Services Use in the CMUC (see **Appendix B** for definitions), effectively accounting for the existing fitness facility—Lift Fitness—at 919 York Road.
- The remaining 7,000 square feet of space that was previously occupied by Bears Athletic is now vacant, meaning that this space has the potential to be occupied by a new retail/service commercial tenant, including those defined under zone CMUC (H13).

The Legion and the Kidzone, at 57 Watson Parkway and 919 York respectively, are defined as permitted Community Uses within the CMUC. More specifically, the Legion would classify as a Community Centre, while the Kidzone would be defined as a Recreation Facility.

Though not directly classified as “retail” uses under the draft Zoning By-law, each of these uses are still noted as permitted non-residential uses in CMUC zones and provide for the daily needs of residents. In addition, these existing establishments also support the broader mixed-use intent of the proposed CMUC zone.

- Furthermore, in April 2019, the City of Guelph and City staff were reviewing and recommending the redesignation of a Community Mixed-use Centre at the southwest corner of York Road and Watson Parkway. The intent was to expand the range of commercial opportunities in the east end of the city. **This review included three redesignation options, each of which involved rezoning and redesignating portions of the Legion property and/or the Kidzone.**

The CPR Discussion Paper associated with this decision also provides options for “*Maximum Total Commercial Gross Floor Area in new Community Mixed-Use Centres*” on page 28. **Included as the base Commercial Gross Floor Area for the York Watson Node—which is based on the proposed redesignation of the Legion / Kidzone lands—is an estimate of some 3,900 square metres,**

the exact same existing commercial space estimate we have noted in Figure 5-3 above.

- In addition, Retail Market Studies involving retail and service classifications prepared by professional market consultants generally classify retail and service space by the North American Industrial Classification System (NAICS) codes, which correspond to the most recently published Statistics Canada Retail Trade data.

This classification system is not unique to urbanMetrics, but rather ensures consistency in methodology and clearly articulates what uses are to be included as retail or service commercial. We would note that this approach for categorizing retail and service commercial uses is consistent with the methodology employed by Tate Economic Research in the *Commercial Policy Review* prepared for the City of Guelph in 2016. To this end:

- The Canadian Legion is classified under Other Services, a commercial service category that encompasses various product related services, in addition to organizing, religious, social and political-related services. It is more specifically categorized as a Civic and Social organization, under NAICS code 813410.
- The KidZone is classified under Educational Services, a commercial service category that encompasses instruction and training centres. It is more specifically categorized as Athletic Instruction, under NAICS code 611620.
- Fitness establishments are classified under Cultural, Entertainment and Recreation, a commercial service category that encompasses recreational training centres. It is more specifically categorized as a Fitness & Recreational Sports Centre, under NAICS code 713940.

If we exclude the Legion from the total commercial area in the CMUC, with the additional 30,000 square feet (2,787 square metres) this results in the total amount of commercial space in the CMUC reaching a total of 78,900 square feet (7,330 square metres).

Approved and Proposed Retail/Service Commercial Development on the Subject CMUC Lands

With the existing and proposed retail/service commercial space in the York/Watson Parkway/Starwood CMUC, **urbanMetrics is of the opinion that proposed and potential future retail/service commercial space on CMUC lands should more than meet the total 6,500 square metre minimum requirement.**

Similar to the subject site, each of these locations have been designated as part of the York/Watson/Starwood CMUC to ensure that the ongoing retail and service needs of the immediate neighbourhood and larger community are satisfied. This exact intent is emphasized in the *City's Commercial Policy Review - Preferred Framework Implementation Discussion Paper* (IDE-2019-46), released April 5th, 2019. **Section 4.3.2** of this Discussion Paper specifies that:

“The minimum gross floor area would apply to the entire designation for each Centre. It also allows for the allocation of commercial space through zoning in a flexible manner for each Community Mixed-Use Centre so that an individual property within a Community Mixed-Use Centre could have residential zoning.”

Furthermore, it is consistent with the original intent or vision for the York/Watson/Starwood CMUC, which—per the details of the Framework Implementation Discussion Paper “*recommended a minimum 6,500 m² of commercial gross floor area in order to maintain the planned function of Community Mixed-Use Centres which includes a mixture of uses*”.

