



# Community Design Guidelines

## South Fergus Secondary Plan

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**MHBC**  
PLANNING  
URBAN DESIGN  
& LANDSCAPE  
ARCHITECTURE

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# 1.0 | INTRODUCTION

These Guidelines have been prepared as part of the Secondary Planning process for the South Fergus community in the Township of Centre Wellington.

The intent of the Guidelines is to guide the future development of the lands within the Secondary Plan area. The Guidelines include a set of principles for new development which encourage a high standard of urban design and the incorporation of common design elements within the Secondary Plan Area.

The Guidelines have been prepared based on a common vision and set of principles for the entire South Fergus area. The principles encourage new development to build on the context, character and pattern of existing surrounding neighbourhoods while allowing for innovative building design.

The Guidelines include:

1. Design context and Vision for the Secondary Plan Area, including key design principles;
2. Specific Design Guidelines related to:
  - Public Realm, including gateway features and community focal points, transportation networks and streetscapes, parks and open space, trails and walkways, and stormwater management facilities;
  - Community Safety and Inclusive Design
  - Sustainable Development
  - Cultural Heritage
3. Private Realm Guidelines
4. Landscape Design Guidelines
5. A review of Community Design policies in the Township of Centre Wellington Official Plan
6. Implementation of Guidelines

These Guidelines form the basis of the urban design policies in the Secondary Plan. The Guidelines apply to the South Fergus Area as a whole, regardless of ownership and future phasing of development. Implementation of these design guidelines is intended to occur through individual Plans of Subdivision and Site Plan Approval. An Urban Design Brief demonstrating application of these Guidelines will be required as part of the review of Plan of Subdivision applications.

# 2.0 | DESIGN VISION & PRINCIPLES

## Urban Design Vision:

The vision for the South Fergus Secondary Plan Area is as a complete community that is planned to accommodate a full range of uses, complemented by an integrated transportation network, recreational uses and natural heritage features. The Tower Street/Highway 6 corridor is planned as a mixed-use corridor leading into the community of Fergus with a gateway at the Tower Street/Highway 6 and Second Line intersection. Opportunities for employment will include a mix of business park, commercial, retail, institutional and work from home uses which will contribute to the local economy.

A mixture of residential unit types and densities are planned for the community which will provide housing choice for existing and future residents. The community will provide for protection of natural features as well as parks and open space well distributed across the Secondary Plan Area. The community will include an integrated transportation network which incorporates opportunities for active transportation and logical connections to existing transportation networks.

The Secondary Plan has been designed in recognition of the area's location adjacent to residential, commercial, institutional, and agricultural uses as well as the natural features located within the Secondary Plan Area.

The Secondary Plan Area is bisected by Tower Street so ensuring a high standard of design along this corridor and establishing a gateway to the community are key considerations for the future development of the South Fergus community.

The Secondary Plan area includes a connected network of parks and trails. The location of planned parks considers the location of existing natural features as well as the planned land use in order to locate parks on both the east and the west side of Tower Street to serve the community.

A network of collector roads is proposed to provide for a transportation network that is integrated with existing roads surrounding the boundaries of the Secondary Plan Area. An interconnected active transportation network will be achieved through the provision of trails, sidewalks and walkways throughout the Secondary Plan Area connecting existing development with the planned community and providing opportunities to access open space areas while minimizing negative impacts on the natural features.

The vision for the community will be realized by implementing the design principles set out in these Guidelines as development within South Fergus progresses.

