

# Council Planning Meeting

70 Fountain Street East,  
Guelph

March 10, 2026 – 10:00 AM

# Outline

- Site Location & Context
- Development Proposal
- Policy Context
- Required Planning Approvals
- Complete Application Materials
- Fitzrovia Slides
- Question Period

# Site Location & Context



- 70 Fountain Street East
- Lot area of ~2,030 sq. m (0.2 ha)
- Existing 3-storey office building with surface parking lot
- Listed on the municipal heritage register (non-designated)



Sleeman  
Centre

Old Quebec  
Street Mall

Guelph Central  
Station /  
Transit Hub

Guelph City  
Hall  
& Market Square

Wyncham St N

Macdonell St

Carden St

Gordon St

Farguhar  
St

Fountain St E

Wyncham St S

Surrey St E

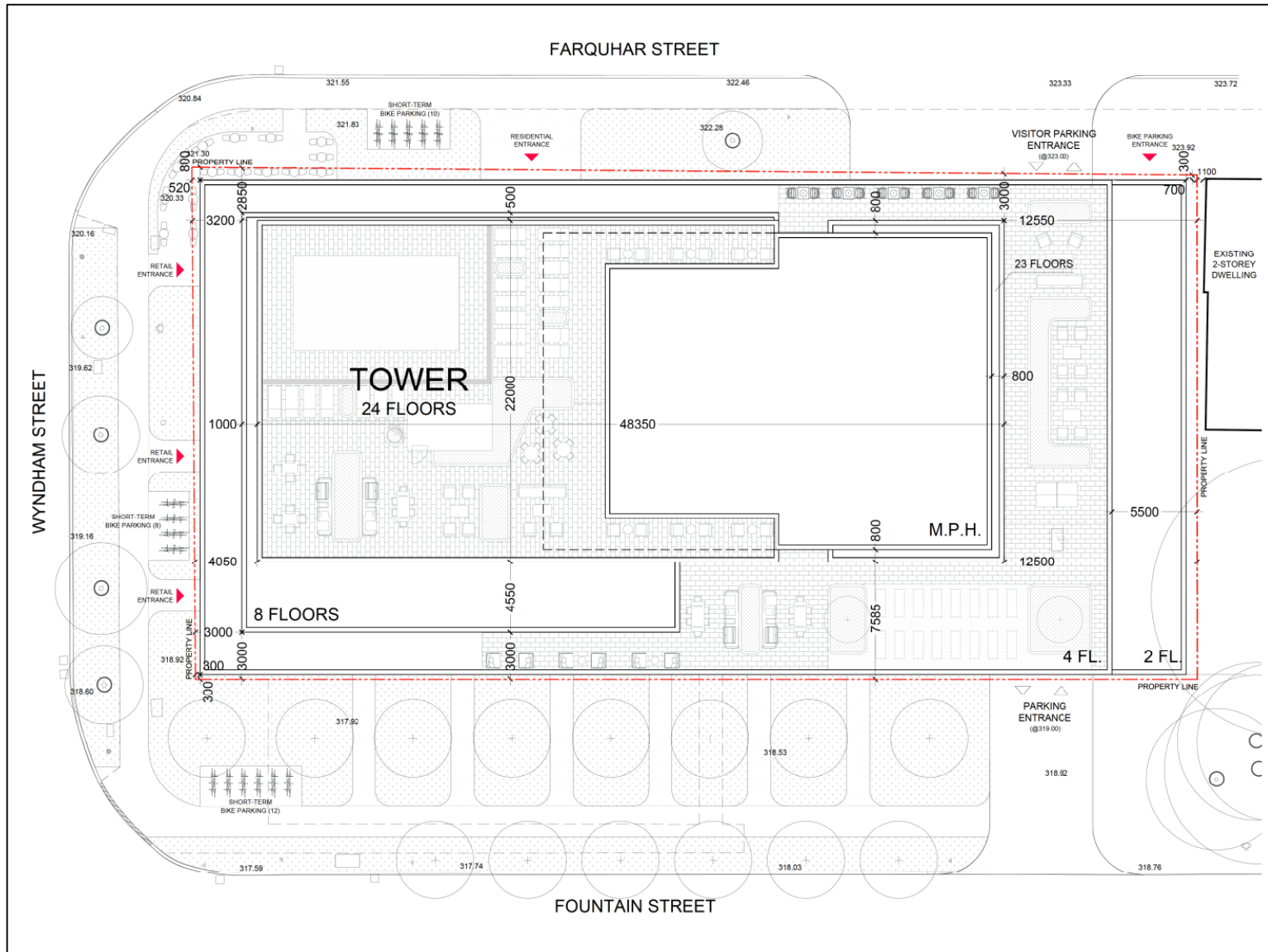
# Development Proposal

## Mixed-Use Development

- **Units:** 424 purpose-built rental units
- **Height:** 24 storeys (4 storey podium)
- **Retail:** 440 sq. m (primarily fronting Wyndham St)
- **Vehicle Parking:** 95 spaces (~0.22 spaces/unit)
  - Fountain St E access to underground parking level
  - Farquhar St access to 2<sup>nd</sup> level parking
- **Bicycle Parking:** 320 spaces
- **Amenity Space:** 1,485 sq. m (rooftop & indoor)



# Site Plan



# Policy Context

## City of Guelph Official Plan / Downtown Secondary Plan

- Schedule 1a - 'Urban Growth Centre' and 'Protected Major Transit Station Area' designation
- Schedule C - 'Mixed Use 1' land use designation
- Schedule D - '24 Storeys' (following the Downtown Height Study / OPA 106)

## City of Guelph Zoning By-law

- D.1-27 (H28) with Site-Specific Provisions (pertaining to the previously approved concept)