Recognizing the overarching vision and plan for the York/Watson/Starwood CMUC, future retail/service commercial space required on the subject site should be based on what is approved on other CMUC lands. This will help maintain the ongoing and planned function of the area, as a flexible residential area that also supports a mixture of uses.

6.0 Community Focal Point

Key Findings

- The proposed development effectively transitions a vacant parcel of land into a vibrant mixed-use development that incorporates residential and commercial uses.
- The proposed development makes a more efficient use of lands, intensifying the site and contributing substantially to the local housing stock. In particular, it also diversifies the housing stock in this portion of Guelph.
- Commercial uses integrated at grade will support the local-serving needs of residents while providing ongoing employment opportunities in the local community and will result in the CMUC meeting the 6,500 square metre commercial requirement.
- As a modern, mixed-use project, the proposed development will animate the local streetscape, be accessible to the community and enhance the overall area.

This section provides an overview of the York/Watson Parkway/Starwood CMUC as a community focal point, and specifically the role of the subject site in contributing to the larger node and its more general function in servicing the City of Guelph. In particular:

- The proposed development integrates residential, commercial and amenity space in a developing area of the City of Guelph. It transitions a vacant parcel of land at the outskirts of the city into a vibrant mixed-use centre with a diversity of uses including commercial space.
- The proposed development will significantly intensify the subject site, in keeping with policies of the Official Plan. It will diversify existing residential uses in this area of the city and significantly enhances the supply of housing.
- The proposed development includes separate buildings, each catering towards varying needs of the local community. It proposes to include a mix of bedroom types and sizes, effectively integrating varying use types and price points.
- Commercial uses included on the subject site will provide immediate commercial uses for future residents of the site, and also provide ongoing employment opportunities.
- The proposed development is representative of a modern, mixed-use project that will enhance the public realm by animating the local streetscape. Ground floor retail/service commercial space will be outward facing on Watson

Parkway North, making it easily accessible to pass by traffic and the public more generally, in addition to future residents of the site.

- Retail/service commercial uses integrated on the subject site which may include food retailers if available will support the creation of a community focal point by adding shopping, and services to the area. The potential mix of commercial space proposed as part of the subject development is greater than existing space opportunities provided by other existing CMUC lands and represents an increased opportunity to serve the daily and weekly shopping needs of on-site residents and the surrounding community.

7.0 The Subject Site

Official Plan policies resulting from OPA 69, indicate that all land within the CMUC designation (including the subject site) should—per Policy 9.4.3.18 of the Guelph Official Plan—maintain:

