



URBAN DESIGN BRIEF

RBS & EJS FERGUS G.P. INC.

6490 FIRST LINE &
8076 WELLINGTON ROAD 19
TOWNSHIP OF CENTRE WELLINGTON

JULY 2026
WESTON FILE #11630

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1.0 INTRODUCTION

Weston Consulting has been retained by RBS & EJS Fergus G.P. Inc., owner of the lands municipally known as 6490 First Line and 8076 Wellington Road 19 in the Township of Centre Wellington (the “Subject Property”), to support the development of a proposed residential community.

In May 2024, a Settlement Area Boundary Expansion request was submitted to incorporate the Subject Property within the Fergus Settlement Area Boundary. Through Official Plan Amendment 126, adopted by Wellington County Council in August 2025 and approved by the Ministry of Municipal Affairs and Housing in November 2025, the Subject Property was brought into the Fergus Primary Urban Centre and designated as a Designated Greenfield Area.

An Official Plan Amendment has been submitted to bring the Township Official Plan into conformity with the County Official Plan and facilitate residential development of the Subject Property. The application has been prepared in consideration of Township, County, and agency comments received through the pre-application consultation process.

This Urban Design Brief has been prepared in support of the Draft Plan of Subdivision and Zoning By-law Amendment applications. The Brief outlines the site’s existing conditions, surrounding context, and design rationale, and demonstrates how the proposed development responds to established urban design principles and policy documents.

2.0 SITE & CONTEXT ANALYSIS

2.1 Site Analysis

2.2 Surrounding Land Uses

2.1 SITE ANALYSIS

The Subject Property is approximately 39.1 hectares in size, rectangular in shape, and contains approximately 523 metres of frontage along First Line. Most of the site is currently vacant.

The Elora Cataract Trailway traverses the property in a northeast-southwest direction and serves as a defining landscape feature within the surrounding area. Employment and industrial uses are generally located northwest of the trail, while residential neighbourhoods are located south of the Trailway. Existing residential subdivisions abut the site along its southwest boundary and on the east side of Garafraxa Street.

Wooded areas are located adjacent to the trail within the northwestern portion of the Subject Property. Agricultural and rural uses are present to the north and east, while employment lands are located to the northwest beyond the existing Elora Cataract Trailway.

A portion of the Subject Property, municipally known as 8076 Wellington Road 19, contains the Skeoch Farmhouse, a listed but non-designated heritage property recognized by the Township of Centre Wellington. Refer to Figure 1 for an aerial location map of the Subject Property.



Figure 1: Aerial Photo of the Subject Property

2.2 SURROUNDING LAND USES

The Subject Property is situated within a transition area between established residential neighbourhoods, employment lands, and the rural landscape surrounding Fergus. Project North has been used for the below descriptions, Project North is identified on Figure 2 identifies the property line along Garafraxa Street as South, the property line along First Line as East, and so on. Refer to Figure 3 for streetview images of the surrounding context and Figure 4 for a context map of the surrounding area. Refer to Figure 5 for an overview of community services and facilities located within two-kilometres of the Subject Property.

- **North:** Agricultural lots fronting onto First Line and employment uses closer to Gartshore Street. Agricultural lands continue beyond the urban boundary.
- **East:** First Line, with agricultural properties and the Belwood Lake Conservation Area located further east.
- **South:** Garafraxa Street East/Wellington Road 19, beyond which are established low-rise residential neighbourhoods and an elementary school.
- **West:** Low-rise residential neighbourhoods exist west of the Subject Property, south of the Elora Cataract Trail between the Subject Property and Gartshore Street along with a Pump Supplier known as Summit Water. An existing stormwater management pond is located immediately to the west of the property along Garafraxa Street. North of the Elora Cataract Trail are existing industrial buildings and other facilities such as a Petro Canada location and a Fergus Public Works Garage.



Figure 2: Site and Surrounding Area Street Views - Key Map



View along First Line, facing North, Agricultural Lands



View from Garafraxa St, facing South, Maranatha Christian School



View from intersection of Garafraxa St and First Line, Facing East, Existing Residential and Agricultural Uses



View along Garthshore St, Facing Northwest, Employment Uses



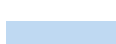
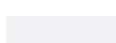
View from Anderson St N, facing West, Existing Low-Rise Residential



View from McFarlane Cres, facing West, Existing Residential Uses

Figure 3: Site and Surrounding Area Street Views from Google Earth

Legend

-  Subject Property
-  800m Radius
-  2km Radius
-  Post Office
-  School
-  Library
-  Medical & Emergency Services
-  Recreation
-  Trails
-  Waterbodies
-  Park
-  Parcels

