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JULY 2023

COMMUNITY ENGAGEMENT REPORT

Neighbourhood Meeting - 115 Watson Parkway North

Prepared for Guelph Watson Holdings Inc. (GWHI)

Prepared by LURA Consulting



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1. Description of the Proposal

On June 29th, 2023, Guelph Watson Holdings Inc. hosted a Neighbourhood Meeting to discuss a proposal for a mixed use (residential and commercial) development located at **115 Watson Parkway North** (the "Site") and to receive public input.

The proposal (as presented at the neighbourhood meeting¹) is to rezone the Site, which is approximately 6.44 ha in size, to permit a mixed use (residential and commercial) development. The proposal includes four buildings atop two podiums with commercial uses at-grade. The buildings range in height from six to ten storeys with approximately 582 apartment units. 197 townhomes in a variety of built forms are proposed internal to the Site. The development proposes a new public park on Watson Road North.

The proposal presents an opportunity to significantly expand the range of housing options in Grange Hill East. The goal is to enliven and animate the streetscape and integrate the proposed mixed-use development within the emerging mixed-use centre and adjacent natural heritage system.

The Site is shown on the map below and is currently vacant.



Figure 1: Site Location Map: 115 Watson Parkway North

Official Plan Criteria

The Site is designated Commercial Mixed-Use Centre on Schedule 2: Land Use Plan. The designation permits mixed-use development with residential densities ranging from 100-250 units per hectare ("UPH") and buildings up to 14 storeys tall.

Zoning By-law Amendment

The Site is predominantly zoned as a Specialized Community Shopping Centre Zone [CC-15(H)] under the in-effect City of Guelph Zoning By-law (1995)-14864, as amended. There is a small portion of the Site along the southern property line zoned Parks and Floodway zone along the

¹ Following the neighbourhood meeting, the developer is actively working to revise the project design to incorporate comments received from community members.

western property boundary adjacent to Watson Road. The CC-15(H) zone permits commercial uses and Dwelling Units with permitted commercial uses in the same building.

In conformity with the Official Plan, a Zoning By-law Amendment is required to:

- expand the range of residential built form permissions;
- determine appropriate regulations;
- implement the boundary of the Natural Heritage System;
- reflect the proposed park; and
- address refinements to the Floodway Zone, as may be appropriate.

City Council adopted a New City-Wide Zoning By-law (2023)-20790 on April 18, 2023, under which the Site is zoned Specialized Commercial Mixed-Use Centre [CMUC-9(PA)(H10)(H12)], which permits a range of commercial and residential uses. The New Zoning By-law is under appeal and is not yet in effect.

A Zoning By-law Amendment is proposed to amend the provisions of both Zoning By-laws to permit the proposed development.

At the time of the Neighbourhood Meeting, no application has been made, nor has a decision been made by the City of Guelph.

2. Date and Location of the Meeting

The neighbourhood meeting was held on June 29th, 2023, from 5:30 to 7:30 p.m., with a formal presentation beginning at 6:00 p.m. The meeting was held at the Victoria Road Recreation Centre (Cedar Room) located at 151 Victoria Road North in Guelph. Meeting notices were mailed on June 15, 2023, to all properties within the required 120 metre site radius.

36 participants attended the meeting, including two City Councillors and the Mayor.

The meeting was facilitated by LURA Consulting and a presentation was provided by Tercot Communities.

The following technical experts were in attendance:

Firm	Individuals	Subject Matter Expertise
Turner Fleischer Architects Inc.	Ali Afrasiabi and Anita Yu	Architecture
MBTW Group	Jasna Sehovic and Paul Hung	Urban Design
Odan-Detech Group Inc.	Drago Samardzic	Engineering
Zelinka Priamo Ltd.	Jonathan Rodger and Azar Davis	Land Use Planning

3. Summary of Public Comments

The following table summarizes the main themes and comments heard during the Neighbourhood Meeting. Starred (*) comments were made repeatedly.