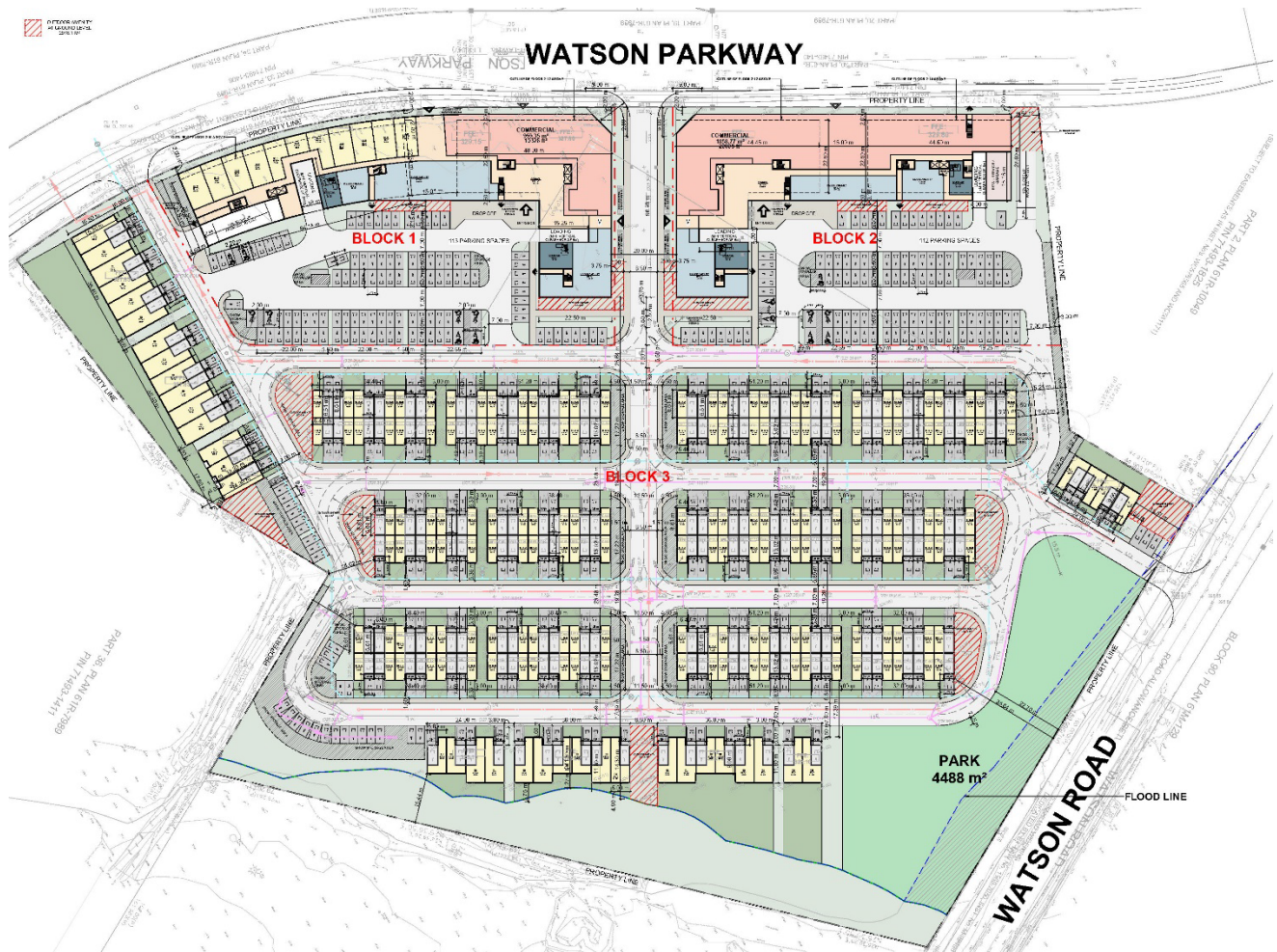
“The minimum commercial gross floor is 6,500 square metres cumulatively of all buildings within the designation.”

Based on our review—and as discussed in detail in Section 5.0—the York/Watson Parkway/Starwood CMUC already contains some 48,900 square feet (4,543 square metres) of existing retail/service commercial space on lands designated within the subject CMUC (excluding the Royal Canadian Legion).

Additionally, there is a development under construction at 78 Starwood Drive, which currently includes some 858 square metres of additional retail space, including the work portion of the live work units proposed.

Notwithstanding these considerations, the applicant is proposing to include some 30,000 square feet (2,790 square metres) of retail/service commercial space as part of the proposed development of the subject site. As shown below, this space is anticipated to be integrated at grade in two mixed-use buildings with frontage along Watson Parkway North.

Figure 7-1: Proposed Retail/Service Commercial Space



SOURCE: urbanMetrics based on Site Plan provided by Turner Fleisher (April 21, 2023). For illustration only.

Retail space proposed on the subject site is anticipated to enliven and animate the street scape, providing local neighbourhood serving retail and service uses for future residents, visitors, and employees of the area. In our opinion, the scale and composition of the commercial space being introduced will effectively complement existing food services, pharmacies, and other commercial services in the surrounding area, without detracting or negatively impacting the viability or success of other retailers or service uses.