## Urban Design Principles:

The following Urban Design Principles represent reflect values that form the basis for the Secondary Plan. These principles are aligned with the Township of Centre Wellington Official Plan and will be applied to all future development within the Secondary Plan Area. The key design principles for the South Fergus Secondary Plan Area are:

- To create a complete and healthy community;
- To create an attractive gateway into Fergus, that includes mixed commercial/employment uses at the intersection of Highway 6 and Second Line and mixed-use, high density corridor along Tower Street/Highway 6;
- To plan for a range of housing options and densities which will contribute to the variety of housing choice in Fergus;
- To accommodate a range of uses to contribute to a diverse economy and support vibrant neighbourhoods;
- To create focal points and destinations throughout the neighbourhood enhanced through the location of community infrastructure, including parks, trails and schools.
- To create compact neighbourhoods that use land, energy, water an infrastructure efficiently;
- To ensure an appropriate transition between existing surrounding rural and agricultural areas, natural features and adjacent residential areas;
- To create a well-connected, multi-modal transportation network that includes pedestrians, cyclists and automobiles. The transportation network will connect the community and the surrounding areas with an emphasis on providing connectivity to neighbourhood focal points including schools, parks and the mixed-use corridor;
- To support an integrated network of parks and trails to support recreational uses;
- To maintain, restore or, where possible, improve natural heritage features and design the built form to be sensitive to the adjacent natural heritage system;
- To integrate cultural heritage resources as part of the overall design of the community; and,
- To incorporate, where feasible, sustainable design practices to assist in reducing the community's impact on the natural environment.
- The detailed Guidelines contained herein have been prepared to ensure that the overall design principles are achieved.





# 3.0 | PUBLIC REALM GUIDELINES

## 3.1

### GATEWAY FEATURES & COMMUNITY FOCAL POINTS

Tower Street (Highway 6) has historically been the main entry to Fergus from the south and this is anticipated to continue. With the development of the Secondary Plan Area, the key gateway intersection will be the intersection of Tower Street /Highway 6 and Second Line with the Secondary Gateway being at the intersection of Scotland Street and the new Collector Road.

Community focal points include community infrastructure such as parks, trails and schools. The following provide design guidelines related to gateways within the South Fergus community:

- Enhanced streetscaping should be incorporated within gateways, where possible, in order to signify a neighbourhood entrance and contribute to the neighbourhood identity
- Within the Key Gateway and Secondary Gateway, entry features to the Fergus community should be provided. These features should be coordinated with the overall streetscape plan and should be reflective of other community gateway features in Fergus and within the Township of Centre Wellington.
- Gateway features and focal points should celebrate the rich history of Elora and be constructed of materials reflective of the Fergus context. Such materials could include dry stone wall, horizontal board fencing or other local materials. Materials should be sustainable as well as durable and sturdy to withstand time and weather.
- Gateway features should be coordinated with the landscape design and incorporate appropriate buffers between pedestrians and vehicles.
- Gateway features and streetscaping throughout the community should be coordinated through the use of similar materials, public art, signage, lighting and streetscaping elements in order to establish a neighbourhood identity.



## 3.2 TRANSPORTATION NETWORKS

The Secondary Plan Area is intended to include a well-connected hierarchy of streets, paths and trails to enhance connectivity and safely accommodate various modes of active transportation. The community should be designed as a walkable, connected neighbourhood, characterized by a compact form and a balanced mix of land uses and densities.

The Secondary Plan shows a network of collector roads. Local roads will be determined through future plan of subdivision applications. The following provides design guidelines related to the design of transportation networks within the Secondary Plan Area including: road design and active transportation network design.