Key Theme	Summary of Comments
Commercial & Retail Space	<ul style="list-style-type: none"> • Participants suggested that the commercial space be large enough to accommodate a full-service grocery store. Strong desire for a large grocery store to be included in the proposed development. (*) <ul style="list-style-type: none"> ○ A few participants were supportive of smaller retail spaces. • Participants were curious whether the developer could influence the types of businesses which might locate in commercial / retail spaces.
Parking	<ul style="list-style-type: none"> • Participants had differing opinions about the amount of parking required for the proposed development. <ul style="list-style-type: none"> ○ Some participants felt there was not enough parking to accommodate future residents and support commercial spaces. Participants highlighted that most families in Guelph need two cars and parking for current residents is already limited in this area. (*) ○ Other participants were supportive of reduced parking requirements. These participants were encouraged by the development of complete communities which allow residents to walk or cycle to their destinations and reduce their reliance on cars. (*) • Suggestion to consider another level of underground parking. • It was noted that street parking is not possible in winter months.
Accessibility & Affordability	<ul style="list-style-type: none"> • Participants asked about potential pricing of units, emphasizing the importance of affordability. • Support for the accessible playground shown in the presentation, as well as greenspaces, given the seniors residence across the street. • Additional parking spaces are expensive. Providing future residents with the option to have only one parking space (rather than two) could make units more affordable. • Ensure the area remains accessible for those who do not drive.
Project Communications & Engagement	<ul style="list-style-type: none"> • Desire for increased (earlier and more frequent) communications around the proposed development, including a wider notice distribution area and postings to nearby apartment buildings notice boards. (*) • Participants were interested in knowing more about project timelines and how soon construction could begin. • Participants wanted to know how their input would influence the proposed development.

Key Theme	Summary of Comments
	<ul style="list-style-type: none"> • Suggestion to create a Facebook page and hold additional meetings for the proposed development to solicit additional feedback. • Suggestion to include Indigenous communities in engagement for this development. • Participants thanked the developer for hosting the neighbourhood meeting.
Traffic & Construction Impacts	<ul style="list-style-type: none"> • Concern about impacts to traffic both during and after construction due to increased volume and/or potential road closures. (*) • Suggestion to add a new stoplight at Starwood Drive and Watson Parkway North. • Participants are concerned about noise and dust during construction. • Participants wanted to know how this would be coordinated with other ongoing construction nearby.
Servicing & Supporting Studies	<ul style="list-style-type: none"> • Concern for servicing required for the development (i.e., sewers, watermains). (*) • The City needs to consider additional services (like schools) to accommodate the increased population. • Participants asked for clarification about which supporting studies are being completed (i.e., traffic studies, shadow studies, parking studies, environmental studies). • Desire to see plans in relation to other existing, approved and proposed developments in the area (block massing plan).
Environmental Protection, Parkland & Trails	<ul style="list-style-type: none"> • Participants highlighted the importance of protecting local wildlife and birds. Suggestion to include reflective materials on buildings to protect birds. (*) • Support for connection to trails and parkland. Desire for additional / accessible greenspace. • Participants emphasized the importance of protecting nearby wetlands and water resources, as Guelph relies on groundwater for its drinking water supply. Suggestion to include permeable surfaces to promote infiltration. (*)
Complete Communities	<ul style="list-style-type: none"> • While participants acknowledged the need for housing, they would like to see a mix of useful services and amenities, in addition to residential. • There is a need for a mix of retail / commercial spaces and other amenities (i.e., groceries, pharmacies, parks, pools, daycare, hair salons, etc.) to support a complete community. (*) • There is a desire for a walkable community which reduces reliance on driving. Participants would like to see multi-modal connections within and external to the site.

Key Theme	Summary of Comments
	<ul style="list-style-type: none"> • Suggestion to look to neighbourhoods in Toronto as an example, while recognizing that Guelph is unique in its mentality and infrastructure. • Desire for bike parking to be included in the design. • Suggestion to work with Guelph Transit to ensure adequate servicing. (*)
Built Form & Housing Mix	<ul style="list-style-type: none"> • Desire for units which encourage families to move into the neighbourhood. This should include larger units with 2+ bedrooms. (*) • Participants were supportive of having housing units above ground floor retail space. (*) • Participants were happy to see that single family dwellings were not included in the proposed development. • Suggestion to reduce building height to reduce potential shadows. Others were supportive of high densities facing Watson Parkway North.

A table outlining all comments received is attached in Appendix A.