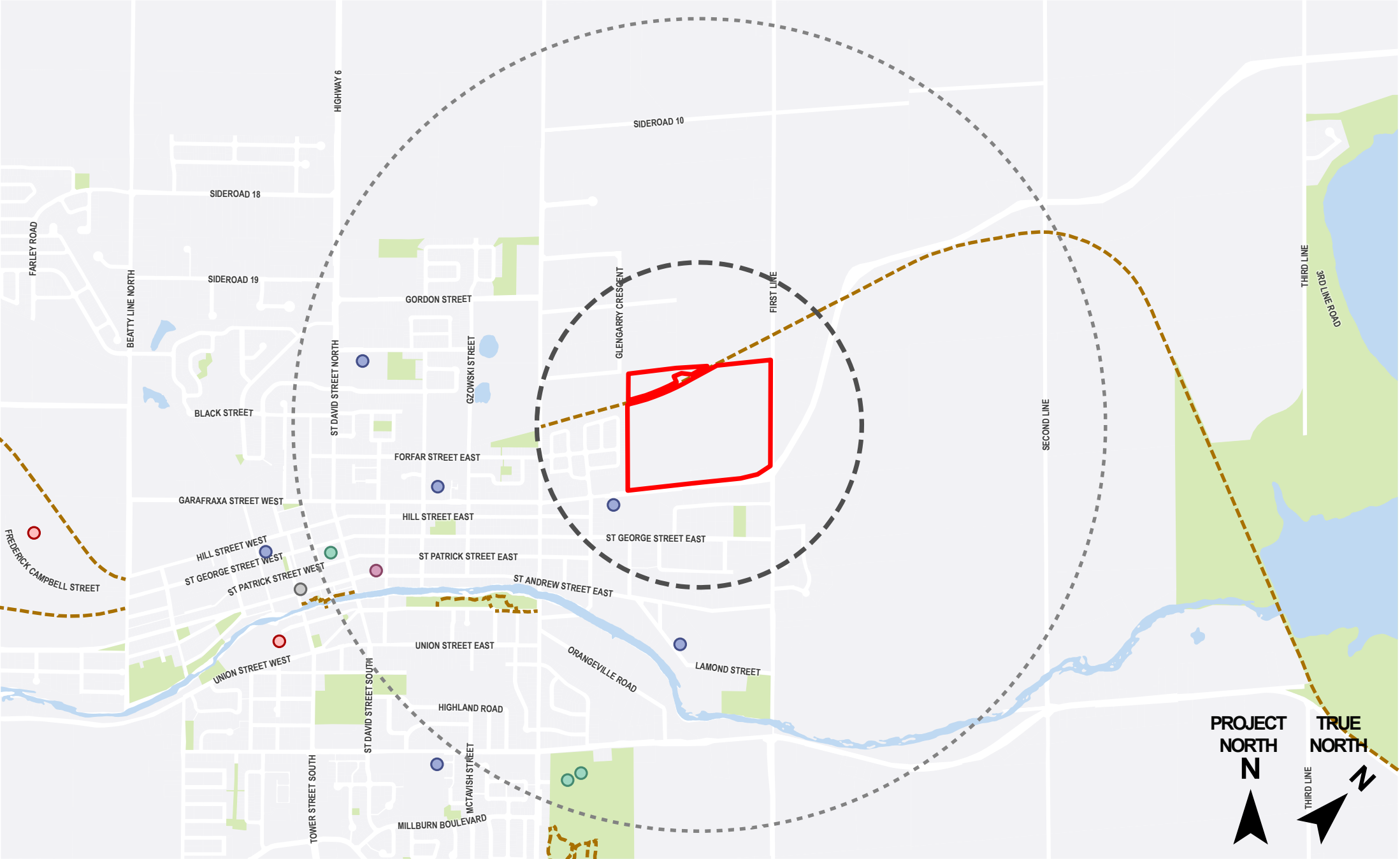


Figure 4: Context Map

3.0 DESIGN VISION & PRINCIPLES

The vision for the Subject Property is to create a connected and complete residential neighbourhood that contributes to the planned growth of Fergus while responding to the site’s unique environmental, heritage, and community context. The proposed development will provide a range of housing options integrated with parks, natural heritage features, and active transportation connections, creating a neighbourhood that is accessible, attractive, and supportive of healthy lifestyles.