### Road Design

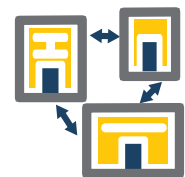
- Collector and local roads should be designed with sidewalks and boulevard plantings on both sides of the street and designed in accordance with the Township's typical cross section. Traffic calming measures should be incorporated along all collector roads. Traffic calming locations should be included in the Urban Design Brief prepared in support of plan of subdivision applications.
- Within the local road network, blocks should be designed to have short walking distance. Mid-block pedestrian connections should be included where longer blocks cannot be avoided.
- Curb ramps and tactile surface working indicators should be provided where sidewalks meet the roadway at street intersections, in accordance with Township engineering standards.
- Pavement markings or distinct paving should be considered key pedestrian movements, particularly at crossings for parks, community trails, and school sites.
- A single line of trees should be planted within the boulevard on both sides of all streets, where possible. The location of street trees should be coordinated with sight lines at intersections, driveway locations, as well as the location of private roads, utilities and street lights.
- Additional street trees plantings are encouraged at trailheads, pedestrian connections, landscape medians, parks and open space frontages and rear lotted frontages (if any).
- On-street parking along local and collector roads should be planned at a rate of one on-street parking space for every two single detached dwellings.
- Where possible, lotting patterns to facilitate on-street parking should be considered. This may include paired driveways or dual-front designs for multiple residential development.
- The placement of all above and below-grade utilities shall be located in the right-of-way.
- Canada Post delivery sites should be integrated into the streetscape, particularly at key intersections and the interface with parks and open space.



**Wayfinding**



**Circulation**



**Connectivity**

## Active Transportation

- Wayfinding elements should be incorporated into the streetscape design. These should focus on key destination points such as trails, parks and school in order to enhance community connectivity. These elements should have a consistent appearance in order to contribute to neighbourhood identity.
- Street furniture, including benches and waste receptacles, should be included within the pedestrian network, including along trails and at key intersections.
- Street lighting should be consistent throughout the entire secondary plan area in order to contribute to neighbourhood safety and identity.
- The precise location, configuration and design of trails will be determined through detailed design and completed prior to or concurrent with grading and servicing.



**Animation**



**Pedestrian-oriented**



**Wayfinding**





# 4.0 | PARKS & OPEN SPACE

The South Fergus community has been designed to ensure a good distribution of parks, open space and trails throughout the community, within walking distance of residents. There are three main parks, including Neighbourhood Parks on the east and west sides of Tower Street and a Community Park centrally located on the eastern portion of the Secondary Plan Area. The precise size and location of these parks will be determined through individual Plan of Subdivision applications.

The following guidelines apply to parks within the Secondary Plan Area:

- Parks and open space areas represent focal points for the South Fergus community. Residential development should be located within a 5 minute walk of parks or open space.
- The design of parks should accommodate a range of functions to cater to a variety of users. A range of facilities within parks should be considered in their design, including, but not limited to: playgrounds, covered and uncovered seating areas, sports courts, passive naturalized areas, neighbourhood mailboxes, interpretive signage, and others, as appropriate.
- Playground structures should be located to be clearly visible with good sightlines from nearby seating areas, walkways, and/or the street.
- Parks should incorporate hard and soft landscape materials. Hardscaped surfaces should be designed to accommodate walkways, street furniture, bike racks, mail boxes and/or signage.
- Entrances to parks should be easily identifiable and may include pedestrian paths, signage and ornamental structures or additional landscaping.
- Where parks are adjacent to trails, the design of parks should incorporate clearly defined entrances to the local trail system, integrating trail-head locations into the park design.
- Fencing, in accordance with Township requirements, should be provided between residential lots and parks.
- Appropriate lighting is required to be incorporated based on the design of the park and the facilities planned.
- The design of the Community Park include consideration of appropriate connections to the planned elementary school and Centre Wellington District High School



## 4.1

**TRAILS & WALKWAYS**

The vision for this community includes establishing an interconnected neighbourhood that promotes active transportation. To achieve this, a network of public trails are proposed. The trail network complements other active transportation infrastructure, such as sidewalks and pathways.

