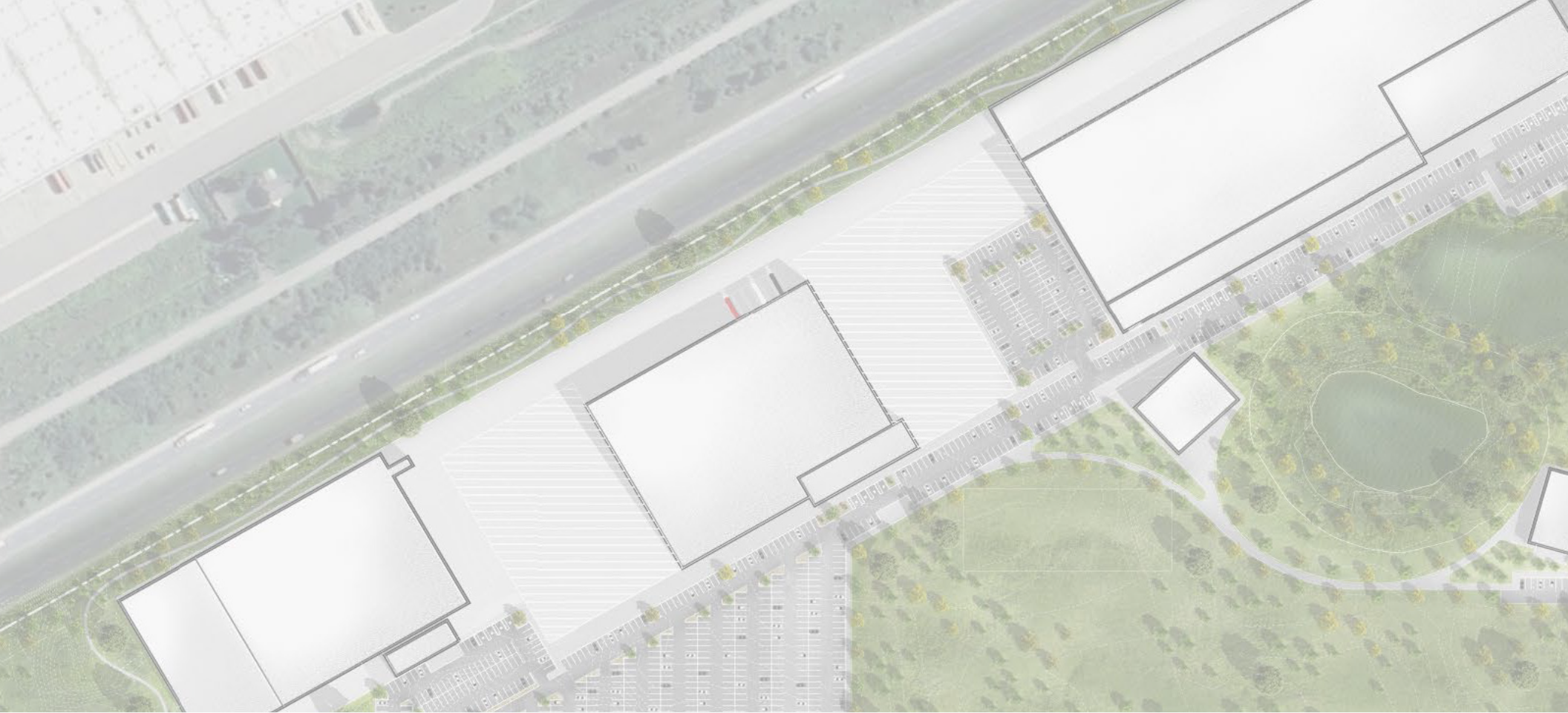


URBAN DESIGN BRIEF



4631 Sideroad 20 North, Puslinch

Official Plan Amendment and Zoning By-law Amendment | June 2025



PLANNING
URBAN DESIGN
& LANDSCAPE
ARCHITECTURE

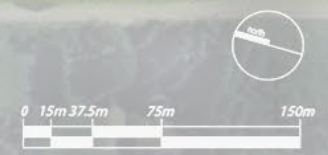
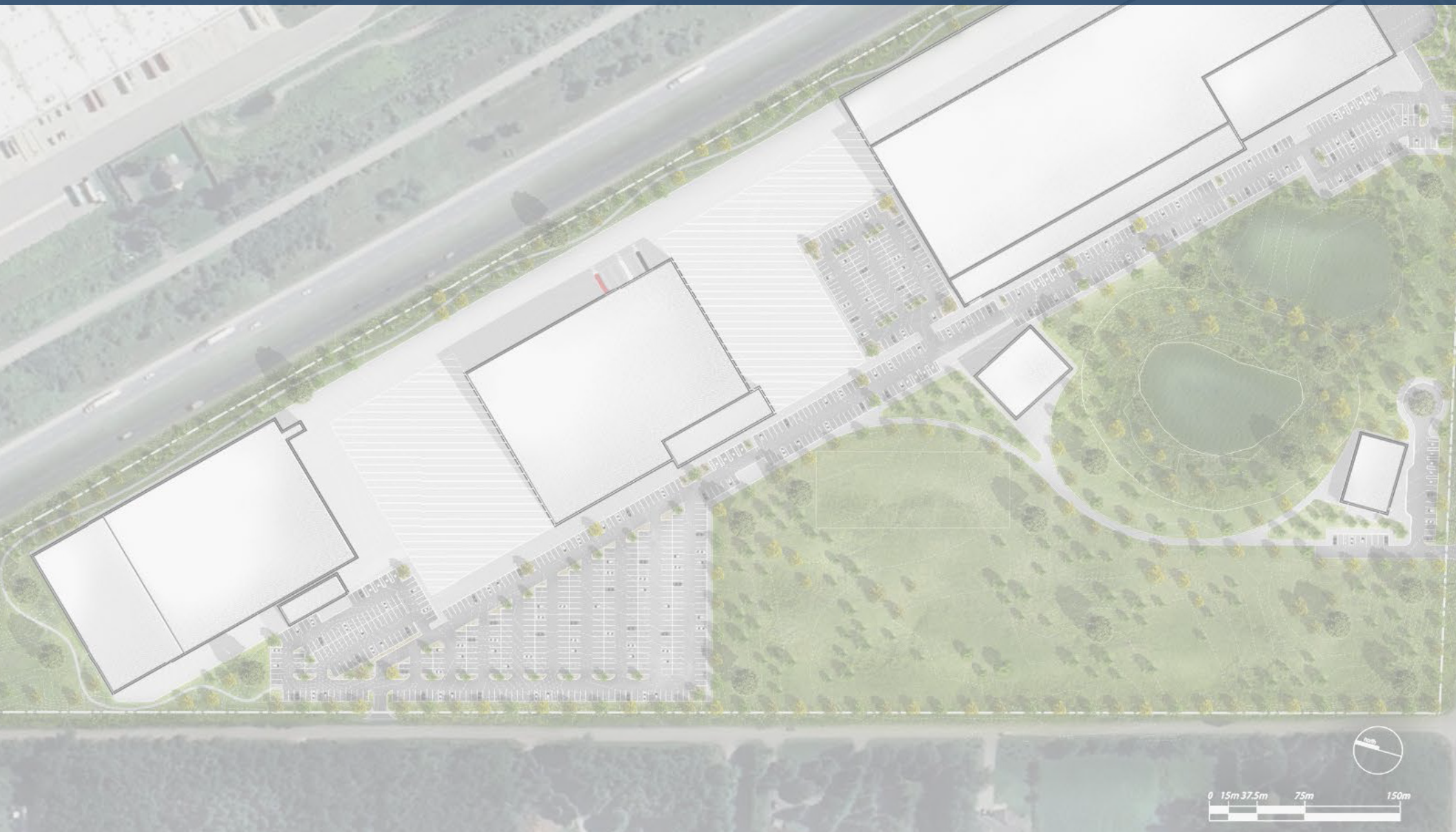
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1.0 INTRODUCTION



