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October 27, 2021

Submitted via email only to [clerks@guelph.ca](mailto:clerks@guelph.ca)

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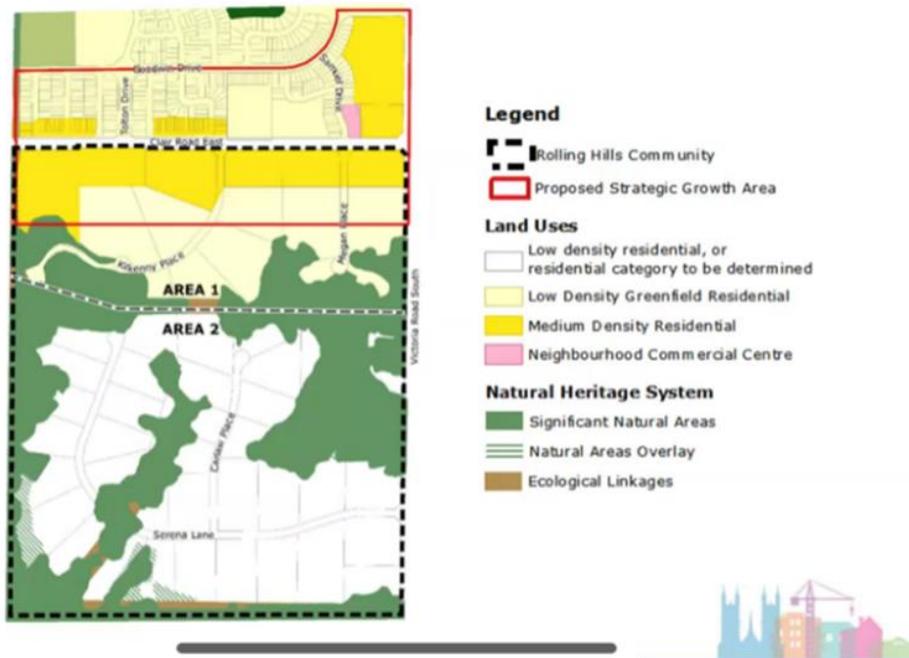
Attention: Mayor Cam Guthrie and Members of Council

Re: Shaping Guelph – Official Plan Update (Municipal Comprehensive Review)  
Strategic Growth Area – Clair Road East  
South Clair Road Neighbourhood Association  
331 Clair Road East, Guelph

Reid's Heritage Homes is an owner of 331 Clair Road East (2488995 Ontario Ltd.). The property is part of the South Clair Road Neighbourhood Association. This association was formed by community members on the south side of Clair Road and from within Rolling Hills in support of the City's initiative for residential growth along Clair Road East.

We are in **support** of the Strategic Growth Area along a portion of Clair Road East and the proposed land-use designations of Low Density Greenfield Residential and Medium Density Residential in Area 1 as presented by City Staff.