The planned trail network connects McQueen Boulevard to Second Line on the east and west sides of Tower Street, with access to key destinations in the Secondary Plan Area. The trail network will be implemented through future plans of subdivision. The following provide design guidelines related to trails and walkways within the Secondary Plan Area:

- Connectivity to the mixed use corridor along Tower Street, the existing Centre Wellington District High School, the planned elementary school, the Gateway Commercial uses at the intersection of Tower Street and Second Line and the planned employment area is to be provided through the trail network. Through the plan of subdivision process, the ultimate location of trails should be aligned with the sidewalk network to allow for direct routes to these destinations.
- Walkways within the community will be further designed to promote walkability and connectivity. This will include the provision of walkways at the terminus of a street, or as mid-block connections on long streets. Multi-use trails will be part of the overall system and offer alternative routes for cyclists and pedestrians.
- The community should be permeable, encouraging residents to choose active transportation options as much as possible.
- At major trail crossings, pedestrian priority should be considered through landscape medians, traffic calming measures and/or enhanced paving treatments.
- Where trails are adjacent to low rise residential development, the trail should be located away from the property line to provide appropriate landscaping between the trail and adjacent residential uses.
- Landscaping for new primary trails will include materials that are low maintenance and complement the overall landscape scheme for the community.
- Trail systems should be integrated into natural heritage features and parkland design, wherever possible. Trails within open spaces will be located to minimize potential impacts on natural heritage features.
- The trail network extends to the rear of the existing commercial uses and proposed Mixed Use Corridor and Gateway Commercial designations along Tower Street. This trail connection provides connectivity through the Secondary Plan area and will serve as a transition between the higher intensity uses along Tower Street and the residential neighbourhoods to the east and west. The design of this trail should consider establishing a positive interface between the Tower Street corridor and the adjacent residential uses.



## 4.2 STORMWATER MANAGEMENT

Stormwater management (SWM) facilities are planned throughout the Secondary Plan Area. The ultimate size and location of these facilities will be determined through the plan of subdivision process. The following provide design guidelines related to stormwater management facilities within the Secondary Plan Area:

- A naturalized approach to design and planting of the SWM pond is encouraged as is the incorporation of native, non-invasive species.
- Maintenance paths for the SWM ponds are encouraged to double as pedestrian trails. Pedestrian trails should be designed to travel through the stormwater management facilities wherever possible and connect to parks, open space and trails.
- Views into SWM facilities should be promoted through this arrangement of plantings.



*Example of views from surrounding residential buildings into SWM facility.*

# 5.0 | COMMUNITY SAFETY & INCLUSION GUIDELINES

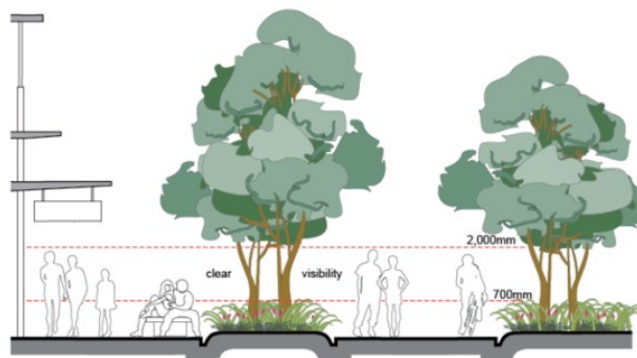
In order to promote the South Fergus community as a safe, comfortable and pedestrian-friendly community, Crime Prevention Through Environmental Design (CPTED), universal design and age and family friendly design principles shall be incorporated in future plans of subdivision and site plan applications. This includes the following considerations:

## General Guidelines

- Lots and dwellings should be sited to maximize observation of public areas (streets, open spaces and recreation areas).
- Public spaces should be designed to encourage the presence of people. Buildings and public spaces should be designed to allow for natural surveillance into these areas.
- Pedestrian safety should be prioritized through lighting and landscaping design as well as the design of parking lots, walkways and trails and servicing areas.
- Parks and amenity spaces should be designed to be flexible to accommodate more than one user and activity, such that amenity spaces are suitable for young children and older adults.
- Public and private amenity space and trails are to be designed to be compliant with the Accessibility for Ontarians with Disabilities Act (AODA).
- Public and private amenity space should incorporate public safety measures including lighting, appropriate sightlines.
- Surface parking lots should be designed to maximize sight lines, incorporate landscaping, contain accessible parking spaces and include pedestrian walkways in large surface parking lots.