# Required Planning Approval

## Official Plan Amendment

- Remove the Site-Specific Policy that requires a minimum office space of 1,550 sq. m.
- Remove the Site-Specific Policy that permits a maximum building height of 16 storeys (to reflect the 24-storey permission from OPA 106)
- Remove the Site-Specific condominium conversion policy

## Zoning By-law Amendment

- Rezone from Downtown One Zone 'D.1-27 (H28)' to 'D.1-XX' and establish Special Provisions for:
  - Max. Building Height of 24 storeys
  - Max. Tower Floorplate of 1,228 m<sup>2</sup> (Floors 7 & 8)
  - Max. Tower Floorplate of 1,059 m<sup>2</sup> (Above Floor 8) and Length to Width Ratio of 2.2:1
  - Min. Entryway of one (1) active entrance (along Wyndham Street)
  - Min. Glazing of 56% of the façade up to 4.5 m above grade
  - Permit Rooftop Amenity Space
  - The 'Lower Ground Floor' shall not be construed as a storey

Series of comprehensive reports & plans prepared to support the proposed development:

- **Architectural Package** - Hariri Pontarini Architects
- **Urban Design Brief** - Up Consulting Ltd.
- **Shadow Study** - Hariri Pontarini Architects
- **Traffic Impact Study** - Stantec Consulting Ltd.
- **Cultural Heritage Resource Impact Assessment** - Goldsmith Borgal & Company Architects Ltd.
- **Functional Servicing Report & Stormwater Management Brief** - R.J. Burnside & Associates Limited
- **Pedestrian Level Wind Study** - Gradient Wind
- **Hydrogeological Report** - Grounded Engineering Inc.
- **Geotechnical Report** - Grounded Engineering Inc.
- **Phase I & II Environmental Site Assessment** - Grounded Engineering Inc.
- **Tree Inventory and Preservation Plan** - Kuntz Forestry Consulting Inc.
- **Transportation Noise Feasibility and Ground Vibrations Assessment** - Gradient Wind