Furthermore, the form and function of the uses being proposed supports the City's goals of creating a local node that helps provide and support the daily needs of people living in the area. The proposal for the subject site recognizes the introduction and location of the retail uses included at the corner of 78 Starwood

Drive, that includes a number of live work units. It also incorporates new retail directly across from the existing library and other commercial uses that are integrated at grade with the residential units at 105-119 Starwood Drive. To this end, the proposed development helps create and round out a walkable commercial node/focus that relates well to the existing commercial development, while at the same time increasing the supply of commercial space of an appropriate type and scale.

8.0 Conclusions

Based on the findings of this *Commercial Function Study*, the proposed mixed-use development with retail/service commercial at grade is appropriate and should be permitted, specifically for the following reasons:

- The proposed development includes a sufficient amount of retail/service commercial space that reflects the market realities of this area of Guelph. It contributes to the retail/service commercial node and increases the commercial development in the CMUC above the minimum 6,500 square metres requirement specified in OPA 69.
- Furthermore, the proposed development is supported by a range of other retail/service commercial developments in the surrounding local area. These sites are accessible by car and public or active transportation. In particular, the area west of the subject site includes drug stores and an existing and potential new grocery store that will continue to support the ongoing needs of residents of this area.
- The proposed mixed-use development supports broader policy goals and commercial needs of the City. Specifically, it supports and prioritizes intensification. It also transitions a vacant and underutilized site into a productive residential and commercial mixed-use community, and also increases and diversifies the housing stock in an area that is largely comprised of single-family low-density housing formats.

Based on the findings of this *Commercial Function Study*, it is our professional opinion that the Zoning By-Law Amendment being advanced as part of the subject application for the subject site at 115 Watson Parkway North should be permitted without the need for an amendment to an amendment to the Official Plan.

Appendix A North American Industry Classification System (NAICS)

Figure A-1: uMi Retail Store Classifications Based on North American Industry Classification System (NAICS)

Group	NAICS	Description
FOOD		
90	Supermarkets	
	44511	Supermarkets and Other Grocery (except Convenience) Stores
100	Convenience and Specialty Food Stores	
	44512	Convenience Stores
	44521	Meat Markets
	44522	Fish and Seafood Markets
	44523	Fruit and Vegetable Markets
	44529	Other Specialty Food Stores, including Baked Goods Stores, & Confectionary & Nut
BEVERAGE STORES		
110	Beer, Wine and Liquor Stores	
	44531	Beer, Wine and Liquor Stores
NON-FOOD STORE RETAIL (NFSR)		
Automot		
20	Used and Recreational Motor Vehicle and Parks Dealers (Tires, Batteries, Automotive Accessories component)	
	44131	Automotive Parts and Accessories Stores
	44132	Tire Dealers
Furniture, Home Furnishings and Electronics Stores		
30	Furniture Stores	
	44211	Furniture Stores
40	Home Furnishings Stores	
	44221	Floor Covering Stores (excludes retailers of only ceramic or only hardwood flooring which are in Building Supply)
	44229	Other Home Furnishings Stores (e.g. window treatments, fireplace/accessories, kitchen and tableware, bedding and linens, brooms and brushes, lamps and shades, and prints and picture frames).
50	Computer and Software Stores	
	44312	Computer and Software Stores (includes retailing new computers, computer peripherals, pre-packaged software, game software and related products)
60	Home Electronics and Appliance Stores	
	44311	Appliance, Television and other Electronics Stores
	44313	Camera and Photographic Supplies Stores
Building and Outdoor Home Supplies Stores		
70	Home Centres and Hardware Stores	
	44411	Home Centres
	44413	Hardware Stores (includes tool stores)
80	Specialized Building Materials and Garden Stores	
	44412	Paint and Wallpaper Stores
	44419	Other Building Material Dealers (excluding manufacturing and construction firms) (includes doors, windows, kitchen cabinets, electrical, glass, plumbing,
	44421	Outdoor Power Equipment Stores (lawn mowers, tractors, hedge trimmers, snow blowers)
	44422	Nursery Stores and Garden Centres
Pharmacies and Personal Care Stores		
120	Pharmacies and Personal Care Stores	
	44611	Pharmacies and Drug Stores
	44612	Cosmetics, Beauty Supplies and Perfume Stores
	44613	Optical Goods Stores
	44619	Other Health and Personal Care Stores (includes stores retailing health and personal care items, such as vitamin supplements, hearing aids, and medical