Example of buildings and open space maximizing casual surveillance opportunities.



Example of landscape elements selected for views and safety.



Public Realm



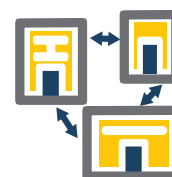
Character



Street Furniture



Accessibility



Connectivity



## Residential Guidelines

- Site new low-rise residential development to have frontage on public streets and/or open spaces.
- Establish a clear definition between public and private space through the design and placement of buildings, fencing and landscaping.
- Porches and windows are encouraged facing public areas to foster natural surveillance.
- All entrances to dwellings and garages should be well lit.
- Enhanced visibility for units should be considered, including establishing clear and direct pathways to units, minimizing stairs and minimizing travel distances.
- CPTED principles shall be considered in the design of future site plans for proposed multiple residential blocks. This will include matters such as adequate lighting in parking areas, appropriate landscape materials, and well defined building entrances.



## Mixed-Use & Commercial Guidelines

- Establish a defined mixed-use corridor through the use of cohesive landscaping, signage, lighting and streetscaping features to encourage a sense of place and ownership.
- Create a clear definition between public and private space including consideration of the placement of buildings, fencing, paving and landscaping.
- Site buildings to be welcoming and encourage visual interest and safety through the placement of front doors and incorporating full-length windows into storefronts and ground floor commercial uses, where possible.
- Incorporate appropriate lighting for commercial uses and parking areas.



*Example of locating building close to the street edge with parking supply at the side/rear.*

# 6.0 | SUSTAINABLE DEVELOPMENT GUIDELINES

Consideration of the impact of development on climate change and the environment and incorporation of sustainable design elements is important for new communities. The following design guidelines apply to the South Fergus community in order to encourage sustainable forms of development:

- Encourage active transportation through creating integrated active transportation networks that includes opportunities for walking and cycling. Active transportation should be comprehensively designed to allow for connectivity to parks, open space and commercial uses.
- Mixed use buildings and commercial buildings may be designed to be adaptable over time to accommodate changing users.
- Sustainable building techniques should be considered in building design.
- Construction waste is to be minimized through the preparation of a waste reduction plan as a requirement for plans of subdivision.
- Individual Plans of subdivision are to be designed for adaptability to a changing climate, including through the design of stormwater management facilities to incorporate appropriate Low Impact Development and green infrastructure techniques to increase resiliency.
- Large expanses of pavement should be minimized and incorporate additional tree planting, where possible.
- Renewable energy systems and sustainable design measures should be considered, including opportunities on-site to offset environmental impacts including LID (Low Impact Design) infrastructure, rain water collection and re-use, renewable energy generation, living walls and roofs, permeable pavers and more.



*Sidewalks should be provided between parking lots and public streets.*



*Encourage low maintenance, salt tolerant and drought tolerant plant species.*

## 7.0 | CULTURAL HERITAGE

7856 Second Line, is listed in the Township of Centre Wellington Municipal Heritage Register. This property features a 1.5 storey brick building, constructed in 1880. The building features a medium gable roof, yellow quoins and voussoirs and a restored front door and windows.

This property is designated as Low Density Residential by the South Fergus Secondary Plan. A neighbourhood park has been identified to the rear of the house and residential uses are proposed along Second Line to the east of house.

The following design guidelines apply to the lands on and adjacent to the identified cultural heritage resource:

- Surrounding development should be designed to be compatible with the identified heritage attributes of 7856 Second Line, based on the recommendations of the Heritage Impact Assessment.
- Landscaping surrounding the existing home should be complementary to the design of the home and its historic context.
- Through the development of a Plan of Subdivision, views and vistas to the heritage resource are to be maintained.