The following design principles have guided the development concept:

1. Create a complete residential neighbourhood that contributes to the planned expansion of the Fergus urban area and provides a range of housing options for future residents.

2. Establish a connected street network that promotes efficient circulation and provides safe and convenient movement for pedestrians, cyclists, vehicles, and emergency services.

3. Integrate natural heritage features into the overall community structure and utilize appropriate setbacks and design measures to protect and maintain their long-term ecological function.

4. Enhance connections to the Elora Cataract Trailway and provide an interconnected network of sidewalks, trails, and parks that support active transportation and recreation.

5. Design a safe, comfortable, and accessible public realm that encourages walking and fosters connections between residential areas, parks, natural features, and surrounding neighbourhoods.
6. Provide parks that support both active and passive recreational opportunities for future residents while complementing existing recreational amenities within the broader community.

7. Respect and conserve the cultural heritage value of the Skeoch Farmhouse through its retention and integration within the future neighbourhood design.

8. Encourage a built form that is compatible with the scale and character of surrounding residential areas while contributing positively to the evolving character of the Fergus community.

9. Support sustainable community development through coordinated servicing, transportation demand management measures, and opportunities for active transportation.

10. Create an attractive neighbourhood character through coordinated streetscapes, building orientation, landscaping, and the thoughtful organization of public and private spaces.

4.0 THE PROPOSAL

- 4.1 Development Concept
- 4.2 Residential Development
- 4.3 Built Form and Character
- 4.4 Active Transportation
- 4.5 Street Network and Connectivity
- 4.6 Servicing and Parking
- 4.7 Environmental and Heritage Considerations

4.1 DEVELOPMENT CONCEPT

The proposed development contemplates the creation of a new residential neighbourhood within the Fergus urban boundary. The Conceptual Block Plan identifies approximately 19 hectares of residential development within a net developable area of approximately 30.0 hectares. The balance of the developable area is intended to accommodate parks, stormwater management facilities, streets, trails, and other supporting infrastructure.

The proposed development has been planned in consideration of the site’s natural heritage features, the Elora Cataract Trailway, surrounding land uses, and the future expansion of the Fergus urban area. Approximately 9.0 hectares of the Subject Property contain identified natural heritage features and associated constraints that will be protected and integrated into the overall community design.

The Conceptual Block Plan represents a preliminary framework that will continue to be refined through the Draft Plan of Subdivision and Zoning B-law Amendment process.

4.2 RESIDENTIAL DEVELOPMENT

The proposed neighbourhood is designed to offer a mix of low- and medium-density residential housing forms. Based on the submitted Draft Plan of Subdivision, the development is anticipated to accommodate both single detached and street townhouse dwellings.

The proposed mix of housing types contributes to a range of lot sizes and built forms within the neighbourhood while maintaining compatibility with the surrounding residential character. For further discussion on density and associated permissions, please refer to the Planning Justification Report.

The existing Skeoch Farmhouse, identified as a listed heritage property on the Township’s Municipal Heritage Register, is proposed to be retained as part of the development.

Refer to Figure 6 for the proposed use of each block.

4.3 BUILT FORM AND CHARACTER

The proposed development is anticipated to consist primarily of two- and three-storey single detached dwellings and street townhouse units that are compatible with the scale and character of surrounding residential neighbourhoods.

Typical townhouse units are anticipated to be approximately 6.1 metres in width, with slightly wider end units and corner units to accommodate additional setbacks and lot conditions. Single detached dwellings will be situated on a range of lot widths and will generally include front-facing entrances, private driveways, and attached garages.

As the development advances, detailed architectural design will further define the visual character of the community and contribute to an attractive and cohesive streetscape

Refer to Figure 5 for typical unit layouts.