4. Response to Community Feedback

The following section outlines refinements to the proposed development in response to the comments heard during the Neighbourhood Meeting.

Commercial Space

Participants asked that the commercial space be large enough to accommodate a full-service grocery store. There is a strong desire for a large grocery store to be included in the proposed development.

While the developer cannot predict or guarantee which retailers may locate in this proposed space, they are committed to addressing the concerns of the local community. As such, the proposed commercial space has been increased from approximately 16,000 sqft to 30,300 sqft to facilitate opportunities for larger retailers. The developer has engaged with a commercial broker to understand the possibilities and viability of commercial uses in the area.

Parking Requirements

Participants were split on whether they would like to see more parking included in the proposed development – with some wanting more parking and others wanting minimal parking to promote more sustainable transportation. Nevertheless, the developer understands that parking is a prime concern for the community and is considering the addition of another level of underground parking for the higher density blocks.

Accessibility and Sustainability

The developer is working with the consultant team to implement accessibility solutions to both interior and exterior spaces. Additionally, they are exploring the options to contribute to the City of Guelph’s goals of being a net zero carbon community by 2050.

Affordability

The developer's intent is to offer a wide range of housing options that can accommodate to a mixed-income community. They are exploring opportunities to partner with non-for-profit organizations as the next step.

Environmental Protection, Parkland and Trails

Participants spoke about prioritizing pedestrian safety; the developer is now proposing a pedestrian network including a trail head.

Traffic and Construction

The developer's proposing that a traffic signal be installed at Starwood and Watson. To ensure that construction impacts are limited/mitigated, a construction plan will be prepared in accordance with the City's standards and best practices.

A full submission will form part of the ZBA application. A scoped EIS and FSR SWM Report were prepared in support of the ZBA application.

Project Communications & Engagement

A number of participants indicated that they did not receive notice of this Neighbourhood Meeting. While these individuals lived nearby, they reside more than 120 metres from the site, falling outside the City's mandated notice area.

In order to continue building relationships with the community, the developer is committed to expanding the notice distribution area for future project communications. The developer will also continue to work with local media and City Officials to promote upcoming engagement opportunities.

APPENDIX A:

PARTICIPANT COMMENT TRACKING SHEET

Community Engagement Report

Neighbourhood Meeting – 115 Watson Parkway North

Date Received	ID Number	Question / Comment	Method of Submission	Response (for in-meeting questions)
29-Jun-23	1	Commercial rezoning – can you tell us what is supposed to be on this site and what you're looking at reducing it to?	Verbal at meeting	The intent is to try to meet goals and objectives of context. Not trying to achieve same vision at end of day. Work through rezoning to decide what that would look like. Commercial + retail at node.
29-Jun-23	2	Let's say this goes through quickly – how fast can we put shovels in the ground?	Verbal at meeting	We're about 2 months away from application. As soon as zoning approvals go through, we can start immediately. We intend to have mix of rentals, freeholds, apartments. All sort of products geared to different incomes.
29-Jun-23	3	Retail part of this – how much retail space are we talking about? Is there a space suitable for a significant enough grocery store – something people can do their main shopping at? Is that size allocated?	Verbal at meeting	Area is 16,000 sqft (split into two. We are considering speciality grocery store for here. We want to hear from you what exactly you need – fresh foods – bakery.
29-Jun-23	4	Is that size enough? 8,000sqft?	Verbal at meeting	A bit early to get into details – happy to explore what needs are.
29-Jun-23	5	Why this meeting was planned for this evening? Last day of school, 5:30pm. Didn't get notice for event – learnt about it through the paper.	Verbal at meeting	This is one meeting of more, so you will have more opportunities to provide feedback.
29-Jun-23	6	Understood the commercial area was originally 50k sqft, 16k sqft seems small. Food is big deal in area – any options need to be accommodated. Worried about scale and that those needs are accommodated.	Verbal at meeting	Noted as comment.