Source: Township of Centre Wellington Municipal Heritage Register



## 8.0 | FUTURE SCHOOL SITE DESIGN CONSIDERATIONS

An elementary school site with an area of 8 acres is required on the eastern portion of the subject lands. In conjunction with the Upper Grand District School Board ("UGDSB"), the approximate location of the school site has been identified. The precise location of the elementary school will be determined through a future Plan of Subdivision in connection with the UGDSB.

The following guidelines apply to the location of the future school site and surrounding lands:

- The school site is to be centrally located within the Secondary Plan Area such that the entire community is within a 1.6m walking radius of the school.
- The school site is to have frontage on two roads.
- The school site is not to be located adjacent to a stormwater management facility.
- Locating a school adjacent to a park is encouraged.
- Sidewalks are required on all streets adjacent to the school site.
- On street parking is not permitted adjacent to the school site.
- Pedestrian crossings are required to be clearly identified on the adjacent street network.
- Traffic calming measures are required to be incorporated within the street network adjacent to the school.
- On-street landscaping should not obscure site lines to the school site.
- Landscape buffering and fencing is encouraged for all uses backing on to the school site.



*Pedestrian crossings to be provided*



*On-street landscaping to not obscure sight lines to school*



# 9.0 | PRIVATE REALM GUIDELINES

Sites should be designed in a manner that allows for efficient development of lands, integration with surrounding development and creating a high quality streetscape. Urban design guidelines prepared in support of future plan of subdivision applications should include guidelines related to site organization including consideration of the location and orientation of buildings, pedestrian access and safety, parking areas, vehicular circulation and access locations, landscaping and amenity areas.

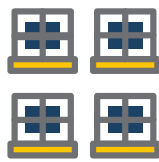
The Tower Street corridor serves as the main entrance to the Fergus community from the south. This area functions as a focal point in the South Fergus Area. Given the prominence of this area to the Secondary Plan Area and the broader community it has been planned to be developed with mix of retail, commercial and community uses as well as medium and high density housing. The range of uses permitted is intended to facilitate the development of a mixed-use, pedestrian friendly corridor.

## Mixed Use Corridor and Gateway Commercial Guidelines

- Commercial and mixed-use development should be designed to complement the South Fergus character and identity.
- Appropriate setbacks to adjacent lower density residential uses should be provided. These setbacks should include adequate buffering which may include landscaping and/or fencing.
- Buildings should be oriented towards public streets and private roads with massing oriented toward the street and toward intersections, where practical.
- Pedestrian connections to the Highway 6 Mixed Use Corridor should be accommodated.



**Built Form**



**Articulation**



**Setback**



*New mixed-use buildings should be set close to the street.*



*Mixed-use buildings are encouraged to be designed with higher ground floor ceiling heights and large ground floor windows.*

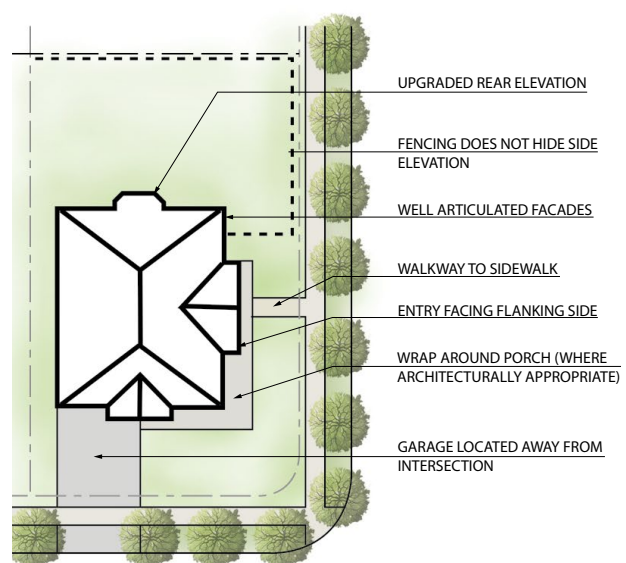
## Residential Guidelines

The residential areas of the Secondary Plan include lands designated Low Density Residential and Medium Density Residential. A broad range of residential housing types are permitted including low-rise apartments, multiple residential developments, townhouses, single and semi-detached dwellings.

