

## City Council - Planning Revised Meeting Agenda

Monday, June 15, 2020, 6:30 p.m.

Remote meeting live streamed  
on [guelph.ca/live](https://guelph.ca/live)

Changes to the original agenda are noted with an asterisk "\*".

City facilities are closed to the public in response to COVID-19. City Council meetings are being held electronically and can be live streamed at [guelph.ca/live](https://guelph.ca/live).

For alternate meeting formats, please contact the City Clerk's Office at [clerks@guelph.ca](mailto:clerks@guelph.ca) or 519-822-1260 extension 5603.

---

### Pages

#### 1. Notice - Electronic Participation

##### 1.1 City Council

This meeting will be held by Electronic Participation in accordance with the City of Guelph Procedural By-law (2020)-20490.

#### 2. Call to Order

#### 3. Open Meeting

##### 3.1 O Canada

##### 3.2 Silent Reflection

##### 3.3 First Nations Acknowledgement

##### 3.4 Disclosure of Pecuniary Interest and General Nature Thereof

#### **4. Items for Discussion**

The following items have been extracted from the Committee of the Whole Consent Report and the Council Consent Agenda and will be considered separately. These items have been extracted either at the request of a member of Council or because they include a presentation and/or delegations.

##### **\*4.1 Shaping Guelph Growth Management Strategy - Community Engagement and Growth Vision and Principles - 2020-49**

1

###### **Presentation:**

Natalie Goss, Senior Policy Planner

###### **Delegations:**

\*Susan Watson

\*Morgan Dandie-Hannah

\*Matt Saunders

\*Mike Darmon

###### **Correspondence:**

\*Susan Watson

###### **Recommendation:**

1. That the draft vision and principles for growth to 2041 contained within report number 2020-49 be endorsed for the purposes of guiding the development of the Shaping Guelph Growth Management Strategy.

#### **5. By-laws**

Resolution to adopt the By-laws (Councillor Goller).

###### **Recommendation:**

That By-laws Numbered (2020)-20502 to (2020)-20503, inclusive, are hereby passed.

##### **\*5.1 By-law Number (2020)-20502**

40

A by-law to amend By-law Number (1995)-14864, as amended, known as the Zoning By-law for the City of Guelph as it affects lands municipally known as 89 Beechwood Avenue and legally described as Part of Lot 21, Concession Division 'A', Guelph Township as in Cs61764, City of Guelph (OZS20-002).

A by-law to confirm the proceedings of a meeting of Guelph City Council held June 15, 2020.

**6. Mayor's Announcements**

Please provide any announcements, to the Mayor in writing, by 12 noon on the day of the Council meeting.

**7. Adjournment**

# Staff Report



---

To	<b>City Council</b>
Service Area	Infrastructure, Development and Enterprise Services
Date	Monday, June 15, 2020
Subject	<b>Shaping Guelph Growth Management Strategy – Community Engagement and Growth Vision and Principles</b>

---

## Recommendation

1. That the draft vision and principles for growth to 2041 contained within report number 2020-49 be endorsed for the purposes of guiding the development of the Shaping Guelph Growth Management Strategy.
- 

## Executive Summary

### Purpose of Report

This report provides an overview of community engagement conducted as part of Shaping Guelph Growth Management Strategy to date. A draft vision and principles for growth to 2041 are provided for endorsement for the purposes of guiding the development of the strategy.

### Key Findings

To bring Guelph's Official Plan into conformity with A Place to Grow: Growth Plan for the Greater Golden Horseshoe 2019 (Growth Plan), it is necessary to determine where and how Guelph will grow to 2041. In October 2019, Council endorsed a process for the city's municipal comprehensive Official Plan review (MCR).

To help inform a vision and principles for growth for Guelph to 2041, several community engagement opportunities were provided in late 2019 and early 2020. These included:

- A statistically valid telephone survey of 600 residents of Guelph;
- Two online surveys asking about preferences for how and where Guelph should grow; and
- A speaker event and community engagement at "Guelph 2041: A conversation about a growing city" in February 2020.

It was clear from all of the community engagement conducted to date that there is a strong preference for growth to be contained within the city's current boundaries. There is also a preference for this growth to locate in already developed areas, such as downtown and within nodes and corridors, and at higher densities. Across all community engagement platforms, respondents ranked availability of housing; transportation infrastructure; and protection of the environment, especially protection of groundwater, as important considerations as Guelph grows.

The city's Official Plan includes a vision, strategic goals, and objectives for growth to 2031. The existing vision, goals, and objectives remain relevant and generally reflect the 2019 Growth Plan vision. Additionally, the community feedback that was received to date on the MCR confirms that, with a few adjustments, this current vision for growth will serve Guelph well going forward.

To plan for Guelph's 2041 forecast population and employment, the Growth Plan requirement to accommodate a minimum of 50% of new residential development within the city's built up area, and to reflect what was heard through community engagement about the priorities and challenges associated with this growth, adjustments are recommended to Guelph's vision and principles for growth to 2041.

A draft vision and principles for Guelph's growth to 2041 is recommended to be endorsed for the purposes of guiding the development of the 2041 growth management strategy and the MCR.

## **Financial Implications**

The MCR is funded through PL0054 approved capital budgets with anticipated costs associated with consultant services and community engagement.

---

## **Report**

### **Background**

In May 2019 the Province released A Place to Grow: Growth Plan for the Greater Golden Horseshoe (Growth Plan). The City is required to bring its Official Plan into conformity with the Growth Plan by July 1, 2022 through a municipal comprehensive review (MCR) – a City-initiated amendment to its Official Plan that applies the policies and schedules of the Growth Plan.

To bring Guelph's Official Plan into conformity with the Growth Plan, it is necessary to determine where and how Guelph will grow to 2041. In October 2019, Council endorsed a process for the city's MCR. The MCR process includes several background studies that will be prepared in 2020 and 2021. These are:

- Confirmation of a vision and principles for growth to 2041
- Employment lands strategy
- A residential intensification analysis
- A housing analysis and strategy, and
- Growth scenario planning (based on a land needs assessment).

An overview of the scope of each of these studies was provided in report [IDE-2019-91](#).

### **Community engagement – vision and principles for growth**

To help inform a draft vision and principles for growth for Guelph to 2041, several community engagement opportunities were provided in late 2019 and early 2020.

#### **Ipsos telephone survey**

In December 2019, Ipsos, on behalf of the City, conducted a telephone survey of 600 residents to gauge their opinions, attitudes and preferences about Guelph's growth and growth management. Generally, residents are optimistic about growth in the city. They believe that population growth will mostly benefit the economy,

followed by benefitting them personally. Residents surveyed believe that the best approach for accommodating future growth and development is to build in already developed areas at higher densities to protect the most green space. Most residents see the availability of housing as a significant challenge for the city today and moving forward. Transportation infrastructure is also an issue of importance. Most residents feel that growth should be accommodated within the existing boundaries of the city. Half of residents surveyed feel that the city needs to do more to protect the environment, especially groundwater, air quality, and environmentally sensitive areas.

### **Online surveys**

From February 7 to March 8, 2020 two surveys were available through the city's [website](#). The first survey asked a series of questions about how Guelph should grow over the next 20 years and what challenges Guelph might face as we grow. The second survey focused on questions about where Guelph's future population and jobs should be located. This survey also asked about preferences for housing types. 598 responses were received in total on these two surveys.

Respondents felt strongly that a significant amount of housing would be needed to accommodate the city's population growth. There was a strong preference that new housing should be accommodated within the city's existing boundaries.

Respondents preferred that new housing be built in already developed areas, especially downtown and in nodes and corridors. They also felt that new housing should be in close proximity to transit. There was a strong preference that Guelph should grow more compactly and that most new housing should be built as apartments and townhouses to allow for more land for greenspace. However, when asked where the respondent would prefer to live in the future, the majority of respondents indicated that they would like to live in a single detached or semi-detached home. Respondents thought that the city could be doing more to protect the environment and were most concerned with the protection of Guelph's groundwater resources.

Respondents felt that job growth should be distributed throughout the city. Some cited this as a preference to reduce travel times between work and home. There was also a preference for manufacturing and warehousing jobs to continue to be located in the city's existing employment areas.

When asked about challenges the city might face as it grows, responses were many and varied. Common responses included:

- Housing that is affordable
- The availability of a range of housing types
- Adequate roads to accommodate a range of modes of transportation, including cars, bicycles, and pedestrians
- Increasing need for and pressure on health care facilities, especially the hospital
- Public safety, especially downtown, and
- Increasing homelessness and poverty.

While challenges, such as the increased need for health care facilities and increasing homelessness/poverty, will not be specifically addressed through growth management planning, the city is well positioned, together with its government and community partners, to continue to address these challenges as it grows.

