

# MEMORANDUM – ADDENDUM TO PHASE 5 REPORT

**DATE:** July 18, 2025  
**TO:** Puslinch Township Council  
**FROM:** NPG Planning Solutions Inc., Mary Lou Tanner and Denise Horne  
**CC:** Courtenay Hoytfox, Interim Chief Administrative Officer, Township of Puslinch  
Sarah Wilhelm, Wellington County  
**RE:** **Addendum to Puslinch By Design: Employment Land Study Phase 5 Report “Recommended Land Option and Land Use Report” dated June 2025**

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The Township and NPG Planning Solutions Inc. (NPG) hosted an Open House meeting in Puslinch Township on July 9, 2025 to present the findings of the Phase 5 “Recommended Land Option and Land Use Report” (dated June 2025) for the Puslinch by Design – Employment Lands Study. NPG provided a presentation on the study findings and responded to community questions. There was extensive feedback and questions. The commitment arising from the meeting was to review the feedback and provide a response for Council and the community.

The report included the following Appendices based on the Study findings:

- Draft Official Plan Amendment and Mapping (Appendix A)
- Draft Development Application Guidance (Appendix B)
- Draft Highway 401 and Concession 7 Rural Employment Area Design Guidelines (Appendix C).

The community largely indicated support for land option D as the preferred land option for a Rural Employment Area. However, concerns and questions arose regarding the proposed “Future Rural Employment Areas” overlay as mapped in the draft Official Plan Amendment, which included lands on the north and south sides of Wellington Road 34 and lands east of Sideroad 20 North. It was also clear that the overlay approach was not easily understood, creating more questions and concerns.

NPG, after discussion with Township and County Staff, have revised the approach to employment growth as a result of community and Council input. The revised OPA

uses the existing framework of the County Official Plan and strengthens this framework to incorporate the findings of *Puslinch by Design*. The following changes have been made to the draft Official Plan Amendment and Development Application Guidance:

#### **Draft Official Plan Amendment and Mapping (Appendix A)**

1. Removal of Future Rural Employment Areas overlay in text and mapping.
2. Policy 9.8.3 of the County of Wellington Official Plan will not be removed. Additional policies are recommended to be included in Policy 9.8.3 addressing that road infrastructure improvements will be paid for by proposed development, communal well requirements, and general land use compatibility requirements.

There is a policy added in Section 9.8.3 regarding Sideroad 20 N. With regard to Sideroad 20 N., it is noted that there is an existing designation of Rural Employment west of the Hanlon Expressway on Schedule B7. The policies are recommended to be updated to require the provisions for a detailed Transportation Plan and Concept Plan for these existing Rural Employment Lands with the provisos that no employment traffic may be directed to Sideroad 20 N. nor will driveway access be permitted to Sideroad 20 N. The Transportation Plan and the Concept Plan must be completed to the Township's satisfaction.

#### **Draft Development Application Guidance (Appendix B)**

1. Removal of references to Future Employment Areas.
2. Addition of Detailed Concept Plan and Transportation Plan to Studies and Supporting Materials in Section 4.0 for Rural Employment Lands west of the Hanlon Expressway. This relates to the existing designation.

#### **Draft Highway 401 and Concession 7 Rural Employment Area Design Guidelines (Appendix C)**

1. Minor change to mapping of Focus Areas to show the areas extending to property lines.

The following is a response to key questions raised by the community at the Open House. Questions related to the Future Rural Employment Areas have not been included as the overlay is no longer proposed:

| Question  | Response  |
|---|---|
| Can you review whether the Future Rural Employment Overlay can be phased?   | This is not needed as the Future Rural Employment Overlay is no longer part of the proposed Amendment.  |
| The aquifers are easily accessed in this area and there are already road issues with a new road being constructed. How will this be resolved?   | New development will be required to prepare studies to investigate aquifers, such as Hydrogeological Studies.   |
| Why was Option A not further considered?  | Option A was not considered further due to site constraints related to natural heritage, topography and challenges related to the central location of housing in the area.  |
| How will the policies in the draft Official Plan Amendment affect current development applications?   | Development applications that are received prior to the date the draft Official Plan Amendment is in full force and effect will be subject to the existing policies only (those policies that are in full force and effect at the time that the application is deemed complete).  |
| Can you explain what changes would be needed to Sideroad 20 or Concession 7 based on the transportation studies and who pays?   | Developers would pay for Transportation Studies related to new employment uses. Transportation Studies would outline traffic routes that preclude Sideroad 20 North.  |
| In the design guidelines will there be preservation of natural features and use of greenery and other elements which will provide for impervious surfaces within employment areas to allow for sufficient runoff? | In the "Draft Highway 401 and Concession 7 Rural Employment Area Design Guidelines" please see the following section: <ul style="list-style-type: none"> <li>• Design Principle #3;</li> <li>• Section 3.1.4 for Landscaping;</li> <li>• Section 3.1.8 for Sustainability; and</li> <li>• Landscaping for the Focus Areas.</li> </ul> |
| What is going to be on the agenda for the July 23rd Council meeting?  | Township of Puslinch Council will make a determination on whether to endorse the Draft Official Plan Amendment and Mapping, Draft Development Application Guidance, and Draft Highway 401 and Concession 7 Rural Employment Area Design Guidelines.   |
| Request to include Option "H" as Rural Employment Lands in addition to Option "D". Supporting letter regarding designation of Employment Areas for greater than 30 years timeframe.                               | The County completed the Growth Management Strategy that identified a need for a minimum of 30 ha of additional Employment Area in Puslinch. Option "D" provides a gross  |

| Question | Response  |
|----------|---|
|          | <p>area of 93 ha and a net area of 86 ha (this removes non-developable lands). Option “D” achieves the requirements of the County Growth Management Strategy.</p> <p>Policy 2.1.3 of the Provincial Planning Statement does allow the County to include Employment Areas beyond the 30-year planning horizon. However, Policy 2.3.2 of the Provincial Planning Statement includes requirements for settlement area expansions. Policy 2.3.2 requires, among other items, that the Minimum Distance Separation Formulae shall be considered. In this regard, Option “H” does not achieve the Minimum Distance Separation requirements and avoiding or minimizing agricultural impacts has not been achieved.</p> |

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**AMENDMENT  
NO. XX TO THE  
OFFICIAL  
PLAN OF  
THE  
COUNTY OF WELLINGTON**

**DRAFT**

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**THE CORPORATION OF THE COUNTY OF  
WELLINGTON BY-LAW NO. 2025-XX**

**A By-law to adopt Amendment No. XX  
to the Official Plan of the County of Wellington**

The Council of the Corporation of the County of Wellington, pursuant to the provisions of the *Planning Act, R.S.O. 1990*, as amended, does hereby enact as follows:

1. THAT Amendment No. XX to the Official Plan of the County of Wellington, consisting of the attached explanatory text and schedules, is hereby adopted.
2. THAT this Amendment shall come into force upon approval by the Minister of Municipal Affairs and Housing.

**READ a FIRST, SECOND and THIRD time and PASSED \_\_\_\_\_**

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CLERK

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WARDEN

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AMENDMENT NUMBER XX  
TO THE  
COUNTY OF WELLINGTON OFFICIAL PLAN

**INDEX**

**PART A - THE PREAMBLE**

The Preamble provides an explanation of the proposed Amendment including the purpose, location, and background information, but does not form part of this Amendment.

**PART B - THE AMENDMENT**

The Amendment describes the changes and/or modifications to the Wellington County Official Plan which constitute Official Plan Amendment Number XXX.

**PART C - THE APPENDICES**

The Appendices, if included herein, provide information related to the Amendment, but do not constitute part of the Amendment.

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## PART A – THE PREAMBLE

### 1. PURPOSE

The purpose of this Amendment is to establish policies for Prestige Rural Employment Areas, Rural Employment Areas, and Future Rural Employment Areas in the Township of Puslinch in the County of Wellington Official Plan to protect and guide the long-term development of strategically located rural lands for high-quality industrial and business uses.

### 2. LOCATION OF THE AMENDMENT

This amendment applies to various lands located within the rural areas of the Township of Puslinch in the County of Wellington.

The lands subject to this Amendment are shown more specifically in the Maps A-1 and A-2 attached.

### 3. DETAILS OF THE AMENDMENT

The amendment modifies Part 9.8 – Puslinch Local Policies of the County of Wellington Official Plan to introduce new sections and policy areas for Prestige Rural Employment Areas and Rural Employment Areas in the Township of Puslinch. The amendment also modifies section 9.8.3 Puslinch Industrial Policy.

Modifications are included to Section 6.8 – Rural Employment Areas are made to create a Highway 401 and Concession 7 Rural Employment Area.

### 4. BASIS

This Amendment is based on the findings of the *Puslinch by Design: Employment Lands Study*, which identified additional lands, in accordance with the County of Wellington Official Plan and Growth Management Strategy, to diversify and expand the Township's employment land base. *Puslinch by Design* identifies the lands to achieve the need for additional employment land of a minimum of 30 ha. The Study emphasized the importance of protecting and leveraging key highway-adjacent parcels for high-profile business and light industrial development, while also securing rural lands for future employment growth beyond the current planning horizon.

The Prestige Rural Employment Area designation supports high-quality, visible employment uses near major highways to attract investment and maintain rural character. Together, the designations and policies provide a

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coordinated approach to rural employment planning and align with provincial and regional growth objectives. The Rural Employment Area designation accommodates a broader range of industrial and employment uses that are compatible with the rural context and private servicing, supporting local job creation and economic diversification.