- A mix of lot frontages is encouraged along streets in order to ensure variety along the streetscape.
- Streetscapes should include a variety of architectural styles and dwelling types. Repetition of identical building styles, should be avoided.
- Facades should provide variation in materials, colour, window placement and rooflines.
- Front entrances should face the street and be highly visible.
- Lots adjacent to Scotland Street and Guelph Street should be planned in recognition of the urban and rural interface. Considerations may include:
  - Lots with additional depth to allow for tree planting along the street;
  - Rear yard fencing reflective of rural and agricultural uses;
  - Use of window streets or locating side yard adjacent to streets with landscaping
  - Limit driveway access to Scotland Street and Guelph Street.
- Urban design guidelines prepared in support of future plan of subdivision applications should identify priority streets and the location of priority lots. Priority lots should be designed with a higher degree of architectural features and enhanced elevations. The following shall be considered priority lots:
  - Gateway lots
  - Corner lots
  - Terminating Vista Lots
  - Park Space lots – these lots include all those fronting on a park or publicly accessible open space area
  - Conservation Block Lots – these lots include all lots fronting or backing on to open space



*Example of facade variety in townhouse developments.*



*Corner lots should be designed to address both street frontages.*

# 10.0 | LANDSCAPE DESIGN GUIDELINES

Landscape design is an important factor in a well-designed community. It contributes to creating a sense of place, promotes and enhances recreations and leisure activities and contributes to the sustainability and resilience of a community.

The following landscape design guidelines should be considered in individual Plan of Subdivision Applications:

## Street Plantings

Street plantings will be coordinated throughout the entire community. The following guidelines apply to streetscape plantings:

- Plantings will be native/indigenous, non-invasive and approved by the Township of Centre Wellington.
- Consideration should be given to salt tolerant and drought resistant species.
- Street tree plantings to include a mix of coniferous and deciduous trees to ensure year-round interest
- Street tree plantings to be coordinated with all utilities and are not to obstruct sight lines at intersections.



## Other Plantings

Other plantings, including associated with buffers to natural heritage features, plantings within stormwater management blocks and plantings along trails and within parks are encouraged to be native/indigenous and non-invasive. The following should be considered:

- Design active transit routes, parks and amenity space to respond to microclimate impacts.
- Consider the use of permeable materials within hardscape areas, where possible.
- Hard and soft landscape should be incorporated to provide a distinction between public and private space.
- Outdoor amenity spaces and pedestrian pathway should be designed for year long outdoor comfort. These areas should be designed to offer a seasonally appropriate mix of direct sunlight and shaded areas as well as protection from the elements.
- Street tree plantings to be coordinated with all utilities and are not to obstruct sight lines at intersections.



# 11.0 | POLICY CONTEXT

The Township Official Plan affects all lands within the Township of Centre Wellington. It provides a vision for future growth and generally guides where new homes, schools and businesses shall be located. The purpose of the Secondary Plan is to establish an appropriate policy framework for the South Fergus Area. Consistent with Section D.11 of the Official Plan, Secondary Plans represent more detailed planning of undeveloped areas of the municipality to facilitate the orderly development of these areas. The Secondary Plan addresses the mix, arrangement and density of land uses; the local street pattern; the size and location of neighbourhood parks and schools; and the location of major services.

Urban Design Guidelines are required to be prepared by Section E.11.4.3 which sets out the requirements for Secondary Plans, which include: “detailed urban design policies and directions”.

Section C.15 of the Official Plan provides policies regarding community design. The Secondary Plan and these Guidelines are consistent with the relevant design objectives listed in Section C.15.2 of the Official Plan, including:

1. *To achieve a higher standard of architectural design in the built environment which is based on the compatibility of new urban development with the existing pattern of urban development.*

These Guidelines have been prepared to ensure the vision for a high quality community is achieved. Efforts have been made to ensure that the proposed community is compatible with the existing built form and that appropriate transitions are accommodated between the various land uses proposed within the Secondary Plan Area and surrounding existing development.