70 Fountain St.  
Fitzrovia Overview

March 2026

# Fitzrovia overview



**~450**

*Employees, with Offices in  
Toronto, Montreal and  
Vancouver<sup>1</sup>*



**11**

*Towers Complete*



**16**

*Income Producing Towers Managed<sup>2</sup>*



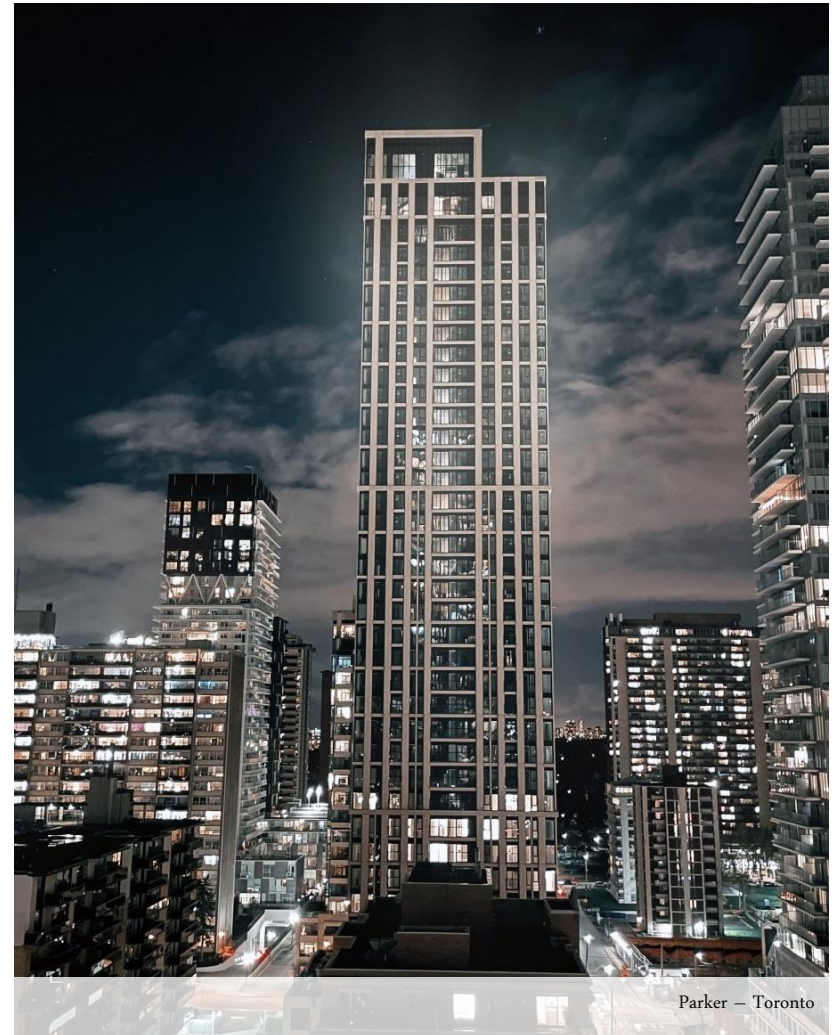
**12,665**

*Total Units*



**~\$11 billion**

*Total AUM*



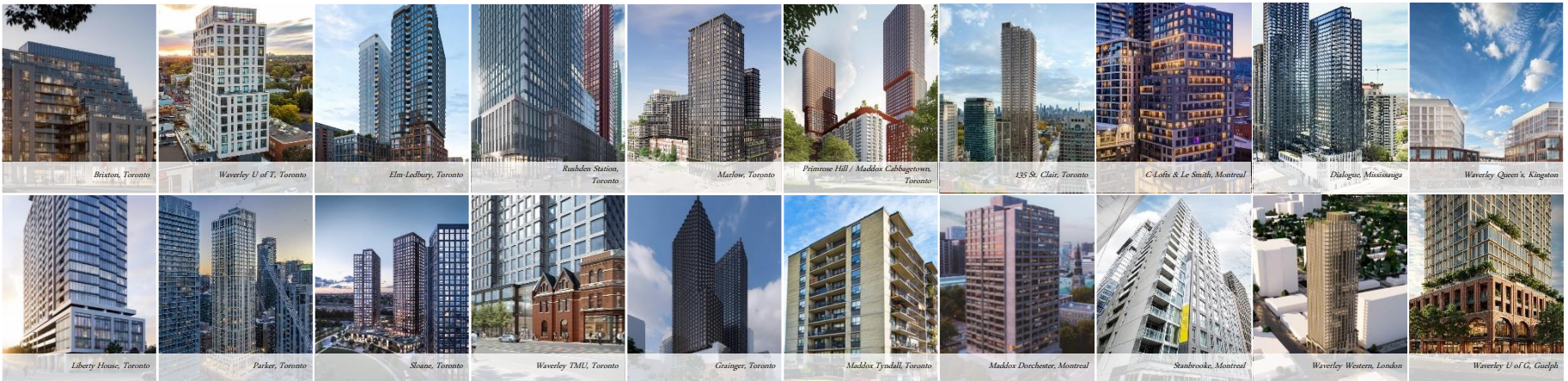
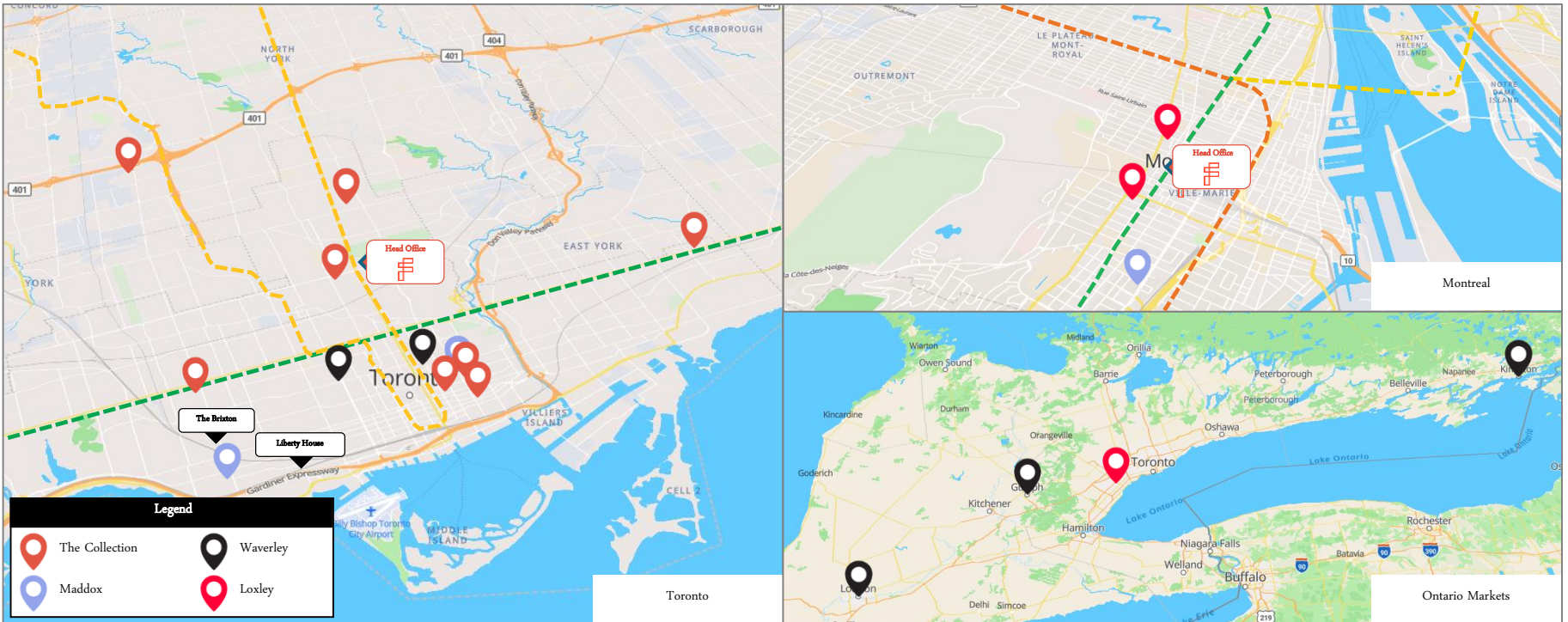
Parker – Toronto

Canada's largest fully vertically integrated rental housing platform

1. Fitzrovia expects to open a Vancouver office by Q2 2026

2. Includes 15 towers that are owned and managed and one that is asset-managed only

# Property portfolio



# Canada's only vertically integrated rental housing platform

## Development Management

- Acquisition and disposition
- Planning and zoning
- Permits and approvals
- Design and development
- Finance and accounting
- Debt procurement



## Construction Management

- Digital design (BIM & VDC)
- Project management and tendering
- Onsite construction management
- Drawing coordination
- Quality assurance and control
- Building completion and turnover



## Asset Management

- Capital projects
- Revenue optimization
- Commercial leasing
- Budgeting and reporting
- Corporate partnerships
- Debt procurement



