

Southwest Ayr Secondary Plan

Adjacent Owners Meeting – September 17, 2026



Tonight's Agenda

- Introduction of Secondary Plan Project Team
 - GSP Group (Planning Consultant)
 - Township Planning Department Staff
 - Schlegel Urban Developments (Applicant)
- Overview of the Secondary Planning Process
- Open Discussion with Project Team Members and Township Staff

Project Team Members (Planning)



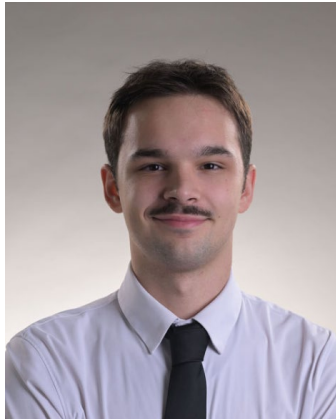
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Schlegel Urban Developments



- Mid-sized Kitchener-based real estate development and management company.
- Recognized for its master planned residential subdivision projects.
- **Notable Projects:**
 - Williamsburg Town Centre
 - Eby Estates
 - Wallaceton
 - Williamsburg Green
 - Bauer Marketplace
 - St. Jacobs Market District



Schlegel Urban Developments



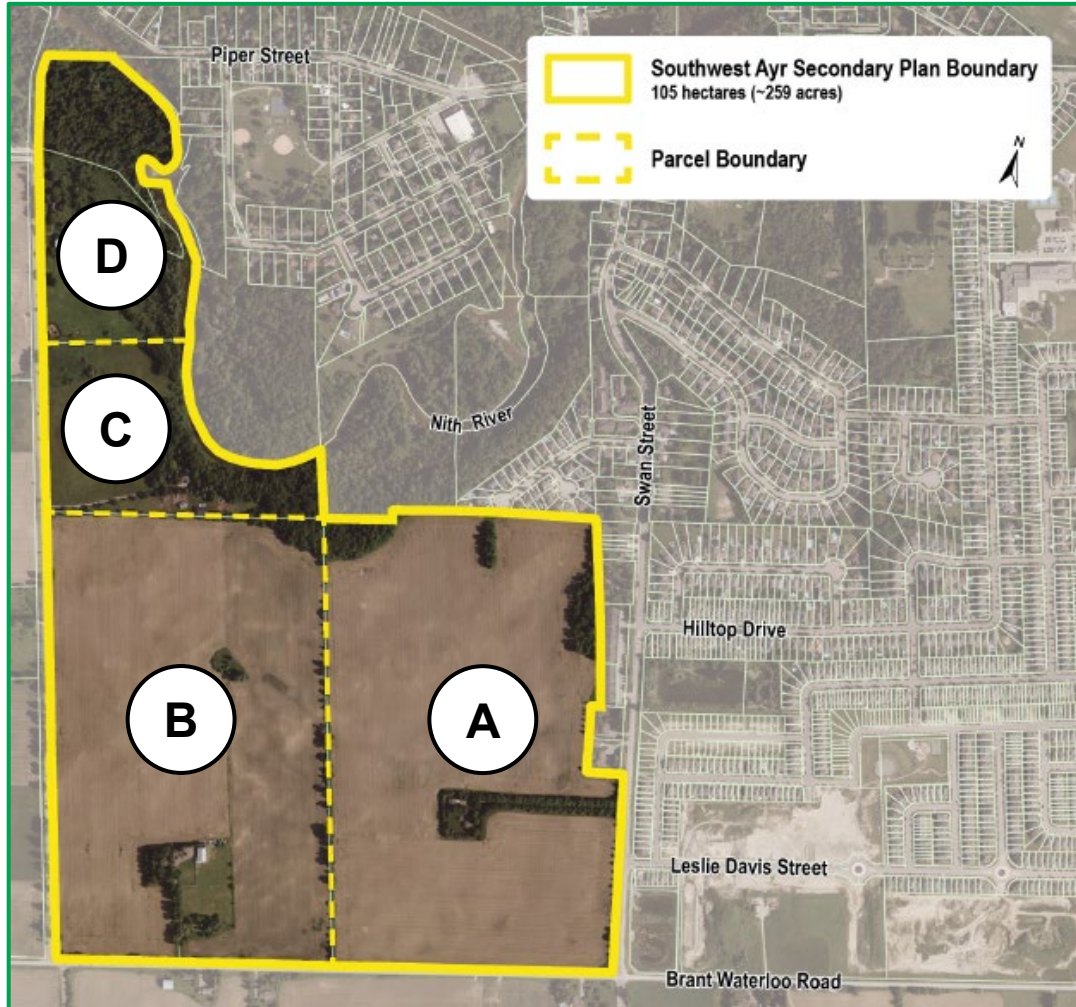
- The Schlegel family envisions each of its master planned neighbourhoods as **vibrant**, **accessible**, and **sustainable** communities that integrate natural heritage, trails and open spaces with healthy, age friendly residential living.
- Each proposed development strives to be well connected to existing residential neighbourhoods and amenities to achieve opportunities that foster social connections supporting healthy livable neighbourhoods.
- **Project Contacts**
 - Vaughn Bender (vbender@schlegelurban.com)
 - Alex Robinson (arobinson@schlegelurban.com)