... Continued



Group	NAICS	Description
Clothing and Accessories Stores		
140	Clothing Stores	
	44811	Men's Clothing Stores
	44812	Women's Clothing Stores
	44813	Children's and Infant's Clothing Stores
	44814	Family Clothing Stores
	44819	Other Clothing Stores
150	Shoe, Clothing Accessories and Jewellery Stores	
	44815	Clothing Accessories Stores
	44821	Shoe Stores (includes athletic shoe retailers)
	44831	Jewellery Stores
	44832	Luggage and Leather Goods Stores
General Merchandise Stores		
170	Department Stores	
	45211	Department Stores
175	45211	Department Stores with a Large food component (i.e. Walmart Supercentres)
180	Other General Merchandise Stores	
	45291	Warehouse Clubs and Superstores
	45299	All Other General Merchandise Stores: <i>Home & Auto (i.e. Canadian Tire)</i> <i>Other General Merchandise Stores (e.g. general stores, variety stores, "dollar" stores)</i>
Miscellaneous Retailers		
160	Sporting Goods, Hobby, Music and Book Stores	
	45111	Sporting Goods Stores (excludes athletic shoe retailers)
	45112	Hobby, Toy and Game Stores (excludes computer games and software)
	45113	Sewing, Needlework and Piece Goods Stores
	45114	Musical Instrument and Supplies Stores
	45121	Book Stores and News Dealers
	45122	Pre-Recorded Tape, Compact Disc and Record Stores
190	Miscellaneous Store	
	45311	Florists
	45321	Office Supplies and Stationery Stores
	45322	Gift, Novelty and Souvenir Stores
	45331	Used Merchandise Stores
	45391	Pet and Pet Supplies Stores
	45392	Art Dealers (excludes art galleries)
	45399	All Other Miscellaneous Store Retailers (e.g. tobacco supplies, artist supplies, collectors items, beer & wine making, swimming pool/spas/accessories, religious goods and accessories)

... Continued

Group	NAICS	Description
SERVICES		
200	Consumer Goods Rental	
	53221	Consumer Electronics and Appliance (Appliance rental and leasing, rental of consumer audio-visual equipment (including rent-to-own), Television
	53222	Formal Wear and Costume Rental
	53223	Video Tape and Disc Rental
	53229	Other Rental (sporting goods, garden equipment, home health, fitness etc.)
	53231	General Rental Centres (including contractors' and builders' tools and equipment, home repair tools, lawn and garden equipment, moving equipment)
210	Finance	
	52211	Banks
	52213	Credit Unions
215	52239	Other Financial (including cheque cashing, mortgage brokers, other financial services (e.g. Edward Jones))
220	Insurance and Real Estate	
	52421	Insurance Agencies and Brokerages
	53121	Offices of Real Estate Agents and Brokers
	53132	Office of Real Estate Appraisers
230	Professional, Scientific & Technical Services	
	54111	Offices of Lawyers
	54119	Other Legal Services (eg. Paralegal, Title search, immigration consultation, notaries)
	54121	Offices of Accountants, Tax Preparation Services, Bookings, Payroll
	54131	Architectural Services
	54132	Landscape Architecture (includes urban planners, industrial development planning, landscape architects)
	54134	Drafting Services
	54137	Survey and Mapping Services
	54138	Testing Labs (excluding medical, auto, veterinary)
	54141	Interior Design Services
	54143	Graphic Design Services (includes art studios)
	54149	Other Specialized Design Services (e.g. clothing, jewellery, fashion)
	54151	Computer Systems Design and Related Services (e.g. computer consulting and programming)
	54161	Management Consulting Services
	54162	Environmental Consulting Services
	54169	Other Scientific and Technical Consulting (e.g. economic, hydrology, safety)
	54171	Research & Development in the Physical, Engineering and Life Sciences (includes medical research labs)
	54172	Research & Development in the Social Sciences and Humanities (eg. demographic, education, psychology research)
	54181	Advertising Agencies
	54182	Public Relations Services (e.g. lobbyists, political consultants)
	54191	Marketing Research & Public opinion polling
	54192	Photographic Services (e.g. passport photography, photo studios portrait photography studios)
	54193	Translation and Interpretation Services
	54194	Veterinary Services (excludes pet care (81291))
	54199	All Other Professional, Scientific and Technical Services (includes consumer credit counselling)
240	Selected Office Administrative Services	
	56131	Employment Services (includes placements, executive search, casting agencies etc.)
	56141	Document Preparation Services (proofreading, word processing, desktop publishing etc.)
	56142	Telephone Call Centres
	56143	Business Service Centres (eg. printing, copying, mail centres) (excludes commercial printing)
	56144	Collection Agencies
	56145	Credit Bureaus
241	56151	Travel Agencies
	56159	Other Travel Arrangement & Reservation Services (eg. ticket sales agency, tourist info, bus ticket offices, etc.)
	56162	Security Systems (includes security system sales, installation and monitoring; locksmiths (excluding key duplication - 81149))
245	Selected Educational Services	
	61161	Fine Arts Schools (e.g. dance, drama, music, art, handicrafts)
	61162	Athletic Instruction (e.g. aerobic dance, gymnastics, jiu, karate, martial arts, scuba, swimming) (excludes athletic instruction in sport and recreation)
	61163	Language Schools
	61169	All Other Schools and Instruction (e.g. driving instruction, public speaking, Kumon, Oxford)