1.1 Introduction

MacNaughton Hermsen Britton Clarkson Planning Limited (“MHBC Planning”) has been retained by Puslinch Development GP Inc. (the “Owners”) to prepare this Urban Design Brief in support of Official Plan Amendment and Zoning By-law Amendment applications for the property municipally known as 4631 Sideroad 20 North in the Township of Puslinch (the “Subject Lands”).

The Subject Lands are bounded by the Hanlon Parkway (Highway 6) to the north and east, Sideroad 20 North to the west, and Concession Road 4 to the south. They are in the northern part of the Township of Puslinch (the “Township”). The Subject Lands have an area of 24.7 hectares and are presently used for agricultural purposes.

The proposed Applications are required to facilitate the development of the subject lands as an innovative employment campus. The intent of the development is to create a well-designed site to serve as the headquarters for Danby Appliances and Upper Canada Forest Products. The proposed development is being contemplated by the owners of both companies for the relocation of their Canadian head offices/operations.

This Urban Design Brief has been prepared to address the following:

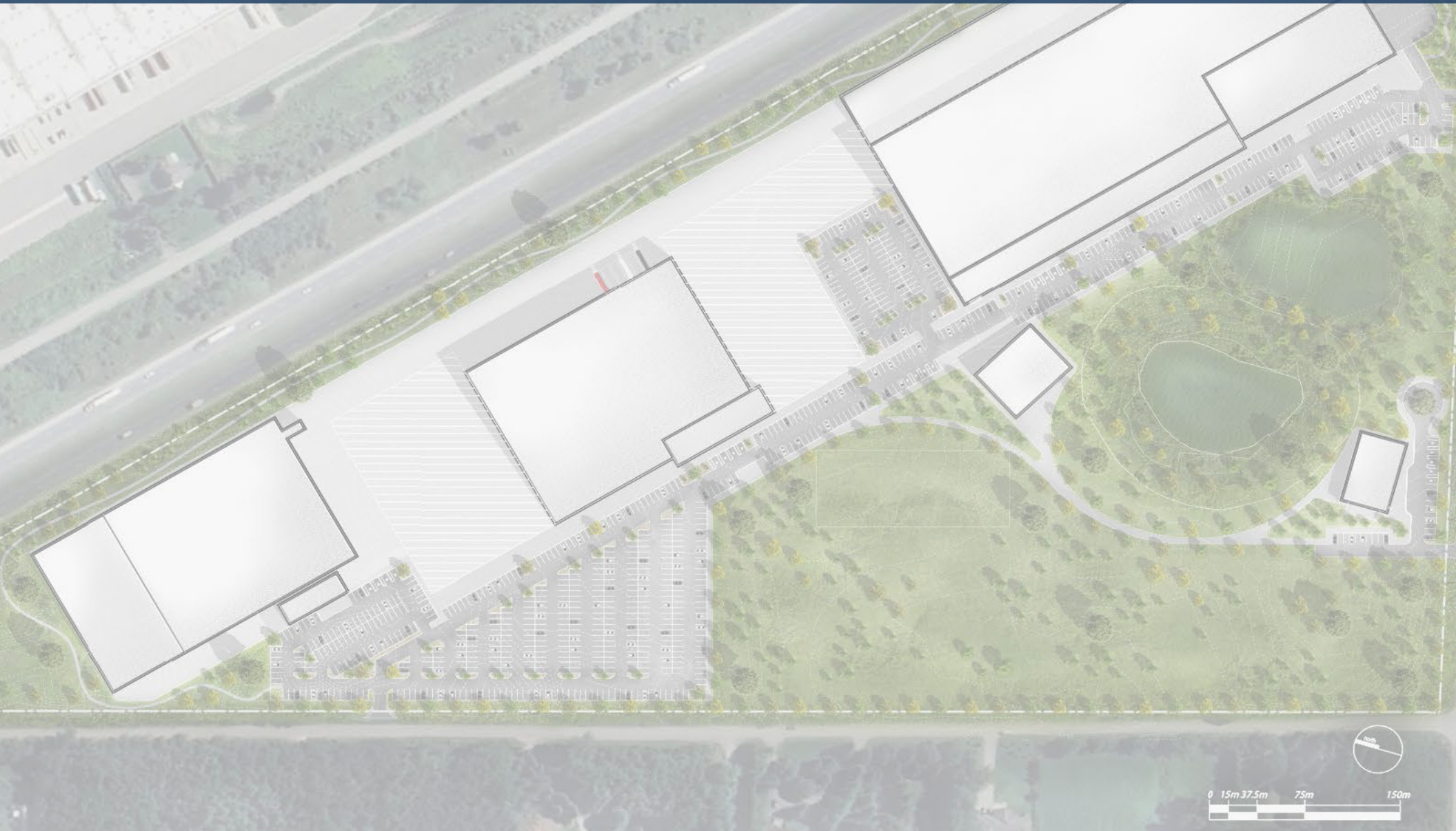
- A description of the existing conditions and surrounding context, including built form, transportation network, and landscape features;
- A detailed review of the proposed development, including the vision, building design, circulation, and public realm design;
- An outline of the applicable policy context and analysis of the proposed development as it relates to the applicable industrial design policies; and,
- A summary of the conclusions regarding the proposed development of the subject lands.

