

Commercial Function Assessment

Post-Secondary School Residence and Convenience Commercial Development

785 Gordon Street, City of Guelph

Prepared For: Society Developments Inc.

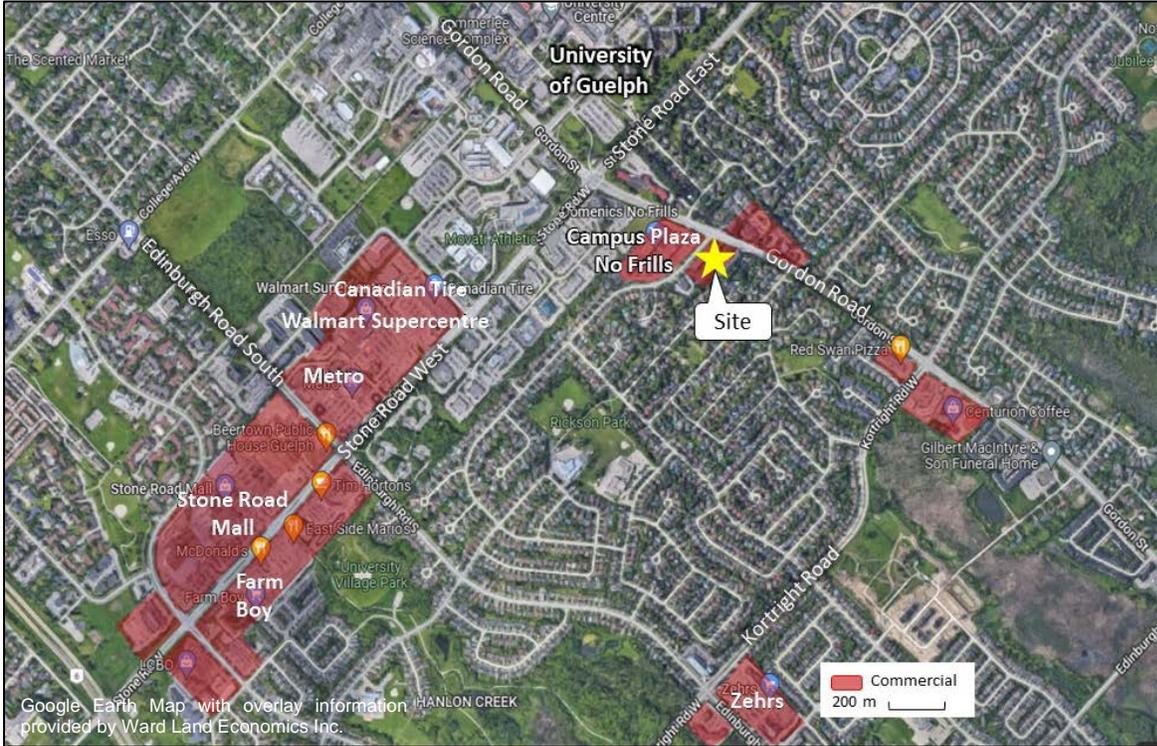


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Executive Summary

Society Developments Inc. proposes to redevelop the Days Inn hotel site at 785 Gordon Street (the “Site”) for a specialized high density residential building with convenience commercial space. The specialized residential building is designed to accommodate a post-secondary school residence with up to 600 sq.m. (6,460 sq.ft.) of convenience commercial space. The Site is located within an Intensification Corridor, is designated Neighbourhood Commercial Centre, and is zoned Specialized Service Commercial (SC.1-11).

To permit the proposed post-secondary school residence with up to 600 sq.m. (approximately 6,460 sq.ft.) of convenience commercial space, amendments to the Official Plan and Zoning By-law are required along with various reports including a Commercial Function Study. A site specific High Density Residential designation and a Specialized Residential Apartment zone are proposed for the Site. This Commercial Function Study addresses the retail commercial component of the proposed redevelopment of the Site. The following provides a summary of the findings and conclusions of the Commercial Function Study.

In summary, there are several market indicators which demonstrate a lack of need for the Site’s Commercial designation and zoning including: the Site’s location beside a shopping centre, the permitted size of that shopping centre is much larger than other Neighbourhood Commercial Centres, and there is a very large supply of retail commercial space in the market area including food stores and drug stores which serve daily and weekly needs of the surrounding community, among other indicators.

The Site is appropriately located near the University, is beside a shopping centre, within a built-up area of the city, and within an Intensification Corridor. The proposal entails an appropriate redevelopment of the Site which is consistent with the Official Plan and the 9.3.d) goal to provide for higher densities of residential development in an appropriate location. The proposal is also consistent with the Official Plan Section 9.4.2 and the components of a Commercial Function Study.

Based on the findings of the Commercial Function Study, a redesignation and rezoning of the Site to permit a post-secondary school residence with up to 600 sq.m. of convenience commercial space is justified.

As detailed in this report and summarized below, the proposal is consistent with Official Plan Section 9.4.2 and the components of a Commercial Function Study. The findings and conclusions are summarized as follows.

- With the proposed development there will remain a large supply of retail commercial space to meet daily and weekly needs of the surrounding community especially for food stores and drug stores.
- There are opportunities for additional commercial floor space to be provided elsewhere to sustain the local provision of retail commercial floor space within commercially designated lands as well as within the immediate area of the Site.
- The proposed development would not impact the ability of residents and employees in the area to use active transportation options to access commercial shopping areas and commercial services.
- The role of the existing retail commercial space in the market area will continue to provide a community focal point for shopping, stores, and services.

Therefore, from a market perspective, the findings of the Commercial Function Study justify a redesignation and rezoning of the Site to permit a post-secondary school residence with up to 600 sq.m. of convenience commercial space.

1.0 Introduction

Society Developments Inc. proposes to redevelop the Days Inn hotel site at 785 Gordon Street (the “Site”) for a specialized high density residential building with convenience commercial space. The specialized residential building is designed to accommodate a post-secondary school residence with up to 600 sq.m. (6,460 sq.ft.) of convenience commercial space. The Site is located within an Intensification Corridor, is designated Neighbourhood Commercial Centre, and is zoned Specialized Service Commercial (SC.1-11).