## **Shaping Guelph – a conversation about a growing city event**

On February 27, 2020 the city hosted “Guelph 2041: A conversation about a growing city”. This event included talks and a panel discussion with Todd Salter, Guelph’s General Manager of Planning and Building Services/Chief Planner, Pamela Robinson, Director of the School of Urban and Regional Planning with Ryerson University, and Jennifer Keesmaat, head of the Keesmaat Group and previously Toronto’s Chief Planner. This event was attended by approximately 250 people. In addition to the talks and panel discussion, attendees were asked to provide input on priorities and locations for Guelph’s growth. The top priorities were:

- Grow “up” not “out”;
- Plan for climate change;
- Grow mostly in areas like downtown, along major streets and at major intersections; and
- Put places to live, work and play close together.

Overwhelmingly, attendees identified downtown Guelph as an area to accommodate growth. Some of the city’s existing intensification corridors and nodes were also identified as areas to accommodate growth.

It was clear from all of the community engagement that there is a strong preference for growth to be contained within the city’s current boundaries. There is also preference for this growth to locate in already developed areas, such as downtown and within nodes and corridors, at higher densities. Across all community engagement platforms it was clear that availability of housing; transportation infrastructure; and protection of the environment, especially protection of groundwater, are of utmost concern as Guelph grows. Many of these concerns are the same as those expressed through the city’s previous growth management process as the city planned for growth to 2031.

Attachment 1 provides an overview of the vision and principles community engagement.

## **Vision and principles for growth**

### **Growth Plan Vision**

The Growth Plan contains a [vision](#) for the growth of the Greater Golden Horseshoe to 2041. This vision is centered on:

- Supporting the achievement of complete communities
- Protecting employment zones
- Increasing the amount and variety of housing options
- Supporting modern, well-maintained, sustainable, and resilient infrastructure
- Providing a variety of effective and well-used choices for transportation
- A healthy natural environment with clean air, land, and water
- Cultural heritage resources and open spaces that provide people with a sense of place
- Urban centres that are vibrant and characterized by more compact development
- Development that supports climate change mitigation and adaptation
- A regional economy that will continue to mature into an economic powerhouse of global significance

## **Official Plan Vision and Goals**

Guelph's current Official Plan contains the following vision for growth to 2031:

"Guelph in 2031 will be a community of approximately 175,000 people and 92,000 jobs. The City will manage population growth within its current boundaries in a manner that ensures water supply and wastewater treatment are sustainable. New development will respect the existing character of Guelph and retain the qualities that set Guelph apart from its neighbours. The City will continue to diversify its employment base and will continue to be recognized as a leader in agri-food and innovation, advanced manufacturing and environmental technologies." (Official Plan Section 2.1, Toward 2031)

The Official Plan also includes the following strategic goals (Official Plan Section 2.2) for growth to 2031:

- Providing an adequate supply of lands for growth within our existing city limits
- Directing growth to strategic locations within our urban area
- Having a mix of land uses in strategic locations allowing for many people and jobs (density) that support frequent transit service
- Maintaining a healthy mix of residential and employment lands
- Supporting efficient growth
- Growing sustainably
- Protecting and enhancing our natural heritage system, and
- Protecting our water, energy, air quality, and cultural heritage resources

Over the last several years, to help achieve the current Official Plan vision, the city has developed several action plans and strategies, such as the Natural Heritage Action Plan, Urban Design Action Plan, and Affordable Housing Strategy. The city is also working to implement this vision through the development of a Cultural Heritage Action Plan and a new zoning bylaw. Work continues on implementing these action plans and the policies of the Official Plan.

The current Official Plan vision was developed as part of the city's work to conform to the 2006 Growth Plan. The Official Plan existing vision is generally consistent with the 2019 Growth Plan vision. Additionally, the community feedback that we received on a vision for growth to 2041 confirms that, with a few adjustments, the current vision for growth is working well and will continue to serve Guelph well for managing its growth into 2041.

The Growth Plan requires that the city plan for a population of 191,000 people and an employment base of 101,000 jobs in 2041. Additionally, the Growth Plan requires that the city plan for a minimum intensification target of 50% within its built up area. To plan for this, and to reflect what was heard through community engagement about the priorities and challenges associated with this growth, adjustments are recommended to Guelph's vision and principles for growth to 2041.

### **A vision and principles for growth to 2041**

It is recommended that the following draft vision and principles be endorsed for the purposes of guiding the development of the growth management strategy and MCR.

The following is the foundational vision for managing Guelph's growth to 2041 to align with a Place to Grow: Growth Plan for the Greater Golden Horseshoe (2019):



Guelph in 2041 is a place of community. Guelph is a diverse community that is rich in history and vibrant new places and spaces. We are welcoming to new people to live and work within our neighbourhoods and to new businesses that support and strengthen our diverse and innovative local economy. Our community has a full range and mix of housing that is accessible and affordable. We have built a community where we can safely walk, cycle, ride transit, or drive anywhere we want to go. Our city has been thoughtfully designed and is compact, connected, and complete. We have places to shop, to work and to explore open spaces and parks. Our cultural heritage resources have been embraced and celebrated. Our natural heritage system and water resources are protected and maintained as one of our most valuable assets.

The Official Plan sets out how we will manage Guelph's land use patterns that shape the city's social, economic, cultural, and natural environments. The Official Plan is a companion to the city's Community Plan – a plan that identifies the community's priorities to develop a welcoming and prosperous city. Together, the Official Plan and Community Plan create a strong foundation that will guide the future of Guelph.

In 2041, our Guelph is a place we are proud to call home. We are proud because we have worked together to shape its future.

The following are foundational principles that provide guidance for Guelph's growth management strategy and Official Plan policies that achieve the vision for Guelph and conforms to A Place to Grow: Growth Plan for the Greater Golden Horseshoe (2019).

- Accommodating new people and jobs, as forecast by A Place to Grow, within Guelph's existing city boundaries by:
  - Intensifying throughout the built-up area, with higher densities within Downtown and strategic growth areas; and
  - Planning to meet the minimum density target in the designated greenfield area;
- Creating a vibrant community in a compact and efficient form;
- Planning for a full range of land uses to support community needs in a sustainable and fiscally responsible way;
- Maintaining a sufficient supply of lands for innovative employment uses and to meet projected employment needs;
- Supporting a range and mix of housing options that includes increasing the supply of housing options that are affordable;
- Providing a complete multi-modal transportation system to meet our individual needs and abilities;
- Ensuring an accessible, connected open space, park and trail system and sustainable network of recreational facilities;
- Ensuring servicing, including water, wastewater, and stormwater, are adequate to support Guelph's growth;
- Protecting, conserving, and enhancing our natural heritage system and groundwater resources;
- Preparing Guelph for a net-zero carbon future;

- Adapting to and mitigating the effects of climate change;
- Embracing, celebrating and conserving cultural heritage; and
- Planning and designing an attractive urban landscape that reinforces and enhances Guelph's sense of place and identity while encouraging innovative design and development opportunities.

The draft vision and principles will be refined through the MCR process with the final vision and principles being brought to Council for approval with the MCR Official Plan amendment at the conclusion of this study.

## **Next Steps**

Using the draft vision and principles for growth outlined in this report, work will begin on the MCR background studies. Community engagement on several of the background studies is anticipated throughout the remainder of 2020 and early 2021.

## **Financial Implications**

The MCR is funded through PL0054 approved capital budgets with anticipated costs associated with consultant services and community engagement.

## **Consultations**

The following community engagement activities have been completed to date:

- Ipsos telephone survey – December 2019;
- Online surveys – February/March 2020; and
- Guelph2041: A Conversation about a Growing City – February 27, 2020.

A summary of the community engagement that has occurred to date is outlined earlier in this report. Additional community engagement will occur together with the background studies throughout the remainder of 2020 and early 2021.

## **Strategic Plan Alignment**

The MCR aligns with the following priorities within the Strategic Plan:

Powering our future – the draft vision and principles for growth to 2041 recognizes the importance of a healthy supply of employment lands and ones that support innovative employment uses.

Sustaining our future – the draft vision and principles for growth to 2041 prioritizes the protection, conservation, and restoration of the city's natural heritage system. It also recognizes the city's role in responding to climate change and preparing for Guelph as a net-zero carbon future

Navigating our future – the draft vision and principles for growth to 2041 recognizes the importance of connecting existing and future neighbourhoods with all modes of transportation

Building our future – the draft vision and principles for growth to 2041 is centered on welcoming and making space for our future neighbours.