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## PART B – THE AMENDMENT

All of this part of the Amendment entitled “Part B – The Amendment,” consisting of the following text and schedules, constitutes Amendment No. XX to the County of Wellington Official Plan.

### DETAILS OF THE AMENDMENT

The Official Plan of the County of Wellington is hereby amended as follows:

1. THAT Schedule B7 - Land Use of the Official Plan of the County of Wellington, is hereby amended by redesignating the lands subject to this Amendment as shown in Map A-2 attached hereto, to Prestige Rural Employment Area and Rural Employment Area.
2. THAT Section 9.8 of the County of Wellington Official Plan is amended to include the following:

*PA7-Xa Highway 401 and Concession 7 Prestige Rural Employment Area*

*The lands identified as PA7-Xa on Schedule B7 of this Plan generally located on the south side of Highway 401 and east side of Concession 7 are designated Rural Employment Area. Notwithstanding Section 6.8 or any other provisions in this Plan to the contrary, the following policies apply:*

*a) Defined*

*The Prestige Rural Employment Area lands are intended for high-quality industrial, business and employment uses that require a well-designed setting while taking advantage of the proximity to major transportation infrastructure. The intent of this designation is to maximize the potential of lands with exposure to Highway 401 to promote businesses that are visible from these Highways. As such, Prestige Rural Employment Areas are generally located along major roads and generally face Highway 401 with enhanced architectural and landscaping design standards to maintain a visually attractive environment. Outdoor storage and parking are limited to maintain the area’s aesthetic appeal and will not be permitted along the frontage of Highway 401. Loading areas are not permitted to face the Highway 401 frontage.*

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*In all cases, Prestige Rural Employment Area lands will be used by “dry” uses which do not use significant amounts of water in their operation and which do not produce significant amounts of effluent, consistent with rural servicing levels which rely on private water and sewage systems.*

*b) Permitted Uses*

*Notwithstanding Section 6.8.2 the uses permitted in the PA7-X area are limited to enclosed warehousing and distribution centres, corporate offices and headquarters accessory to a principle use, research and development facilities associated with manufacturing uses, light, medium, or high-tech manufacturing and processing operations deemed not to be noxious by reason of dust, odour, fumes, particulate matter, noise and excessive vibrations.*

*c) Zoning*

*Appropriate regulations for the Prestige Rural Employment Area shall be included in the Zoning By-law. Zoning provisions should address the following criteria:*

- i. Land Use Compatibility: To ensure land use compatibility between industrial and sensitive land uses, a buffer area shall be established according to the following policies:*
    - Where a proposed industrial use is located within 300 metres of a sensitive land use, or where a sensitive land use is proposed within 300 metres of an existing or planned industrial use, the Township shall apply the Ministry of the Environment, Conservation and Parks (MECP) D-6 Guidelines: Compatibility Between Industrial Facilities and Sensitive Land Uses.*
    - For Class I or Class II industrial facilities (as defined by MECP D-6 Guidelines), a Land Use Compatibility Study or equivalent technical assessments may be required to evaluate potential impacts such as noise, odour, dust, vibration, or emissions. Based on the findings of these studies, additional separation distances, buffering, or mitigation measures may be prescribed.*
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*All land use decisions shall be consistent with the D-6 Guidelines and any successor documents, as well as the cumulative impacts of surrounding land uses. No Class III industrial facilities are permitted.*

- ii. Parcel sizes: The need for a range of parcel sizes to accommodate diverse business needs, with an emphasis placed on the provision of larger parcels to support industries requiring significant land area. Lot fabric and subdivision design shall address long-term flexibility and market trends in industrial land demand.*
- iii. Design guidelines: Where appropriate, design guidelines adopted by Township Council should be integrated as zoning requirements.*
- iv. Buffers areas: Incorporate enhanced landscaping setbacks, buffering and screening where employment area lands interface with rural residential uses, rural residential clusters and/or sensitive land uses.*
- v. Holding Provisions: The policy area may be placed in an appropriate prestige industrial zoning category and shall be subject to a Holding (H) provision. Prior to the removal of the Holding provision, Council shall require the submission and approval of associated technical reports, studies and any additional information as deemed necessary by Council.*
- vi. Lot Coverage: Maximum lot coverage should generally be in the range of 40%, to ensure adequate space for landscaping, stormwater management, and buffering.*

*d) Design Guidelines*

*New development is encouraged to adhere to the design guidelines approved by Council for the area.*

*e) Communal Wells*

*In order to protect groundwater function and quality, future communal wells should not be Multiple Aquifer Penetrating.*

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f) *Road Infrastructure*

*In all cases the cost for road infrastructure owned by the County and/or Township for development in the Rural Employment Area will be borne by the developer.*

3. THAT Section 9.8 of the County of Wellington Official Plan is amended to include the following:

*PA7-Xb Highway 401 and Concession 7 Rural Employment Area*

*The lands identified as PA7-Xb on Schedule B7 of this Plan are generally located to the south of Highway 401 on the east side of Concession 7. Notwithstanding Section 6.8 or any other provisions in this Plan to the contrary, the lands may be used as follows:*

a) *Permitted Uses*

*Notwithstanding Section 6.8.2 the uses permitted in the PA7-Xb area are limited to manufacturing, processing, fabrication and assembly of raw materials or raw materials or repair, servicing, distribution and storage of materials is permitted. Accessory uses including the retail sale of products produced on-site may be permitted. Commercial, service commercial, retail, and office uses are not permitted. Outdoor storage and parking are to maintain the area's rural character and will not be permitted along the frontage of Concession 7. Loading areas are not permitted to face Concession 7 frontage.*

b) *Zoning*

*Appropriate regulations for the Rural Employment Area shall be included in the Zoning By-law. Zoning provisions should address the following criteria:*

- i. *Land Use Compatibility: To ensure land use compatibility between industrial and sensitive land uses, a buffer area shall be established according to the following policies:*
    - *Where a proposed industrial use is located within 300 metres of a sensitive land use, or where a sensitive land use is proposed within 300 metres of an existing or planned industrial use, the Township shall apply the Ministry of the Environment, Conservation and Parks (MECP) D-6*
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*Guidelines: Compatibility Between Industrial Facilities and Sensitive Land Uses.*

- *For Class I or Class II industrial facilities (as defined by MECP D-6 Guidelines), a Land Use Compatibility Study or equivalent technical assessments may be required to evaluate potential impacts such as noise, odour, dust, vibration, or emissions. Based on the findings of these studies, additional separation distances, buffering, or mitigation measures may be prescribed.*

*All land use decisions shall have regard for the D-6 Guidelines and any successor documents, as well as the cumulative impacts of surrounding land uses. No Class III industrial facilities are permitted.*

- ii. *Parcel sizes: The need for a range of parcel sizes to accommodate diverse business needs, with an emphasis placed on the provision of larger parcels to support industries requiring significant land area. Lot fabric and subdivision design shall consider long-term flexibility and market trends in industrial land demand.*
  - iii. *Design Guidelines: Where appropriate, design guidelines adopted by Township Council should be integrated as zoning requirements.*
  - iv. *Buffer areas: Incorporate enhanced landscaping and setbacks, buffering and screening where employment area lands interface with rural residential uses, rural residential clusters, and/or sensitive land uses. A minimum 70 m setback shall be required from rural residential uses, rural residential clusters and/or sensitive land uses. The setback may be greater than 70 m based on the recommendations within a land use compatibility assessment. The required setback shall be landscaped and/or contain natural self-sustaining vegetation in a manner that respects and sustains the rural character. This 70 m setback shall only be reduced through an Official Plan Amendment.*
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v. *Holding Provisions: The policy area may be placed in an appropriate industrial zoning category and shall be subject to a Holding (H) provision. Prior to the removal of the Holding provision, Council shall require the submission and approval of associated technical reports, studies and any additional information as deemed necessary by Council.*

c) *Design Guidelines*

*New development is encouraged to adhere to the design guidelines approved by Council for the area.*

d) *Communal Wells*

*In order to protect groundwater function and quality, future communal wells should not be Multiple Aquifer Penetrating.*

e) *Road Infrastructure*

*In all cases the cost for road infrastructure owned by the County and/or Township for development in the Rural Employment Area will be borne by the developer.*

4. THAT Section 9.8.3 of the County of Wellington Official Plan is amended by adding the following:

*c) All lands designated Rural Employment and Prestige Rural Employment, whether existing or by future Official Plan Amendment, should comply with Puslinch by Design and should implement the Urban Design Guidelines adopted as part of Puslinch by Design.*

*d) Road Infrastructure*

*In all cases the cost for road infrastructure owned by the County and/or Township for development in the Rural Employment Area will be borne by the developer.*

*e) Transportation Plan*

*For lands west of the Hanlon Expressway designated as Rural Employment on Schedule B7, a Transportation Plan establishing an internal road network and external road connections shall be required as part of any*

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*future development application. For clarity, the Transportation Plan must establish, to the satisfaction of the Township, that no employment generated traffic will utilize Sideroad 20 N. Further, no driveway accesses for employment uses shall be permitted to Sideroad 20 N.*

*f) Concept Plan*

*A concept plan is required for lands designated Rural Employment on Schedule B7 as part of any future development application for lands west of the Hanlon Expressway.*

*g) Communal Wells*

*In order to protect groundwater function and quality, future communal wells should not be Multiple Aquifer Penetrating.*