This Urban Design Brief has considered, and must be read in conjunction with, the plans and studies files in support of the Official Plan Amendment and Zoning By-law Amendment applications.



Figure 1 - The Site at 4631 Sideroad 20 North, Puslinch

2.0 CONTEXT ANALYSIS



2.0 Site & Surrounding Context

The Subject Lands are located to the west of the Hanlon Parkway (Highway 6) in the northern portion of the Township of Puslinch (the “Township”). The Subject Lands are irregularly shaped with an area of approximately 25.54 hectares. They have approximately 937 metres of frontage along Sideroad 20 North and 430 metres of frontage along Concession Road 4. (Figure 1)

The Subject Lands are currently used for agricultural purposes (cash-cropping). There is a small wetland feature on the lands that is proposed to be retained and incorporated into the development. There are no buildings or structures located on the subject lands.

The surrounding area is characterized by a mix of agriculture, rural residential and employment uses. A summary of the uses that surround the Subject Lands is below and is illustrated on Figure 2:

NORTH: Immediately to the north of the Subject Lands is the Hanlon Parkway (Highway 6). On the east and west sides of the Hanlon Parkway are City of Guelph employment lands. Specifically, the Hanlon Creek Business Park is located to the west of the Hanlon Parkway. Employment lands on the east side of the Hanlon Parkway include a range of office, manufacturing and warehousing uses.

EAST: To the east of the Subject Lands is also the Hanlon Parkway, as well as lands that are part of the aforementioned employment area within the City of Guelph. This employment area extends southerly to Maltby Road West. South of Maltby Road West are lands within the Township of Puslinch that are planned for rural employment uses and currently used for a range of agricultural, open space and rural residential uses.

SOUTH: To the south of the Subject Lands are rural residential and agricultural uses. Some land to the southeast of the Subject Lands is also within the planned rural employment area.

WEST: To the west are large rural residential and agricultural uses.





The Subject Land are well connected to the existing transportation network. Specifically, the subject lands have good access to an existing provincial highway (Highway 6), City of Guelph Collector Road (Maltby Road) and Township Roads (Concession Road 4 and Side Road 20).



Figure 4
Context Plan

4631 Sideroad 20 North
Township of Pushtich
Wellington County

LEGEND

-  Subject Lands
-  800m Buffer
-  Parks
-  Trails

Date: January 2025

Scale: 1:15,000

File: 22451A

Drawn: PL



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ARCHITECTURE

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Figure 2- Surrounding Context

The majority of Subject Lands are currently designated Agricultural by Schedule B7 of the County of Wellington Official Plan, with the southeast corner being designated Rural Employment Area. (Figure 3). The Subject Lands are within the Regionally Significant Economic Development Study Area, which is an area that is being further evaluated through the Township of Puslinch "Puslinch by Design – Employment Land Study" for expansion to the limits of the current Rural Employment Area designation

Summary

The Subject Lands are proximate to other employment/industrial lands to the north, east and southeast in both the City of Guelph and the Township. They also have good access to the County, Township, City of Guelph and Provincial transportation networks, which provides convenient access to the Provincial highway system for the transportation of goods. Further, the Subject Lands are within a larger Study Area that is being evaluated with the intent of identifying additional lands to bring into the designated Rural Employment Area.