... Continued

Group	NAICS	Description
250	Health Care	
	63111	Offices of Physicians
	62121	Offices of Dentists
	62131	Offices of Chiropractors
	62132	Offices of Optometrists (excludes eyeglass stores - 44613)
	62133	Offices of Mental Health Practitioners (psychologists, psychiatric social workers)
	62134	Offices of Physical, Occupational, Speech Therapists and Audiologists
	62135	Offices of Other Health Practitioners (eg. acupuncturists, dental hygienists, dieticians, naturopath, podiatrists)
	62141	Family Planning Centres
	62142	Outpatient Mental Health and Substance Abuse Centres
	62149	Other Outpatient Care Centres (e.g. public health clinics, hearing testing, dialysis)
	62151	Medical and Diagnostic Laboratories (e.g. medical, x-ray, dental lab (excluding making of dentures, ortho appliances, teeth))
255	Social Services	
	62411	Child and Youth Social Services (e.g. Children's aid, youth centres, adoption)
	62149	Other Individual and Family Services (eg. AA, marriage counselling, outreach)
	62441	Child Day Care
260	Cultural, Entertainment and Recreation	
261	71312	Amusement Arcades (e.g. indoor play areas, pinball arcades, video game arcades) Fitness & Recreational Sports Centres (includes athletic clubs, spas (w/o accommodation), aerobic dance centres, health clubs)
262	71394	
263	71395	Bowling Centres
264	71399	All other Amusement and Recreation Industries (includes billiards parlours)
265	51213	Motion Picture and Video Exhibition (includes cinemas)
270	Food Services and Drinking Places	
271	72211	Full-Service Restaurants
272	72221	Limited-Service Eating Places
273	72232	Caterers (includes banquet halls)
274	72241	Drinking Places (Alcoholic Beverages) -(includes night clubs, bars (including those with gaming), pubs, taverns
280	Personal and Household Goods Repair and Maintenance	
281	81111	Automotive Mechanical & Electrical Repair & Maintenance (includes engine repair, exhausts, transmission, electrical system repair)
281	81112	Automotive Body, Paint, Interior and Glass Repair (includes collision repair, auto upholstery, paint & body shops)
281	81119	Other Automotive Repair & Maintenance (includes auto detail, washing, diagnostic centres, lub, rustproofing, undercoating, emissions testing)
282	81121	Electronic and Precision Equipment Repair and Maintenance (includes ink jet cartridges (cleaning and refilling), tv repair)
	81141	Home and Garden Equipment and Appliance Repair & Maintenance (e.g. small engine repair)
	81142	Reupholstery and Furniture Repair
	81143	Footwear and Leather Goods Repair (e.g. shoe repair)
	81149	Other Personal and Household Goods Repair and Maintenance (includes key cutting, china firing/decorating, jewellery repair, sharpening of knives, skate sharpening, watch repair etc.)
290	Personal Care Services	
	81211	Hair care and Esthetic Services (includes barber, beauty, hair salons)
	81219	Other Personal Care services (includes day spa, diet centres, hair removal, massage parlours, tanning salons, tattoo parlours, weight reduction centres)
	81231	Coin-operated Laundries and dry cleaners (self service)
	81232	Dry Cleaning and Laundry services (except coin operated)
	81233	Linen and Uniform Supply (includes work clothing supply services - industrial)
	81291	Pet Care (except veterinary)
	81292	Photofinishing Services
	81299	All other Personal Services (e.g. fortune tellers, dating services, psychic services, shoeshine)
295	Civic and Social Organizations	
	81341	Civic and Social Organizations (includes clubs)
	81391	Business Associations (includes board of trade, real estate boards etc.)
	Transportation	
296	49111	Postal Service (post office)
300	VACANT	
	9999	VACANT RETAIL/SERVICE SPACE