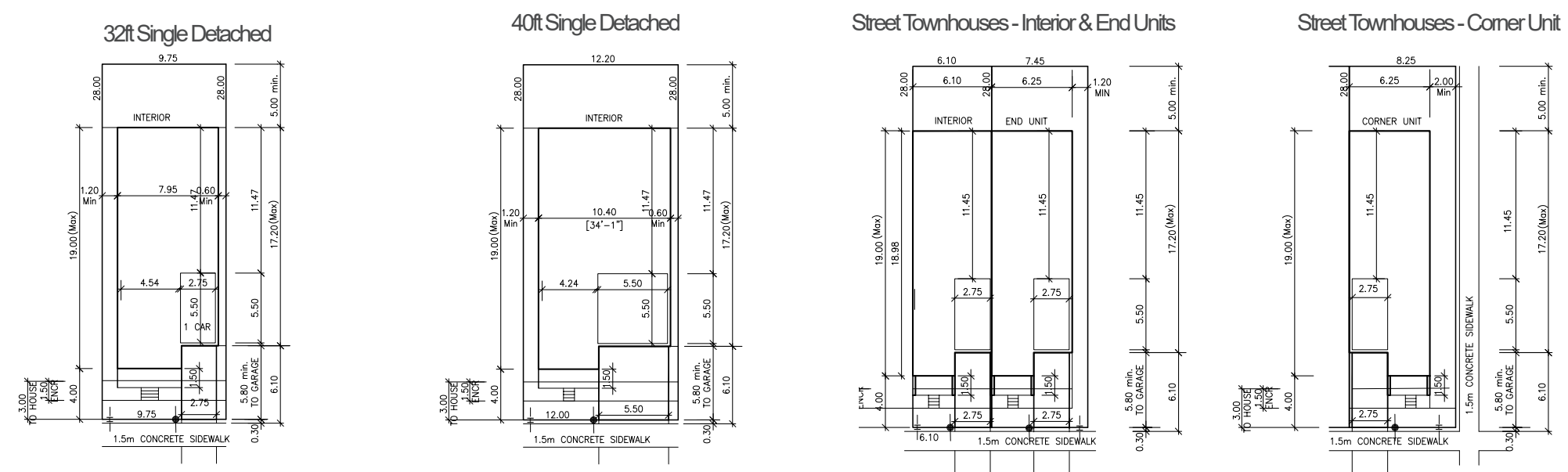


Figure 5: Typical Units provided by Cassidy & Co. Architectural Technologists

Legend

-  Subject Property
-  Elora Cataract Trailway
-  Environmental Lands
-  Park
-  SWM
-  Residential
-  Heritage House



Figure 6: Proposed Land Use Diagram

4.4 ACTIVE TRANSPORTATION

The proposed development incorporates opportunities for active transportation and recreational connectivity throughout the community.

A multi-use trail connection is proposed within the proposed Park Block (Block 47) to provide a pedestrian and cycling route linking Garafraxa Street East to the development. An additional trail connection to the Elora Cataract Trailway is proposed from the northern portion of the development (between Blocks 8 and 51) to improve access to the existing Elora Cataract Trailway system and increase pedestrian permeability throughout the neighbourhood.

The internal street network is also intended to support pedestrian movement through the provision of sidewalks and direct connections between residential areas, parks, and surrounding streets.

A Traffic Impact Study prepared by BA Group concludes that the projected traffic generated by the development can be accommodated within the surrounding road network. The study also identifies transportation demand management measures, including pedestrian infrastructure, cycling information, and transit information for future residents, to encourage a range of travel options and reduce reliance on private automobiles.

Refer to Figure 8 for the proposed site circulation.

4.5 SERVICING AND PARKING

Preliminary servicing investigations indicate that the Subject Property can be serviced through existing municipal water and wastewater infrastructure within the Fergus urban area.

The Functional Servicing and Stormwater Management Brief prepared by SCS Consulting Group confirms that the Subject Property represents a logical extension of the existing settlement area and identifies preliminary servicing and stormwater management strategies to support future development. The location of stormwater management facilities has been informed by these findings and will be refined as the design progresses.

Parking is anticipated to be primarily accommodated through private driveways and attached garages associated with each dwelling unit, supplemented by on-street parking where appropriate.

4.6 STREET NETWORK AND CONNECTIVITY

The proposed street network has been designed to establish a connected and legible neighbourhood structure while providing multiple points of access to the surrounding road network.

Primary access to the development is proposed from Garafraxa Street East/Wellington Road 19 and First Line. A hierarchy of local streets provides north-south and east-west connections throughout the community, facilitating efficient movement for vehicles, pedestrians, cyclists, and emergency services.

Several streets terminate at parks, or stormwater management facilities, creating opportunities for visual connections and public access to open space areas. Window roads are proposed along portions of Garafraxa Street East and First Line to provide an appropriate interface between the proposed development and adjacent corridors.

Refer to Figure 7 for typical road cross sections.