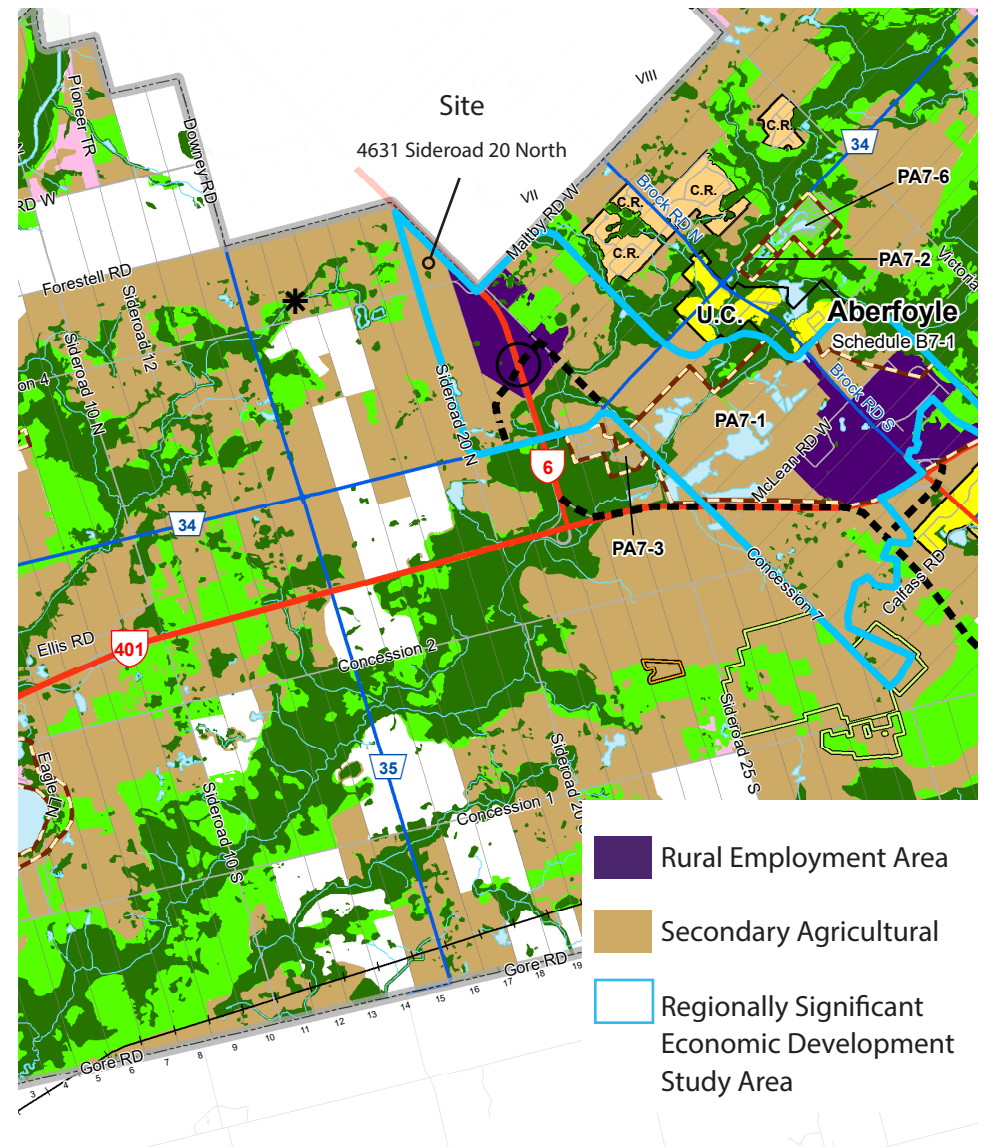


Figure 3 -Schedule B7 of the County of Wellington Official Plan.



Figure 3.1 - Employment uses north of the Site.



Figure 3.2 - Open space designated as agricultural south of the Site.

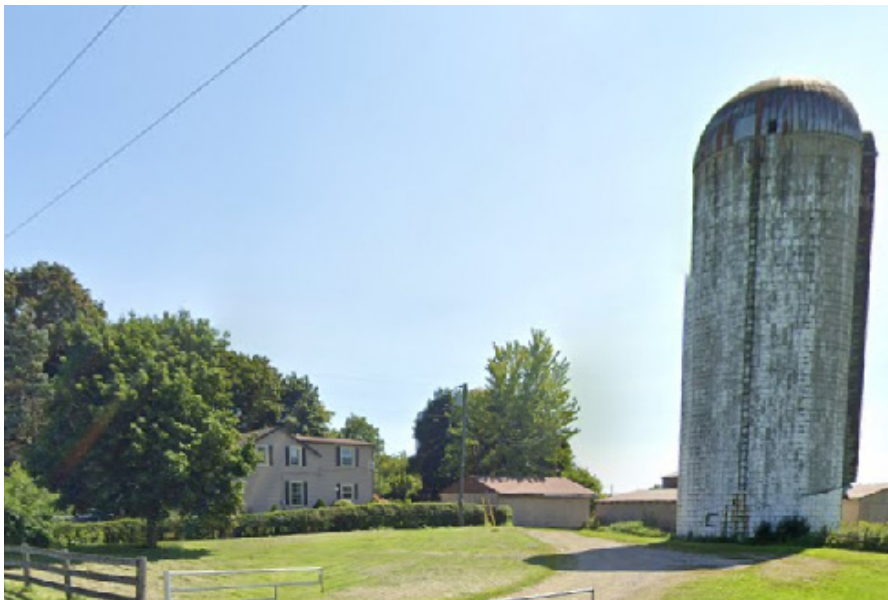
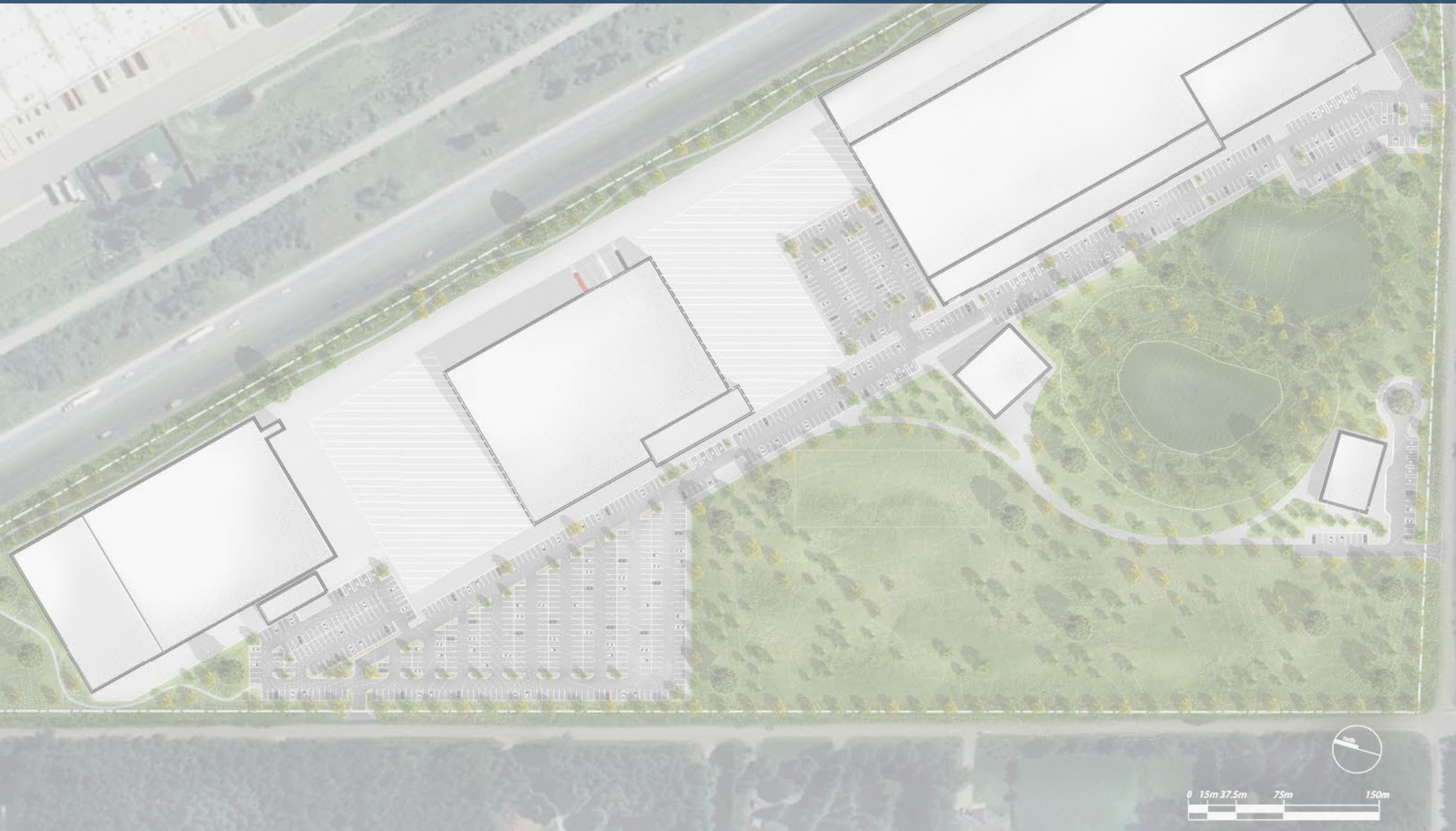