## **Attachments**

Attachment-1 June 15, 2020 Council Presentation

Attachment-2 Shaping Guelph: Guelph Growth Management Strategy Vision and Principles for Growth Community Engagement Summary

## **Departmental Approval**

N/A

## **Report Author**

Natalie Goss, MCIP, RPP, Senior Policy Planner

## **This report was approved by:**

Melissa Aldunate, MCIP, RPP, Manager, Planning Policy and Urban Design

## **This report was approved by:**

Todd Salter, MCIP, RPP

General Manager, Planning and Building Services

Infrastructure, Development and Enterprise Services

519-822-1260 extension 2395

[todd.salter@guelph.ca](mailto:todd.salter@guelph.ca)

## **This report was recommended by:**

Kealy Dedman, P.Eng., MPA

Deputy Chief Administrative Officer

Infrastructure, Development and Enterprise Services

519-822-1260 extension 2248

[kealy.dedman@guelph.ca](mailto:kealy.dedman@guelph.ca)

# Shaping Guelph

## **Municipal Comprehensive Review**

### **Vision and Principles for Growth to 2041**

Council Meeting  
June 15, 2020



# Growth Plan



# Overview of Municipal Comprehensive Review



## Q1 and Q2 2020

- Review vision and principles for growth

## Q1 to Q3 2020

- Residential intensification analysis

## Q1 to Q3 2020

- Employment lands strategy

## Q3 and Q4 2020

- Housing analysis and strategy

## Q4 2020 and Q1 2021

- Growth scenario planning and infrastructure needs/costs analysis

## Q1 and Q2 2021

- Growth Management Strategy



# Community Engagement



# What We Did

- December 2019 – Telephone Survey
- February 2020 – In person engagement
- February/March 2020 – Online Surveys





# Telephone Survey

Statistically valid survey of 600 Guelph residents

## **We asked**

For opinions, attitudes and preferences about  
Guelph's growth and growth management



# Online Surveys

- Two online surveys from February 7 to March 8, 2020
- 598 responses

## **We asked**

How should Guelph grow over the next 20 years?

What challenges might Guelph face as it grows?

Where should growth be located?

What are your housing preferences?



# Shaping Guelph Speaker Event

- On February 27, 2020 the City hosted a speaker event with 3 distinguished urban planners
- Approximately 250 people attended
- Event included passive community engagement

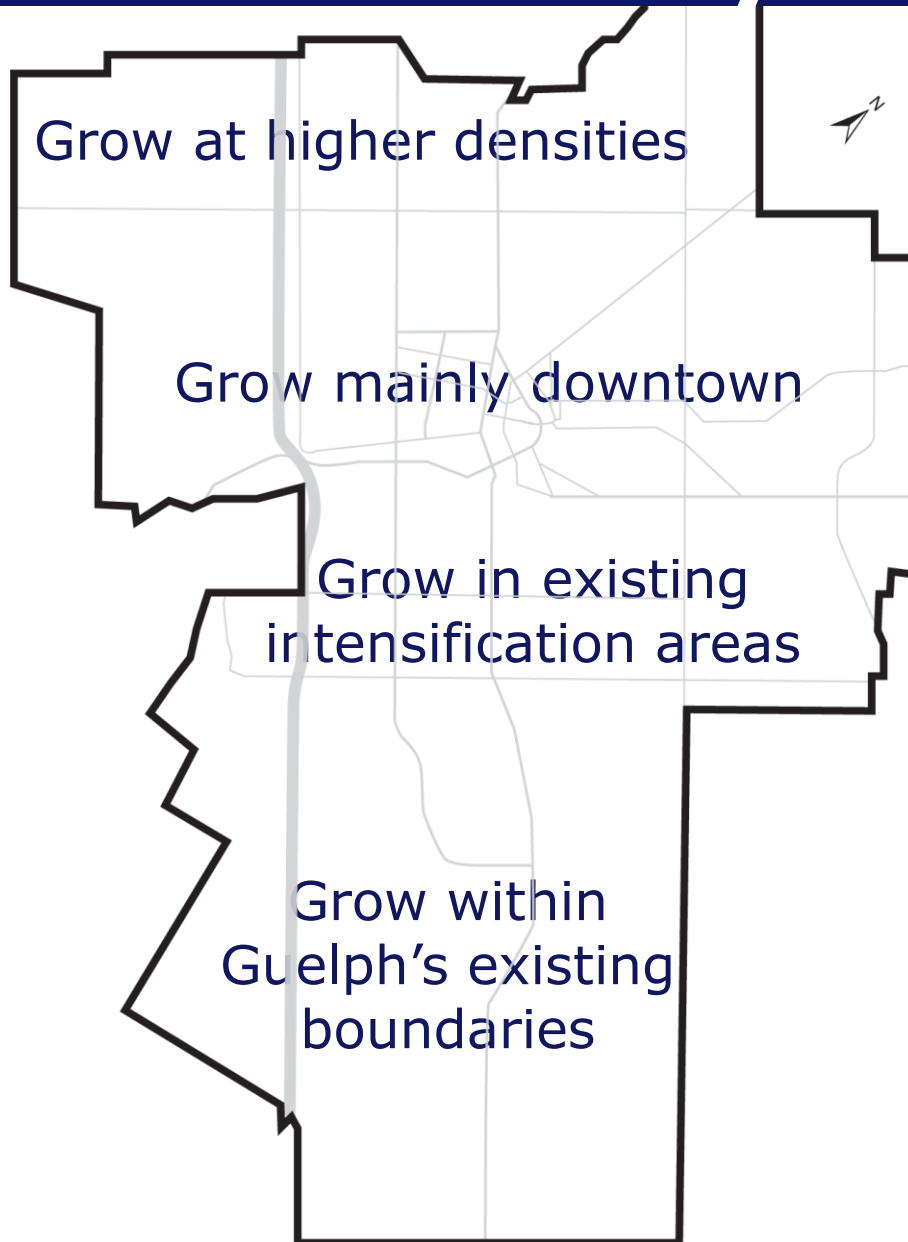
## **We asked**

What should be considered as Guelph grows?

Where should Guelph grow?



# Community Engagement Key Findings



Consider:

- Availability and affordability of housing
- Transportation infrastructure
- Protection of the environment – especially groundwater



# Vision and Principles



# Growth Plan Vision

- Complete communities
- Protect employment zones
- Increase the amount and variety of housing
- Modern, maintained, sustainable, resilient infrastructure
- Provide transportation choices
- Healthy natural environment
- Cultural heritage resources and open spaces
- Vibrant urban centres with compact development
- Climate change mitigation and adaptation
- Regional economic powerhouse



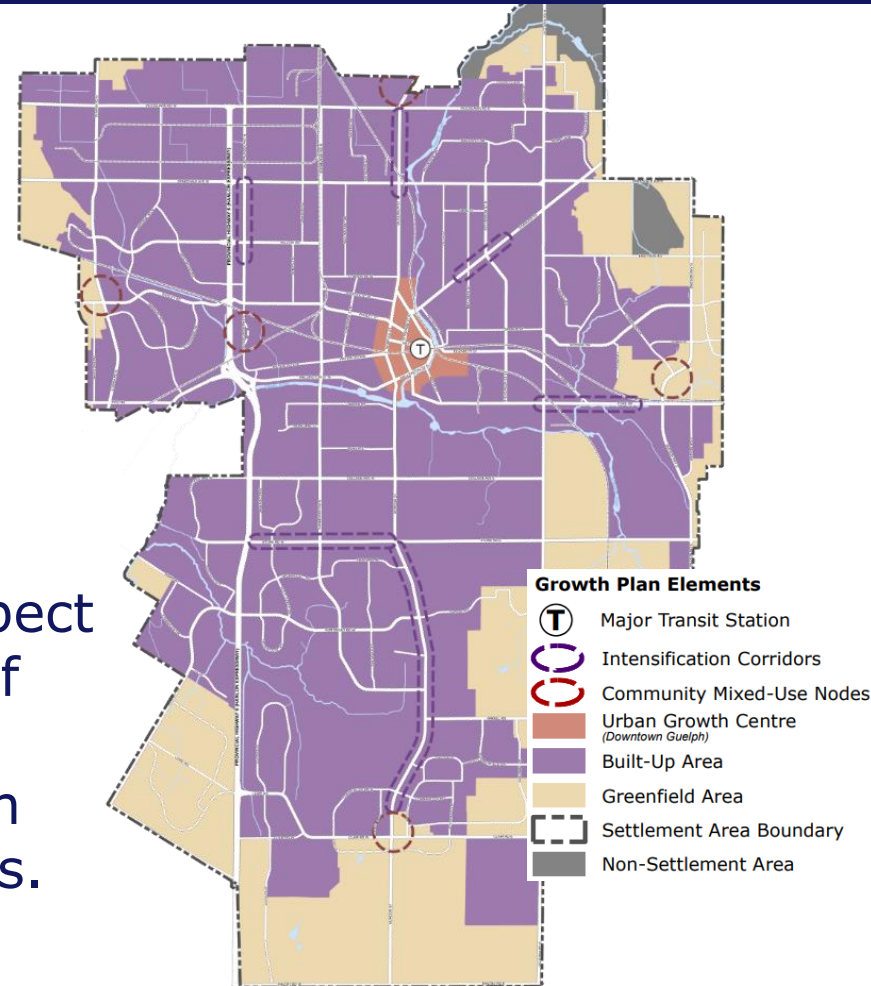
# Current Official Plan Vision for Growth

## Vision

Guelph in 2031 will be a community of approximately 175,000 people and 92,000 jobs. The City will manage population growth within its current boundaries in a manner that ensures water supply and wastewater treatment are sustainable.

