

# Staff Report



To City Council  
Service Area Office of the Mayor  
Date Wednesday, September 3, 2025  
Subject **Public Meeting and Decision Meeting Item  
343 Waterloo Avenue  
Official Plan and Zoning By-law Amendments  
Ward 3 – 2025-421**

## Recommendation

1. That the application for an Official Plan Amendment to change the designation from the current "Low Density Residential" designation to a site specific "Low Density Residential" designation, and a Zoning By-law Amendment to change the zoning from the current "Convenience Commercial 3" (CC-3) Zone (2023 – 20790) to a site-specific "Convenience Commercial 12" (CC-12) Zone to permit the proposed development on the lands municipally known as 343 Waterloo Avenue, legal describes as Part of Lots 11 and 12, Registered Plan 274, City of Guelph be approved in accordance with Attachments 1 and 2 of the City Council Report 2025-421, dated September 3, 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.

## 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.

Revised Planning notice requirements were provided 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

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## **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 Draft Official Plan Amendment

Attachment-3 Concept Plan

Attachment-4 Location and Circulation

Attachment-5 Subject Lands

Attachment-6 Elevations

Attachment-7 Provincial Planning Statement Analysis

Attachment-8 Record of Site Condition

Attachment-9 Record of Site Condition Filed

Attachment-10 Letter of Support (Frank Mota)

Attachment-11 Pictures of surrounding area

## **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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