*h) Land Use Compatibility*

*To ensure land use compatibility between industrial and sensitive land uses, a buffer area shall be established according to the following policies:*

*i) Where a proposed industrial use is located within 300 metres of a sensitive land use, or where a sensitive land use is proposed within 300 metres of an existing or planned industrial use, the Township shall apply the Ministry of the Environment, Conservation and Parks (MECP) D-6 Guidelines: Compatibility Between Industrial Facilities and Sensitive Land Uses.*

*ii) For Class I or Class II industrial facilities (as defined by MECP D-6 Guidelines), a Land Use Compatibility Study or equivalent technical assessments may be required to evaluate potential impacts such as noise, odour, dust, vibration, or emissions. Based on the findings of these studies, additional separation distances, buffering, or mitigation measures may be prescribed.*

*All land use decisions shall implement the D-6 Guidelines and any successor documents, as well as the cumulative impacts of surrounding land uses. No Class III industrial facilities are permitted.*

## **SCHEDULES**

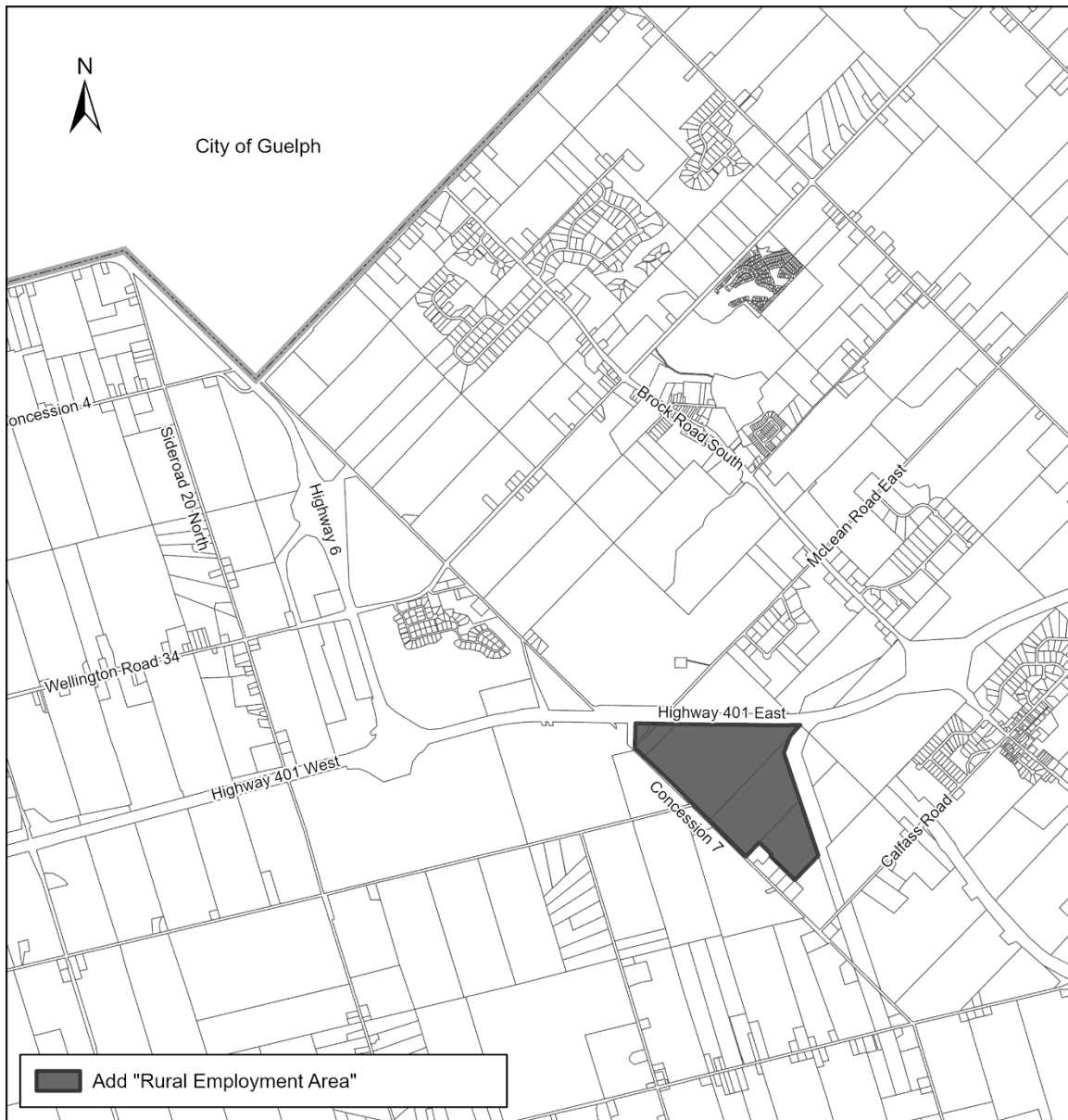
- 1. County Growth Structure Schedule A7 (Puslinch) is amended as shown on Map A-1 by:*
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- a. *adding Rural Employment Area (Option D).*
2. *County Land Use Schedule B7 (Puslinch) is amended as shown on Map A-2 by:*
- a. *redesignating lands to Rural Employment (Option D);*
  - b. *adding PA7-Xa Highway 401 and Concession 7 Prestige Rural Employment Area (portions of Option D);*
  - c. *adding PA7-Xb Highway 401 and Concession 7 Rural Area (portions of Option D); and*
  - d. *adding "See Policy 9.8.3" on Schedule B-7 for the Rural Employment Lands west of the Hanlon Expressway.*
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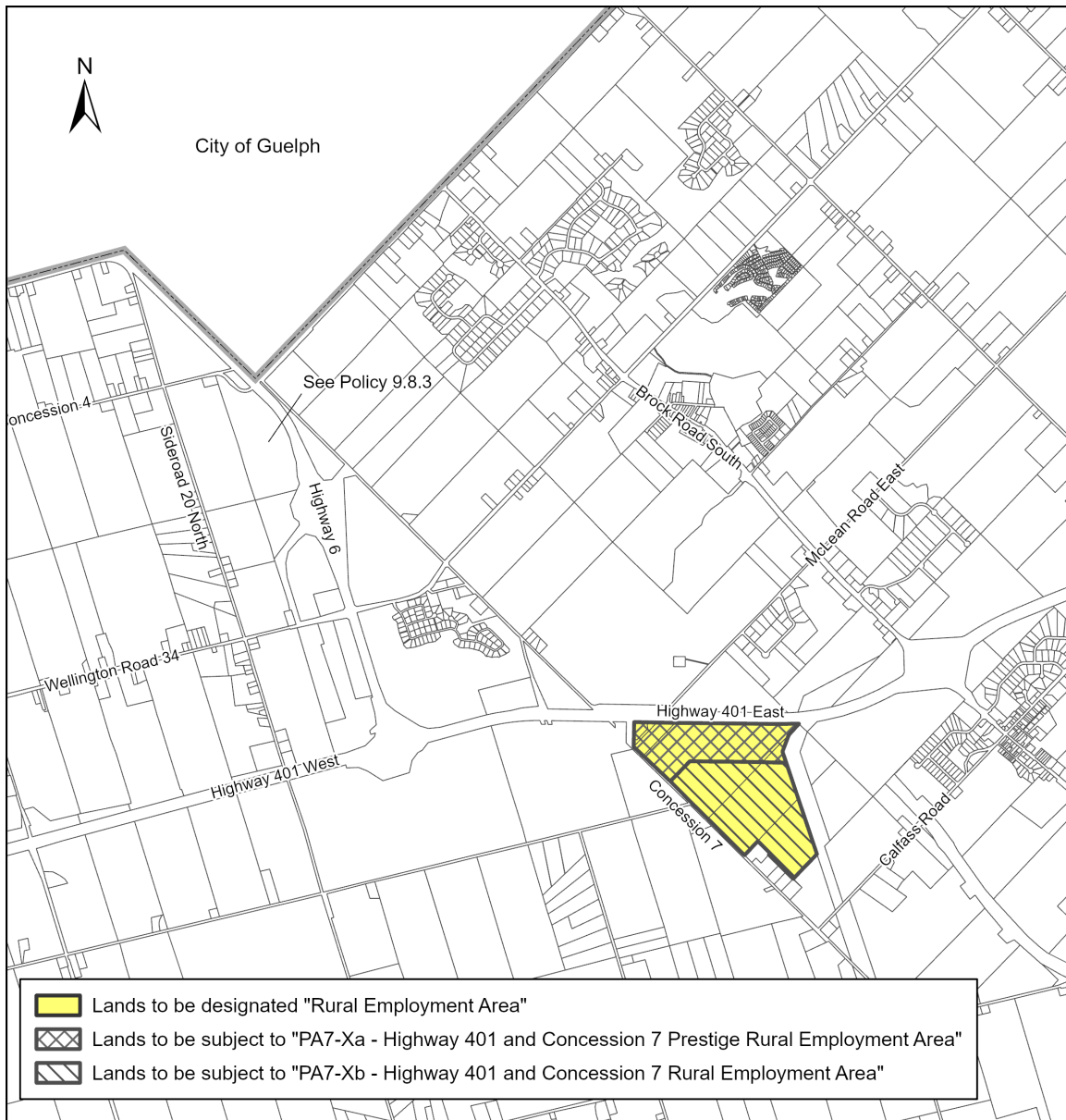
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## MAP "A-1" OF OFFICIAL PLAN AMENDMENT NO. XX



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## MAP "A-2" OF OFFICIAL PLAN AMENDMENT NO. XX



# County of Wellington and Township of Puslinch

## Development Application Guidance:

### Highway 401 and Concession 7 Prestige Rural Employment Area, Rural Employment Special Policy Area

#### 1.0 | Introduction

The *PA7-Xa Highway 401 and Concession 7 Prestige Rural Employment Area* and *PA7-Xb Highway 401 and Concession 7 Rural Employment Area* in the Township of Puslinch are planned to accommodate employment uses suitable for the rural context.

