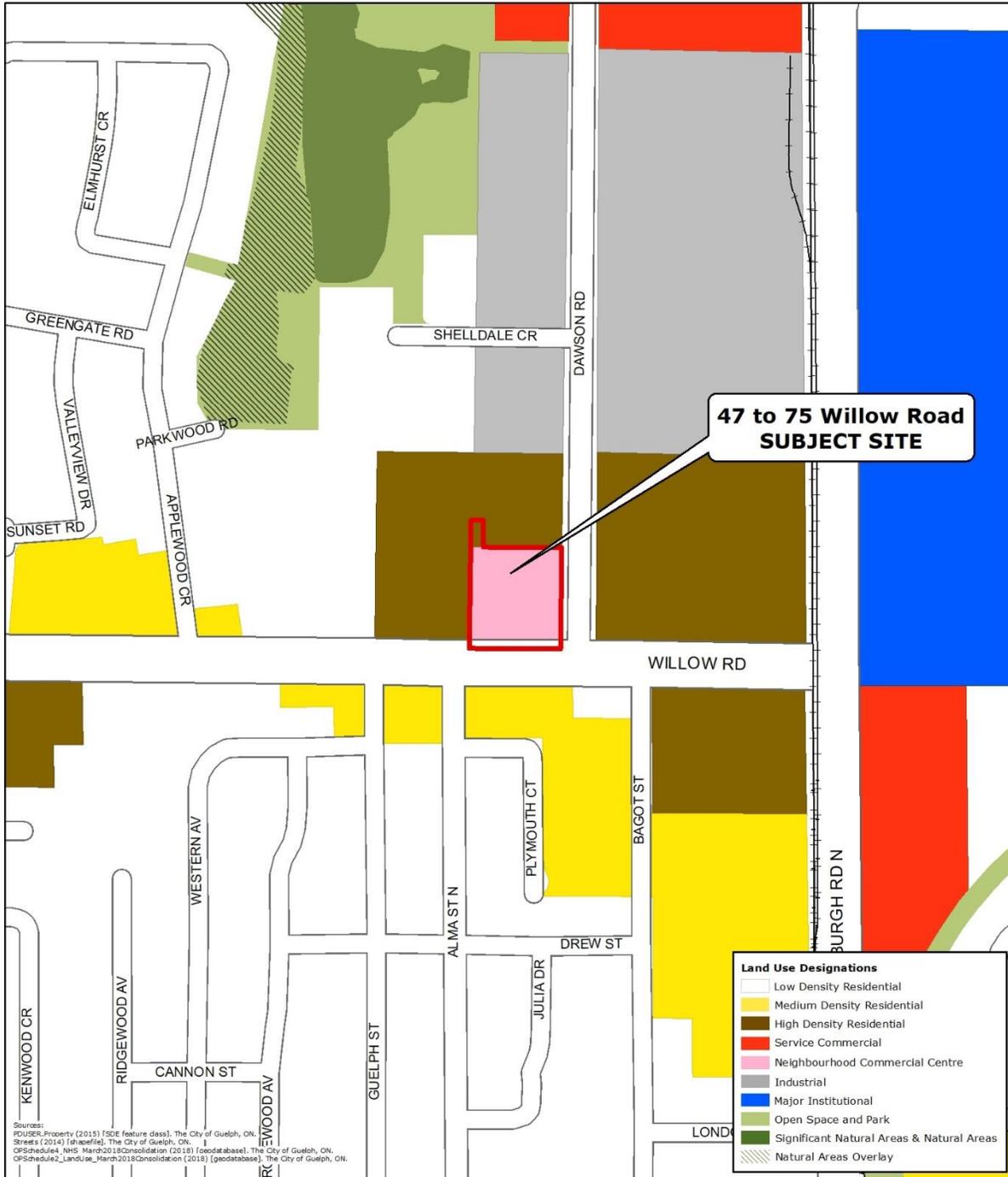
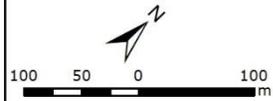


Attachment-4 Official Plan Land Use Designation and Policies



Sources:
 PDUSER Property (2015) [SDE feature class]. The City of Guelph, ON.
 Streets (2014) [shapefile]. The City of Guelph, ON.
 OPSchedule4_NHS_March2018Consolidation (2018) [geodatabase]. The City of Guelph, ON.
 OPSchedule2_LandUse_March2018Consolidation (2018) [geodatabase]. The City of Guelph, ON.