To permit the proposed post-secondary school residence with up to 600 sq.m. (approximately 6,460 sq.ft.) of convenience commercial space, amendments to the Official Plan and Zoning By-law are required along with various reports including a Commercial Function Study.

1.1 Study Purpose

Along with development applications, the City of Guelph Planning Staff requested submission of a Commercial Function Study regarding the retail commercial component of the proposed redevelopment of the Site. Section 9.4.2 of the Official Plan informs that Commercial Function Studies are required for development proposals for Commercial Mixed-use Centres, Neighbourhood Commercial Centres, and Mixed-use Corridors.

The City’s Official Plan and Official Plan Amendment 69 (“OPA 69”) which updates the Commercial policies of the Official Plan although subject to appeals, expands the requirement for a Commercial Function Study to include Neighbourhood Commercial Centres (among other designations). Section 9.4.5.11 of OPA 69 directs that a Commercial Function Study is required for.

Development proposals that would decrease the existing commercial gross floor area within a Neighbourhood Commercial Centre by more than 25 per cent or that would provide commercial gross floor area at less than .15 FSI will require a Commercial Function Study in accordance with the policies of this Plan.

Section 9.4.2 of the Official Plan informs that the components of a Commercial Function Study shall address the following.

- 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.

In response to the City's request, this study accounts for Official Plan Section 9.4.2 and the components of a Commercial Function Study.

1.3 Study Approach

This Commercial Function Study includes the following components.

- Review of the Site location, access, and surrounding context.
- Review of the existing supply and function of retail commercial space in the market area.
- Review of opportunities for additional retail commercial floor space to be provided elsewhere and within the immediate area of the Site.
- Assessment of the proposal and whether there will continue to be a large supply of retail commercial space to meet daily and weekly needs of the surrounding community especially for food stores and drug stores.
- Assessment of the role of retail commercial space in the market area in providing a community focal point for shopping, stores, and services.
- Opinion of market need for the Site's Commercial designation and zoning.

The market assessment, findings, and conclusions are summarized in this report.

This report incorporates standard and accepted methodologies for conducting retail market analyses for municipal planning purposes. If significant market and/or economic changes occur which influence the basic assumptions and analysis provided in this report, then if necessary, the analysis, findings, and conclusions should be revisited.

2.0 Site Location and Proposed Development

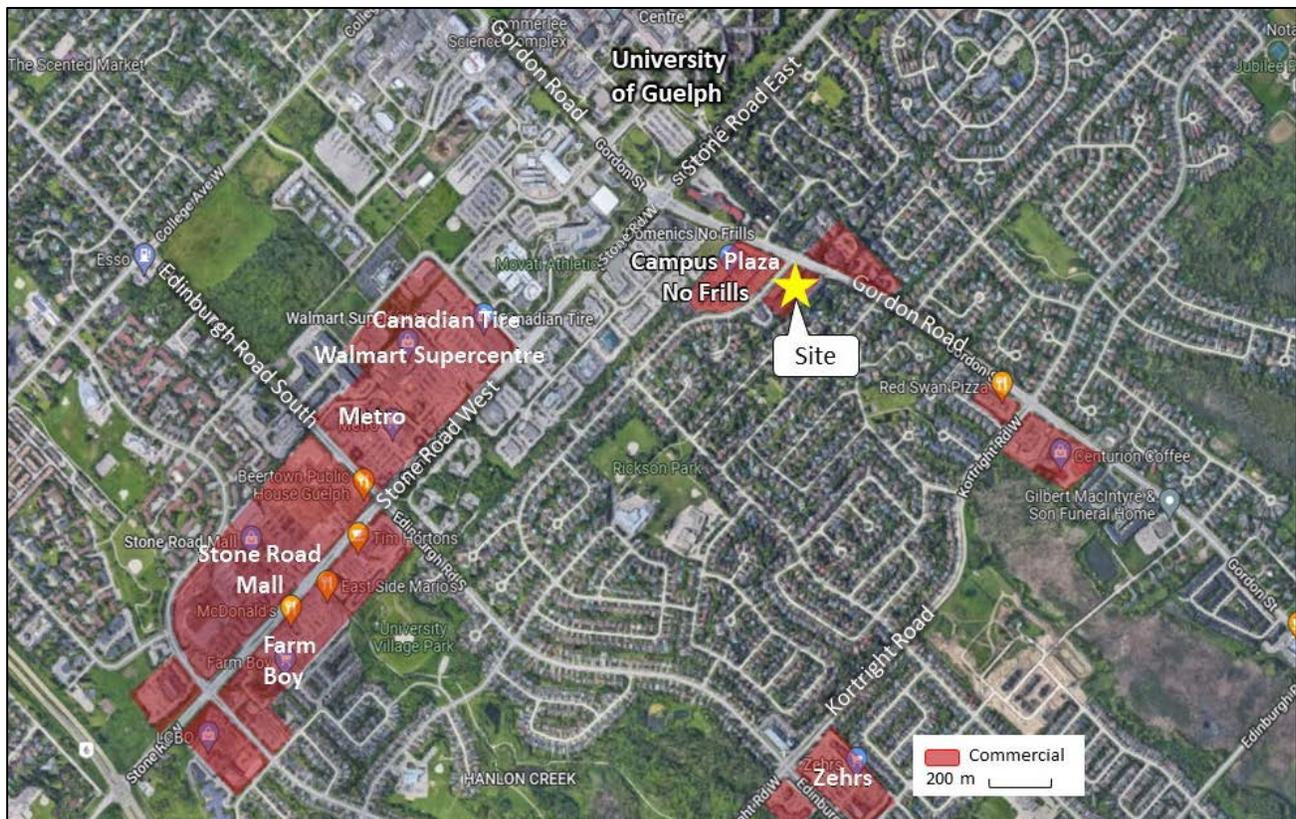
This section includes a description of the Site location and surrounding context, and provides a review of the proposed development, as well as the Site designation and zoning.