CROSS-SECTIONS

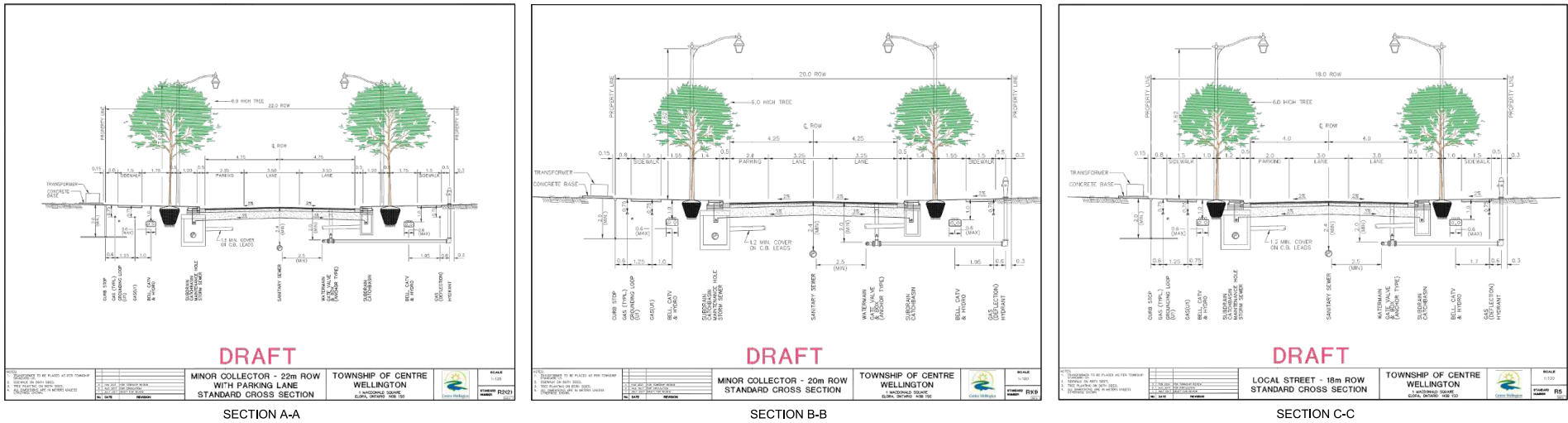


Figure 7: Road Cross Sections prepared by BA Group

Legend

- Subject Property
- Elora Cataract Trailway
- Proposed Trails
- Minor Collector (with On-Street Parking)
- Minor Collector
- Local
- Proposed Circulation
 - Pedestrians (Sidewalks)
 - Vehicles & Cyclists (Roadways)