New development will respect the existing character of Guelph and retain the qualities that set Guelph apart from its neighbours.

The City will continue to be recognized as a leader in agri-food and innovation, advanced manufacturing and environmental technologies.



# Draft Vision for Growth to 2041

Guelph in 2041 is a place of community. Guelph is a diverse community that is rich in history and vibrant new places and spaces. We are welcoming to new people to live and work within our neighbourhoods and to new businesses that support and strengthen our diverse and innovative local economy.

Our community has a full range and mix of housing that is accessible and affordable

Our city has been thoughtfully designed and is compact, connected, and complete. We have places to shop, to work, and to explore open spaces and parks.

We have built a community where we can safely walk, cycle, ride transit, or drive anywhere we want to go.

Our cultural heritage resources have been embraced and celebrated.

Our natural heritage system and water resources are protected and maintained as one of our most valuable assets.





# Draft Vision for Growth to 2041 Cont'd.

The Official Plan sets out how we will manage Guelph's land use patterns that shape the city's social, economic, cultural, and natural environments. The Official Plan is a companion to the city's Community Plan – a plan that identifies the community's priorities to develop a welcoming and prosperous city. Together, the Official Plan and Community Plan create a strong foundation that will guide the future of Guelph.

**In 2041, our Guelph is a place we are proud to call home. We are proud because we have worked together to shape its future.**



# Draft Principles for Growth to 2041

- Grow within our existing boundaries
- Compact & efficient development
- Full range of land uses
- Grow in a sustainable and fiscally responsible way
- Range and mix of affordable housing
- Complete multi-modal transportation system
- Accessible, connected, open space, park and trail system
- Adequate servicing to support Guelph's growth
- Protecting, conserving, and enhancing our NHS and groundwater resources
- A net-zero carbon future
- Adapting to and mitigating effects of climate change
- Embracing, celebrating, and conserving cultural heritage
- Planning and designing an attractive urban landscape



# Next Steps



# Thank you





# **Shaping Guelph: Growth Management Strategy**

Vision and Principles for Growth  
Community Engagement Summary  
May 2020

In May 2019 the Province released A Place to Grow: Growth Plan for the Greater Golden Horseshow (Growth Plan). Guelph is required to bring its Official Plan into conformity with the Growth Plan by July 1, 2022 through a municipal comprehensive review (MCR). A municipal comprehensive review is a city initiated Official Plan amendment that comprehensively applies the policies and schedules of the Growth Plan.

To do this, it is necessary to determine where and how Guelph will grow to 2041. In October 2019 Guelph Council endorsed a process for the city's MCR – Shaping Guelph: Growth Management Strategy. This process includes several background studies, the first of which is to confirm a vision and principles for growth to 2041. This paper is a summary of the community engagement that helped inform a draft vision and principles for growth.

## **Guelph's Community Plan**

Guelph's Community Plan is a comprehensive, long-range plan that identifies community priorities and issues for the next 10 to 20 years. The Community Plan and community engagement summary documents were reviewed to understand what, if any, thoughts the community expressed about Guelph's growth as part of the Community Plan process. Between January 2018 and February 2019, individuals and organizations across the city were asked four key questions:

1. What do we want Guelph to be?
2. What matters most to you?
3. What's in the way?
4. Where are the opportunities? What are our strengths?

In responding to these questions, the community provided the following feedback about the growth of Guelph

- That the city should continue to have a plan for its growth, one that is socially responsible;
- There were mixed views on how Guelph should grow, especially the pace at which it should grow;
- Mixed-use, complete, walkable and interesting neighbourhoods, and building up not out are preferred; and
- A small city feel with big city amenities is desired.

Several themes emerged about priorities for the future. These include housing, the environment, transportation, and Guelph's character.

## **Housing**

The top growth related concern raised through the Community Plan was about housing affordability. As Guelph grows, concern was expressed about whether or not they, and future residents would actually be able to afford to live in Guelph. Concerns were also raised about the potential for an increase in homelessness.

## **The environment**

The following feedback was provided about the environment:

- Growth should not negatively affect Guelph's natural heritage system;
- Natural green space should be integrated into all new developments;
- Integrating and protecting the environment as we plan for future growth or redevelopment is important as well as planning for climate change; and
- In addition to Guelph's natural areas, there is a need to protect, expand and animate parks and green spaces and integrate them with neighbourhood development.

## **Transportation**

Transportation related feedback on the Community Plan included:

- Guelph should be easy to get around using all modes of transportation;
- A comprehensive transportation strategy for the movement of goods, freight and people is important as Guelph grows; and
- There should be a reliable and complete transit system to all parts of the city and one that connects to other cities.

## **Guelph's character**

Feedback on the Community Plan included many items related to Guelph's character. Some felt that historic buildings should be maintained and integrated with new development. Some also felt that the city's skyline should continue to focus on the Basilica of Our Lady Immaculate. A vibrant downtown was cited as being important for Guelph's character, especially a downtown that is driven by independent retailers. Some also commented that new development in the city needs to have a "soul" and avoid being devoid of character.

## **Ipsos telephone survey**

To initiate the discussion about growth management in the city, a telephone survey was conducted. In December 2019, Ipsos, on behalf of the City, conducted a statistically valid telephone survey of 600 residents to gauge their opinions, attitudes and preferences about Guelph's growth and growth management. The majority of respondents were owners of single detached dwellings who have lived in Guelph for 20 years or more. Almost half of the respondents lived in newer subdivisions, farther away from the Downtown. Over a third of respondents were 55 years or more and were part of a two person household.

The following provides a summary of the attitudes and preferences about Guelph's growth and growth management gathered through this survey.

Generally, respondents stated that they are optimistic about growth in the city. They believe that population growth will mostly benefit the economy, followed by them personally. Most residents feel that growth should be accommodated within the existing boundaries of the city. Most residents see the availability of housing as a significant challenge for the city today and moving forward. Transportation infrastructure, in general, is also an issue of importance.

When it comes to balancing protection of the environment with future growth, almost half of respondents felt that Guelph could be doing more to protect the

environment. They felt that the most important part of the environment to protect was the city's groundwater resources.

Respondents believe the best approach for accommodating future growth and development is to build in already developed areas at higher densities, thus protecting the most green space. Respondents prefer new housing to be built in old or abandoned industrial or commercial sites, unused lots around the city, or in already developed areas. Less than one in ten respondents preferred building more single detached homes. However, when asked where they would likely see themselves moving in the future, respondents still expressed a strong desire to move into a single detached or semi-detached home when the time came to move.

About three quarters of respondents feel that their neighbourhood is a complete community where people can work, live and access services walking or using public transit. Respondents feel that the item missing the most that would complete their community was a mix of jobs. Respondents also mentioned that their community was lacking in housing that was affordable, access to health services, and access to grocery stores.

## **Have your say Guelph online survey**

From February 7 to March 8, 2020 an online survey was available through the city's [website](#). The survey questions were similar to those asked as part of the Ipsos telephone survey and gauged respondents' opinions, attitudes and preferences about Guelph's growth and growth management. There were 327 responses to the survey.