29-Jun-23	7	Concerned about how much servicing you have to do for this development and how much disruption there could be to the major artery.	Verbal at meeting	Will have to work out with construction management plan once we get to that stage in the process. Will do everything to minimize impact.
29-Jun-23	8	What are the numbers behind that re: affordability? What are we looking at as estimate for cost per unit? What are we doing to secure neighbourhood accessibility, walkability, multi-modal transportation? Accessibility, affordability, food?	Verbal at meeting	Understand market needs affordability. Big part of proposal is to offer varied housing types, varied tenure types. Too early in process to get exact numbers. Key behind proposal is to meet varied housing types. Accessibility and connectivity throughout the site is important. We want to have it walkable, with sidewalks, trails. Promote public transit, cycling.
29-Jun-23	9	Studies that we have done so far – is there a water management study? Is there a wildlife study? Parking study? Where is parking for commercial?	Verbal at meeting	Yes to both for water and wildlife. Parking and traffic in progress. Surface parking for block 1 and 2. Underground parking is available for residents. Surface parking is for both residents and retail visitors. One level of underground parking for each building.
29-Jun-23	10	Need for grocery store. String of small businesses won't do – need large retail space to attract grocery store and benefit community. We need grocery store in area. **	Verbal at meeting	Noted as comment.

29-Jun-23	11	Would have liked to see plans in relation to all other developments going in area. Doesn't feel well coordinated and planned out. How does this development fit together with rest? Concerned about walking trail behind house and having people use it if development can use it. Amount of parkland designated – how much is there for residents and are they relying on what's around? Wetlands – really important – our water relies on ground that is permeable for water systems. How does whole area relate to water system? What density is required to accommodate grocery store?	Verbal at meeting	Noted as comment.
29-Jun-23	12	Street is very busy today – I can't cross road when going downtown. Plan for people that can't drive.	Verbal at meeting	Noted as comment.
29-Jun-23	13	How many families are you looking to welcome in this location?	Verbal at meeting	44% of entire units – apartments and townhouses that are family sized. Almost 200-300 units.
29-Jun-23	14	Will lead to need to school when families move in and start having kids – need for families.	Verbal at meeting	Noted as comment.
29-Jun-23	15	Parking – city looking to reduce parking – struggle to drive and find parking. Serious look at parking because people will still need to drive – hard to access for surrounding community. Need more than enough.	Verbal at meeting	Noted as comment.
29-Jun-23	16	Where is stormwater block on the plan? Or are you using pond next to it? Have you reached out to any grocery stores if any want to be part of development?	Verbal at meeting	Using pond. Engineers will work with city engineers to make proper pond. City has masterplan for trails, and we will connect to it. RE: Grocery stores - It's premature because we don't have a project, we just have an idea. This is not a statutory meeting – want to hear from community. Listening and go

				back to plans. No application – this is all a maybe.
29-Jun-23	17	Talk about parking – people generally need 2 cars for a family. Don't see enough parking for now. Not a reality to use transit for this for now. Need to meet reality of parking now. **	Verbal at meeting	Noted as comment.
29-Jun-23	18	Sale of Loblaw properties – any anti-competition conditions for proximity to grocery store?	Verbal at meeting	Noted as comment.
29-Jun-23	19	Has any Indigenous engagement been included in this process?	Verbal at meeting	There has not been any engagement to date – will take under consideration. Archeological study will include indigenous.
29-Jun-23	20	How much sway do we have as a community?	Verbal at meeting	Hard to quantify – if we didn't care we wouldn't even be here. We would just meet statutory requirement after application. A lot of developers don't do what we do – we have been doing this for 40 years and we always go back to community.
29-Jun-23	21	Disagree with sentiment of pro-parking. Question – for those who do want parking – is it possible to have another level of parking? There are already lots of options for parking. I would prefer more walkable and not parking – younger family. Communities like these allow people to not have parking.	Verbal at meeting	We build a lot of high-rise communities in Toronto. We had to meet parking requirements and a lot of them are empty. I know it's different down there. But I think in the future less and less people will want cars. We will
29-Jun-23	22	Suggestion on design. Tall building next to proposal. It has a big shadow across the neighbourhood. Why	Verbal at meeting	Shadow study is being done right now. Architects will consider if it's feasible.