This guidance development is informed by the *Puslinch By Design: Employment Lands Study (2025)* prepared for the County of Wellington and the Township of Puslinch, which included engagement with the community to develop a planning framework that respects matters important to the community and proactive planning for the economic needs of the Township.

In all cases, uses are required to be “dry” industrial uses. Consideration has been given to the importance of the frontage along Highway 401 and access to Highway 401 and Highway 6 as major transportation networks in the County of Wellington and Ontario. Compatibility with adjacent rural residential uses is crucial to ensuring a successful employment area and the mitigation of negative impacts on surrounding sensitive land uses.

#### 2.0 | Purpose

This guidance document outlines the development process required by the County of Wellington and Township of Puslinch for the *Prestige Rural Employment Area* and *Rural Employment Special Policy Area* as identified in Schedules A7 and B7 of the County of Wellington Official Plan.

This guide provides direction to County and Township staff, applicants, agencies, and stakeholders on application requirements, processing steps, and key considerations to achieve well-planned, compatible, and economically beneficial employment areas. The development application process will follow *Planning Act* processes and requirements with additional site-specific guidance to address key matters specific to the area.

This guideline is applicable, but not limited to, applications for:

- County of Wellington Official Plan Amendments

- Draft Plan of Subdivision and/or Condominium Applications
- Zoning By-law Amendments
- Site Plan Control Applications
- Consent Applications for Employment Land Parcels

### **3.0 | Approval Process Overview**

The following is the required process for development applications under the *Planning Act*:

1. Pre-consultation with County and Township Staff is strongly encouraged
2. Submission of complete application with all required materials
3. Circulation to agencies and internal review
4. Public meeting(s) (for OPA/ZBA)
5. Recommendation report to County Council (OPA's and Subdivision Applications) and Township Council (all other applications)
6. Draft approval or conditional approval with requirements
7. Post-approval agreements (Site Plan, Subdivision, servicing, etc.)
8. Building Permit issuance, subject to final conditions

Additional notes:

- Applicants are encouraged to consult early with County and Township staff regarding potential constraints (e.g., MDS setbacks, agricultural proximity, groundwater supply).
- Public engagement will be recommended for large-scale applications.

#### **3.1 Pre-Consultation Meeting Requirements**

In advance of application submissions, all applicants are strongly encouraged to participate in a Pre-consultation Meeting with Township staff and relevant agencies as applicable (e.g., County of Wellington, MECP, MTO, GRCA) to review applicable policies and designations, necessary studies and materials, servicing strategies and road access, and land use compatibility matters (per D Series Guidelines).

### **4.0 | Studies & Supporting Materials**

Applicants will be required to submit a complete planning application, including necessary background studies and reports.

The County and Township will work together to review the development applications, as applicable, to prepare and present a recommendation to Council. A complete planning application related to employment land uses will be subject to the policies contained in Section 13.18 of the County of Wellington Official Plan. The County of Wellington Official

Plan outlines standard and typical studies that may be required with development applications in Section 13.18.5 of the County of Wellington Official Plan.

Section 11.2.3 of the County of Wellington Official Plan also sets out requirements for a Servicing Options Assessment for multi-lot or multi-unit development applications relying on private communal or individual on-site servicing.

The following table identifies studies that may be more particularly required with development applications to address rural employment matters:

| <b>Study</b>   | <b>Intent</b>  |
|--|--|
| <b>Functional Servicing Report/Storm Water Management Report (OP Section 13.18.5)</b>  | As the Township does not have municipal services, detailed engineering reports will be required to confirm the proposal can be supported by private servicing and stormwater management will be managed on-site.   |
| <b>Archaeological Assessment (OP Section 13.18.5)</b>  | An Archaeological Assessment may be required to investigate the archaeological potential of the proposed employment area.  |
| <b>Hydrogeological Study (OP Section 13.18.5)</b>  | The County currently requires these for cumulative effects assessment where aggregate extraction is proposed below the water table.<br><br>For rural employment, detailed assessment of hydrogeology may be required to ensure no negative impacts on the water table.   |
| <b>Land Use Compatibility as part of a Planning Impact Assessment (OP Section 4.6.2 and 13.18.5) and Noise Study, Vibration Study, Odour Study, Dust Study as above.</b> | Land use compatibility and associated studies may be required to examine factors such as noise, air quality, traffic, and environmental hazards to inform planning decisions.  |
| <b>Urban Design Brief (OP Section 4.6.2)</b>   | An Urban Design Brief analyzes the form, function, and character of development to ensure it aligns with planning goals. This may be required as part of a Planning Impact Assessment or as an independent assessment but must be prepared by a professional with the requisite expertise.   |
| <b>Employment Land Needs Study (OP Section 4.6.2)</b>  | Needed to assess the demand for the proposed use, parcel size, and alignment with broader employment land supply and economic development objectives. This may be required as part of a Planning Impact Assessment or as an independent assessment but must be prepared by a professional with the requisite expertise (Registered |

| Study  | Intent   |
|--|--|
|  | Professional Planner). This study is mandatory for all County OPA applications.  |
| <b>Minimum Distance Separation Assessment (OP Section 4.6.5)</b> | When new development or lot creation is proposed near, for instance, existing livestock facilities or manure storage, this assessment ensures adequate separation to address nuisance issues related to odour.   |
| <b>Landscape Plan (OP Section 13.18.5)</b>                       | To ensure that the rural character of Concession 7 is maintained and respected and to ensure appropriate screening of employment uses from surrounding sensitive land uses.  |
| <b>Concept Plan and Transportation Plan</b>                      | For lands north of Highway 401 and west of Highway 6, designated <i>Rural Employment Lands</i> , an internal road network and access to arterial roads must be provided through a Transportation Plan and detailed Concept Plan. For greater clarity, the Concept Plan and Transportation Plan must preclude employment traffic utilizing Sideroad 20 North. |

## 5.0 | Design Considerations

Detailed design guidelines have been prepared for the *PA7-Xa Highway 401 and Concession 7 Prestige Rural Employment Area* and *PA7-Xb Highway 401 and Concession 7 Rural Employment Area*. Applications for development shall demonstrate through a Planning Impact Assessment and/or Urban Design Brief how the proposed developed meets the applicable Design Guidelines.

## 6.0 | Comprehensive Development Requirements

To support efficient, coordinated, and compatible development, the County in consultation with the Township, will encourage the shared use of infrastructure, servicing, and supporting resources among adjacent or related developments where feasible.

The following matters will be specifically considered:

**Communal Servicing:** The Township may support the establishment of communal water and wastewater systems to serve multiple properties. Development proposals shall demonstrate how shared servicing opportunities have been explored through the pre-consultation and application review process.

**Joint Access and Internal Road Networks:** It is a requirement that a comprehensive Concept Plan must be submitted prior to, or in support of, an application for all lands identified within a larger employment block (e.g., where adjoining *Rural Employment* lands exist). This plan must address internal road connections across parcels and coordinate access points to minimize rural road impacts and improve overall site function.

**Shared Buffers and Transitional Features:** Where employment lands interface with sensitive uses such as agricultural uses or rural residential uses, the County will support the creation of shared buffer areas on employment lands, landscaped setbacks, and coordinated design elements across property lines to ensure compatibility and avoid land use conflicts.

**Coordinated Stormwater Management:** Developers shall be encouraged to design shared stormwater management facilities or integrated low-impact development features that serve multiple parcels, where appropriate, to reduce environmental impacts and duplication of infrastructure.

**Communal Wells:** Future communal wells should not be Multiple Aquifer Penetrating in order to protect water quality and the function of the Galt and Paris Moraines.

**Road Infrastructure:** In all cases, the costs for road infrastructure related to development of these employment lands will be borne by the developer.

**Plan of Subdivision:** The Plan of Subdivision will implement the applicable Design Guidelines prepared for the *PA7-Xa Highway 401 and Concession 7 Prestige Rural Employment Area* and *PA7-Xb Highway 401 and Concession 7 Rural Employment Area*. For clarity, local roads within the developable area are to implement the cross-sections as outlined within the applicable Design Guidelines for the entire Rural Employment Area.



**Puslinch By Design - Employment Lands Study**

# **HIGHWAY 401 AND CONCESSION 7 RURAL EMPLOYMENT AREA DESIGN GUIDELINES**

**County of Wellington & Township of Puslinch**  
July 2025

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# 1. Introduction

## 1.1 Purpose

The Township of Puslinch in Wellington County has identified a rural employment area that is located south of Highway 401 and east of Concession 7. The Highway 401 and Concession 7 Rural Employment Area is mapped in Schedule B7 of the County of Wellington Official Plan. The rural employment area benefits from strong transportation connections with direct access to Concession Road 7, which connects to McLean Road West, linking to both Highway 6 and Highway 401. The northern portion of the area provides strong visibility to Highway 401 encouraging opportunities for business promotion. A high standard of design is expected along this interface. The surrounding area is characterized by a rural context, with adjacent rural residential clusters on the east side of Concession 7 and aggregate operations on the west side of Concession 7. The rural employment area is to include light and medium industrial uses that will support long-term employment growth and respect existing surrounding lands uses. With its strategic location, visibility and accessibility, the area positioned as an appealing and desirable location for future employment investment within the Township.