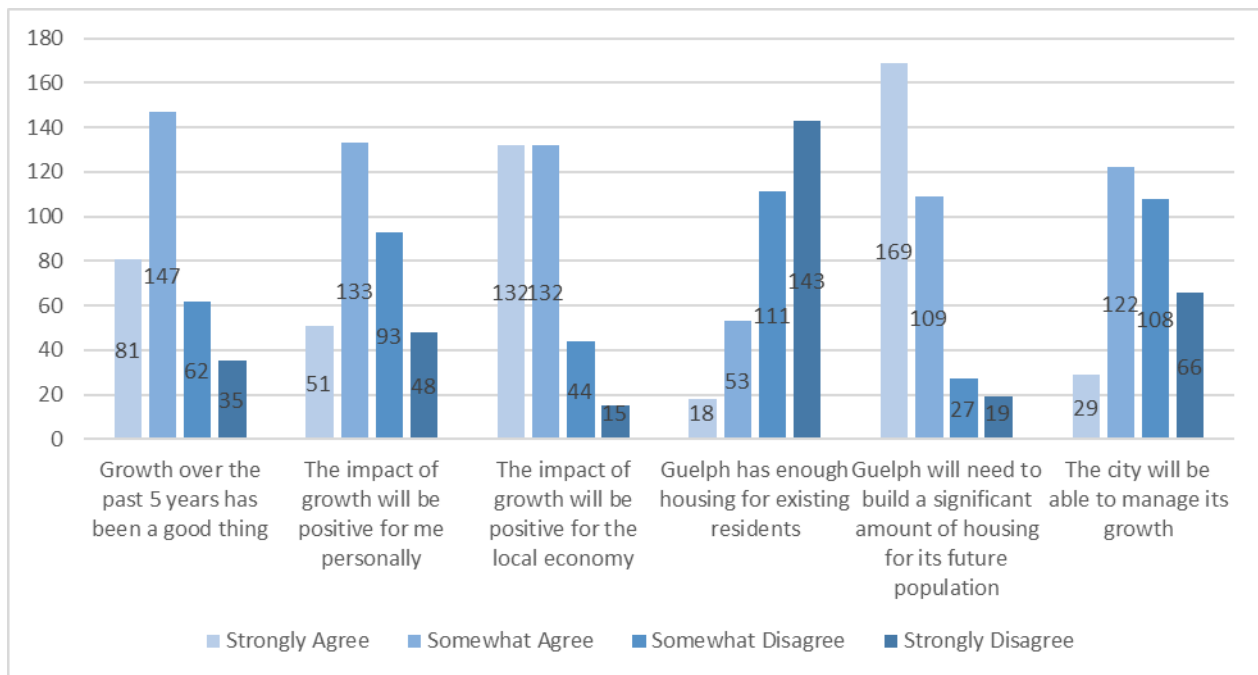
The majority of respondents were owners of single detached dwellings who have lived in Guelph for 20 years or more. Almost half of the respondents lived in newer subdivisions, farther away from the Downtown. Over half of respondents were 35 - 54 years old and over 30 % were part of a two person households. Compared to Ipsos telephone survey, respondents to the online survey were younger.

The following provides a summary of the have your say Guelph online survey.

## **Growth statements and location of growth**

Respondents were asked to agree or disagree with several statements related to growth. Figure 1 summarizes responses to these statements.





**Figure 1: Responses to growth statements**

Respondents felt that population growth will be positive for the local economy, and generally positive for themselves. They also somewhat agreed that the growth that Guelph has seen over the past 5 years has been a good thing. It was clear that respondents do not think that there is enough housing to support current or future Guelph residents. As for confidence that the city will be able to manage its growth, responses were almost equally split. 46% feel that the city will be able to manage its growth and 54% do not.

Most respondents felt that growth should be accommodated within the existing boundaries of the city. Building new apartments, condominiums and townhouses, and protecting some green space was seen as the best approach for accommodating growth. Only 8% of respondents believe that the city should build more single detached homes to accommodate growth. However, when asked where they would likely see themselves moving in the future, respondents still expressed a strong desire to move into a single detached or semi-detached home when the time came to move.

Respondents favoured building new housing in old or abandoned industrial or commercial sites, larger unused lots around the city, and already developed areas throughout the city.

When asked whether they felt that their community was a complete community, responses were slightly higher for those that felt that they are living in a complete community. 57% felt that their community is complete while 42% do not. Similar to the Ipsos survey, respondents felt that the item missing the most that would complete their community was a mix of jobs. Respondents also mentioned that their community was lacking in housing that was affordable, access to health services, and access to grocery stores.

## **Challenges of growth**

The city wanted to understand what the community believes are the biggest challenges that it might experience as it grows. The responses to this question were many and varied. Common responses included:

- Housing that is affordable;
- The availability of a range of housing types;
- Increasing homelessness and poverty;
- Adequate roads to accommodate a range of modes of transportation, including cars, bicycles, and pedestrians;
- Increasing need for and pressure on health care facilities, especially the hospital
- Public safety, especially downtown; and
- Protection of the environment, especially groundwater resources.

## **Metroquest Guelph online survey**

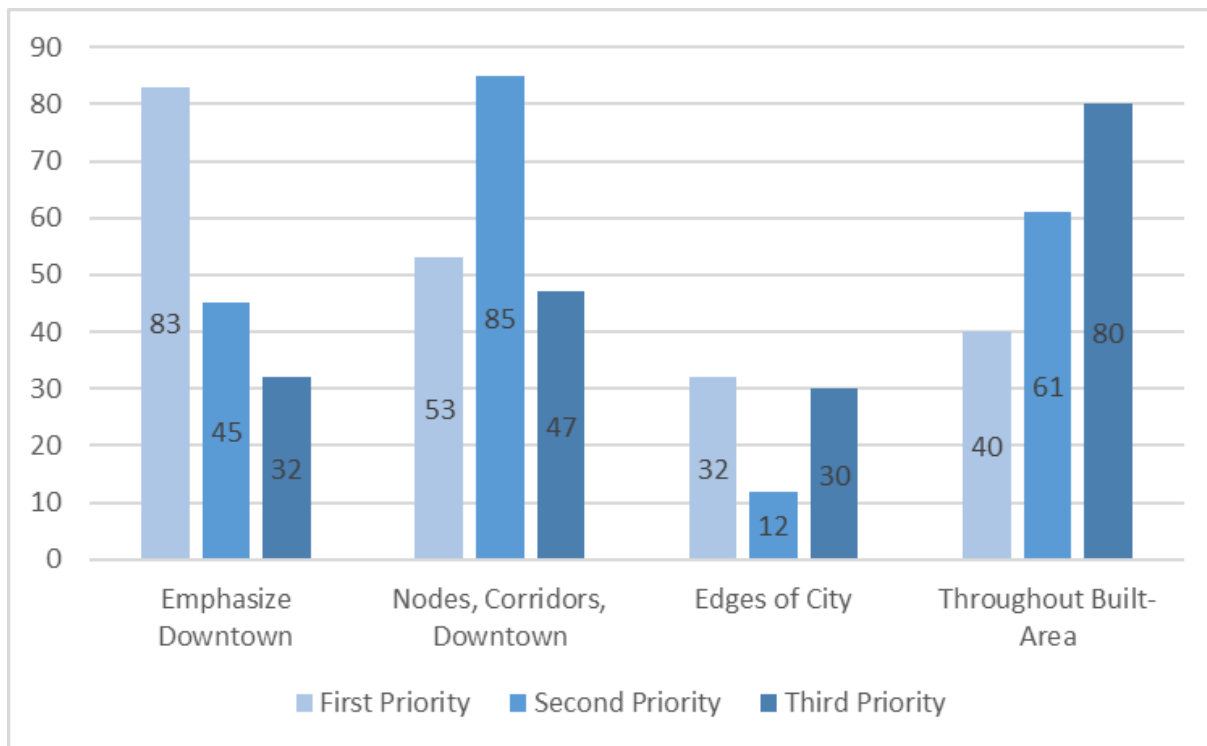
In conjunction with the have your say Guelph online survey, a second online survey, using Metroquest's survey tools, was available for input from February 7 to March 8, 2020. This survey focused on how and where Guelph should grow to 2041. There were 271 responses to this survey.

The majority of respondents were owners of single detached dwellings who have lived in Guelph for 20 years or more. 44% of the respondents lived in older neighbourhoods around the Downtown with an additional 44% living in newer subdivisions farther from downtown. The demographic profile of respondents for this survey was similar to that of the have your say Guelph online survey.

The following provides a summary of the online Metroquest Guelph online survey.

## **Housing Location Preferences**

Respondents were asked to prioritize their top three locations for where they felt growth should be directed in the future. Figure 2 shows that the majority of respondents preferred growth to be directed in downtown as well as Guelph's nodes (e.g. Clair Road and Gordon Street) and corridors (e.g. Woolwich Street).



**Figure 2: Priorities for location of residential growth**

Some respondents commented that additional growth should be directed downtown as this area provided the city with the best chance at achieving its growth mandate. Others cautioned that additional growth downtown should only be allowed at building heights that still respected views to the Basilica of Our Lady Immaculate and that respected Guelph's cultural heritage resources. Nodes and corridors were felt to be appropriate locations to direct growth as these areas are spread out throughout the city providing for opportunities to continue to develop a strong transit network. Concentrating growth in areas that are well served by transit was mentioned as a priority.