Schlegel Urban Developments

1. Develop clear and strong focal points and facilities for social, cultural and commercial interactions in the community, establishing a sense of place for residents and visitors.
2. Encourage opportunity for meaningful human interaction within and beyond the community.
3. Provide for various modes of transportation including the car, public transit, cycling and walking (with an emphasis on the latter three).
4. Plan for mixed uses that are functionally integrated, including commercial, residential and institutional.
5. Achieve efficient land use.
6. Adopt a lifespan perspective for aging in place and cultivate social diversity through a full range of housing options.
7. Maintain human scale in buildings and provide for diversity of architectural expression.
8. Establish a coherent urban grid that supports connectivity and a clear sense of location within the community.
9. Preserve natural physical environments, and celebrate and preserve heritage attributes to the extent possible within overall design objectives for generation of healthy social environments.
10. Build a "social infrastructure" to directly serve the social needs of the community.
11. Plan for environmental, social and financial sustainability.
12. Demonstrate the economic and social viability of each component.
13. Phase the overall development in a manner that demonstrates reasonable coherence and integrity at each stage of completeness.

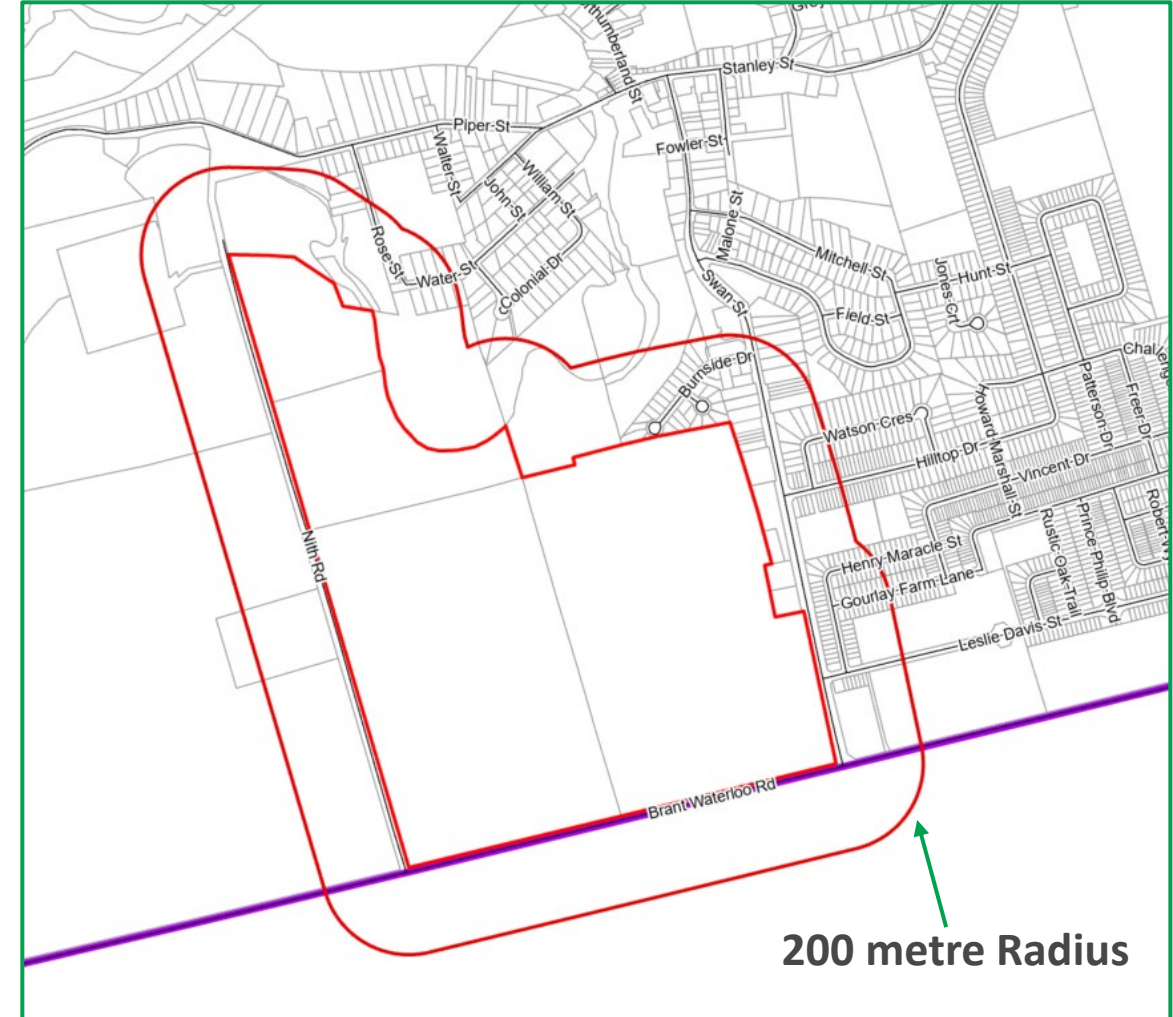
Southwest Ayr Secondary Plan (SASP) Lands