2. *To enhance the enjoyment of the built environment.*

The South Fergus community was designed to enhance the enjoyment of the built environment by incorporating an interconnected network of trails and parks that are thoughtfully located in recognition of the existing natural features and distribution of land uses. The Secondary Plan Area supports active transit throughout the community. These Guidelines reinforce these principles through ensuring connections between residential lands, the mixed-use development along Highway 6/Tower Street, parks and open space, the existing Centre Wellington District High School and the planned elementary school are achieved.

3. *To achieve a varied pattern of built form that supports and enhances the urban experience through architectural design that addresses both aesthetic and functional requirements.*

The Secondary Plan permits a wide range of uses that will contribute to the creation of a complete community. These Guidelines provide direction related to aesthetic and functional requirements, which will be implemented through individual development applications.

4. *To achieve a complementary relationship between new buildings and existing buildings, while accommodating a gradual evolution of architectural styles, as well as accommodating innovative built forms.*

These Guidelines provide direction in order to ensure a compatible transition between existing uses within Fergus and the built form contemplated for the Secondary Plan Area.

5. *To enhance the unique character of a district, neighbourhood, grouping of buildings or prominent building, based on an analysis of their identifiable architectural characteristics.*

These Guidelines are intended to promote a sense of character for the South Fergus Area which complements the character of the broader Fergus community and its unique attributes. Guidelines have been prepared to emphasize gateway locations and community focal points.



6. *To identify and encourage the maintenance and enhancement of “gateway” entrances, both from a vehicular and pedestrian point of view, into the Urban Centres. Gateway entrances should reflect the unique character of the area where they are located.*

The intersection of Second Line and Highway 6 is the main gateway into the Fergus community from the south. These Guidelines provide detailed direction for this area in order to ensure that the gateway is developed as an attractive entrance into the community which reflects the unique character of Fergus, while also providing an appropriate transition to adjacent agricultural lands to the south.

7. *To identify and encourage the maintenance and enhancement of “gateway” entrances, both from a vehicular and pedestrian point of view, into the Urban Centres. Gateway entrances should reflect the unique character of the area where they are located.*

These Guidelines include direction related to establishing a prominent and well-designed gateway into the Fergus community, focused on the intersection of Second Line and Highway 6. Direction is also provided related to mixed-use development along the Highway 6 corridor in order to ensure that development reflects contemporary design practices such that the corridor is an attractive and inviting entrance to the broader community.

Section C.15.3 of the Official Plan describes the typical matters to be included in design guidelines. This section states that Urban Design Guidelines shall generally ensure that proposed developments:

- a. Are compatible in architectural form with abutting neighbourhoods;
- b. Form a cohesive and unified cluster of buildings which are architecturally compatible with each other;
- c. Provide links with the pedestrian, cycle and vehicular routes on their perimeter by such means as the extension of existing pathways and local streets into or through the site; and,
- d. Maintain and enhance remaining elements of valued historic development patterns in the layout of new development.

This policy is achieved through the preparation of these guidelines and their implementation through future Plan of Subdivision applications within the South Fergus community. Future Plan of Subdivision applications will be required to include an Urban Design Brief which details how these Guidelines are addressed.

# 12.0 | IMPLEMENTATION OF GUIDELINES

The Urban Design Guidelines will be implemented through individual Plan of Subdivision applications. As a part of a 'complete' application, an Urban Design Brief will be required demonstrating that the Plan of Subdivision is consistent with the Guidelines set out herein. Draft Plan Approval of a Plan of Subdivision may include a condition that requires that the Township of Centre Wellington be satisfied that the Urban Design vision for South Fergus has been appropriately implemented.