For those that prioritized directing growth throughout Guelph's built-up area, some commented that this would only be feasible if the growth was coordinated with transit. Others commented that if growth was to occur throughout Guelph's neighbourhoods that it would need to maintain the integrity of these neighbourhoods.

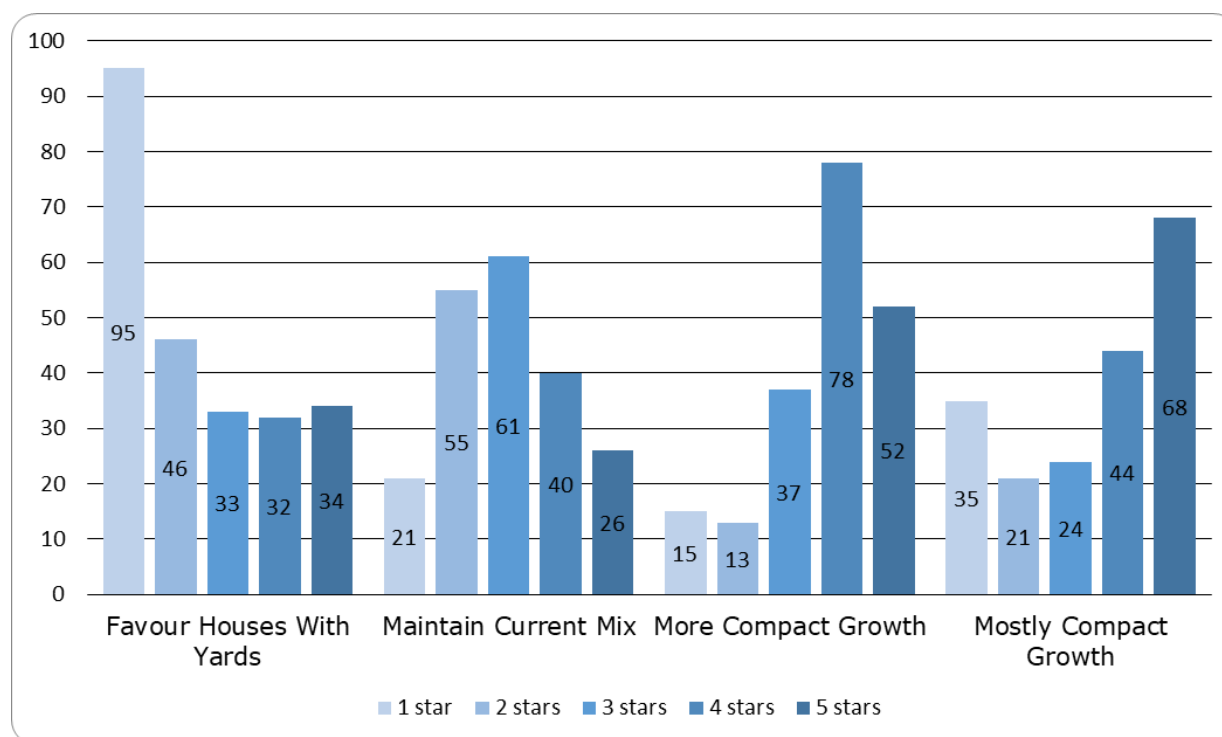
Respondents were provided the opportunity to suggest other areas of Guelph that should be considered to accommodate growth. The suggestions provided ranged from using abandoned industrial areas, adding housing to commercial areas, and using underutilized land in low density areas. Some suggested that Guelph should grow outside of our current geographic boundary while others suggested that we shouldn't grow at all.

## Housing Density Preferences

Four housing scenarios were provided where participants were asked to rank each, using a scale of 1 star to 5 stars (least favourite to most favourite). The scenarios were:

- Favour houses with yards – in this scenario, most new housing is detached homes with yards. More land is required to house our growing population. Additional lands outside the city’s current boundary may be needed
- Maintain current mix – the city is currently mostly detached houses, with some townhouses and apartments. This scenario continues with this housing mix
- More compact growth – in this scenario, most new housing will be townhouses and low-rise apartments with some detached homes. Less land is required to house our growing population
- Mostly compact growth – in this scenario, most new housing will be apartments with some townhouses. The least amount of land is required to house our growing population.

Figure 3 shows that the majority of respondents preferred the scenarios with more or mostly compact growth. The least preferred scenario was the one that favoured houses with yards.



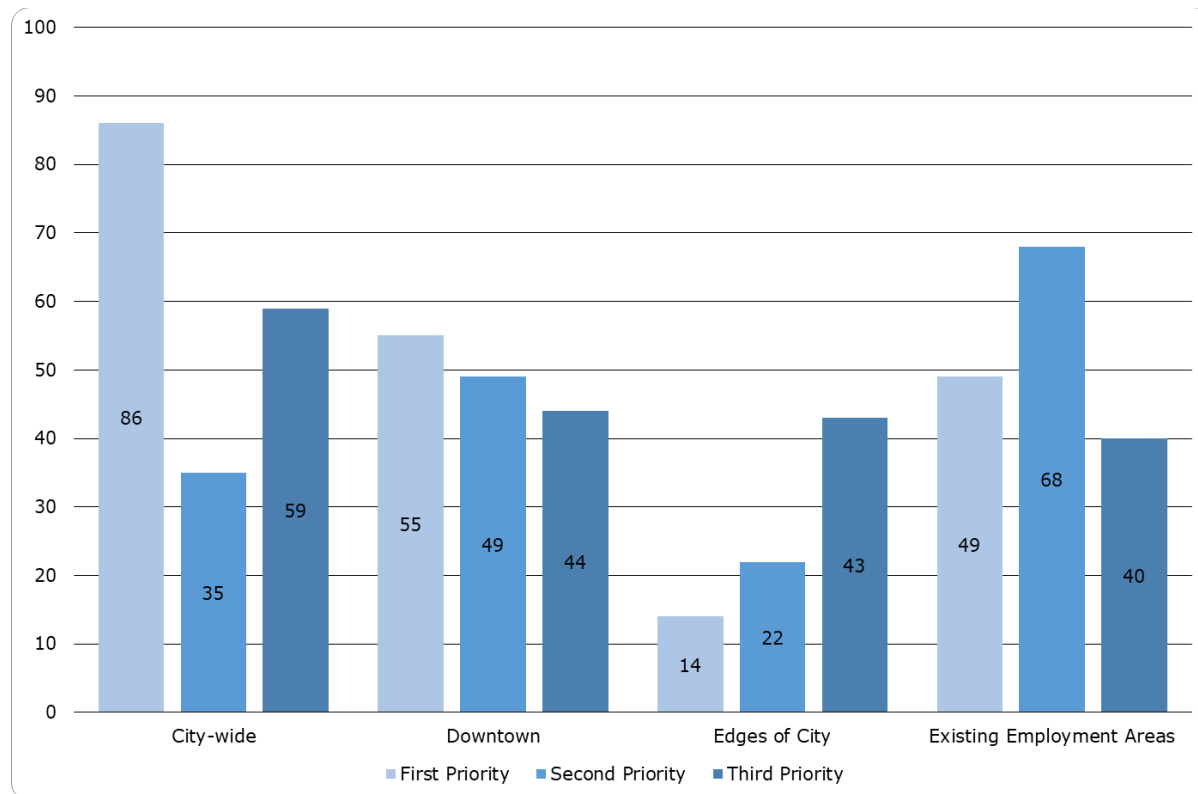
**Figure 3: Preference for how Guelph should grow**

Some respondents commented that the more and mostly compact growth scenarios would meet the needs of the most people and would likely provide the most affordable housing options. Some respondents also commented that these scenarios would make Guelph feel like other big cities and that this wasn't desirable. For these scenarios to work in Guelph the buildings should be well designed and limited to buildings that are between 6 and 8 storeys.

Comments on the scenario which favoured houses with yards included concerns that this scenario isn't feasible to accommodate the amount of people that we are required to. Others felt that we had enough of this housing type. In contrast to these comments, those that ranked this scenario higher felt that this type of housing is why many had moved to Guelph. Others felt that there is a need for the private outdoor space that this scenario provides.

## Job Location Preferences

Participants were asked to prioritize their top three locations for where they felt job growth should be directed. Figure 4 shows that the majority of respondents preferred growth to be directed city-wide followed by existing employment areas.