		not make ten story to eight stories to reduce shadow impact?		
29-Jun-23	23	Proponent to have big grocery store. Needs to be economic component to it. Guelph doesn't have grocery store with apartments above it. This is an opportunity to have it integrated together – elevator through it all.	Verbal at meeting	Noted as comment.
29-Jun-23	24	Walkable community with just 1 car only works if you're not in a food desert. If you want less parking, have what people need to get in the community to make it walkable. Grocery, pharmacy, other stores, etc. Look at how they do it in Toronto.	Verbal at meeting	Noted as comment.
29-Jun-23	25	Live right across – timing – how long is it going to take?	Verbal at meeting	Estimating 12-18 months after submission. Construction can be 3-5 years.
29-Jun-23	26	Would like to get to hear and get notices throughout this. Make sure to get notices in apartment buildings. **	Verbal at meeting	Noted as comment.
29-Jun-23	27	Having grocery at ground level and apartments above is something I've been saying for a long time. Grocery store parking lot is never full. Could be used more efficiently. Have as much housing on top as possible. More underground parking below.	Verbal at meeting	Noted as comment.
29-Jun-23	28	Connect – contact information? How can we communicate that opportunity to individuals who weren't here tonight?	Verbal at meeting	Email – info@tercot.com. Can share this with anyone to submit comments.
29-Jun-23	29	I like designs of playgrounds. Accessible playground. Senior residence across the street – nice to have greenspaces to accommodate mobility issues.	Verbal at meeting	Noted as comment.
29-Jun-23	30	Want to see more, please have more of these. Make a Facebook page, have a forum will help a lot to connect with community. You would get thousands of comments on there.	Verbal at meeting	Noted as comment.

29-Jun-23	31	We have a fantastic ecosystem in Guelph. A lot of wildlife in pond – but a lot of them cross the roads. Please take into consideration birds and how they will interact with community. Take into consideration geese.	Verbal at meeting	Noted as comment.
29-Jun-23	32	Take into consideration road parking – not allowed in winter.	Verbal at meeting	Noted as comment.
29-Jun-23	33	Respond to parking – with this community attracting families that only need 1 parking spaces. Thinking in terms of economics – more options will give more supply and make rest of places that have 2 spaces be more affordable. Let people choose and give them options.	Verbal at meeting	Noted as comment.
29-Jun-23	34	Looking for grocery store 14 years – still don't have one. Need parking too.	Verbal at meeting	Noted as comment.
29-Jun-23	35	Apartments – possible for families – will all of them be 2 bedrooms or is there possibility for less or more?	Verbal at meeting	We designed for flex floors to accommodate bigger units.
29-Jun-23	36	Don't have amenities – supermarkets, parks, swimming pools. What's important to community – parking, shopping, walkability. I think there's capacity for a few wins here. This isn't just an issue for here – need to look at solutions as Guelph becomes less and less affordable and walkable. Need to be concerned about water supply. Appreciate what is being done here. Thanks councillors here. Parking spot makes housing more expensive. Believer in on-street parking. Grocery store is not Tercot's problem – it was 35 years ago when Walmart broke official plan and refused to build grocery store in the east. This is a great meeting, thank you.	Verbal at meeting	Noted as comment.
29-Jun-23	37	Ground water. Can it be permeable surfaces? Guelph Water is on an aquifer; Basements, parking, parklands - outdoor spaces; Density & design - not Toronto, Not Vancouver. This community has a	Comment Form submitted at meeting	n/a

		different mentality. Building use is different than big city; Infrastructure - can this area really accommodate such a residential footprint; Water - was a water study done?; Commercial? What? Try & meet???.; Design of buildings - 2 or more bedrooms? Need for larger units - lack in all new developments - 3, 4 bedroom?; Major concern about design of buildings		
29-Jun-23	38	Will there be a new stoplight at Starwood and Watson? It is already very difficult to turn; Will there be enough parking between surface and underground? Keeping in mind that most families and couples have 2 cars. How much parking do the townhouses have?; Small grocery store would be nice like the size of Market Fresh or Angelinos, please add more food/grocers in the commercial; 1-2 larger retailers on the ground floor commercial; Bike racks + bike parking please; Not enough park land and open space; Please put reflectors of the buildings for bird flight paths; Is it possible that a grocery store will not happen at all? Grocery stores have high ceilings, the concept plan looks like lower ceilings. As someone who might purchase a unit in this development, I am looking forward to see if it is affordable; Good speaker facilitator, thank you; Thank you for hosting and advertising this meeting!	Comment Form submitted at meeting	n/a