The *Highway 401 and Concession 7 Rural Employment Area Design Guidelines* (the “design guidelines”) establish the overarching design principles and detailed guidelines for new development applicable to the new rural employment area. These design guidelines provide set of design principles to attract investment, guide future development, support development in the context of the rural landscape, and serve as a practical reference tool. The design guidelines are to support and implement future built form within this rural employment area reflects sustainable, high-quality design practices. These guidelines also support achieving compatible development within the rural context of Puslinch with a focus on the interface along public streets and sensitive land uses. Community input has informed the development of these guidelines, specifically for the protection of the rural character of Puslinch, and highlighting the need for compatibility with existing residential and agricultural uses.

These design guidelines are organized to include general design strategies and targeted strategies specific to the different land uses, the Prestige Rural Employment Area and the Rural Employment Area. Additionally, these guidelines provides specific guidance for three (3) Focus Areas within the rural employment area. The Focus Areas warrant specific design direction given the high visibility and prominence from the public, or locations that require strategic interfaces with adjacent uses.

These design guidelines build upon the *Puslinch Design Guidelines (February 2010)* and incorporate specific directions tailored to the Highway 401 and Concession 7 Rural Employment Area.

## 1.2 Where these Design Guidelines Apply

These design guidelines apply to the Highway 401 and Concession 7 Rural Employment Area in the Township of Puslinch. The Rural Employment Area includes the Highway 401 and Concession 7 Prestige Rural Employment Area (PA7-Xa) and Highway 401 and Concession 7 Rural Employment Area (PA7-Xb) as mapped in the County of Wellington Official Plan.

## 1.3 Organization of the Document

### **Section 1: Introduction**

Outlines the purpose of the design guidelines and provides an overview of the rural employment area to which these guidelines apply. It also identifies the intended users of these design guidelines and explains how to use the guidelines.

### **Section 2: Design Framework**

This section outlines the guiding design principles and sets the foundation for achieving a high-quality, cohesive, and context-sensitive employment area that aligns with Puslinch's rural character. This section provides general descriptions of the Prestige Rural Employment Area, the Rural Employment Area, and highlights Focus Areas for design.

### **Section 3: Design Guidelines**

This section presents the site design guidelines for the private realm and for the three (3) Focus Areas.

### **Section 4: Concept Cross-sections for Roads**

This section provides concept cross-sections for development within the Rural Employment Area fronting Concession 7 and local roads internal to the employment area.

### **Section 5: Design Guideline Review and Updates**

This section provides recommendations for updating the design guidelines.

## 1.4 Who Should Use the Guidelines

These design guidelines are applicable to all development within the Highway 401 and Concession 7 Rural Employment Area and should be considered and consulted early in the planning process by:

- **Private landowners, developers, and professionals such as engineers, planners, urban designers, architects, and landscape architects,** to understand the Township's expectations for the design of the Rural Employment

Area, and to incorporate appropriate design considerations into development proposals that meet or exceed these expectations; and

- **Township Staff**, as a reference tool to guide the review and evaluation of development applications ensuring achievement of the overall design vision for the area.

## 1.5 How to use the Guidelines

This document serves as a guiding tool for development applications by outlining a clear set of expectations. Where possible, the guidelines should be applied consistently and should serve as best practices to promote high-quality development for the area. They are intended to inform and support the development review process by identifying key design priorities early, helping to streamline review and ensure alignment with the Township's overall requirements.

These design guidelines are intended to inform the site planning and design but do not replace the Township's Comprehensive Zoning By-law or other applicable policies and regulations. These guidelines are to be read in their entirety alongside other applicable plans and guidelines. These design guidelines build upon the existing *Puslinch Design Guidelines (February 2010)* and provide specific direction relevant to the Rural Employment Area.

The following section of the *Puslinch Design Guidelines* remains relevant and is still applicable for development within the Highway 401 and Concession 7 Rural Employment Area:

- Part 2: B Promoting Quality Development; and
- Part 2: C Respecting Established Character

In the event of conflict between the *Puslinch Design Guidelines* and this document, the *Highway 401 and Concession 7 Rural Employment Area Design Guidelines* shall take precedence.

## 2. Design Framework

### 2.1 Principles

These design guidelines are premised on the following five (5) guiding principles, which reflect the design approach and vision for the area. These principles will contribute to achieving a high-quality and well-designed built environment that respects Puslinch's distinct rural character, while providing for a full range of compatible employment uses.

#### 1. Respect the rural character of the area.

- Preserve the existing surrounding rural character; and
- Establish a distinct identity within the rural employment area especially at gateways and priority locations.

## **2. Achieve a high-quality built environment.**

- Promote excellent building and site design that integrates with the existing and planned streetscape;
- Respect adjacent land uses;
- Enhance the appearance and prestige of the Rural Employment Area;
- Ensure a high standard of site layout and architectural design through building orientation, site circulation, setbacks, landscaping and separation distances; and
- Support safe pedestrian movement and accessibility.

## **3. Promote environmentally sustainable development.**

- Have regard for environmental sustainability and the impacts of climate change through responsible site planning and layout;
- Encourage green building-design practices, including use of native plant species, Low Impact Development (LID) methods, energy-efficient design, durable building materials, reduced impervious surfaces; and
- Promote LID technologies such as rain gardens, green roofs, permeable pavement, rainwater harvesting, stormwater landscaping, and infiltration systems.

## **4. Ensure appropriate interfaces and buffering between uses.**

- Minimize conflict by incorporating design transitions between employment and sensitive land uses; and
- Use buffering measures such as, setbacks and separation distances, landscaping and fencing and location and screening of loading areas and stormwater ponds.

## **5. Promote flexible development standards to accommodate evolving employment needs.**

- Allow for flexible development standards to accommodate a variety of industries and private servicing requirements.

## 2.2 Prestige Rural Employment Area and Rural Employment Area

There are two (2) different land use designations within the Highway 401 and Concession 7 Rural Employment Area.

The *Prestige Rural Employment Area* is adjacent to Highway 401 and Concession 7 and is intended to accommodate businesses and light to medium industries that take advantage of the visibility from Highway 401. This area requires enhanced design standards due to visibility from this prominent transportation corridors.

The *Rural Employment Area* permits a broader range of industrial uses that would benefit from a rural location due to their need for larger sites and access to major transportation routes.

Design strategies are presented for: Site Plan Design and Built Form Design.

The Site Plan Design Guidelines address the following topics:

- Site design and layout;
- Access and circulation;
- Parking and loading;
- Landscaping;
- Outdoor storage;
- Signage;
- Lighting; and
- Sustainability

The Built Form Design Guidelines address the following topics:

- Building height and massing;
- Building façade, materials and elevations; and
- Building entrances

Within each of these topics, design guidelines are further organized as follows:

- **General:** Applicable to all land use designations within the rural employment area;
- **Prestige Rural Employment Area:** Applicable to lands designated Prestige Rural Employment Area; and
- **Rural Employment Area:** Applicable to lands designated Rural Employment Area.