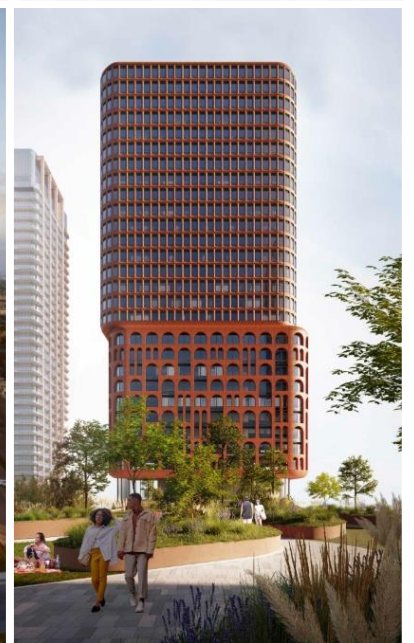
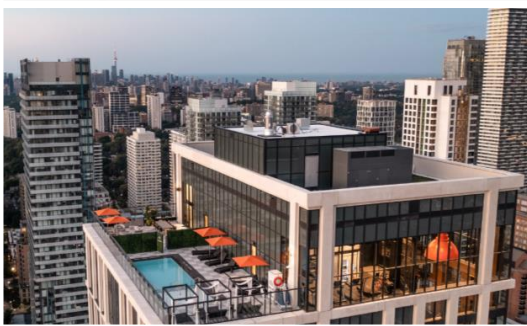
## Property Management

- Residential tenant services
- Leasing and revenue management
- Lifestyle management and events
- Onsite concierge and security
- Maintenance and facilities management
- No. 10 DEAN operations<sup>1</sup>



1. Fitzrovia's in-house café and bar

# Focused on high-quality developments



# Waverley - Fitzrovia's student housing brand



In 2021, Fitzrovia completed Waverley - U of T, Toronto's premier student housing address

# Fitzrovia's student housing vision

## Resident Lobby

Social ground floor programming to animate the “front door” experience, facilitating resident interaction



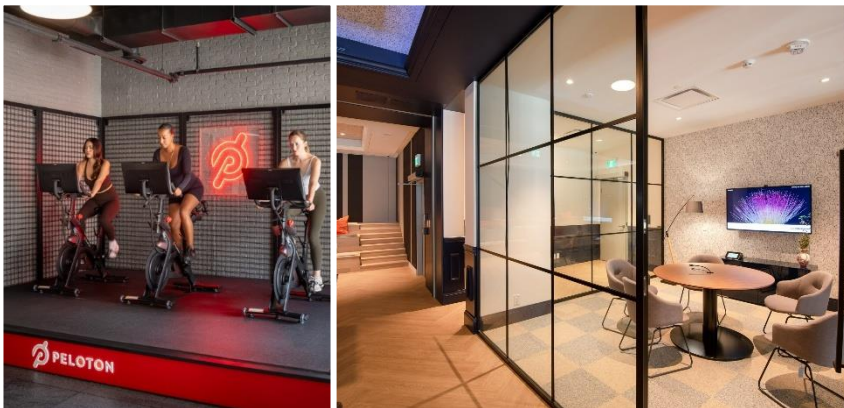
## Social Programming

Student-oriented programming creates a collaborative and safe environment to learn and socialize



## Amenity Spaces

Amenity packages to include co-working space, commercial-grade gyms, sports simulators and basketball courts



## Turnkey Student Living

Suites maximize living / study spaces and provide furnished units with free 5G Wi-Fi to minimize move-in headache



# Fitzrovia's extensive student housing experience

- Student residents make up the majority of renters across numerous assets in the Fitzrovia portfolio today



Fitzrovia currently manages a portfolio of nearly 2,000 student housing beds across Toronto and Montreal, providing the Company with strong operational insights

Note: Company estimates as of Q3-2024  
 1. Planned to commence in 2025

# Existing building - Fountain Street

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# Wyndham Street - View West

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# Proposal - Building Massing

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# Proposal - East Elevation

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# Proposal - West Elevation

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# Proposal - Corner of Wyndham Street & Fountain Street

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# Project Statistics

## DENSITY/HEIGHT

SITE AREA	2,130.3 m2
F.S.I. (GFA ABOVE GRADE / SITE AREA)	14.85
HEIGHT (FINISHED GRADE TO TOP OF HIGHEST FLOOR, EXCL MPH)	81.33 m2
FINISHED GRADE	321.72m (CGD)

GFA (ABOVE GRADE, INCL. MPH) *	31,629.2 m2 (340,455 SFT)
GFA (ABOVE GRADE) - RESIDENTIAL	31,189.2 m2 (335,720 SFT)
GFA (ABOVE GRADE) - NON-RESID.	440.0 m2 (4,735 SFT)
GFA (BELOW GRADE)	2,200.7 m2 (23,690 SFT)
TOTAL GFA	33,829.9 m2 (364,145 SFT)
RENTABLE (RESIDENTIAL)	21,844.0 m2 (235,130 SFT)
RENTABLE (RETAIL)	428.3 m2 (4,610 SFT)
TOTAL RENTABLE	22,272.3 m2 (239,740 SFT)

\* GROUND FLOOR - LOWER AND ABOVE, 3RD FLOOR PARKING LEVEL INCLUDED IN CALCULATION.

## UNIT BREAKDOWN & COUNT

	PROPOSED	TARGET
STUDIO	205 (48.3%)	50%
1-BEDROOM	69 (16.3%)	15%
2-BEDROOM	85 (20.0%)	20%
3-BEDROOM	60 (14.2%)	15%
TOWNHOME (2-STOREY)	5 (1.2%)	-
TOTAL	424	-

## AMENITY PROPOSED

INDOOR	545 m2 (5,865 SFT)
OUTDOOR	940 m2 (10,120 SFT)
TOTAL	1,485 m2 (15,985 SFT)