Figure 3.3 -Agricultural space west of the Site.



Figure 3.4 - Employment uses to the east of the Site.

3.0 PROPOSED DEVELOPMENT



3.0 Proposed Development

The proposed Official Plan Amendment and Zoning By-law Amendment Applications are required to facilitate the development of the subject lands as an innovative employment campus. The intent of the development is to create a well-designed site to serve as the headquarters for Danby Appliances and Upper Canada Forest Products. The proposed development is being contemplated by the owners of both companies for the relocation of their Canadian head offices/operations. A concept plan and renderings are included. Figure 4.

The vision for this site is for corporate head office space that would employ a range of professions including engineering, marketing, accounting, sales and customer service. In addition, warehousing and light assembly would form a significant component of the development. To create a prestige employment campus additional complementary uses are contemplated, including a public daycare, fitness centre, on-site amenity space and a publicly accessible trail network that links to the adjacent trails. It is the intent that additional space for further employment development will be available on site through compact building design and efficient site design that includes shared facilities (i.e. driveways, parking areas, amenity, cafeteria, meeting rooms, etc.).

The initial phase of development consists of one two-storey industrial building to accommodate the headquarters of Danby Products Ltd. and Upper Canada Forest Products. The building will include floor area devoted to office, warehousing, manufacturing and retail uses. In addition to the proposed industrial building are complementary uses including a gym and daycare. Both the gym and daycare are intended to be available to the

general public while also being conveniently accessible to on-site employees.

An overall Master Plan of the development contemplates two additional industrial buildings, which would be constructed as future phases. The approach to the Official Plan Amendment and Zoning By-law Amendment is to establish the policy and regulatory framework to allow for the pull buildout of the subject lands as an employment campus. The full build-out of the employment campus is approximately 95,271 sq.m (1,025,500 sq. ft) of gross floor area (GFA).

The existing wetland on the subject lands is proposed to be retained with a 30 metre buffer. The stormwater management facility and outdoor amenity areas have been sited adjacent to the wetland buffer thereby creating an open space central to the development to serve as a focal point. Walking trails are located within the amenity area and around the perimeter of the site to allow for connectivity and recreational opportunities.

Parking for the proposed development is proposed as surface parking spaces. The Master Plan illustrates 894 parking spaces, however, the ultimate amount of parking will be confirmed through the site plan stage, based on the ultimate GFA of each building.

3.1 Building Design

The buildings proposed within this prestige employment campus are envisioned to be sleek and contemporary, to elevate the design of the overall development and create an appealing and modern built form. The approach to the design is to create a distinctive development that reflects the significance of the operations as the Canadian headquarters. The proposed buildings will reflect a unified approach in terms of their appearance through design treatments to ensure a cohesive prestige employment campus.

Renderings have been prepared in support of these applications that illustrate the design approach to the development. Detailed building elevations and material palettes have not been determined at this stage and will be addressed through subsequent Site Plan Approval application(s).



3.2 Access, Circulation, Parking & Services

The Proposed Development contemplates three vehicular accesses from Concession Road 4 and a potential future access to Sideroad 20. The northerly most access is intended for truck traffic only and provides a connection to the loading area at the rear of the building. A separate access to Concession Road 4 is provided to the parking areas for the industrial buildings. The third access to Concession Road 4 is directly to the proposed daycare centre. A future access to Sideroad 20 may be required to provide additional access to the employee parking areas at full buildout.

The parking for the industrial uses is largely linear and runs parallel to the industrial buildings. Pedestrian connections are proposed around the natural wetland feature, the daycare and gym buildings, and connecting to the industrial buildings. In addition, a trail network is proposed to be provided along the perimeter of the Subject Lands to allow for opportunities for recreation and connectivity through the site.