2.1 Site Location, Access, and Surrounding Context

The Site is appropriately located close to the University of Guelph, across the street from a shopping centre, and within a large retail commercial market area.

The Site is located at the southwest corner of Gordon Street and Harvard Road as illustrated below.

Figure 2.1: Site Location and Surrounding Context



Base map sourced from Google Maps with overlay information provided by Ward Land Economics Inc.

Student residents of the Site will have easy access to the University, a supermarket anchored shopping centre, and other stores and services within walking distance of the Site.

- Immediately north of the Site is the Campus Estates Plaza shopping centre anchored by a No Frills supermarket, IDA drug store, other stores, restaurants, and services.
- The University of Guelph is within a 5-10 minute walk north of the Site.
- Immediately west of the Site is a commercial building including offices, medical, and dental uses.
- Within 1-1.5 km radius distance west of the Site along Stone Road, is the city's largest retail commercial shopping area including; the city's largest shopping centre – Stone Road Mall, a Walmart Supercentre, Metro, Canadian Tire, Farm Boy, other plazas, restaurants, and services.
- East of the Site is a mix of medical/dental and professional offices. Further east is a residential area.
- South and west of the Site is a residential area, neighbourhood shopping centres and plazas, a Zehrs supermarket, drug stores, restaurants, and services.

A detailed review of the supply of retail commercial space is provided in Section 3.

Arterial roads, active and public transportation provide easy and convenient access for residents of the Site to the large supply of retail commercial space. Transportation options to access shopping areas and services would not be impacted by the proposed development.

Easy access to and from the Site is provided by Gordon Street, a main north-south Arterial road which connects with Stone Road and the University of Guelph to the north and Highway 401 to the south. The Site is well serviced by bus routes and direct access to bike route trails.

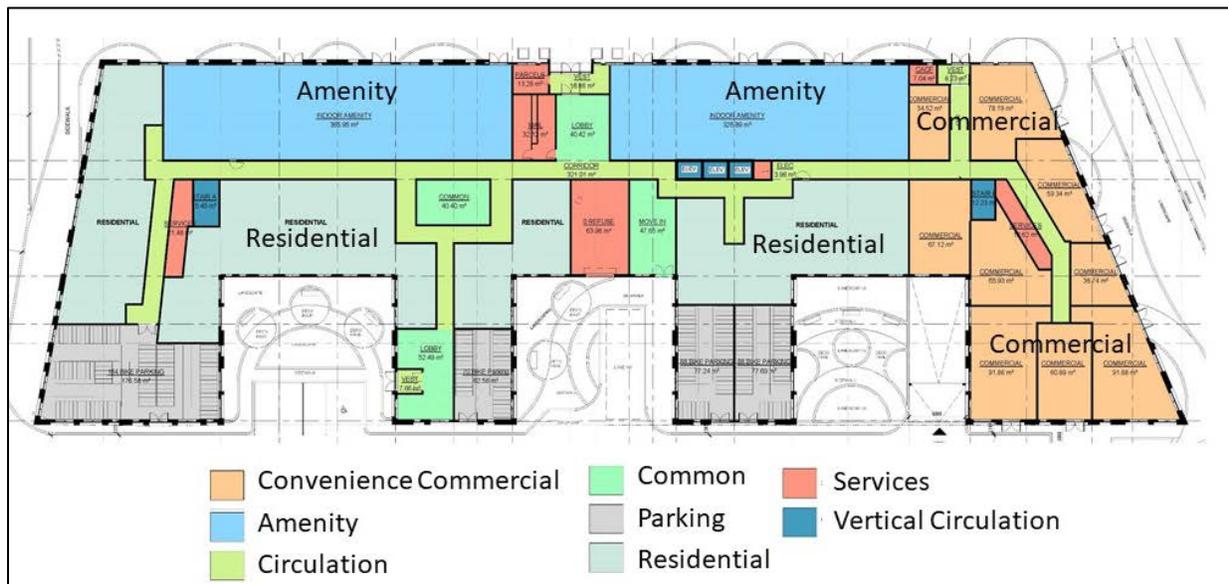
The shopping centres, supermarkets, drug stores and pharmacies, other stores and services in the surrounding market area are easily accessed from the Site within walking distance as well as by the existing public transit and active transportation network.

2.2 Proposed Development

A post-secondary school residence with up to 600 sq.m. (approximately 6,460 sq.ft.) of convenience commercial space is proposed on the Site.

- The existing Days Inn hotel on the 0.85 hectare (approximately 2.1 acre) Site is proposed to be redeveloped for a mixed use building containing a post-secondary student residence and convenience commercial space.
- The Site provides an appropriate size and location to accommodate the proposed development and type of use.
- Approximately 389 residential units with 520 beds are proposed within a 10 storey post-secondary school residence.
- Approximately 600 sq.m. (approximately 6,460 sq.ft.) of convenience commercial space is proposed on part of the ground floor as illustrated below.
- The convenience commercial space is proposed to accommodate retail commercial uses. The commercial space is intended to have a convenience and service-oriented function and would help serve the day-to-day convenience shopping needs of student residents of the Site and will enhance convenience shopping for residents and employees of the immediate surrounding area, as well as for other students and visitors of the area.

Figure 2.2: Development Concept, Ground Floor and Convenience Commercial Space



Source: srm Architects Inc. preliminary development concept plan first floor, cropped and with overlay information provided by Ward Land Economics Inc.

The proposal entails an appropriate redevelopment of a Site within a built-up area of the city and within a designated Intensification Corridor.

The Site is located within an Intensification Corridor as identified on “Schedule 1 Growth Plan Elements” of the Official Plan. Section 3.10 of the Official Plan informs that Intensification Corridors are to provide mixed-use development and increased residential densities that support transit. The Official Plan definition of Intensification Areas includes Intensification Corridors, redevelopment, and the expansion or conversion of existing buildings, among others. The proposed redevelopment provides a mixed-use building containing a post-secondary student residence and convenience commercial uses, and it increases the density of the Site which is consistent with the Official Plan and the intent of the Intensification Corridor designation of the Site.