29-Jun-23	39	The high density facing Watson is great! This will reduce noise pollution to the lower density houses; I love the idea of NO singles, please keep that; I agree that most of us want a big chain grocery store like a Freshco, Food Basic, No-frills; I agree that smaller independents which do not serve the community enough. We really want a bigger retail grocery store.; I disagree with the one community member's sentiment of not wanting more people on her trail it is great if that area can be walkable; I think it will be best to keep minimum parking - it's the responsibility of the people who move in to only have as many cars as their house can hold; About the birds: there are reflective that can help cities be more friendly to birds, look up "bird-friendly cities" there is a Uof Guelph thing for it, maybe ask them; The facilitation at this meeting was excellent! Great job!	Comment Form submitted at meeting	n/a
29-Jun-23	40	There needs to be a full-service grocery store (e.g. Food Basics, Metro, Freshco, etc.) Can put condos on top of the grocery - will be highly profitable for you. Townhouses not important at all. And parking can be underground.	Comment Form submitted at meeting	n/a
29-Jun-23	41	Need a grocery store!; Parking priority + looks like needs much more; Preliminary - need more notice + notice to send to neighbourhood.; sent notices for future meetings; more applications, construction, etc. along as soon as possible	Comment Form submitted at meeting	n/a

29-Jun-23	42	<p>Commercial portion - be strategic in the type of commercial or retail tenants. This area of Guelph has next to no retail or services. We don't need a pizza parlour as they are already seven in a convenient radius. Look at what is needed in a typical neighbourhood that is missing so much. What plans or discussions have or will occur about the increased volume of traffic this will create? Will this development cause road closures or access to the existing neighbourhoods - has servicing been planned with minimal disruption to the area? Concern of the timing of development with City of Guelph plan to close York Rd for future sewer and watermain replacements, road resurfacing etc. Environmental impact and construction dust etc. Noise during construction, lane blockages - Watson to a new artery for residents in this established neighbourhood. What negotiations will be made with City of Guelph with respect to public transit? What research have you done to understand the Your experience seems to only to be in major cities and that kind of development. What conditions did the seller impose on what you can or cannot do re: tenants in commercial or retail units? Height and high density development: 6-10 stories - don't support more than 5 or 6. Traffic lights at main access road into development. Concern with proximity to the rail line. Townhouse design is too modern and will look like they don't belong to the existing neighbourhood. Effect on current school capacity. You need to balance the community needs.</p>	Comment Form submitted at meeting	n/a
29-Jun-23	43	Grocery store is needed a priority	Comment Form submitted at meeting	n/a

29-Jun-23	44	The community needs useful services and amenities as well as more residential. A development that doesn't offer anything back to the community other than increased density will not improve our neighbourhood. We want to see actual beneficial services on the ground floor. Grocers, pharmacy, convenience store, daycare, hair cuts, etc. Playgrounds, splash pads not just residential. We are all for more housing but need more services also.	Comment Form submitted at meeting	n/a
29-Jun-23	45	Residents of the East End in Guelph have been waiting 10+ years for real, accessible amenities - grocery, pharmacy, etc. This project does not address these needs. All of these units will require vehicles to access necessities which will further increase congestion on our local roads. I do not support this project as it is currently planned & will also pass this along to the city and encourage others to do the same. We also did not receive notice of this meeting from Tercot and I believe we are within the mandated area.	Comment Form submitted at meeting	n/a

04-Jul-23	46	<p>"I live in the apartment adjacent to the vacant land where Tercot proposes to put a large development. I do thank Tercot for putting on this presentation as it is not the usual norm.</p> <p>My first impression is YIKES, could you pack them in any tighter? Every roadside available will be for those precious extra cars most modern households require. But again, they clearly need that extra car to get to the services the east side still doesn't have. The resultant traffic just boggles the mind.</p> <p>I'm concerned about my ability to continue to live at this location. All this development in the 7 years I have lived in Guelph, but the neglect that our council still provides us with, no services to speak of for 25 years or more. Amazing."</p>	Email received to info@tercot.ca	n/a
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