## VEHICULAR PARKING

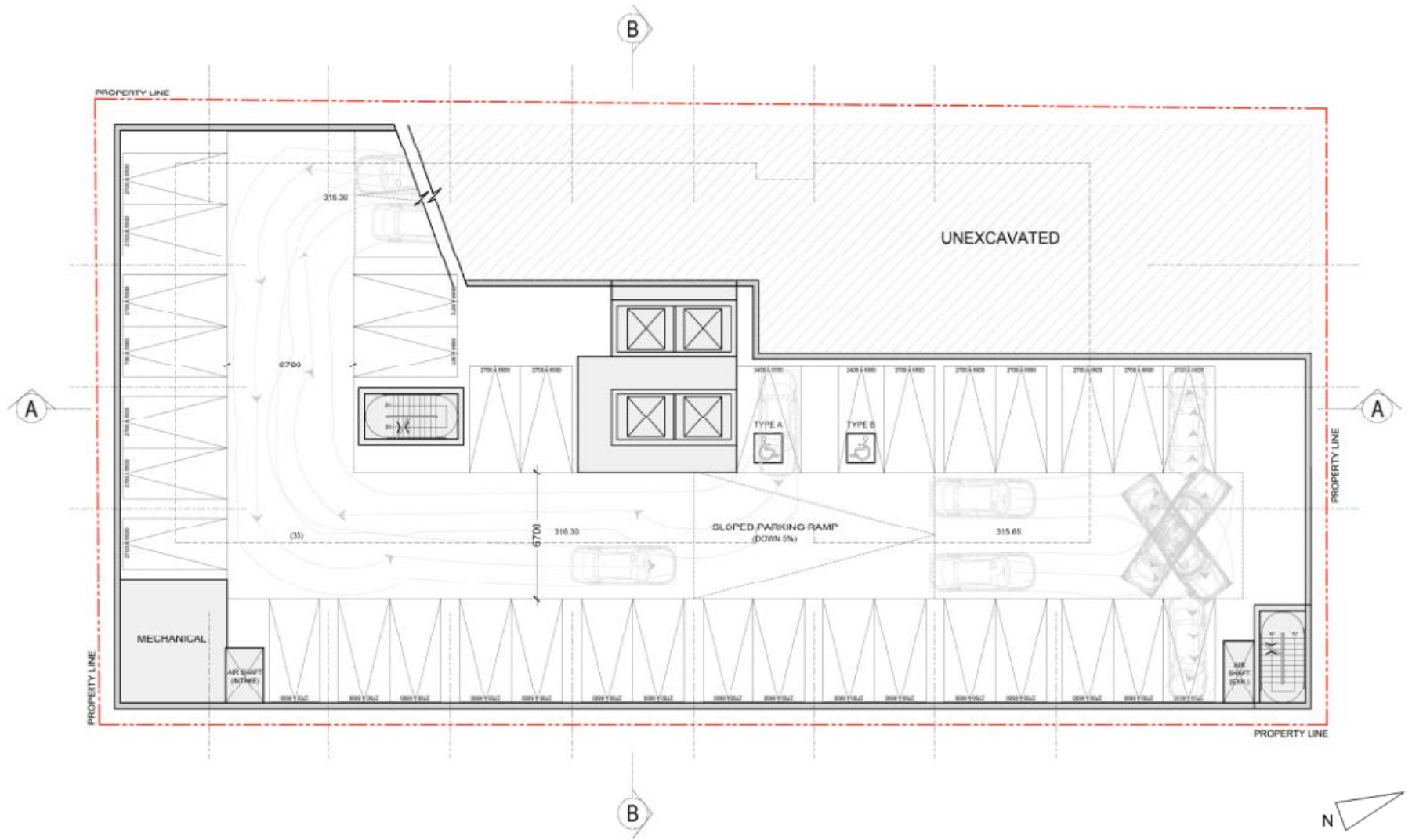
	REQUIRED	PROPOSED
TOTAL	NONE	95
TYPE A ACCESSIBLE PARKING	TWO + 2% OF TOTAL PARKING	2
TYPE B ACCESSIBLE PARKING		2

## BICYCLE PARKING

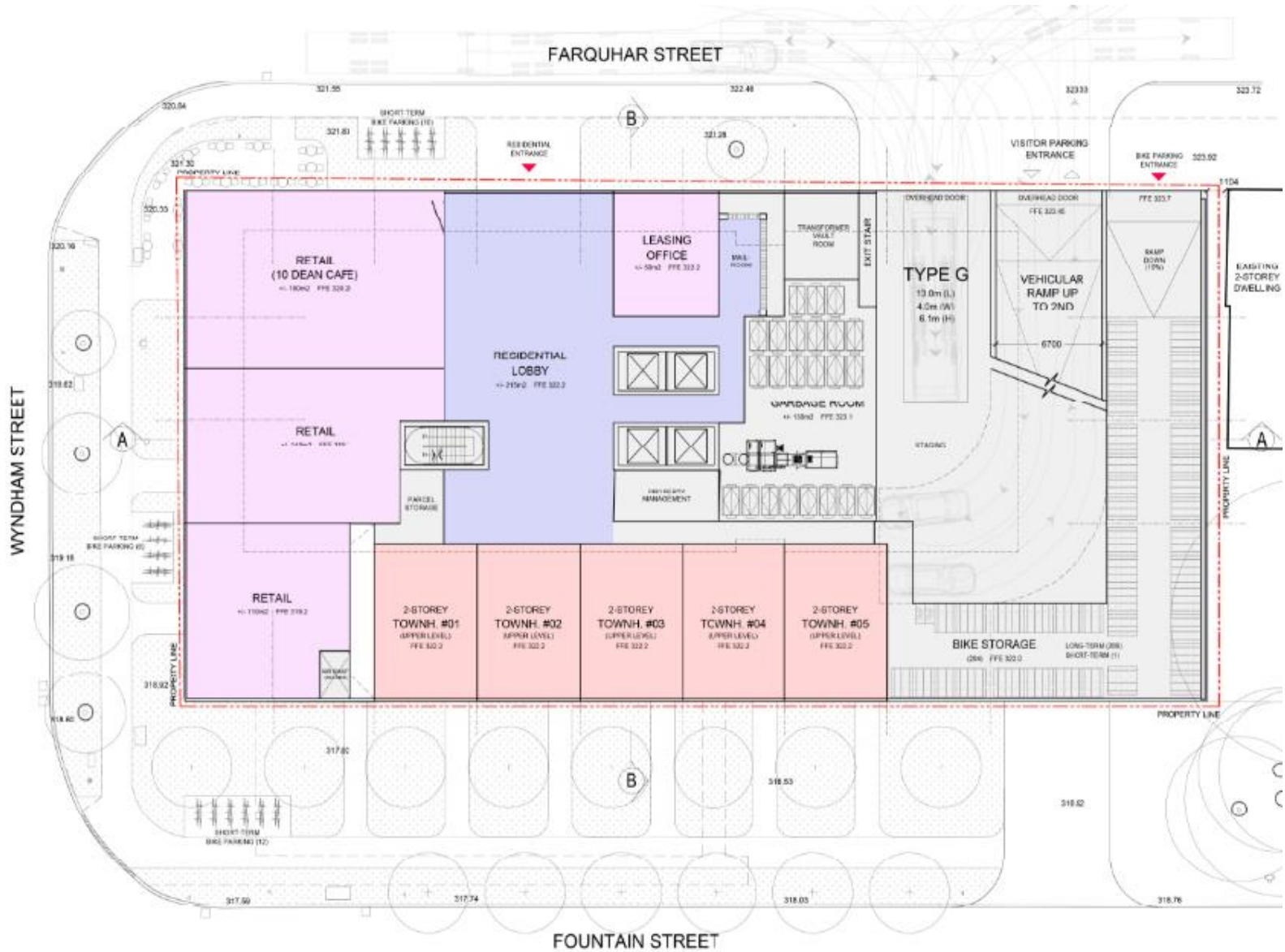
	REQUIRED	PROPOSED
SHORT-TERM	31	31 *
RESIDENTIAL (0.07/UNIT)	30	30
RETAIL (0.25/100m2)	1	1
LONG-TERM	289	289
RESIDENTIAL (0.68/UNIT)	288	288
RETAIL (0.085/100m2)	1	1
TOTAL	320	320