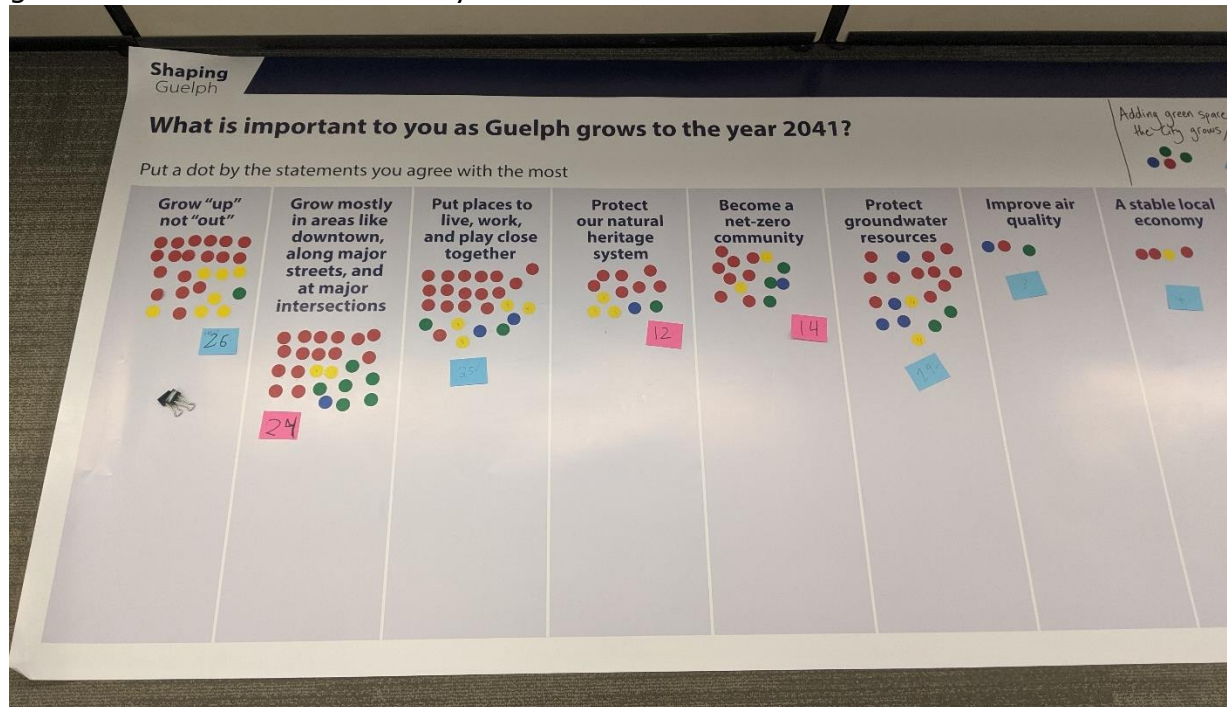
**Figure 4: Preference for the location of job growth**

Some respondents commented that jobs should be located throughout the city to decrease the travel times between work and home. They also felt that existing employment areas should continue to be used for manufacturing and warehouse uses. In addition to the locations provided in the survey, respondents were encouraged to suggest other areas of the city that would be appropriate for job growth. Some suggested having more jobs closer to the GO Train station downtown as well as closer to Highway 401. Others suggested, similar to locations for houses, that jobs be located along or close to transit.

## Shaping Guelph Speaker Event

On February 27, 2020 the city hosted "Guelph 2041: A conversation about a growing city". The event included talks, a panel discussion about growth and an opportunity for attendees to provide input on priorities and locations for Guelph's

growth. At the Guelph 2041 Speaker event attendees had the opportunity to identify what is important to them as Guelph grows to the year 2041 and where growth should occur in the City.



Participants were asked to place three dots on the statements that they agreed with the most in response to the question "What is important to you as Guelph grows to the year 2041". The statements provided were:

- Grow "up" not "out"
- Grow mostly in areas like downtown, along major streets, and at major intersections
- Put places to live, work, and play close together
- Protect our natural heritage system
- Become a net-zero community
- Protect groundwater resources
- Improve air quality
- A stable local economy
- Plan for climate change
- Maintain our "Guelphiness"
- Protect cultural and heritage resources, and
- Urban design

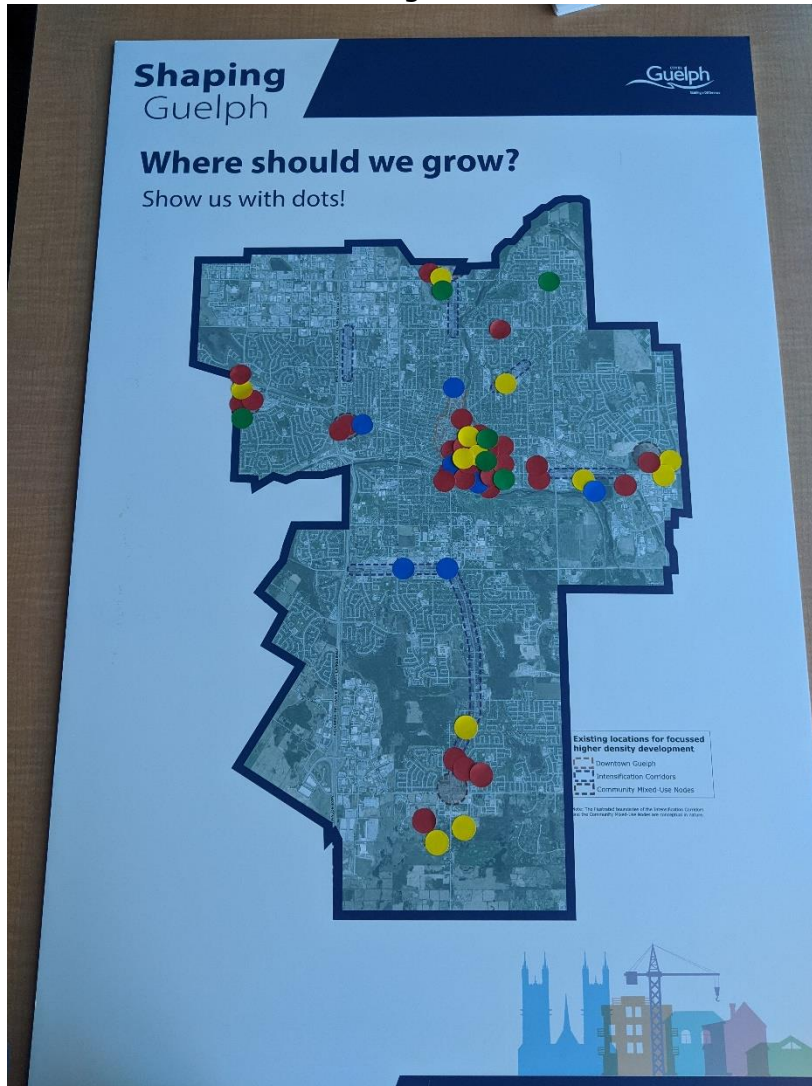
The following three options were added by participants:

- Adding green space as the City grows
- Urban farming, and
- Transit and cycling dependent supportive communities.

The top statements that participants agreed with the most were: growing up not out; planning for climate change growing mostly in areas like downtown, along

major streets and at major intersections, and; putting places to live, work and play close together.

A map of the city was provided showing Guelph's current intensification areas, which are its intensification corridors, mixed-use nodes, and downtown. Participants were asked to place dots on areas of the city that they thought would be good locations to accommodate growth.



Overwhelmingly, attendees identified downtown Guelph as an area to accommodate growth. Some of the city's existing intensification corridors and mixed-use nodes throughout the city were also identified as areas to accommodate growth. Nodes were identified more often than corridors to accommodate growth. Specifically, existing mixed-use nodes in the east, west, and south of Guelph. No one identified areas outside of the city as a place where Guelph should grow.

## What we heard – key findings

It was clear from all of the community engagement that there is a strong preference for growth to be contained within the city's current boundaries. There is



also preference for this growth to locate in already developed areas, such as downtown and within nodes and corridors at higher densities. Across all community engagement platforms, it was clear that availability of housing; transportation infrastructure, and; protection of the environment, especially protection of groundwater, are of utmost concern as Guelph grows.

## **Next steps**

The input provided through this community engagement will be used, together with other inputs, to develop a draft vision and principles for growth. Upon endorsement by Council, the draft vision and principles for growth will be used to guide the development of the Shaping Guelph: Growth Management Study. The vision and principles for growth will continue to be refined through the Shaping Guelph study. A final vision and principles will be brought to Council for approval with the MCR Official Plan amendment at the conclusion of this work.



Mayor Guthrie and Members of Council:

Guelph is a groundwater dependent community. Our absolute growth is limited by this reality, as well as the ability of our rivers to absorb wastewater effluent.

What is the maximum population that Guelph can accommodate given these limitations? What do we want the City to look like once we hit that cap?

Do we want a "swiss cheese" City where key pockets within the built-up area are left undeveloped, while yet more greenfield areas have been urbanized? Or do we want a compact City that maximizes existing infrastructure and preserves greenspace?