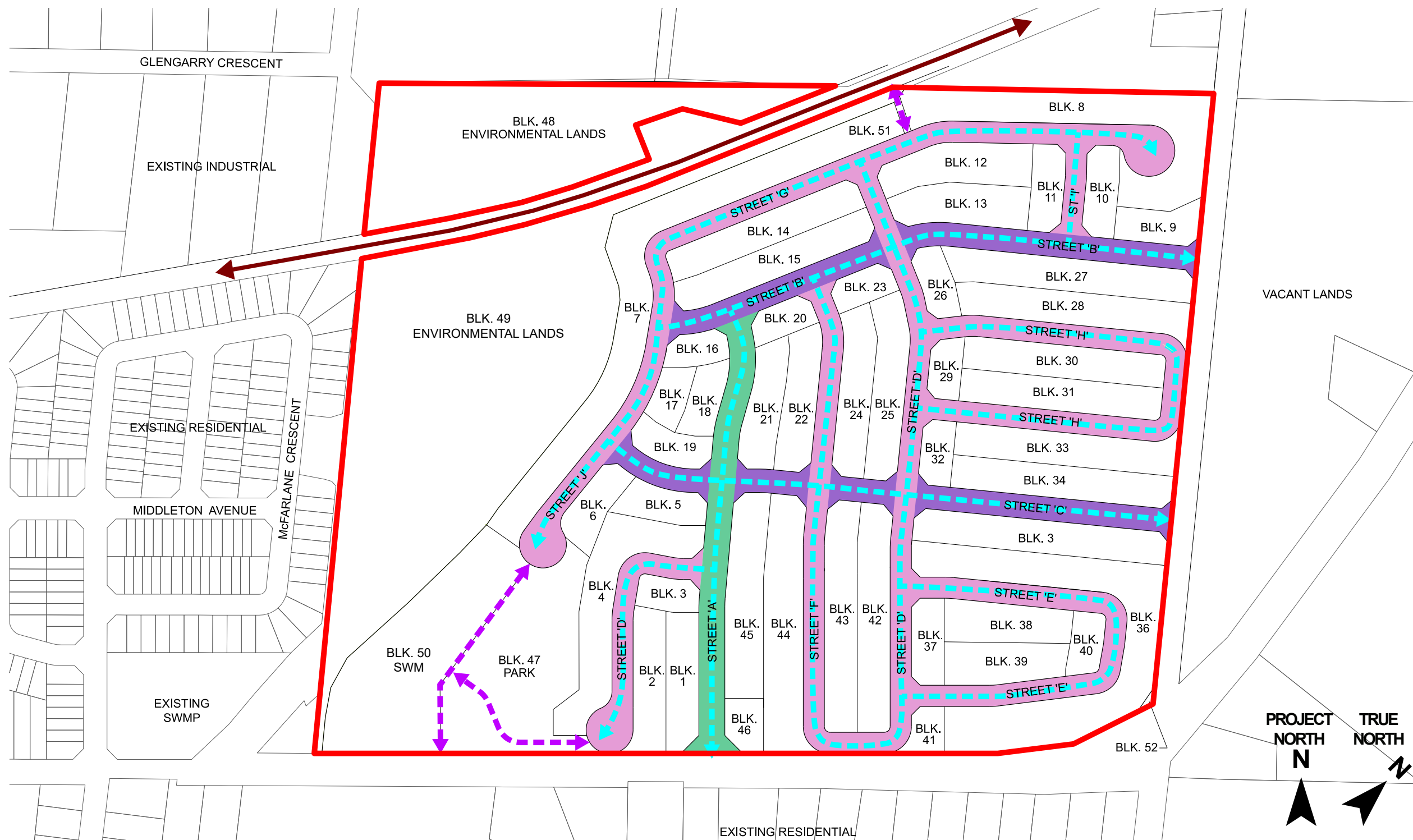


Figure 8: Circulation Analysis

4.7 ENVIRONMENTAL AND HERITAGE CONSIDERATIONS

The proposed development has been designed with consideration for the natural heritage features and environmental constraints identified on the Subject Property.

Environmental studies completed to date have informed the development limits, open space configuration, and setback areas associated with natural heritage features. These areas ensure that potential impacts are appropriately mitigated.

The existing Skeoch Farmhouse will be retained as part of the development. A Heritage Impact Assessment prepared by the Biglieri Group, as part of the application, determined that the building possesses cultural heritage value related to both its physical design and its association with early settlement in Fergus. The assessment identified mitigation and conservation measures to address potential impacts associated with the proposed development while confirming that no adverse impacts related to demolition, shadowing, obstruction of views, or incompatible land uses are anticipated.

5.0 URBAN DESIGN POLICY AND GUIDELINES

- 5.1 Wellington County Official Plan & Centre Wellington Township Official Plan
- 5.2 Centre Wellington Urban Design Guidelines (Place Matters)
- 5.3 Centre Wellington Township Urban Design Manual
- 5.4 Summary

5.1 WELLINGTON COUNTY OFFICIAL PLAN & CENTRE
WELLINGTON TOWNSHIP OFFICIAL PLAN

Relevant Policies

- Section C.15, Community Design, states that the Township seeks to achieve “higher standards in the physical design of the built and natural environment” within its Urban Centres.
- Section C.15 identifies that these higher standards relate to overall quality, environmental sensitivity, sustainability, efficiency, affordability, accessibility, sense of place and identity, and public safety and security.
- Section C.15.1 states that development proposals should be designed to achieve a high standard and contribute positively, in both form and function, to the built and managed environment of the Township.
- Section C.15.2 identifies objectives related to architectural design, compatibility with the existing pattern of urban development, enhancement of the built environment, and the creation of a varied pattern of built form.
- Section C.15.3 states that proposed developments should be compatible in architectural form with abutting neighbourhoods and form a cohesive and unified cluster of buildings that are architecturally compatible with each other.

- Section C.15.3 also states that new development should provide links with pedestrian, cycling, and vehicular routes on the perimeter of the site, including through the extension of existing pathways and local streets into or through the site.
- Section C.15.3 encourages the maintenance and enhancement of valued historic development patterns in the layout of new development.
- Section C.15.3 encourages the preservation of important views from strategically located viewpoints and significant sequences of views to important landmarks and features, where possible.
- Section C.15.4 states that landscape design should retain as many trees and other vegetation as possible, maintain and enhance naturalized areas, support the use of native plant species, and enhance ecological stability.