MASTER PLAN VIEW

Jan 2025



Figure 4- Master Plan



AERIAL VIEW LOOKING NORTH



AERIAL VIEW LOOKING WEST

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PROJECT NAME:

Puslinch Industrial
4531 Silvercreek Dr
Puslinch Township

OWNER:
Estill Innovation Hub

DWG TITLE:
Site Plan Renderings

DATE: 2025-01-27

SCALE:

DRAWN: AT

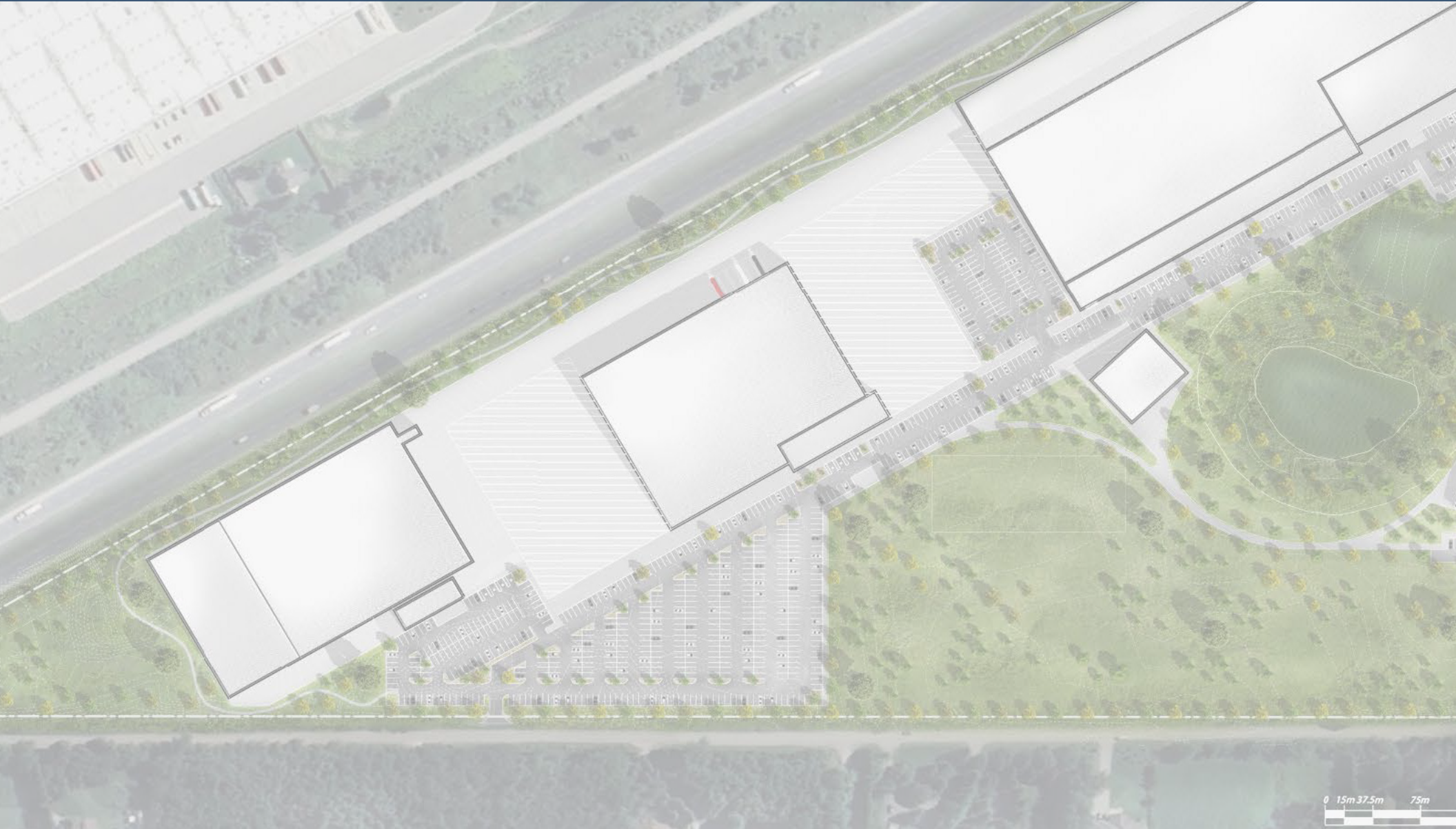
CHECKED: JG

PROJ. No.: 2421

DWG No.:

AC105

4.0 URBAN DESIGN ANALYSIS



4.1 County of Wellington Official Plan

The proposed Official Plan Amendment seeks to redesignate the Subject Lands as Rural Employment Area.

In the absence of specific urban design policies/guidelines within the County Official Plan applicable to Rural Employment Lands, this section evaluates the proposed development in accordance with the urban design policies that apply to industrial developments within urban centres, as set out at Section 8.7.4.

8.7.4 When reviewing industrial proposals within the urban centre, a Council shall encourage site design standards and architectural features such as building scale, orientation, colour and materials, which create industrial areas that confer a positive visual image and foster community pride. In developing new industrial areas, consideration shall be given to the following:

a) industrial traffic should be directed away from residential neighbourhoods wherever practical;

Industrial traffic generated by the proposed development is planned to enter and exit the subject lands through accesses along Concession Road 4. The access locations were determined to be sited away from the existing rural residential lots on Sideroad 20 and existing driveways. A Transportation Impact Study has been prepared in support of the Applications which supports the proposed access arrangements.

b) appropriate setbacks, parking requirements, landscaping, screening, outdoor storage and yard requirements will be placed within the Zoning By-law;

The proposed development includes appropriate setbacks to all lot lines. Along the Hanlon Parkway, the buildings are proposed to exceed the minimum 14 metre Ministry of Transportation Ontario setback requirement. Along Concession Road 4, the proposed two-storey industrial building and the proposed daycare will be well setback from the street. No industrial buildings are proposed adjacent to Sideroad 20 North. Where the Subject Lands narrow at the northern portion, a substantial setback of more than 15 metres is proposed to be maintained.

The buildings are all proposed to be oriented along the Hanlon Parkway in order to achieve a well-designed built form adjacent to the highway, and provide sufficient setbacks to nearby residential uses. Loading is situated to the rear of the buildings in order to limit visibility from Concession Road 4 and Sideroad 20.

Along Sideroad 20 and Concession Road 4, sufficient space is proposed to allow for landscape buffers that incorporate the planting of large canopy trees. These buffers will be a minimum of 6.0 metres. The enclosed rendering illustrates the intent to incorporate tree planting along all adjacent street.

With respect to parking, all parking is to be accommodated as surface parking spaces. The surface parking is proposed to be located adjacent to the buildings and proximate to main entrances. Parking areas are distributed across the site and are planned to include parking lot plantings to break up large expanses of pavement and provide shade.