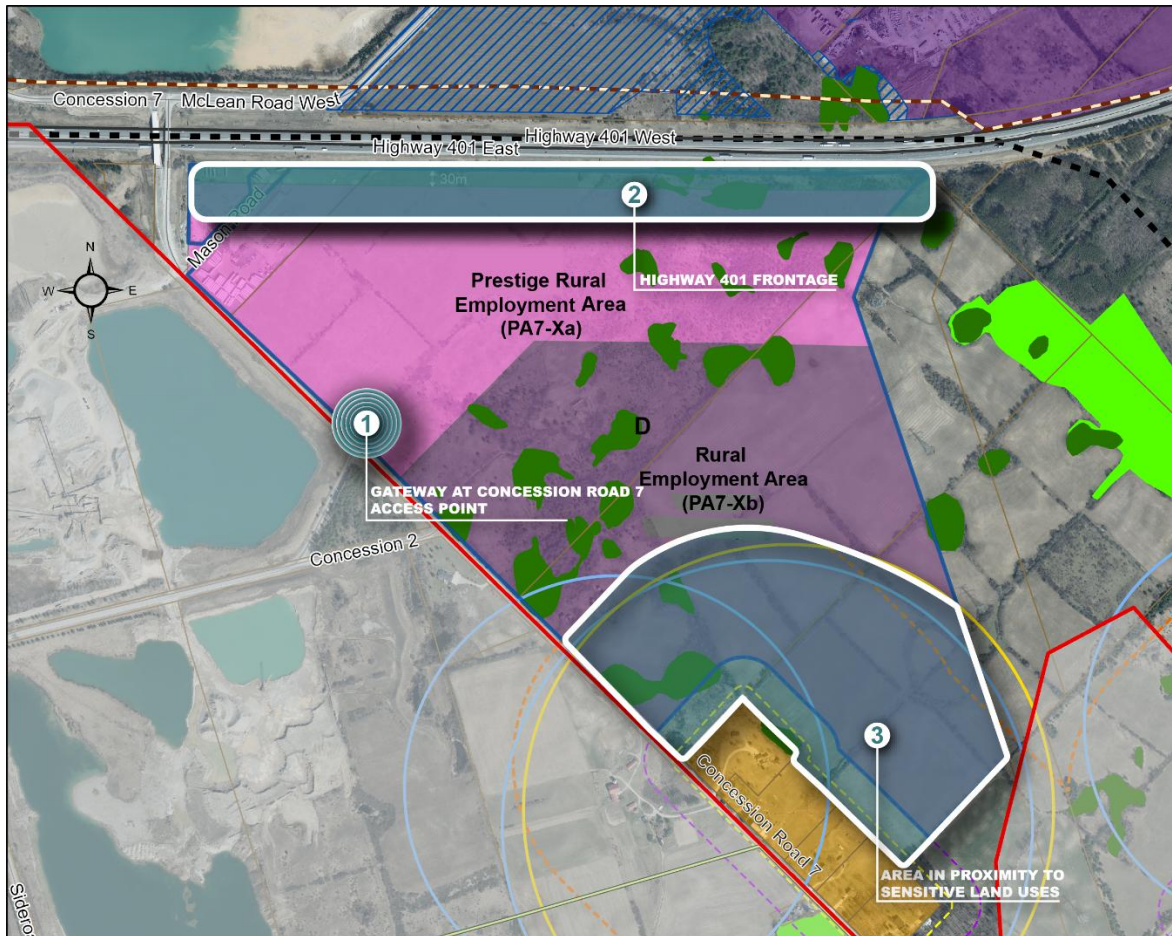
## 2.3 Focus Areas

There are three (3) specific focus areas identified for their high visibility and prominence from the public, or locations that require strategic interfaces with adjacent uses. This document will provide specific guidelines for the following Focus Areas, as illustrated in **Figure 2**.



- **Focus Area #1:** Gateway at Concession Road 7 Access Point
- **Focus Area #2:** Highway 401 Frontage
- **Focus Area #3:** Area in Proximity to Sensitive Land Uses

*Figure 2. Map of the three (3) Focus Areas*



### 3. Design Guidelines

#### 3.1 Site Plan Design Guidelines

##### 3.1.1 Site Design and Layout

| A. GENERAL                                 | B. PRESTIGE RURAL EMPLOYMENT AREA            | C. RURAL EMPLOYMENT AREA                 |
|--|--|--|
| 1. Buildings shall be oriented to face the | 1. Development shall be located and sited in | 1. Front and side yard setbacks shall be |



| A. GENERAL  | B. PRESTIGE RURAL EMPLOYMENT AREA  | C. RURAL EMPLOYMENT AREA   |
|---|--|--|
| <p>highway and/or major roads.</p> <p>2. Site layout and building orientation is encouraged to be designed to maximize solar gain and capture solar energy through elements such as windows as a form of passive heating.</p> <p>3. Outdoor storage and display areas are not recommended, but where they are necessary, display areas should be orderly and related to the business.</p> | <p>highly visible locations such as near gateways, highways, or major roads.</p> <p>2. Buildings shall generally be located to front Highway 401 where possible.</p> <p>3. Building walls shall be proportional to the lot frontage to support a well-defined and consistent street edge.</p> <p>4. Outdoor storage and display areas are not permitted between the building and Highway 401.</p> <p>5. Minimal parking shall be permitted between the building and Highway 401.</p> <p>6. No loading spaces or loading bays shall face Highway 401.</p> | <p>increased proportionally for taller and/or more intensive uses.</p> <p>2. In addition to required setbacks, further separation distances will be required for any outdoor uses (e.g outdoor storage) and adjusted according to the intensity of the use.</p> <p>3. Outdoor storage and display areas shall be located away from sensitive land uses such as residential uses.</p> |

### 3.1.2 Access and Circulation

| A. GENERAL  | B. PRESTIGE RURAL EMPLOYMENT AREA  | C. RURAL EMPLOYMENT AREA  |
|---|--|---|
| <p>1. Shared driveways with adjacent developments are encouraged to minimize disruption to roadways.</p> <p>2. Employee and visitor parking areas are</p> | <p>1. The number of site access points is to be minimized in order to maximize building frontage.</p> <p>2. Landscaped strips shall be planted along</p> | <p>1. Truck access shall not conflict with general passenger vehicle circulation.</p> <p>2. Employee and visitor parking areas should be separated from outdoor</p> |

| A. GENERAL   | B. PRESTIGE RURAL EMPLOYMENT AREA   | C. RURAL EMPLOYMENT AREA              |
|--|---|---------------------------------------|
| <p>encouraged to be separated from the loading and service areas.</p> <p>3. Safe pedestrian circulation shall be provided throughout the site, between the buildings and the street and parking area(s).</p> | <p>pedestrian walkways as a buffer between the driveway and/or parking area(s).</p> | <p>storage of goods and vehicles.</p> |

### 3.1.3 Parking and Loading

| A. GENERAL  | B. PRESTIGE RURAL EMPLOYMENT AREA  | C. RURAL EMPLOYMENT AREA                       |
|---|--|--|
| <p>1. Parking shall generally be located in the rear or interior side yard.</p> <p>2. The visual impact of parking and loading facilities shall be minimized through landscape plantings and screening.</p> <p>3. Safe and efficient pedestrian circulation shall be promoted in parking areas and shall minimize potential pedestrian-vehicular conflicts through pavement markings, signage, and demarcated routes.</p> <p>4. Loading areas shall not face sensitive land uses.</p> | <p>1. Minimal parking shall be permitted between the primary entrance and the street and along Highway 401. Appropriate screening techniques shall be utilized where parking is provided along the street or the highway.</p> <p>2. Parking shall be located in the rear yard. Where demonstrated that it is necessary to be located in the side yard, it must be appropriately screened from public view.</p> <p>3. Loading, servicing, and garbage facilities are not permitted to face the highway or street.</p> | <p>1. The general design strategies apply.</p> |

| A. GENERAL   | B. PRESTIGE RURAL EMPLOYMENT AREA   | C. RURAL EMPLOYMENT AREA |
|--|---|--------------------------|
| <p>5. Adequate lighting shall be provided in parking and loading areas.</p> <p>6. Secure bicycle storage is encouraged to be provided where appropriate.</p> | <p>They must be screened in a manner compatible with the architectural character of the building.</p> |                          |

### 3.1.4 Landscaping

| A. GENERAL   | B. PRESTIGE RURAL EMPLOYMENT AREA   | C. RURAL EMPLOYMENT AREA  |
|--|---|---|
| <p>1. Landscaping shall consist of non-invasive and native species that are low maintenance, and pest- and disease-resilient.</p> <p>2. Accent planting and coordinated signage is encouraged at the main driveway entrances, subject to sight-line requirements.</p> <p>3. There should be a significant minimum landscape buffer provided where industrial uses are adjacent to residential and/or open spaces. This buffer shall consist of plantings such as high shrubs and dense tree coverage that obscures views of the industrial development</p> | <p>1. A large portion of the lot perimeter should be landscaped with buffer plantings, screening, and/or street trees.</p> <p>2. Landscaping shall not obstruct important views to the main building nor sightlines from site access points.</p> <p>3. Developments should incorporate high-quality and decorative landscaping, as well as paving treatments to complement the building frontage.</p> <p>4. Fencing in public view is encouraged to incorporate upgraded materials such as cast iron, metal slats, or wood.</p> | <p>1. Landscaped treatments shall be incorporated within building setbacks to achieve enhanced buffering.</p> |

| A. GENERAL  | B. PRESTIGE RURAL EMPLOYMENT AREA | C. RURAL EMPLOYMENT AREA |
|---|-----------------------------------|--------------------------|
| <p>from the adjacent residential and/or open space uses.</p> <p>4. Fencing and screening is encouraged to reflect the character of an existing area in terms of materials, visual permeability, and height.</p> |                                   |                          |

### 3.1.5 Outdoor Storage

| A. GENERAL   | B. PRESTIGE RURAL EMPLOYMENT AREA          | C. RURAL EMPLOYMENT AREA                       |
|--|--|--|
| <p>1. Outdoor storage shall not abut the highway or street.</p> <p>2. Where outdoor storage is proposed, effective screening must be implemented.</p> <p>3. Storage enclosures are encouraged to be constructed of materials that match or complement the building material.</p> <p>4. Outdoor storage shall not face sensitive land uses such as residential.</p> | <p>1. No outdoor storage is permitted.</p> | <p>1. The general design strategies apply.</p> |

### 3.1.6 Signage

| A. GENERAL  | B. PRESTIGE RURAL EMPLOYMENT AREA   | C. RURAL EMPLOYMENT AREA  |
|---|---|---|
| <ol style="list-style-type: none"><li>1. Signage shall be placed at entry points and designed to be consistent with the rural character of the area.</li><li>2. Signage shall be designed to be an appropriate scale and to be clearly visible from the street in a manner that does not overwhelm the site.</li><li>3. Signage shall be appropriately lit for nocturnal visibility and exposure.</li></ol> | <ol style="list-style-type: none"><li>1. Signage shall complement and be consistent with the overall building design and material palette.</li><li>2. Buildings with multiple occupants are to integrate signage into the building façade to reduce sign clutter.</li></ol> | <ol style="list-style-type: none"><li>1. The general design strategies apply.</li></ol> |

### 3.1.7 Lighting

| A. GENERAL  | B. PRESTIGE RURAL EMPLOYMENT AREA  | C. RURAL EMPLOYMENT AREA  |
|---|--|---|
| <ol style="list-style-type: none"><li>1. Pedestrian-scale lighting shall be incorporated throughout the site and parking area to improve safety and functionality of the site.</li><li>2. Lighting shall be energy efficient and dark-sky compliant.</li><li>3. Spill-over lighting shall be avoided.</li></ol> | <ol style="list-style-type: none"><li>1. Additional lighting should create enhanced aesthetics.</li><li>2. Lighting is encouraged to be used as an accent feature to highlight architectural and landscaping elements.</li></ol> | <ol style="list-style-type: none"><li>1. The general design strategies apply.</li></ol> |