The proposal entails an appropriate redevelopment of the Site which is consistent with the Official Plan and the 9.3.d) goal to provide for higher densities of residential development in an appropriate location.

The proposal is consistent with the Official Plan objective to provide higher density residential development in an appropriate location, which is transit-supportive, achieves compact urban forms, and walkable communities. Section 9.3.d) informs that residential designations are:

To provide for higher densities of residential development in appropriate locations to ensure that transit-supportive densities, compact urban form, walkable communities and energy efficiencies are achieved.

A hotel has occupied the Site for several years which indicates a lack of market need for the total amount of retail commercial shopping space permitted by the Neighbourhood Commercial Centre designation and Commercial zoning. As well, the proposed redevelopment does not decrease existing retail commercial shopping space on the Site.

The lack of market need for the total amount of retail commercial shopping space permitted by the Neighbourhood Commercial Centre designation and Commercial zoning is reflected by the fact that the Site has been occupied by a hotel use for several years. The proposed amount of convenience commercial space is greater than the small restaurant use in the hotel. Considering the Site has been occupied by a hotel use and it has only a small restaurant, the proposed redevelopment of the Site would not decrease the amount of existing retail commercial shopping space on the Site.

The proposal presents an opportunity for the redevelopment of the Site at an appropriate location. The proposed redevelopment of the Site would not impact the ability of residents in the area to use active transportation options to access shopping areas and commercial services.

2.3 Site Official Plan Designation and Zoning

The Site is designated Neighbourhood Commercial Centre and zoned Specialized Service Commercial (SC.1-11). A Hotel, Accessory Uses, and Occasional Uses are permitted on the Site.

The Site is designated Neighbourhood Commercial Centre on Schedule 2 Land Use Plan of the Official Plan. Section 9.4.5.12 informs that permitted uses in Neighbourhood Commercial Centres include the following.

- i) commercial, retail and service uses;
- ii) small-scale offices;
- iii) community services and facilities;
- iv) live/work;
- v) multiple unit residential within mixed-use buildings; and
- vi) urban squares.

The Site is zoned Specialized Service Commercial (SC.1-11). The City's By-law Section 6.4.3.1.11 identifies that permitted uses on the Site include a Hotel, Accessory Uses, and Occasional Uses. Accessory uses are defined in Section 3 of the By-law as a use that is subordinate, incidental, and exclusively devoted to a use permitted under the By-law for the specific place and zone. The Site zoning indicates that Neighbourhood Commercial Centre uses are permitted provided they are subordinate and incidental in size and scale to the primary use.

Amendments to the Official Plan and Zoning Bylaw are required to permit the proposed post-secondary school residence with up to 600 sq.m. (approximately 6,460 sq.ft.) of convenience commercial space on the Site. A Site-Specific High Density Residential designation and Specialized Residential Apartment zone are proposed.

A High Density Residential designation with a site specific policy is proposed to permit the development density and to permit convenience commercial space up to a maximum of 600 sq.m. (approximately 6,460 sq.ft.) rather than a maximum of 400 sq.m. (approximately 4,300 sq.ft.) identified in the Residential policies Section 9.3.1.2 of the Official Plan.

Within residential designations, the Official Plan permits small-scale convenience commercial uses that serve the day-to-day convenience shopping needs of an immediately surrounding residential area.

Official Plan policy 9.3.1.2 directs that within residential designations, a variety of small-scale non-residential uses may be permitted that are complementary to and serve the needs of residential neighbourhoods. The uses include convenience commercial uses up to a maximum 400 sq.m. (approximately 4,300 sq.ft.), among other specified uses. The Official Plan Glossary defines convenience commercial as:

“a small-scale commercial operation and personal service that has a planning function of serving the day-to-day convenience shopping needs of an immediately surrounding residential population. Examples of uses include a convenience food store, a dry cleaner or a small-scale restaurant.”

Several of the convenience commercial type uses permitted by the Site’s existing designation and zoning are proposed to be retained use permissions within the Site Zoning By-law Amendment. The proposed convenience commercial uses are similarly reflected by the Official Plan permission within residential designations for small-scale non-residential uses which include convenience commercial uses, among other uses.

A Specialized Residential Apartment zone with site-specific provisions is proposed on the Site to permit a post-secondary school residence and the following convenience commercial uses up to a maximum floor area of 600 sq.m. (approximately 6,460 sq.ft.).

- Convenience Store
- Financial Establishment
- Medical Office
- Office
- Restaurant
- Retail Establishment
- Service Establishment

The proposed convenience commercial space of up to 600 sq.m. within the student residence building is consistent with the intent of Official Plan policy 9.3.1.2 for small-scale convenience commercial uses within residential designations. It will also fulfill the planned function of convenience commercial uses as it is small-scale, will help serve day-to-day convenience shopping needs of student residents of the Site, and will enhance convenience shopping for residents and employees of the surrounding area.

3.0 Market and Commercial Function Assessment

The following provides a review of the supply and function of retail commercial space in the surrounding market area. The review provides input to the commercial function assessment and whether there is market need for the Commercial designation and zoning of the Site.

3.1 Supply of Retail Commercial Space

The surrounding market area or “Study Area” has a range of shopping centres, plazas, supermarkets, drug stores, and other stores and services. The Study Area extends approximately 1-1.5km from the Site as illustrated on the following page.