2001 OFFICIAL PLAN MARCH 2018 CONSOLIDATION LAND USE DESIGNATIONS 47 to 75 Willow Road



Produced by the City of Guelph
 Planning, Urban Design and Building Services - Development Planning
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Attachment-3 continued: Official Plan Land Use Designation and Policies

9.4.4 Neighbourhood Commercial Centre (From March 2018 OP Consolidation)

Neighbourhood Commercial Centres are identified on Schedule 2 of this Plan.

Objectives

- a) To establish local convenience and neighbourhood commercial uses within a convenient walking distance of residential areas.
- b) To ensure Neighbourhood Commercial Centres are developed in a cohesive and coordinated manner that is *compatible* with the surrounding residential neighbourhood.
- c) To primarily serve the shopping needs of residents living and working in nearby neighbourhoods and employment districts.
- d) To be connected to surrounding neighbourhoods through the City's pedestrian trails, walkways and by transit.

Policies

1. The Neighbourhood Commercial Centre designations on Schedule 2 recognize the existing centres within the city and identify the general location of new Neighbourhood Commercial Centres.
2. 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.
3. This Plan intends that a Neighbourhood Commercial Centre shall not be extended or enlarged to provide more than 4,650 square metres (50,000 square feet) of *gross floor area*.
4. Notwithstanding policy 9.4.4.3, the existing Neighbourhood Commercial Centres listed below will be permitted to provide a maximum of 10,000 square metres (108,000 square feet) of **gross floor area**:
 - Speedvale Avenue at Stevenson Street
 - Victoria Road at Grange Street
 - Victoria Road at York Road
 - Kortright Road at Edinburgh Road
 - Harvard Road at Gordon Street

- Kortright Road at Gordon Street
 - Wellington Street at Imperial Road.
5. A Neighbourhood Commercial Centre as listed in policy 9.4.4.4 shall only be extended or enlarged to provide more than 10,000 square metres (108,000 square feet) of *gross floor area* by amendment to this Plan and shall require a Market Impact Study.
 6. The maximum *gross floor area* of an individual retail use within a Neighbourhood Commercial Centre shall be 3,250 square metres (35,000 square feet).
 7. The City will require the aesthetic character of site and building design to conform to the Urban Design policies of this Plan and applicable guidelines, and will incorporate measures into the approval of *Zoning By-laws* and Site Plans to ensure conformity.
 8. Where new *development* occurs within a Neighbourhood Commercial Centre, adjacent lands will be integrated in terms of internal access roads, entrances from public streets, access to common parking areas, open space, urban squares, grading and stormwater management systems.
 9. *Development* within the Neighbourhood Commercial Centre designation will be designed to be connected to the wider community by footpaths, sidewalks and bicycle systems and by the placement of buildings in close proximity to the street line near transit facilities.
 10. Applications for the purpose of establishing or expanding a Neighbourhood Commercial Centre designation will be required to satisfy the following criteria:
 - i) located with direct access to an arterial or collector road, preferably at an arterial or collector road intersection;
 - ii) the location will contribute to the creation of a compact, well-defined node oriented to a major intersection and does not promote the creation of 'strip commercial' development along a major street;
 - iii) designed in a manner that is *compatible* with the building design and use of surrounding properties;
 - iv) the location shall minimize the impact of traffic, noise, signs and lighting on adjacent residential areas;
 - v) adequate site area will be provided for parking, loading and all other required facilities; and
 - vi) adequate landscaping, screening and buffering will be provided to preserve the amenities and appearance of surrounding properties.

Permitted Uses

11. The following uses may be permitted in Neighbourhood Commercial Centres, subject to the applicable provisions of this Plan:
 - 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.
12. Vehicle sales and vehicle repair uses shall not be permitted.
13. *Development* will be planned and designed to maintain the principal commercial function. Residential uses are not permitted on the ground floor.

Height and Density

14. The maximum height is six (6) storeys.
15. Additional building height and density may be considered subject to the Height and Density Bonus provisions of this Plan.