\* INCLUDING 30 SPACES ON CITY PROPERTY

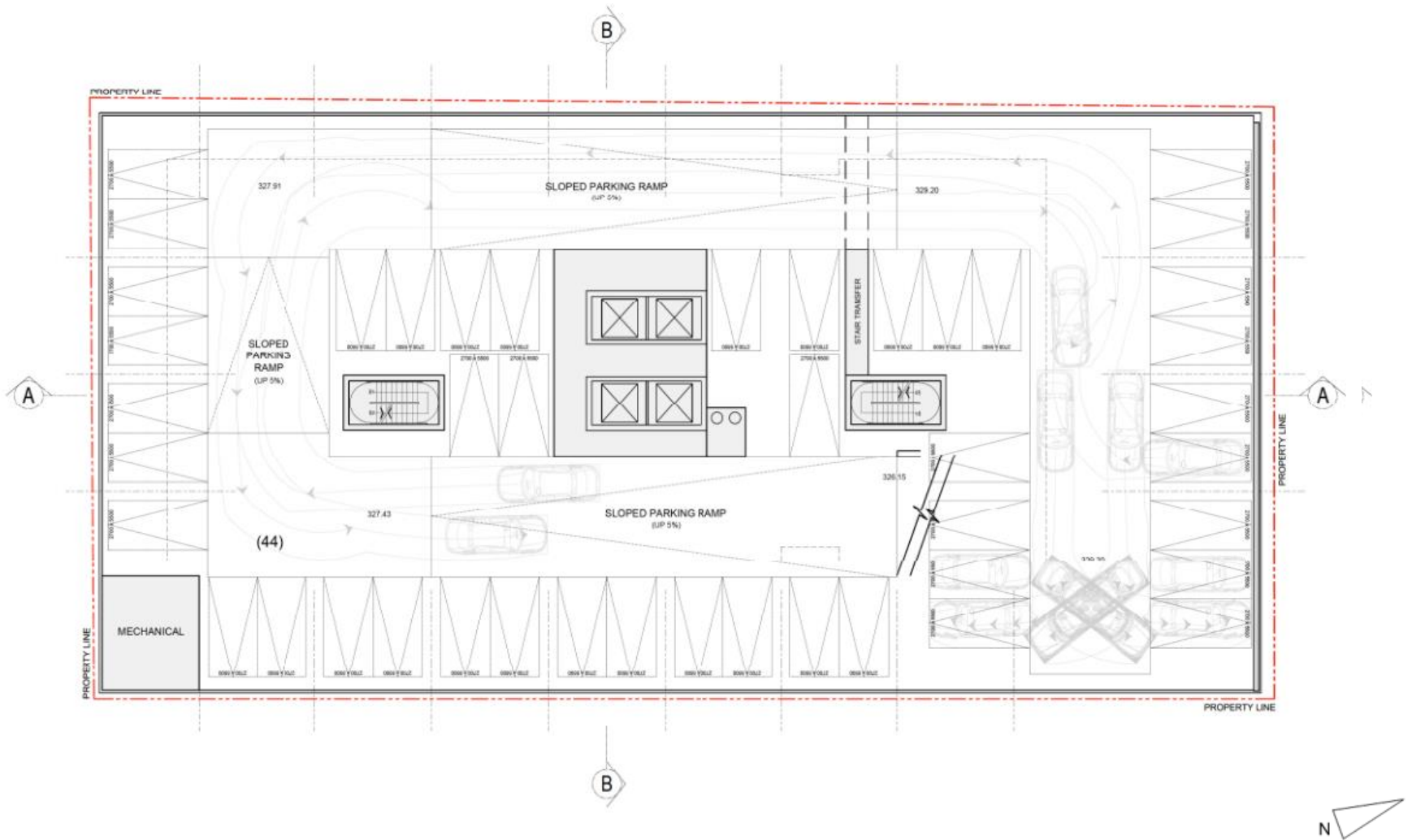
# Parking level 1