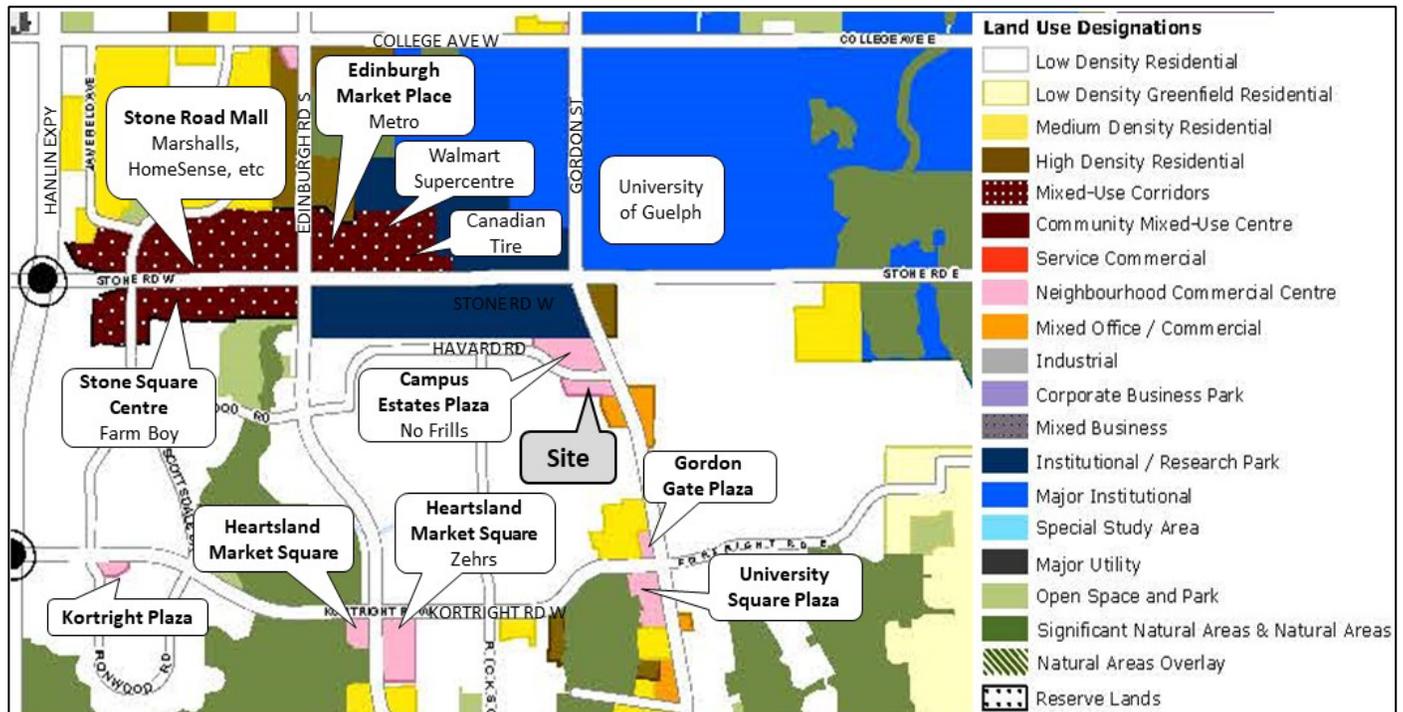
Residents are well served with approximately 1.5 million square feet¹ of retail commercial space in the market area including several food stores and drug stores. The retail commercial space serves daily and weekly needs of residents and provides a community focal point for shopping, stores, and services.

The supply of retail commercial space in the surrounding market area or “Study Area” is composed of the following.

- The city’s largest shopping centre, the 500,000+ sq.ft. Stone Road Mall which is an enclosed and fashion-oriented shopping centre.
- Other shopping centres and plazas.
- Four supermarkets; No Frills, Metro, Farm Boy, and Zehrs, and a large food store related component within the Walmart Supercentre department store.
- Several drug stores and pharmacies including Shoppers Drug Marts, IDA, Guardian Drugs, pharmacies within Metro, Zehrs, Walmart, and other independent pharmacies.
- Canadian Tire, other general merchandise stores, clothing stores, home furnishings, specialty stores, restaurants, banks, personal services, medical/dental, and other services.

¹ Based on the “City of Guelph Commercial Policy Review, Stage 1 Commercial Analysis and Background Report”, November 2017 and Ward Land Economics Inc. estimate.

Figure 3.1: Site Location and Surrounding Retail Commercial Context



Source: City of Guelph Official Plan Schedule 2 Land Use Plan with overlay information provided by Ward Land Economics Inc. The City has not prepared an updated and consolidated Schedule 2 Land Use Plan for OPA 69. OPA 69 renames the “Community Mixed-use Centre” designation to “Commercial Mixed-use Centre” and redesignates various Commercial properties which are not reflected on Schedule 2 Land Use Plan.

3.2 Market and Commercial Function Assessment

Stone Road Mixed-Use Corridor

The Stone Road Mixed-use Corridor accommodates a large supply of retail commercial space including food stores and drug stores which serve daily and weekly needs of residents and employees of the nearby neighbourhood and the city as a whole, and it provides a community focal point for shopping, stores, and services.

The planned function of Stone Road Mixed-use Corridor as described in Section 9.4.4 of the Official Plan as follows.