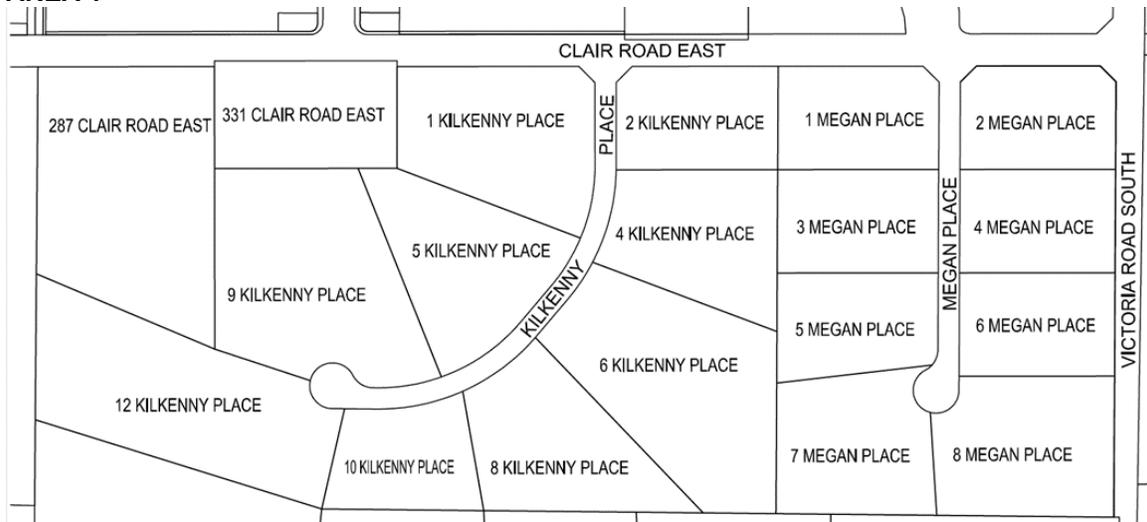
## Rolling Hills – growth options



The City is taking a reasonable, sensitive, and well thought out approach by identifying Rolling Hills as two areas (Area 1 and Area 2) for the purposes of planning for this community. City Staff have found an appropriate balance to proceed forward, providing opportunity for continued residential community development along Clair Rd. within Area 1 while being fair and respectful to the concerns expressed by some community members within Area 2 through land-use planning and policies to maintain this established and stable neighbourhood.

Area 1 has been identified within the City of Guelph Built-Up Area since June 16, 2006 by the Province and the Guelph Official Plan identifies the Built-Up Area as a location to direct intensification. The proposed designations by Staff will introduce “gentle density” along Clair Road as per the notion introduced by Jennifer Keesmaat in her remarks at the initiation of the Shaping Guelph process. This “gentle density” provides opportunities for continued community growth along the south side of Clair Road East, utilizing existing infrastructure in terms of access, services, and community amenities that have evolved in this area over the last 20 years. This gentle, measured community development, directed towards Clair Road, would then transition to the south whereby low density residential and the existing natural heritage features provide an appropriate and needed transition to the Rolling Hills Area 2 community.

#### AREA 1



The proximity of Area 1 having frontage and direct access only to Clair Road East provides an opportunity for designing compatible and appropriate land-uses for both Area 1 and Area 2. The development of Area 1 will not add any additional traffic or disruption on the local residential streets located in Area 2. The existing natural heritage area acts as a buffer between Area 1 and Area 2 which must be maintained in accordance with the City’s Official Plan policies. There will be no development “creep” into Area 2 if policies are included within the Official Plan to recognize Area 2 as a stable residential area and we encourage the City to implement such policy measures.

The growth option as presented by City Staff could further be reinforced to the benefit of both Area 1 & 2 and the broader community with site specific policies in the Official Plan such as:

- Provide a transition in density and height between Area 1 and Area 2.
- No vehicular connections be permitted between Area 1 and Area 2.
- New development within Area 1 shall be on full urban municipal services;
- The existing Natural Heritage System shall be protected and act as a buffer and natural separation between Areas 1 and 2.
- Any pedestrian and cycling linkages between Area 1 and Area 2 shall be provided in accordance with the Natural Heritage System policies of the Official Plan.
- An Urban-Rural Transition Zone be included in Area 1 along Victoria Road South.

As a community builder with a deep history in Guelph and a commitment to continue to invest and provide for much needed community development in this area, Reid's Heritage Homes supports Staff's proposed Strategic Growth Area and Low Density Greenfield Residential and Medium Density Residential designations proposed for Area 1. The proposed redesignation of these lands represents responsible, efficient, and sensitive land-use planning.

Thank you for the opportunity to provide these comments and engaging with area residents and community members on the growth and direction for this neighbourhood. Please provide me with notice of the decision of Council related to the Shaping Guelph Official Plan Update.

Sincerely,



Jeff Robinson, MCIP, RPP  
Director, Development Planning