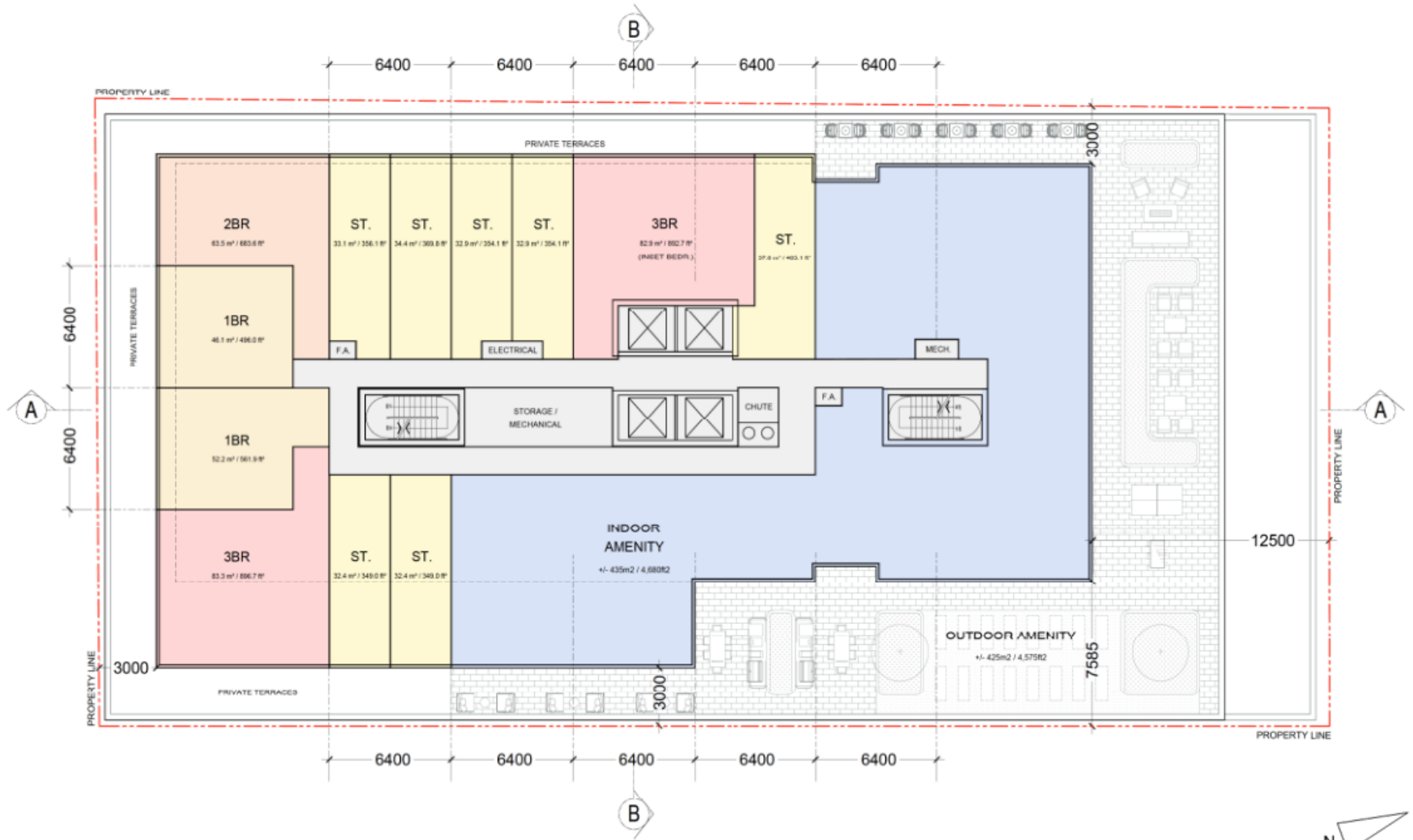
# Ground Floor Plan



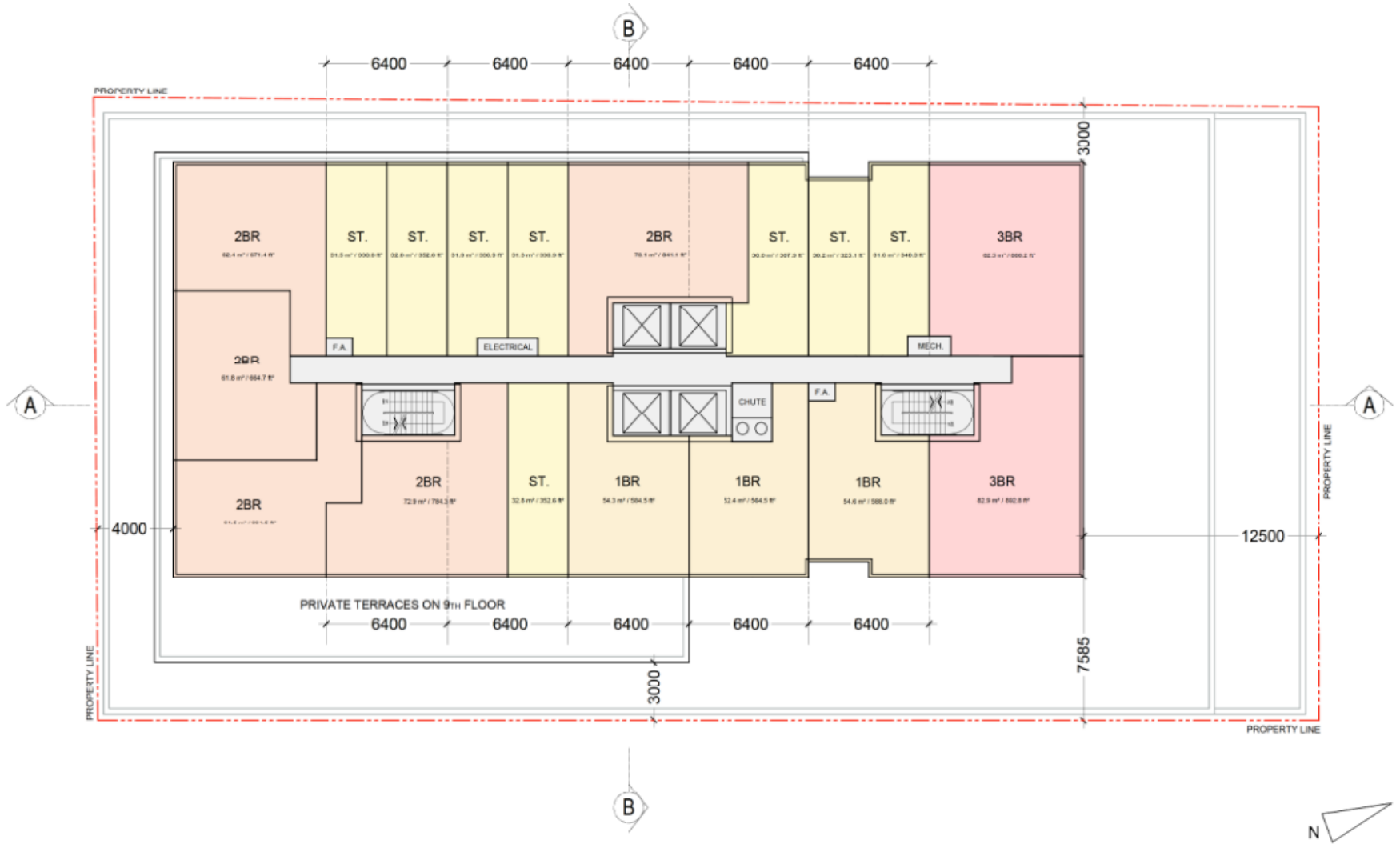
# Level 2