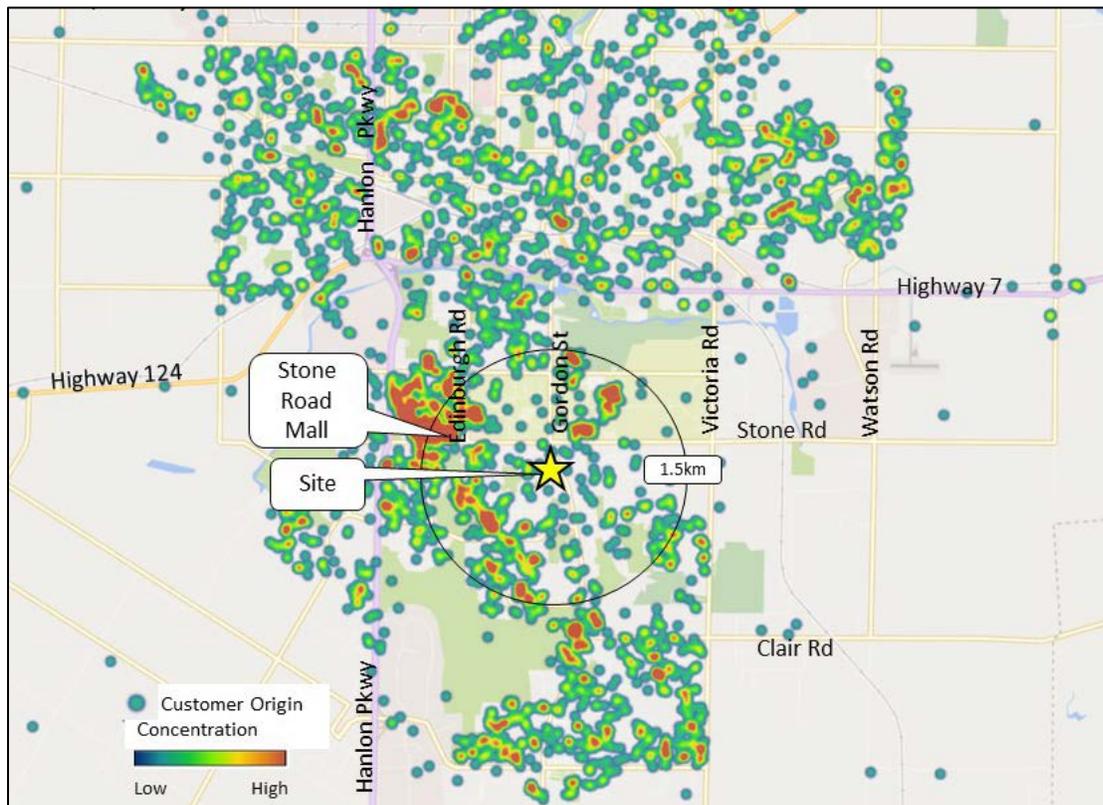
The Mixed-use Corridor designation is intended to serve both the needs of residents living and working on-site, in nearby neighbourhoods and employment districts and the wider city as a whole.

The Stone Road Mixed-use Corridor accommodates shopping centres and plazas, two supermarkets, a department store with a large food store related area, drug stores and pharmacies, other stores and services including the following.

- Stone Road Mall, the city's largest and enclosed shopping centre (Homesense, Marshalls, Atmosphere, Indigo, Old Navy);
- Stone Square Centre (Farm Boy);
- Edinburgh Market Place (Metro);
- Walmart Supercentre and Canadian Tire;
- Drug stores and pharmacies including Shoppers Drug Mart stores, independent pharmacies, and pharmacies within Metro and Walmart; and,
- Other stores, restaurants, banks, personal services, and other services.

With reference to customer origin data of Stone Road Mall, the existing retail commercial space serves shopping needs of residents in nearby neighbourhoods and the wider city as a whole as illustrated below.

Figure 3.2: Stone Road Mall Customer Origin



Source: UberMedia/Near mobility data for 2021, Bing Maps, and Ward Land Economics Inc.

The daily and weekly shopping needs of residents of the corridor, nearby neighbourhoods, employment districts, and the city as a whole are being served by the existing retail commercial space. Therefore, the planned function of the Stone Road Mixed-use Corridor as described in Section 9.4.4 of the Official Plan is fulfilled. The retail commercial space in the area also provides a community focal point for shopping, stores, and services.

Neighbourhood Commercial Centres

The Neighbourhood Commercial Centres in the market area accommodate local convenience and neighbourhood commercial uses including food stores and drug stores within walking distance of residential areas, and which primarily serve the daily and weekly shopping needs of residents of the nearby neighbourhoods and employees of the area.

The planned function of Neighbourhood Commercial Centres as described in Section 9.4.5 of the Official Plan is:

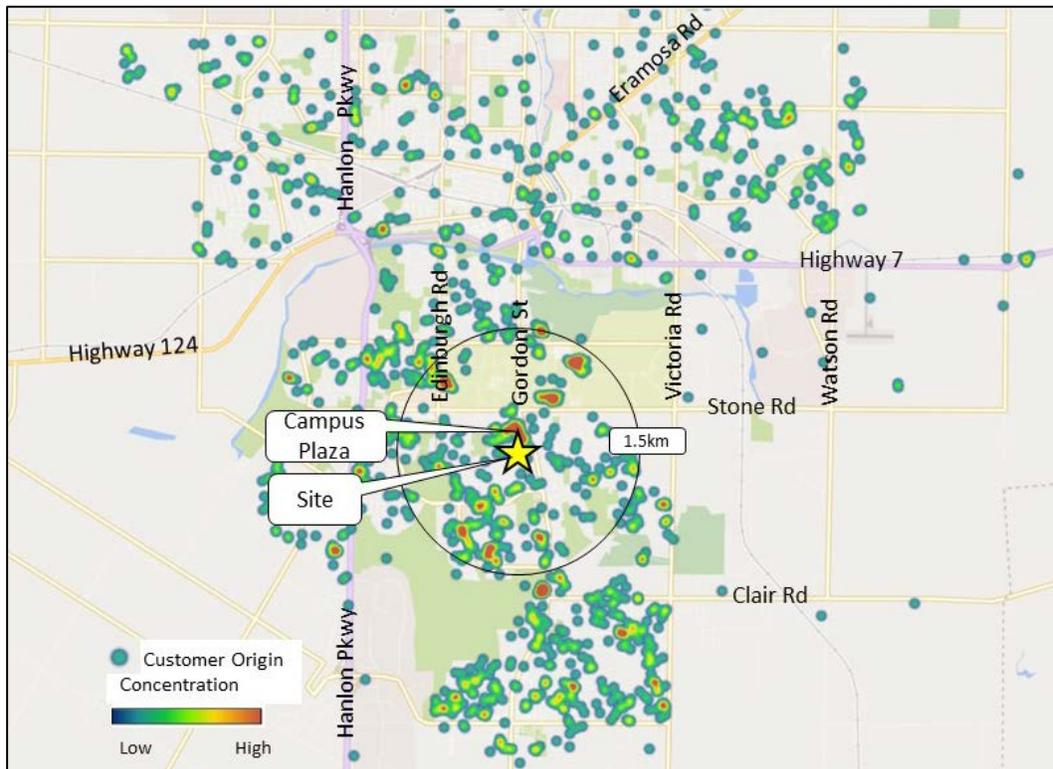
- a) To establish local convenience and neighbourhood commercial uses within a convenient walking distance of residential areas.*
- c) To primarily serve the shopping needs of residents living and working in nearby neighbourhoods and employment districts.*

The Neighbourhood Commercial Centres in the Study Area accommodate local convenience and neighbourhood commercial uses including two supermarkets, drug stores and pharmacies, other stores, banks, personal service uses, restaurants, and other commercial uses. The Neighbourhood Commercial Centres include the following.