Appendix B Guelph Draft Comprehensive Zoning By-Law – Definitions

Figure B-1: Draft Comprehensive Zoning By-Law, Permitted Uses Definitions

Fitness centre means a **premises**, operated for gain or profit, where facilities and activities are provided to obtain physical fitness and includes weightlifting and exercise equipment, and may include exercise classes, personal fitness training and associated facilities such as lounge facilities, sauna and office space.

Community centre means a **premises used** for the provision of recreational, leisure, cultural and community service programs and may include a **recreation facility**, community meeting space or library but does not include a **fitness centre**.

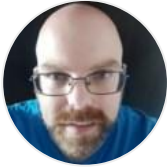
Recreation facility means a **premises used** for participatory athletic, recreational, physical fitness, leisure or social activity including a health centre, rink, arena, racquet court, swimming pool, billiard parlour, gymnasium, training room and bowling alley, but does not include a **school, commercial, parlour, adult entertainment, or a gaming establishment**.

SOURCE: Guelph Proposed Comprehensive Zoning By-law (July 2022).

<https://guelph.ca/wp-content/uploads/cog-proposed-zoning-by-law-statutory-public-meeting-July2022.pdf>

Appendix C 540 York Road – Status Update

East end grocery store proposal in early stages



[Richard Vivian](#)

Dec 7, 2021 2:45 PM



2 / 2 The proposed building location is within demonstration site B in the York Road-Elizabeth Street Draft Urban Design Concepts Study.

[Listen to this article](#)

00:01:44

A grocery store may be on the way to the city's east end.

The owner of 540 York Rd. wants to build a 10-storey apartment building with a grocery store on the ground floor and 180 residential units above.

"We're at the concept development stage right now," said Maurizio Rogato, a planning consultant with Blackthorn Development Corporation which is working on behalf of the owner, 2793031 Ontario Inc.

"It seemed to be a use that is fitting and, more importantly, it seemed to be a use that is needed in that immediate area."

If ultimately approved, the plan calls for 1,820 square metres of commercial floor area, along with 332 above and underground parking space, as outlined in Rogato's written submission to council regarding the York Road-Elizabeth Street Draft Urban Design Concepts Study.

"It's an important project for the east end of the city," commented Ward 1 councillor Dan Gibson during Monday's committee of the whole meeting, where the design concepts study was discussed.

In response to a question from Gibson, David de Groot, the city's senior urban designer, confirmed there are no major impediments to the project moving forward, but rezoning would be needed to allow a residential component.

He also noted some technical issues would need to be addressed regarding nearby "sensitive land uses."

The proposed project site is located on vacant land just east of Victoria Road, beside the rail line.

"We're looking to expedite (the project timeline)," said Rogato, noting planning applications are likely to be filed with the city before mid-2022.

"Then that process would take whatever time it does to ensure proper review with the city and the government agencies."

Reader Feedback (7)

Add to the story

Have a story idea?

Letter to the editor

Report a mistake

Ask a question