The Concept Plan includes substantial landscaped open space. The landscaped open space will be designed to include tree plantings along the perimeter of the site as well as a large central amenity area that serves as a focal point for the development and a gathering place for employees. In addition, the existing wetland on the subject lands will be retained and enhanced with a 30 metre buffer that will include new plantings. The stormwater management pond is adjacent to the existing wetland and will also feature edge plantings. A trail network is proposed throughout the site to allow for connectivity and recreational opportunities.

All proposed industrial uses are enclosed and outdoor storage is not contemplated. There are no noise or odour impacts associated with the proposed development.

c) encouraging buildings which make use of attractive building materials, particularly on the front walls;

The proposed industrial buildings will create a sense of identity and place through sleek and contemporary building facades. The intent is to create an appealing and modern prestige employment campus that includes the head offices of Danby and Upper Canada Forest Products.

A mix of building materials, as well as horizontal and vertical articulation will be provided in the design to ensure visual interest and break-up the massing. Within each building, the various components (office, retail, manufacturing) will be coordinated, with emphasis on primary entrances, office and retail components. The buildings will also include a high quality design of the rear façade, facing the Hanlon Parkway, to ensure a high quality built form.

Specific building articulations and material palettes have not been developed at this stage. Detailed plans will be submitted through a subsequent Site Plan Approval application. Conceptual renderings have been included to demonstrate the design intent.

d) the Zoning By-law may contain a variety of industrial zones and shall include provisions for light industrial uses and setbacks from adjacent parks or other sensitive uses;

The Zoning By-law Amendment proposes to rezone the entirety of the Subject Lands to the Industrial (IND) zone in the Township of Puslinch Zoning By-law 023-18. Existing rural residential uses are well setback from the proposed building location.

e) visual screening such as plantings, fencing or other similar forms of buffering shall be required where an industrial area abuts a residential or institutional area and may be required adjacent to commercial areas. The zoning by-law shall establish standards for buffering in these situations and site plan control shall be applied to such properties;

The concept plan incorporates a minimum 6 metre wide landscaped buffer that will accommodate large canopy trees. The landscape buffer will serve to obscure/screen the parking areas from the roads and the rural residential lots on the west side of Sideroad 20 North. Details of site landscaping/buffering will be confirmed through subsequent Site Plan Approval application.

f) separation distances from existing incompatible land uses.

The Subject Lands area not adjacent or proximate to any uses that are incompatible with the proposed development of a prestige employment campus. A compatibility assessment is included under separate cover.

g) proper siting and containment facilities of chemicals used on site for uses within a vulnerable area and/or Communal Well Policy Area in accordance with Sections 4.9.5 and 4.9.5.13 of this Plan.

Uses that contain/utilize chemicals on site are not proposed.

4.2 Puslinch Design Guidelines

The Township of Puslinch has Design Guidelines that are intended to be applied to commercial, industrial and institutional development and redevelopment proposals throughout the Township, with specific guidelines that speak to enhancing streetscapes along Brock Road and Highway 6 North and South. As the subject lands are proposed to be developed as an industrial development and contain frontage onto Highway 6, the proposed design should have consideration towards these guidelines.

This section evaluates the proposed development in accordance with the urban design guidelines that apply to industrial developments, landscaping and parking areas.

B1 – Commercial, Industrial and Institutional Uses

B1.1 Provide additional architectural detailing such as variations in colour and material, windows and surface articulation. Blank or single material facades are not permitted parallel to the public street or in other location visible to the public. Use building materials and detail design to express the base, middle and top of a building façade.

The conceptual rendering designs provide a modern building design with variation in windows, materials and building articulation illustrated for the main industrial building and the daycare building which is closest to the street frontage. Blank facades are not proposed for portions of buildings which will be visible from adjacent streets. Specific architectural details for the proposed industrial buildings and the smaller daycare and gym buildings will be further defined through the future site plan process where detailed building elevations will be prepared.

B1.2 Design buildings with highway or county road visibility to give prominence to the location and a sense of prestige. Orient building entrances and office components to face highway or county road frontage.

Outdoor storage shall not be permitted on sites with highway visibility, shall be screened with a combination of berms, landscaping and fencing from county roads, and shall otherwise be screened from off-site view.

The eastern property line of the subject lands directly abuts the Hanlon Parkway (Highway 6). Although the entrances of the proposed industrial buildings will face away from Highway 6. The employment campus is proposed as a prestige industrial development. The facades of the proposed buildings that are visible from the highway will be designed to be prominent and achieve a high degree of architectural design.

Outdoor storage uses are not proposed or contemplated as part of the proposed uses, and the proposed loading areas will be screened through landscaping and fencing.

B2 – Corner Sites and Gateways

B2.1 Incorporate details such as all projections, material variation and articulated building elements (e.g. dormers, bays) to enhance the visibility of buildings at gateways and intersections or other major roads.

The subject lands have frontage on Highway 6, Sideroad 28 North and Concession Road 4. The proposed buildings are oriented to the northern portion of the site, along Highway 6. The overall development will be designed with articulated building elements and a variety of materials (including glazing) to provide a visual interest from the intersection. Further details related to building design will be confirmed through the site plan approval process.

B2.2 *Connect the proposed development to the public street with entry features incorporating landscaping, street furniture, special paving, low walls, etc.*

Provide walkways from buildings and parking areas which connect to the public sidewalk or planned public sidewalk.

Both Sideroad 20 North and Concession Road 4 are rural roads and do not currently have, nor are they planned to have sidewalks for public use. Notwithstanding, the proposed development will provide sidewalks and walkways throughout the development to provide safe pedestrian access from the parking areas to the proposed buildings. The development is intended to feature a trail network to allow for recreational opportunities.

B3 – Pedestrians and Cyclists

B3.1 *Incorporate accessible walkways to building entrances and within parking areas.*

Accessible walkways will be provided between building entrances and parking areas in accordance with the Township requirements. This will be confirmed through the site plan approval process.

B3.2 *Provide bicycle parking facilities for customers and staff.*

Bicycle parking facilities will be provided in accordance with the requirements of the Township of Puslinch Zoning By-law 023-18.