- Campus Estates Plaza - immediately north of the Site (No Frills, IDA pharmacy);
- A commercial office/medical building adjacent to the west of the Site;
- Gordon Gate Plaza and University Square Plaza (pharmacy, restaurants, and services);
- Heartland Market Square plazas (Zehrs, Pharmasave drug store); and,
- Kortright plaza (Guardian Pharmacy).

With reference to customer origin data of the Campus Estates Plaza, the existing retail commercial space serves the neighbourhood and convenience shopping needs of residents in the surrounding area as illustrated on the following page.

Figure 3.3: Campus Estates Plaza Customer Origin



Source: UberMedia/Forum data for 2021, Bing Maps, and Ward Land Economics Inc.

Local convenience and neighbourhood commercial uses are located within a convenient walking distance of residential areas and primarily serve the daily and weekly shopping needs of residents and employees of nearby neighbourhoods and areas. Therefore, the planned function of Neighbourhood Commercial Centres as described in Section 9.4.5 of the Official Plan is fulfilled.

Mixed Office / Commercial

The Mixed Office / Commercial uses are of the type that primarily serve residents of the surrounding neighbourhoods.

The planned function of Mixed Office / Commercial designated lands as described in Section 9.4.7 a) of the Official Plan is “*To allow for a variety of freestanding small-scale commercial, office, residential or mixed-use buildings.*” The Mixed Office / Commercial uses along Gordon Road are characterized by medical and professional offices, and other service commercial uses. The small-scale commercial and office uses are of the type that primarily serve residents of the surrounding neighbourhoods and therefore fulfills the planned function as described in the Official Plan.

Planned and proposed commercial space, undeveloped Commercial land, and Intensification areas add to the supply of retail commercial space.

In addition to the Site proposal, other planned and proposed developments in the area that could add to the supply of retail commercial space include various mixed-use residential developments with at-grade commercial space located south of the Study Area at Gordon Street, and a student housing residential development with accessory space on Stone Road West in the Study Area. Development approvals are required.

Undeveloped Commercial land and Intensification areas also add to the supply of retail commercial space. There is approximately 102 acres¹ of undeveloped designated Commercial land in Guelph. Intensification areas including the Downtown, Commercial Mixed-use Centre, and Mixed-use Corridor designated lands can also accommodate additional retail commercial space.

The proposed development would not reduce the existing supply of built retail commercial shopping space nor would it cause a significant reduction in the amount of Commercial land in the city. The Site represents only approximately 2% of land compared with the undeveloped Commercial land supply.

The proposed development on a 0.85 hectare (approximately 2.1 acre) Site does not impact the supply or demand for larger Commercial sites of 2.8+ hectares (7+ acres).

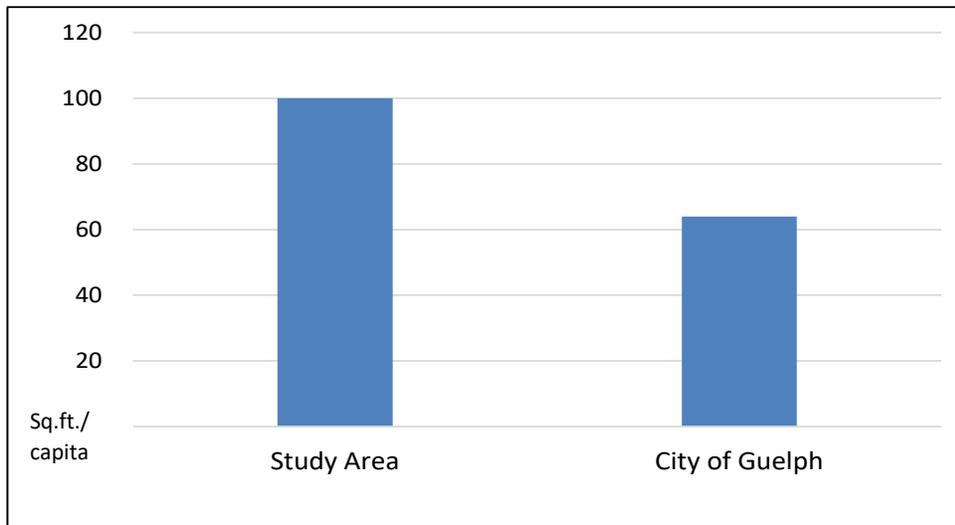
The City's Commercial Policy Review Stage 2 report identifies demand for neighbourhood and community functioning retail developments that typically require 2.8+ hectares (7+ acres) of land. The report (page 19) concludes that *"The challenge with the current supply of undeveloped commercial land is that there are not enough sufficiently sized parcels to accommodate traditional larger neighborhood and community functioning retail developments, that typically require 2.8 + hectares (7+ acres)."* The Site size is approximately 0.85 hectares (approximately 2.1 acres) and therefore the proposal does not impact the supply of larger sites of 2.8+ hectares (7+ acres).

The large supply of convenience and neighbourhood commercial space near the Site, within a convenient walking distance of residential areas, and which primarily serves the shopping needs of nearby neighbourhoods, indicate a lack of need for the Commercial designation and zoning of the Site.

¹ City of Guelph "Commercial Policy Review, Stage 1 Commercial Analysis and Background Report" 2017.