Urban Design Response

- The proposed development contributes to the planned growth of the Fergus Primary Urban Centre by establishing a new residential neighbourhood within the expanded urban boundary.
- The development provides a mix of low-rise housing forms, including single detached dwellings and street townhouses, contributing to a varied pattern of residential built form.
- The proposed two- to three-storey built form is compatible with the scale and character of surrounding low-rise residential neighbourhoods.
- The Concept Block Plan provides a coordinated neighbourhood structure, with residential blocks, parks, stormwater management facilities, natural heritage features, and internal streets organized as part of an integrated community framework.
- The proposed street network provides vehicular, pedestrian, and cycling connections to the surrounding road network through access points on Garafraxa Street East/Wellington Road 19 and First Line.
- Trail connections are proposed to link the internal neighbourhood to the Elora Cataract Trailway, improving pedestrian and cycling connectivity through and beyond the site.
- The existing Skeoch Farmhouse is proposed to be retained, supporting the conservation of an identified heritage resource and maintaining a connection to the historic development of the area.
- Natural heritage features and associated setbacks have informed the development limits and overall block structure, supporting the protection of environmental features on the Subject Property.
- Future design stages should continue to prioritize the retention and enhancement of naturalized areas, the use of appropriate native vegetation where feasible, and the integration of natural heritage features into the broader open space network where feasible.

5.2. CENTRE WELLINGTON URBAN DESIGN GUIDELINES (PLACE MATTERS)

Relevant Guidelines

- The Place Matters Urban Design Guidelines identify that residential neighbourhoods in Fergus and Elora have historically been characterized by walkable street networks, mature trees, strong connections to downtowns, and a balance between built form, landscaping, and streetscaping.
- The Design Vision for Residential Areas states that neighbourhoods should respect and celebrate the heritage character and scale of existing neighbourhoods.
- The Design Vision also promotes walkable streetscapes that are safe, comfortable, and connected to community amenities, parks, trails, commercial areas, and other destinations.
- The guidelines encourage the use of sustainable and green infrastructure within public rights-of-way and seek to balance built form with landscaping and streetscaping to create greener streets.
- The Public Realm Guidelines for Residential Areas state that streetscapes should promote a comfortable and safe pedestrian network through the inclusion of sidewalks and treed boulevards.
- The Roadway Guidelines state that residential blocks should be designed with ease of orientation, accessibility, and connection as primary considerations.

- The Parking and Garages Guidelines state that garages, driveways, and parking areas should adequately accommodate vehicles while minimizing their visual impact on the streetscape.
- The Building Guidelines state that new residential buildings should be complementary to the architectural language and rhythm of the streetscape.
- The Building Style Guidelines state that new buildings should include well-articulated façades visible from the public realm and that blank walls facing streets or public areas are strongly discouraged.
- The Building Proportions, Scale and Placement Guidelines state that new buildings should be oriented to the street, with windows and primary entrances fronting onto the public realm.
- The Heritage Design Guidelines state that identified heritage resources should be conserved and that new development should be complementary to the existing heritage fabric without directly replicating historic architectural styles.

Urban Design Response

- The proposed development supports the creation of a new residential neighbourhood that responds to the planned character of Fergus while maintaining compatibility with surrounding low-rise residential areas.
- The development provides a connected internal street network with multiple access points and a logical block structure that supports ease of movement and orientation while appropriately considering site-specific conditions, geometry, and access.
- The proposed trail connections strengthen pedestrian and cycling access to the Elora Cataract Trailway and provide an important connection between the new neighbourhood, and the broader community trail network.

- Sidewalks are proposed on both sides of the public ROWs, as depicted by BA in Figure 7, and will support safe and comfortable pedestrian movement through the neighbourhood. Street trees are proposed to be included on both sides of the public ROWs, contributing to the urban tree canopy, enhancing shading and streetscape opportunities.
- The proposed parks will provide opportunities for active and passive recreation and will contribute to the creation of a greener residential environment.
- Parking is proposed primarily through private driveways and internal garages associated with each dwelling unit, with some on-street parking provided. Detailed design should ensure that garages and driveways are appropriately integrated into the streetscape and do not dominate the public realm but instead are intended to reduce vehicular impacts on the public realm.
- Typical unit layouts indicate that dwellings will include front entrances, driveways, internal garages, and setbacks to lot lines. Future architectural design should ensure that front façades, corner façades, entrances, windows, and materials contribute positively to the streetscape.
- The proposed two- to three-storey single detached and townhouse built forms are compatible with the surrounding residential scale and support a cohesive neighbourhood character.
- The Skeoch Farmhouse is proposed to be retained and integrated into the development, supporting the Place Matters direction to conserve and celebrate Centre Wellington's heritage resources.