This needs to be the starting point for our Growth Plan. Then work backward from there.

There are multiple sites within the City which have yet to be fully built out:

- the Downtown Secondary Plan
- IMICO
- the Innovation District
- the Lafarge lands
- key nodes and corridors

In addition, the possibility that the Dolime Quarry lands may become available for housing within the City boundaries has recently come into play.

There have also been some interesting proposals coming forward for intensification and redevelopment on commercial plazas.

Let's do the math. If all these sites are built out, where will that put us population-wise? Will that population put us at, or over our cap, or will we still have room/need for some greenfield development?

Our natural limits need to be the key framework for our Growth Management Strategy and that will help to determine our priorities.

The first key principle needs to be amended:

***"Grow within our existing boundaries."***

This needs to be amended to:

***"Grow within built up areas."***

This principle was clearly expressed by citizens in both the telephone survey and online survey. In fact, less than one in ten phone survey respondents wanted more single detached housing and only 8% of online survey respondents thought the City should build more single-detached housing to accommodate growth.

One weakness of the public engagement to date is that it skews to an older demographic and to people who are owners of single-detached housing. Under this scenario, it is not surprising that this group

expressed a preference for living in detached housing, even though they clearly see the need for more compact development.

How can the City reach a younger demographic? These are the people who will be driving home purchases and looking for housing in the future. Millennials are not necessarily interested in car or home ownership. It would be important to get more concrete data in this regard. Perhaps the University might be willing to participate in a survey of their students.

The values and preferences of future generations should be a key factor in shaping our growth.

Sincerely,  
Susan Watson

# **THE CORPORATION OF THE CITY OF GUELPH**

## **By-law Number (2020)-20502**

A by-law to amend By-law Number (1995)-14864, as amended, known as the Zoning By-law for the City of Guelph as it affects lands municipally known as 89 Beechwood Avenue and legally described as Part of Lot 21, Concession Division 'A', Guelph Township as in Cs61764, City of Guelph (OZS20-002).

WHEREAS Section 34(1) of The Planning Act, R.S.O. 1990, c.P.13 authorizes the Council of a Municipality to enact Zoning By-laws;

AND WHEREAS on December 23, 2019, the Local Planning Appeal Tribunal issued Order for File PL190050 for By-law (2019)-20360, passed by the Council for the Corporation of the City of Guelph on January 28, 2019, which affects the lands municipally known as 89 Beechwood Avenue;

AND WHEREAS By-law (2019)-20360 contains Holding (H) provisions for the R.3A-62(H) Zone that requires the following condition to be met to the satisfaction of the City prior to development occurring on the subject lands:

1. The property owner shall complete the design and construction of a storm sewer on Beechwood Avenue, to the satisfaction of the City Engineer/General Manager of Engineering and Transportation Services or upon the actual design and construction costs of these works being secured in a manner satisfactory to the City Engineer/General Manager of Engineering and Transportation Services.

AND WHEREAS the design and construction costs of these works have been secured to the satisfaction of the City Engineer/General Manager of Engineering and Transportation Services;

**NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE CITY OF GUELPH ENACTS AS FOLLOWS:**

1. By-law Number (1995)-14864, as amended, is hereby further amended by deleting the (H) from the title of Section 5.3.3.1.62 and deleting Section 5.3.3.1.62.3 in its entirety.
2. Schedule "A" of By-law Number (1995)-14864, as amended, is hereby further amended by deleting Defined Area Map 15 and substituting therefore a new Defined Area Map 15, attached hereto as Schedule "A".

**PASSED this FIFTEENTH day of JUNE, 2020.**

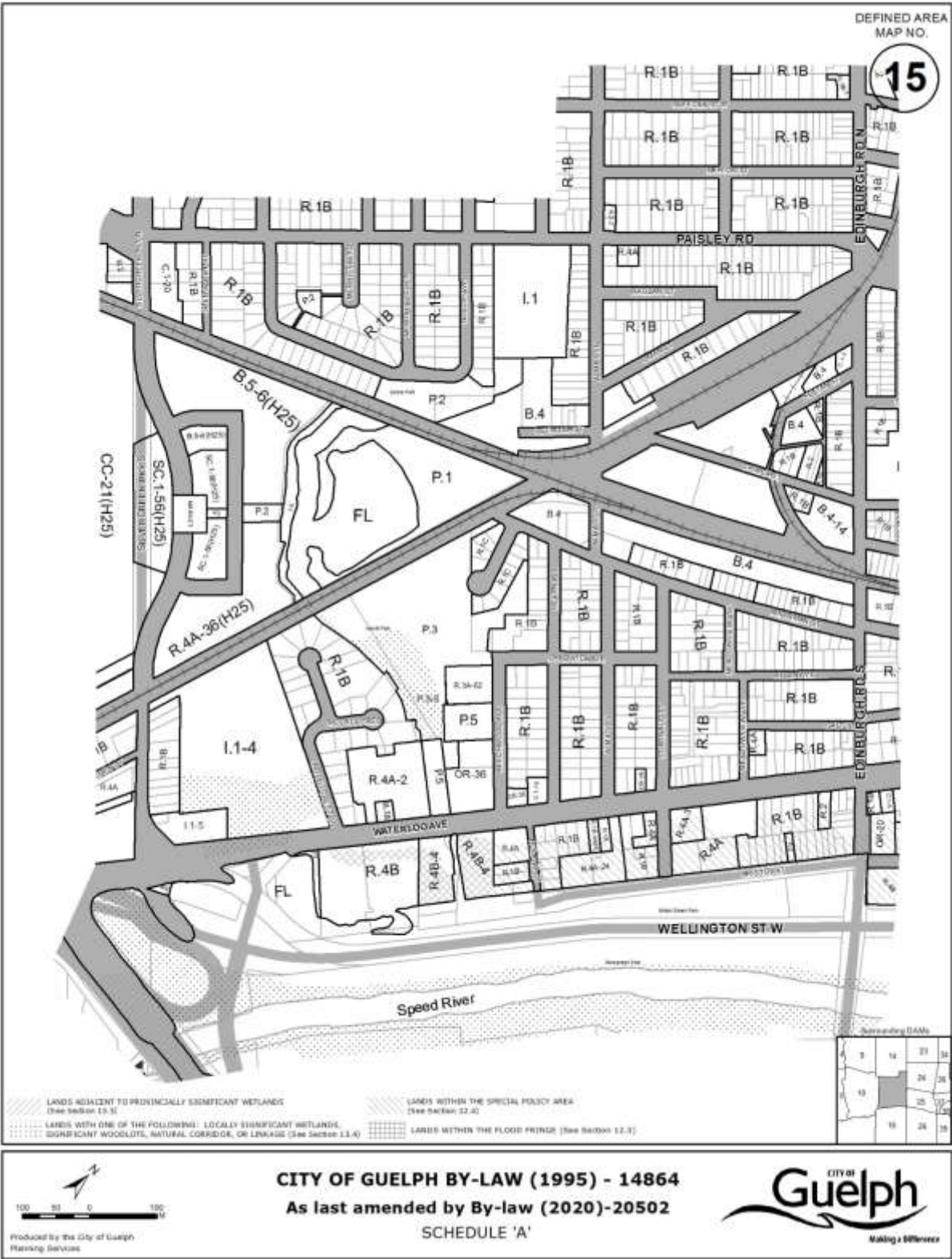
---

**CAM GUTHRIE - MAYOR**

---

**DYLAN MCMAHON - DEPUTY CLERK**

SCHEDULE 'A'



# **The Corporation of the City of Guelph**

## **By-law Number (2020) - 20503**

A by-law to confirm proceedings of a meeting of Guelph City Council held June 15, 2020.

### **The Council of the Corporation of the City of Guelph enacts as follows:**

1. Subject to Section 3 of this by-law, every decision of Council taken at the meeting at which this by-law is passed, and every resolution passed at that meeting, shall have the same force and effect as if each and every one of them had been the subject matter of a separate by-law duly enacted.
2. The execution and delivery of all such documents as are required to give effect to the decisions taken at the meeting at which this by-law is passed and the resolutions passed at this meeting, are hereby authorized.
3. Nothing in this by-law has the effect of giving to any decision or resolution the status of a by-law where any legal prerequisite to the enactment of a specific by-law has not been satisfied.
4. Any member of Council who disclosed a pecuniary interest at the meeting at which this by-law is passed, shall be deemed to have disclosed that interest in this confirmatory by-law as it relates to the item in which the pecuniary interest was disclosed.

**Passed this fifteenth day of June, 2020.**

---

**Cam Guthrie, Mayor**

---

**Dylan McMahon, Deputy City Clerk**