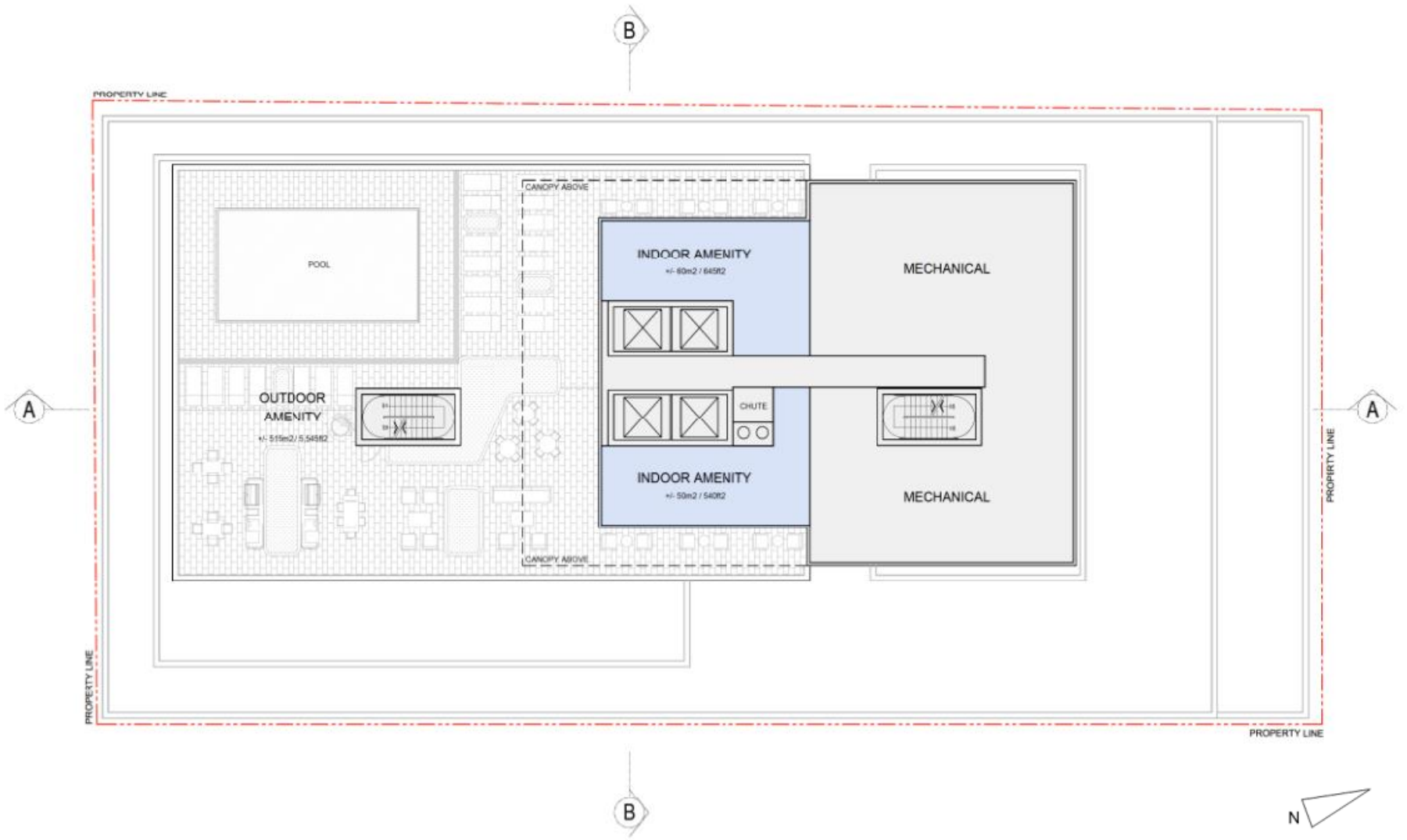
# Level 5



# Tower - Levels 9 to 24



# Roof Plan



Thank You!  
Question  
Period