### 3.1.8 Sustainability

| A. GENERAL   | B. PRESTIGE RURAL EMPLOYMENT AREA  | C. RURAL EMPLOYMENT AREA  |
|--|--|---|
| <p><u>Site Planning</u></p> <ol style="list-style-type: none"> <li>1. Low impact development (LID) methods which filter, absorb, and/or store stormwater runoff such as rain gardens and bioswales shall be incorporated throughout the site.</li> <li>2. Existing significant trees and vegetation shall be preserved, where possible.</li> <li>3. Developments are encouraged to incorporate energy-efficient and water-efficient practices.</li> <li>4. Areas such as driveways and parking areas are encouraged to incorporate permeable paving where possible within permitted standards.</li> </ol> <p><u>Built Form</u></p> <ol style="list-style-type: none"> <li>5. Buildings are encouraged to incorporate sustainable building design measures that are aligned with the Canada Green Building Council (CAGBC) certification</li> </ol> | <p><u>Site Planning</u></p> <ol style="list-style-type: none"> <li>1. Areas allocated for carpool and/or electric vehicle chargers are encouraged to be provided.</li> </ol> <p><u>Built Form</u></p> <ol style="list-style-type: none"> <li>2. Green roofs are encouraged for large buildings in order to minimize storm water runoff.</li> <li>3. Large buildings shall include high albedo/reflective surfaces in order to mitigate the heat island effect.</li> <li>4. Renewable energy such as solar panels and wind turbines are encouraged to be incorporated in the development where possible.</li> </ol> | <ol style="list-style-type: none"> <li>1. The general design strategies apply.</li> </ol> |

| A. GENERAL   | B. PRESTIGE RURAL EMPLOYMENT AREA | C. RURAL EMPLOYMENT AREA |
|--|-----------------------------------|--------------------------|
| <p>standards or through a CAGBC Alternative Compliance Pathway (ACP), which provides a locally-relevant, equivalent means of demonstrating compliance with sustainability standards.</p> <p>6. Adaptive reuse of building materials are encouraged in new developments, where possible.</p> <p>7. Building materials shall be selected to be durable, and where possible, consisting of recycled products.</p> |                                   |                          |

## 3.2 Built Form Design Guidelines

### 3.2.1 Building Height and Massing

| A. GENERAL  | B. PRESTIGE RURAL EMPLOYMENT AREA  | C. RURAL EMPLOYMENT AREA  |
|---|--|---|
| <p>1. Building and ground-floor heights are encouraged to be flexible to accommodate evolving employment uses.</p> <p>2. Large expanses of building elevations shall incorporate wall projection and/or recess, dynamic</p> | <p>1. Industrial components shall be located to the rear of the site.</p> <p>2. Building and ground-floor heights should reflect the nature of operations and use, including accessory office and administrative uses.</p> | <p>1. Office areas in the building shall have maximum exposure to streets, as applicable.</p> <p>2. Buildings are encouraged to be no longer than 100 metres.</p> |

| A. GENERAL  | B. PRESTIGE RURAL EMPLOYMENT AREA   | C. RURAL EMPLOYMENT AREA |
|---|---|--------------------------|
| architectural articulation and/or changes in colours and materials to break up their massing. | <p>3. Buildings shall be consistent and compatible with adjacent buildings in terms of scale and massing, height, and configuration.</p> <p>4. Buildings are encouraged to be no longer than 80 metres.</p> |                          |

### 3.2.2 Building Façade, Materials and Elevations

| A. GENERAL  | B. PRESTIGE RURAL EMPLOYMENT AREA  | C. RURAL EMPLOYMENT AREA  |
|---|--|---|
| <p>1. Buildings are encouraged to exhibit a high-standard of architectural design.</p> <p>2. Building facades facing the highway and/or major roads shall not have blank facades and shall utilize various materials, architectural treatments, and articulation to generate visual interest.</p> | <p>1. Glazing along the building frontage is encouraged to ensure visibility indoors.</p> <p>2. The material palette of a building is encouraged to include variety as well as well-proportioned materials and colours to create visual interest and avoid monotony.</p> <p>3. Building materials should be high-quality and durable in a manner that will retain its appearance overtime.</p> | <p>1. The main office/visitor area should be designed with high quality materials and architectural treatments.</p> <p>2. Street-oriented building facades shall have high quality materials and architectural treatment.</p> |



### 3.2.3 Building Entrances

| A. GENERAL  | B. PRESTIGE RURAL EMPLOYMENT AREA  | C. RURAL EMPLOYMENT AREA  |
|---|--|---|
| <ol style="list-style-type: none"><li>1. Building entrances shall be coordinated with the placement of pedestrian walkways.</li><li>2. Entrances are encouraged to be emphasized through canopies, awnings, and other architectural elements.</li><li>3. Steps and ramps are encouraged to be architecturally integrated into the building.</li><li>4. Access ramps shall be located as close as possible to the most direct barrier-free path of travel.</li></ol> | <ol style="list-style-type: none"><li>1. Buildings shall provide entrances that are oriented to the streets where possible.</li><li>2. Entrances shall be prominent and visible.</li></ol> | <ol style="list-style-type: none"><li>1. The general design strategies apply.</li></ol> |

## 3.3 Focus Areas Design Guidelines

### 3.3.3 Focus Area #1: Gateway at Concession Road 7 Access Point

This focus area is intended to establish a strong sense of arrival and help define the identity of the Rural Employment Area. Located at the intersection of Concession Road 2A and Concession Road 7, approximately 450 metres south of Mason Road, this access point serves as a key entry into the employment area. It presents a unique opportunity to create a visually distinctive and welcoming gateway that reflects the Township's vision for a high-quality and context-sensitive rural employment area.

| Design Strategies      | General Guidelines  |
|------------------------|---|
| <b>Signage</b>         | <ol style="list-style-type: none"> <li>1. Incorporate gateway signage on Concession 7 at the access point to the rural employment area.</li> <li>2. Any signage is to have a low-to-ground profile, not backlit, using natural materials to suit the rural context.</li> <li>3. The signage should include the future name of the employment area within the gateway feature.</li> <li>4. Tall directory signs should not be utilized.</li> </ol>   |
| <b>Landscaping</b>     | <ol style="list-style-type: none"> <li>5. Use enhanced landscaping with a combination of native trees, and seasonal plantings to create a visually appealing and distinctive entrance.</li> </ol>   |
| <b>Lighting</b>        | <ol style="list-style-type: none"> <li>6. Use restrained lighting to enhance the gateway signage elements and reinforce the sense of arrival while respecting the rural character. Downlighting is recommended.</li> </ol>  |
| <b>Building Design</b> | <ol style="list-style-type: none"> <li>7. Design buildings located at gateway intersections to the highest architectural standards, with distinctive and attractive building and elevation design that is compatible with the rural character of the area.</li> <li>8. Corner buildings should address all streets they front onto through the provision of entrances, and articulate and engaging elevation design.</li> <li>9. Position signage on the building façade if needed, incorporating design elements that complement the Township's branding and create a welcoming experience.</li> </ol> |

### 3.3.4 Focus Area #2: Highway 401 Frontage

The northern boundary contains the Prestige Rural Employment Area adjacent to Highway 401. Buildings and design in this focus area should be prioritized for an elevated standard of design due to their high visibility from the highway, creating a defined image of the Township of Puslinch.

| Design Strategies | General Guidelines  |
|-------------------|---|
| <b>Signage</b>    | <ol style="list-style-type: none"> <li>1. Signage design must adhere to any applicable Township By-laws and Ministry of Transportation (MTO) requirements. The</li> </ol> |

| Design Strategies      | General Guidelines  |
|------------------------|---|
|                        | <p>design should be compatible with the rural character of the area.</p> <ol style="list-style-type: none"> <li>2. Signage should be integrated into building design to reduce clutter. Rooftop signs should not be utilized.</li> <li>3. Signage sizes should be appropriate to the speed and scale of the highway environment. Signage that is incorporated on building facades oriented to the highway should not dominate building facades.</li> </ol>  |
| <b>Landscaping</b>     | <ol style="list-style-type: none"> <li>4. Subject to the MTO's regulations, the entire area between the buildings and the Highway 401 should incorporate enhanced landscaped treatment which should include a vegetative landscape buffer and may include a berm and fences.</li> <li>5. Provide landscape treatment that can be perceived while traveling at high speed. This may involve large, simple, repetitive and/or bold landscaping features.</li> <li>6. Coordinate consistent treatment along Highway 401 to establish a distinct identity for the employment lands.</li> </ol>  |
| <b>Lighting</b>        | <ol style="list-style-type: none"> <li>7. Lighting design should adhere to the relevant by-laws for the Township of Puslinch and MTO.</li> <li>8. Accent lighting to emphasize building design and landscape elements should be provided.</li> <li>9. Light emitting diodes (LEDs), solar power, road reflectors and other alternative lighting and energy sources are encouraged for energy efficiency.</li> </ol>   |
| <b>Building Design</b> | <ol style="list-style-type: none"> <li>10. Building facades oriented towards Highway 401 shall be designed with the highest architectural quality and standards. A great amount of articulation is encouraged to create visual interest, and may include building projections, material variations and fenestration arrangement. Interior active uses (i.e. offices, common space) are encouraged to be oriented towards the Highway.</li> <li>11. Where taller buildings are proposed in the Rural Employment Area, they should be concentrated along Highway 401. The massing of such buildings needs to be appropriately designed to not detract from the rural character of the surrounding areas.</li> </ol> |

| Design Strategies                                 | General Guidelines   |
|---|--|
| <b>Outdoor Storage, Parking and Service Areas</b> | <p>12. Outdoor storage and display of items that are visible from Highway 401 are not permitted.</p> <p>13. Parking and loading facilities generally shall not be located between buildings and Highway 401.</p> |

### 3.3.5 Focus Area #3: Area in Proximity to Sensitive Land Uses

The lands east of Concession Road 7 and north of Calfass Road, adjacent to existing rural residential uses, is a focus area requiring careful planning to ensure compatibility between residential and employment uses. This focus area encompasses the lands 70-metres to 300-metres from the existing rural residential uses (based on distances identified in the MECP D-6 guidelines).