There is very large supply of retail commercial space, approximately 100 sq.ft. per capita within the Study Area compared with approximately 64 sq.ft. per capita within the city as a whole¹. The high ratio of retail commercial space per capita indicates that the market area is well served with retail commercial space compared with other areas of the city and it indicates a lack of market need for the Site's Commercial designation and zoning.

Figure 3.4: Square Foot Per Capita Supply of Retail Commercial Space



Source: Based on the “City of Guelph Commercial Policy Review, Stage 1 Commercial Analysis and Background Report”, November 2017 and Ward Land Economics Inc. estimate.

The permitted size of the Campus Estates Plaza shopping centre beside the Site is much larger than other Neighbourhood Commercial Centres. This indicates a lack of market need for the Site's Commercial designation and zoning.

Section 9.4.5.3 of the Official Plan directs that Neighbourhood Commercial Centre designations permit a maximum of 6,500 sq.m. (70,000 sq.ft.) of total commercial gross floor area.

Section 9.4.5.4 of the Official Plan informs that the Neighbourhood Commercial Centre at Harvard Road at Gordon Street (Campus Estates Plaza located across the street from the Site) has permission for up to 10,000 sq.m. (approximately 108,000 sq.ft.) of commercial gross floor area. The permitted size of the Campus Estates Plaza is much larger, over 3,530 sq.m. (38,000 sq.ft.) larger than other

¹ Based on Statistics Canada 2016 Census population and reference to the “Commercial Policy Review, Stage 1 Commercial Analysis and Background Report” 2017 retail commercial inventory of Guelph.

Neighbourhood Commercial Centres in the city which permit a maximum of 6,500 sq.m. (70,000 sq.ft.). This indicates a lack of market need for the Site's Commercial designation and zoning.

The Official Plan policy 9.4.5.2 prevents the creation of strip commercial development comprising a series of Neighbourhood Commercial Centres adjacent to one another.

Section 9.4.5.2 of the Official Plan directs that:

To prevent the creation of strip commercial development comprising a series of Neighbourhood Commercial Centres located adjacent to one another along a major street, it is the general requirement of this Plan that designated Neighbourhood Commercial Centres have a minimum distance separation from one another of 500 metres.

The Site is located across the street from the Campus Estates Plaza which is a designated Neighbourhood Commercial Centre. The Site does not have the required 500 metre minimum distance separation from the Campus Estates Plaza Neighbourhood Commercial Centre. It appears that the intent of the Official Plan policy would prevent the development of the Site for a Neighbourhood Commercial Centre.

Based on the market assessment, a maximum of 600 sq.m. (approximately 6,460 sq.ft.) of convenience commercial space is appropriate for the Site. The small-scale convenience commercial space will help serve the day-to-day convenience shopping needs of student residents of the Site and will enhance convenience shopping for residents and employees of the surrounding area.

As detailed in this report, there are several market indicators which demonstrate a lack of need for the Site's Commercial designation and zoning and the corresponding total amount of potential retail commercial shopping space permitted on the Site including:

- The Site has been occupied by a hotel use for several years;
- The Site is located beside a supermarket and drug store anchored shopping centre, the Campus Estates Plaza;
- The permitted maximum size of Campus Estates Plaza is much larger than other Neighbourhood Commercial Centres of the same designation; and,
- There is very large supply of retail commercial space in the market area/Study Area which serves daily and weekly shopping needs of the

surrounding community especially for food stores and drug stores, and it provides a community focal point for shopping, stores, and services.

A maximum of 600 sq.m. (approximately 6,460 sq.ft.) of convenience commercial space is appropriate for the Site. The proposed convenience commercial space will increase the level of shopping service compared with the hotel use of the Site, will help serve day-to-day convenience commercial shopping needs of student residents of the Site, and will enhance convenience shopping for residents and employees of the surrounding neighbourhood area, as well as other students, travelers and visitors to the area.

With the proposed redevelopment of the Site, there will remain a significant supply of retail commercial space to meet the daily and weekly needs of the surrounding community including food stores and drug stores. As well, the role of the retail commercial space will continue to provide a community focal point for shopping, stores, and services. This is consistent with the Official Plan and Commercial Function Study policy 9.4.2.

3.3 Conclusion

Based on the findings of this market assessment, the proposal for a post-secondary school residence with convenience commercial space is consistent with the intent of the Official Plan policy Section 9.4.2 and the components of a Commercial Function Study.

As detailed in this report and as summarized below, the proposal is consistent with Official Plan Section 9.4.2 and the components of a Commercial Function Study. The findings and conclusions are summarized as follows.

- With the proposed development there will remain a large supply of retail commercial space to meet daily and weekly needs of the surrounding community especially for food stores and drug stores.
- There are opportunities for additional commercial floor space to be provided elsewhere to sustain the local provision of retail commercial floor space within Commercially designated lands and in the immediate area.
- The proposed development would not impact the ability of residents and employees in the area to use active transportation options to access commercial shopping areas and commercial services.

- The role of the existing retail commercial space in the Study Area will continue to provide a community focal point for shopping, stores, and services.

In summary, there are several market indicators which demonstrate a lack of need for the Site's Commercial designation and zoning including: the Site's location beside a shopping centre, the permitted size of that shopping centre is much larger than other Neighbourhood Commercial Centres, and there is a very large supply of retail commercial space in the market area including food stores and drug stores which serve daily and weekly needs of the surrounding community, among other indicators.

The Site is appropriately located near the University, is beside a shopping centre, within a built-up area of the city, and within an Intensification Corridor. The proposal entails an appropriate redevelopment of the Site which is consistent with the Official Plan and the 9.3.d) goal to provide for higher densities of residential development in an appropriate location. The proposal is also consistent with the Official Plan Section 9.4.2 and the components of a Commercial Function Study.

Based on the findings of the Commercial Function Study, a redesignation and rezoning of the Site to permit a post-secondary school residence with up to 600 sq.m. of convenience commercial space is justified.

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