5.3. CENTRE WELLINGTON TOWNSHIP URBAN DESIGN MANUAL

Relevant Guidelines

- The Urban Design Manual states that the private realm guidelines are intended to assist developers in preparing development applications and recognize that standards may need to be applied based on the specific conditions of each site.
- The Access to Roads standards state that the location and maintenance of driveways and adjacent landscaping should preserve the safety of pedestrians, cyclists, and motorists.
- The Outdoor Lighting standards state that lighting should improve visibility, increase safety, provide security, and enhance the Township’s nighttime environment, while avoiding glare, light trespass, excessive energy use, and skyward light pollution.
- The Pedestrian and Transit Supportive Development guidelines state that urban development should be designed to support pedestrian movement and potential future transit service as Centre Wellington continues to grow.
- The Pedestrian and Transit Supportive Development guidelines state that subdivisions should provide sidewalks, curb cuts at intersections and walkways, barrier-free pedestrian links, direct pedestrian access, adequate lighting, and natural surveillance.
- The Emergency Service policies identify requirements related to fire hydrants, emergency access routes, fire route design, turnaround facilities, and access for fire department vehicles.

Urban Design Response

- The proposed development includes a hierarchy of public streets that provides access throughout the neighbourhood and supports circulation for vehicles, pedestrians, cyclists, and emergency services.
- Proposed access points to Garafraxa Street East/Wellington Road 19 and First Line include sight triangles, supporting safe vehicular access to and from the surrounding road network.
- The internal road network includes multiple street connections, reducing reliance on a single point of access and supporting efficient movement through the site.
- Sidewalks are anticipated within the proposed development and will support pedestrian access between residential areas, parks, open spaces, trail connections, and surrounding streets.
- Proposed trails will enhance permeability through the site and provide direct pedestrian and cycling connections to the Elora Cataract Trailway.
- The Traffic Impact Study identifies transportation demand management measures, including the provision of pedestrian infrastructure, cycling information, and transit information packages for future residents.

- The cul-de-sac at the northwest serving Block 8 is per municipal standards and provides adequate aperture for individual driveway access for future residential units. The cul-de-sacs near the park and stormwater management pond are proposed to provide appropriate access to these blocks and sufficient vehicle movement. Refer to Traffic Impact Report for further information.
- Outdoor lighting details will support pedestrian safety, visibility, and security while limiting glare, light trespass, and impacts on adjacent residential and natural heritage areas.
- Driveway, garage, and planting details will be refined at later stages. Future design should ensure that driveways maintain safe sightlines and that planting or fencing does not obstruct pedestrian, cyclist, or motorist visibility.
- Detailed servicing and emergency access requirements, including hydrant locations, fire route design, and road geometry, will be addressed through the future detailed engineering and subdivision design process.

5.4. SUMMARY

The proposed development generally addresses the intent of the applicable urban design policies and guidelines by establishing a connected residential neighbourhood within the Fergus Primary Urban Centre, providing a range of low-rise housing forms, integrating parks and natural heritage features, supporting active transportation, and retaining the existing Skeoch Farmhouse.

The Conceptual Block Plan and Draft Plan of Subdivision establishes an appropriate urban design framework for the Subject Property. Future design stages should continue to refine the architectural character, streetscape treatment, lighting, servicing, and emergency access details in accordance with the Township's applicable policies, guidelines, and technical standards.

6.0 CONCLUSION

The proposed development represents an appropriate and well-considered extension of the Fergus Primary Urban Centre and will support the planned growth of Centre Wellington through the creation of a new residential neighbourhood.

The development provides a range of low-rise housing options, including single detached dwellings and street townhouses, which will contribute to housing choice while maintaining compatibility with the surrounding residential context. The proposed built form is anticipated to be two to three storeys in height, which is consistent with the general scale and character of nearby residential neighbourhoods.

The proposed street and block pattern establishes a connected and legible neighbourhood structure, with access provided from Garafraxa Street East/ Wellington Road 19 and First Line. Internal streets, sidewalks, and proposed trail connections will support pedestrian and cycling movement throughout the site and provide improved access to the Elora Cataract Trailway, parks, open spaces, and surrounding streets.

The design and structure of the Draft Plan of Subdivision has been informed by the site's natural heritage features, servicing considerations, transportation analysis, and heritage resources. Natural heritage features and associated constraints have shaped the development limits and open space structure, while the existing Skeoch Farmhouse is proposed to be retained and integrated into the future community.

Overall, the proposed development establishes an appropriate urban design framework for the Subject Property. It supports the creation of a complete, connected, and compatible residential neighbourhood that responds to the planned growth of Fergus, protects key site features, improves active transportation opportunities, and contributes positively to the evolving character of Centre Wellington.