This focus area is also subject to the MDS requirements related to livestock and manure storage facilities in the vicinity. While the livestock and manure storage facilities remain in operation, employment uses within the MDS setback would be restricted.

| Design Strategies                        | General Guidelines   |
|--|--|
| <b>Compatible Uses</b>                   | 1. Encourage land uses compatible with both the industrial operations and sensitive land uses, such as those permitted under the definition of an Employment Area in the Provincial Planning Statement (PPS) and the <i>Planning Act</i> , within this focus area as buffer.   |
| <b>Building Location and Orientation</b> | <p>2. Locate and orient buildings and activities that are potential sources of noise, dust, odour and vibration away from this focus area where feasible and in accordance with the relevant guidelines from the MECP.</p> <p>3. Consider locating uses and functions that do not generate adverse impacts on sensitive uses in this focus area, such as landscaping, septic beds and stormwater management ponds.</p> |
| <b>Outdoor Storage</b>                   | 4. Discourage outdoor operations and outdoor storage of goods, materials and waste materials within this focus area, especially in proximity to the westerly and southerly edges of the focus area.  |
| <b>Landscaping &amp; Buffering</b>       | 5. Enhanced landscaping and buffering features, such as berms, noise attenuation walls, privacy fences, trees and substantive landscape strips to screen any sources of nuisance from view   |

| Design Strategies | General Guidelines   |
|-------------------|--|
|                   | shall be provided adjacent to all rural residences and rural residential clusters. |

## 4. Concept Cross-Sections for Roads

This section illustrates concept cross-sections for local roads within the Rural Employment Area. This section will also present a modified local road cross-section for Concession Road 7, which serves as the primary access to the Rural Employment Area. The main objective for Concession Road 7 is to preserve its rural character, while future local roads will strive to achieve high-quality, pedestrian oriented streetscapes with their own distinct character.

### Concession Road 7 Cross-Section

Concession Road 7 is a Township of Puslinch Road, with a rural profile, that forms the western boundary of the employment lands and serves as a primary access road. As a key interface, it functions as the main frontage for the proposed employment uses. The interface between the private and public realm should feature enhanced landscape treatments, building upon the existing rural cross-section. Refer to **Figure 1** below for the typical Concession Road 7 cross-section.

### Future Local Roads

Any future local roads developed as part of a development application should feature enhanced landscape treatments and informal seating areas to improve the streetscape. Design connections to enhance pedestrian access internally and implement traffic calming measures where pedestrian crossings are needed. Engineering studies will be required. Refer to **Figure 2** below for the concept future local road cross-section.

Figure 1 - Concept Cross-Section for Concession 7 Road

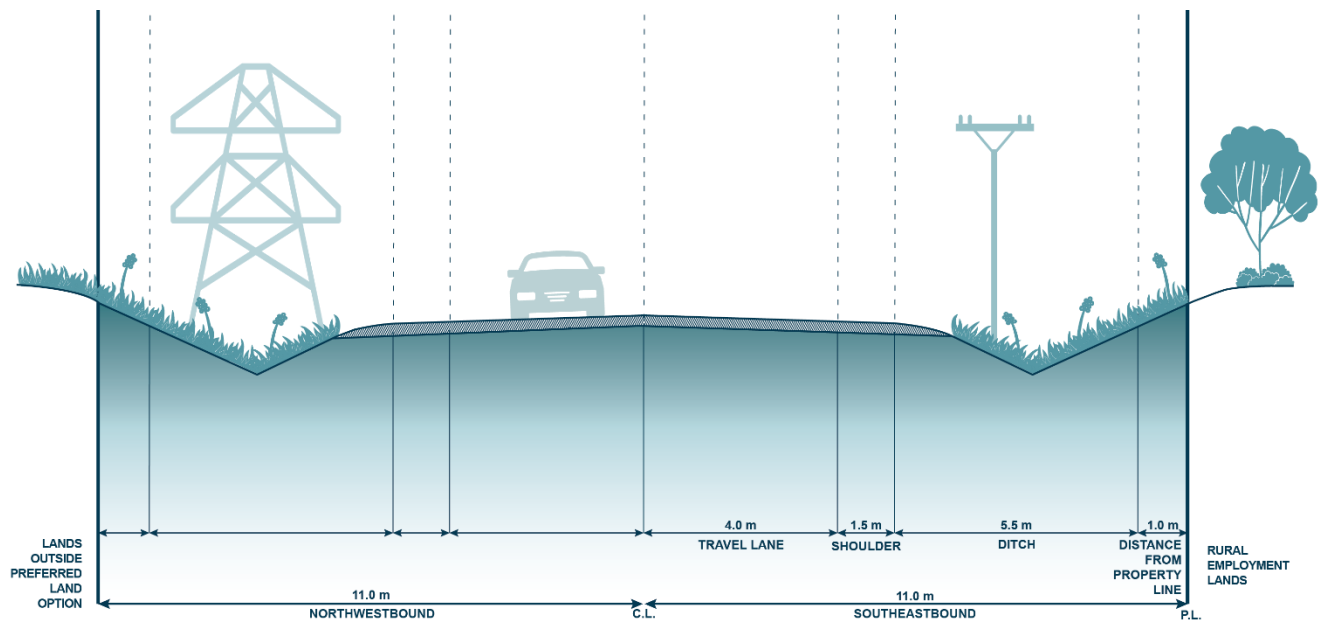
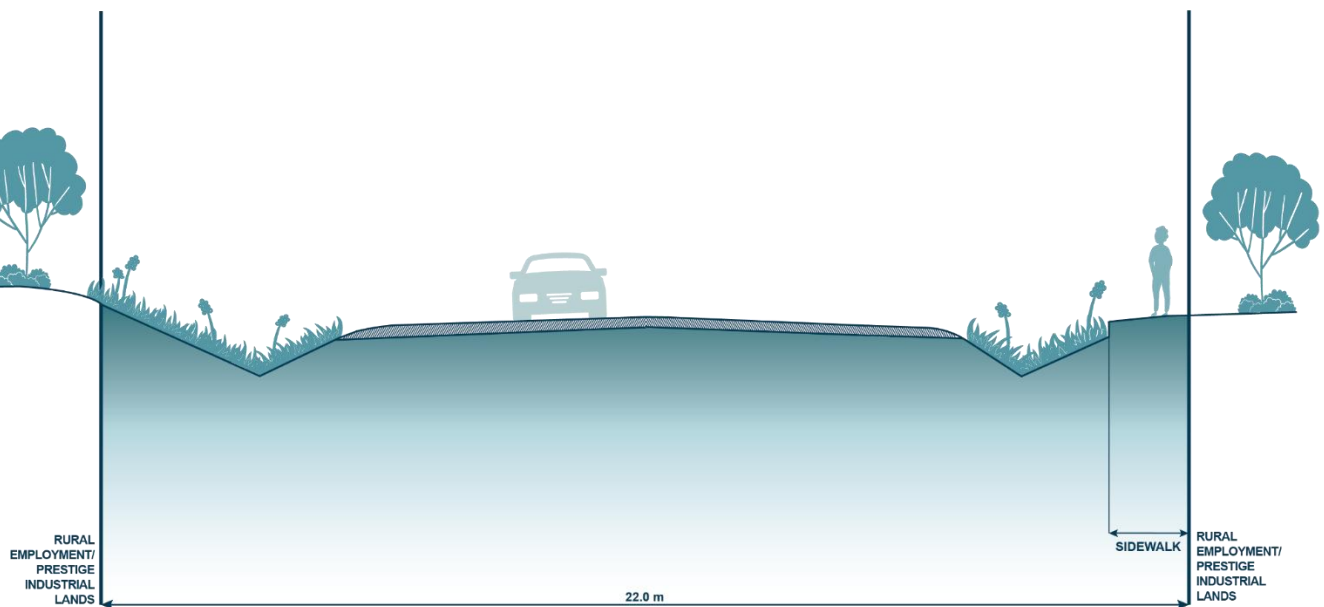


Figure 2 - Concept Cross-Section for Future Local Road



## 5. Design Guideline Review and Updates

The Township should review and update these design guidelines every five (5) years or as necessary to reflect evolving area needs, policy changes, building design standards, sustainable design practices, and/or the changing context of the area. Any updates of this document must remain conform with the applicable County Official Plan policies and the Township Zoning By-law, and should uphold the overall design vision and guiding principles established for the area.