

Staff Report



To	City Council
Service Area	Office of the Mayor
Date	Tuesday, July 22, 2025
Subject	Public Meeting and Decision Meeting Item 343 Waterloo Avenue Official Plan and Zoning By-law Amendments Ward 3

Recommendation

1. That By-law Number (2023)-20790, as amended, known as the Zoning By-law for the City of Guelph as it affects part of the property municipally known as 343 Waterloo Avenue, legally described as Part of Lots 11 and 12, Registered Plan 274, City of Guelph, County of Wellington be amended in accordance with Attachment 1 of the City Council Report, Public Meeting and Decision Meeting Item 343 Waterloo Avenue Official Plan and Zoning By-law Amendments Ward 3, dated July 22, 2025.
 2. That a complete site-plan application be submitted to the satisfaction of the City chief planner and City engineer prior to issuance of building permits.
 3. That permit approvals are contingent upon the applicant entering into an affordable housing agreement with the City of Guelph.
 4. That the applicant pays all applicable planning and development fees associated with the project as determined by the City of Guelph.
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Executive Summary

Purpose of Report

To provide a recommendation on the Official Plan and Zoning By-law Amendments proposed for the lands municipally known as 343 Waterloo Avenue to permit the re-development of the site to accommodate the rebuilding of the existing commercial office space along with nine new residential units, with two that will meet the City's affordable housing threshold. This report has been prepared in conjunction with both the Public Meeting and Decision Meeting for this proposal.

Key Findings

The applicant suffered a criminal arson to their business in 2024 that was deemed a total loss. With the intent to rebuild, the applicants were aware of the housing crisis and sought ways to help provide an increase to needed housing units. The new project will maintain the current commercial and office space and new residential units will be provided within three floors added. The current site is surrounded by existing commercial properties, three-story residential units, and high-rise residential units. Pictures of the surrounding properties in Attachment-9 highlight

the suitability of the proposed project within the built up area. The proposal does have variances required and are outlined in the attachments from the applicants planning consultants. This proposal will accommodate two additional affordable housing units that meet the Council approved Affordable Housing Strategy. Reduced parking requirements and setback changes are requested. This matter is before Council and the public to seek approval of the proposed Official Plan and Zoning By-law Amendments required.

All Planning notice requirements were met to inform the public, including regular processes for mailings to the required neighbourhood to inform them of the proposal.

Strategic Plan Alignment

This report aligns with the Improving Housing Supply priority in the 2024-2027 Strategic Plan. The recommended Official Plan and Zoning By-law Amendments aligns with the objective of City Building: improving housing supply as well as the City's Affordable Housing Strategy. The Official Plan's vision is to plan and design an increasingly sustainable city as Guelph grows.

Future Guelph Theme

City Building

Future Guelph Objectives

City Building: Improve housing supply (including affordable housing)

Financial Implications

Minor Combined OPA/ZBA fee: \$31,620

Estimated Development Charges: To be calculated

Estimated Annual Property Taxes: To be calculated

Report

343 Waterloo Avenue is a fire-damaged structure. The owner would like to develop the building into a four-story, mixed-use building that contains up to nine residential units, including two that meet the City's affordable housing threshold.

The owners desire to redevelop this project quickly due to the unforeseen fire damage.

The development meets many local municipal goals yet also advances and aligns with the provincial priorities laid out in O. Reg. 580/22, specifically, "Building 1.5 million new residential units by December 31, 2031."

The applicant is fully aware and is committed to fulfilling all required studies or justification reports before site-plan approval and before permits are issued from the City. These may include: Noise Feasibility Study, FSR and SWM report, Grading and Drainage plan, S.59 Policy Applicability Review, Salt Management Plan, Erosion and Sediment Control Plan, Traffic Geometric Plan cost estimates (on-site and within City Right of Way), Geotechnical Investigation Report, Hydrogeological Assessment.

Financial Implications

As the City grows, higher-density growth can mitigate tax and rate pressures over time, as this is the most cost-effective use of land and drives the highest taxation revenue per acre. There are other social and economic benefits of the development to consider.

An estimated Minor Combined Official Plan Amendment/Zoning By-law Amendment fee of \$31,620.00 will be collected from the developer. Estimated Development Charges and annual property taxes are still to be calculated.

Consultations and Engagement

Planning Notice and Upcoming Public Meeting

Attachments

Attachment-1 Draft Zoning By-law Amendment

Attachment-2 Concept Plan

Attachment-3 Location and Circulation

Attachment-4 Subject Lands

Attachment-5 Elevations

Attachment-6 Record of Site Condition

Attachment-7 Record of Site Condition Filed

Attachment-8 Letter of Support (Frank Mota)

Attachment-9 Pictures of surrounding area

Attachment-10 Phase One ESA

Attachment-11 Phase Two ESA

Attachment-12 Geotechnical Report

Attachment-13 Ground Floor Plan

Attachment-14 Residential Floor Plans

Departmental Approval

None

Report Author

Cam Guthrie, Mayor, City of Guelph

This report was recommended and respectfully submitted by:

Cam Guthrie

Mayor

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