B4 – Vehicles, Parking and Service Areas

B4.1 *Incorporate landscaping (planting strips and landscaped traffic islands) in parking areas.*

Landscaping will be incorporated into the parking areas in the form of planting strips and traffic islands. Details of the landscape design will be provided through the future detailed site plan design.

B4.2 *Screen parking, loading, service areas and equipment (e.g. mechanical, electrical, etc.) from public view through architectural screening, landscape buffering, berms or a combination.*

Parking areas will be screened from Sideroad 20 North and Concession Road 4 by large canopy street trees and/or large shrubs. Similarly, the loading areas at the rear of the proposed industrial buildings will be screened through landscaping vegetation from Highway 6. Details of the landscape design will be provided through the future detailed site plan design. A 6 metre wide landscaped setback is proposed along Sideroad 20 North and Highway 6 to accommodate tree plantings.

B4.3 Use cut-off lighting fixtures to minimize glare. Ensure that site lighting does not infringe upon adjacent property, including roads.

Detailed lighting design will be further developed through detailed site plan design and will be designed to meet Township requirements for lighting, including ensuring that site lighting does not infringe upon adjacent properties and roads.



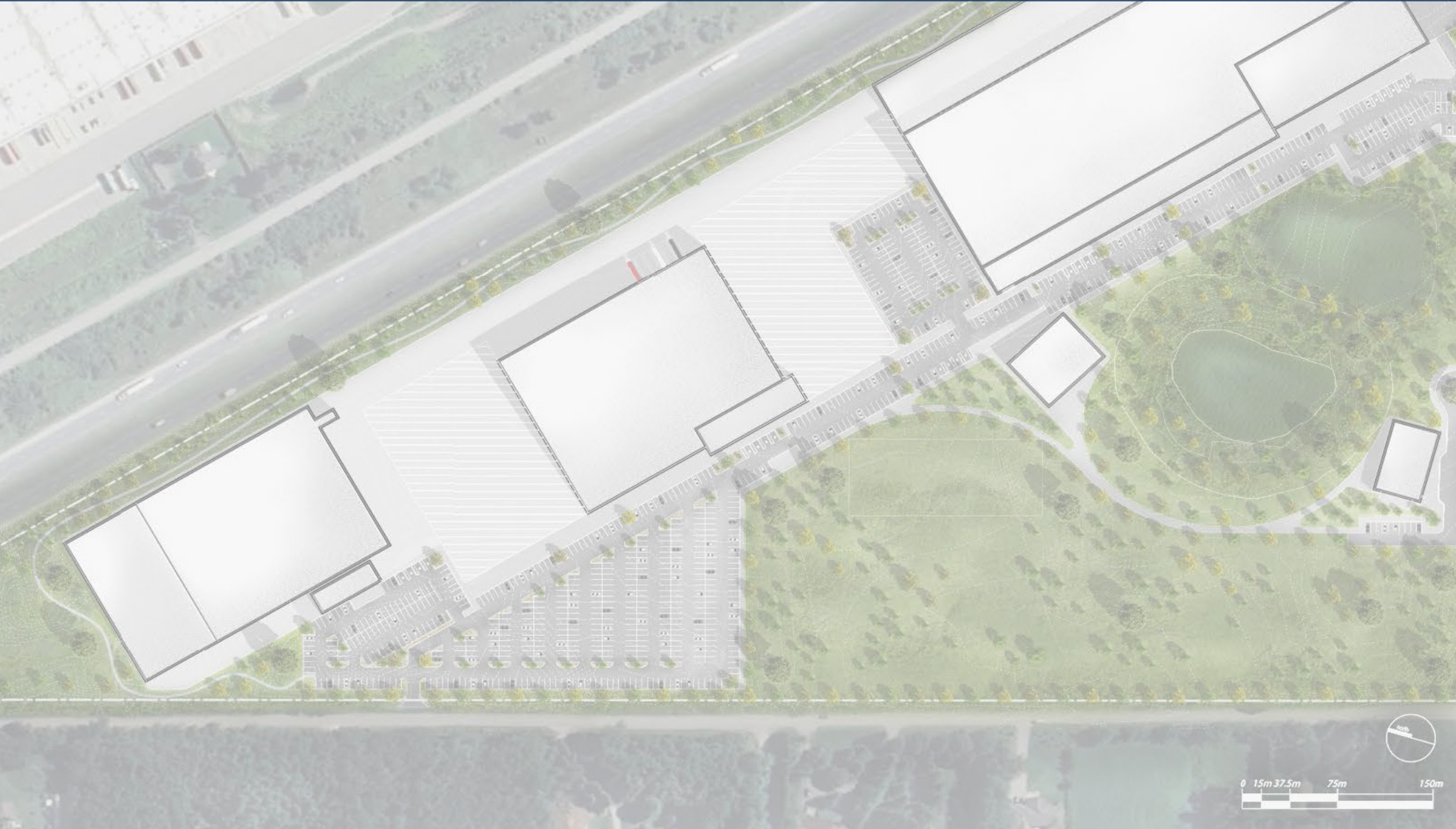
Aerial View Looking West



Aerial View Looking North

Figure 5 and 6 - Site Plan Renderings by Sweeny&Co Architects

5.0 CONCLUSION



5.0 Conclusion

This Urban Design Brief concludes that the Proposed Development is planned to reflect a modern, prestige industrial campus within the Township of Puslinch. The following summarizes the design intent of the proposed development:

- Create of a prestige employment campus that reflects a sense of identity and place through sleek and contemporary building facades and a coordinated approach to industrial development;
- Incorporate and protect existing natural features to enhance the proposed employment campus;
- Create a central focal point that includes amenity space, natural features and walking trails; and,
- Respect surrounding development through siting buildings along the Hanlon Parkway, including substantial landscaped buffers along all frontages and locating driveways to minimize conflicts with existing homes.

Site plan application(s) will be required in support of the proposed development. At the site plan stage, detailed design will be established including elevations and landscaping.

It is our opinion that the proposed Official Plan Amendment and Zoning By-law Amendment applications address the Urban Design policies of the County of Wellington Official Plan and represent good urban design.

Respectfully submitted,

MHBC





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