- Approximately **105 hectares (~259 acres)** of land within the Ayr Settlement (Urban) Area Boundary, within the Township of North Dumfries.
- Includes lands municipally addressed as:
 - A. 1056 Swan Street (Schlegel);
 - B. 955 Brant Waterloo Road;
 - C. 1167 Nith Road; and,
 - D. 1271 Nith Road and an unaddressed parcel on Piper Street (Roll No. 300101000110300).
- Physically bounded by existing properties and Swan Street to the east, the Nith River valley to the north, Nith road to the west and Brant-waterloo Road to the south.

Adjacent Landowners and Notification

- **Adjacent landowners** who received notice of tonight's meeting are located within **200 metres** of the Secondary Plan Boundary.
- Residences within the noted buffer area will continue to be circulated by the Applicant as part of the Secondary Plan process.



The Need for a Secondary Plan

- The SASP lands were added to the Ayr Settlement Area Boundary through the Province's approval of Regional Official Plan Amendment No. 6 ("ROPA 6") on April 11, 2023.
- Expansions to include all lands to Nith Road were approved by the Province in accordance with Bill 162, which doubled the initial expansion area proposed by Waterloo Region.
- The SASP lands represent roughly 25% of the current Ayr Settlement Area and are expected to accommodate a significant portion of forecasted growth to 2056.

The Need for a Secondary Plan, Continued

Comprehensive planning of the SASP lands will ensure:

- The logical and responsible phasing of growth and development across the subject lands (i.e. avoid piecemeal or fragmented development).
- That proposed land uses such as residential, commercial, institutional and employment support planned growth.
- That servicing and infrastructure needs are identified and planned in a manner that supports growth.
- The appropriate provision of parkland, community services and neighbourhood connectivity with adjacent lands.

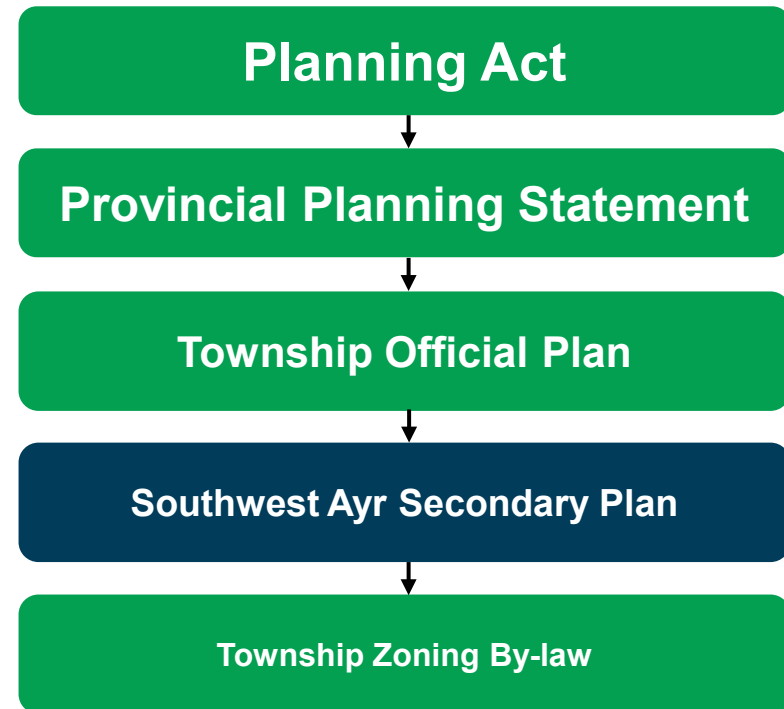
What is a “Secondary Plan”?

The Ayr Secondary Plan will:

- Have detailed land use plans and policies that are used to guide long-term development of specific areas in a community.
- Be part of the Township of North Dumfries Official Plan.
- Be informed by Growth Management (i.e. population and employment projections).

The Ayr Secondary Plan will not:

- Facilitate immediate development or lot creation.
- Automatically update zoning.
- Build-out in full – they are typically phased based on size.



Overview of the Private Secondary Planning Process

Privately-Initiated Secondary Planning Process

- Privately initiated and managed by an individual or group, rather than the municipality.
- Public Consultation and Core Background Studies are completed prior to finalization of a Draft Secondary Plan.
- The Draft Secondary Plan inclusive of policies and mapping will be prepared for Township Council's review and approval (submitted as an Official Plan Amendment).

Relationship to Growth Management and the new Township Official Plan

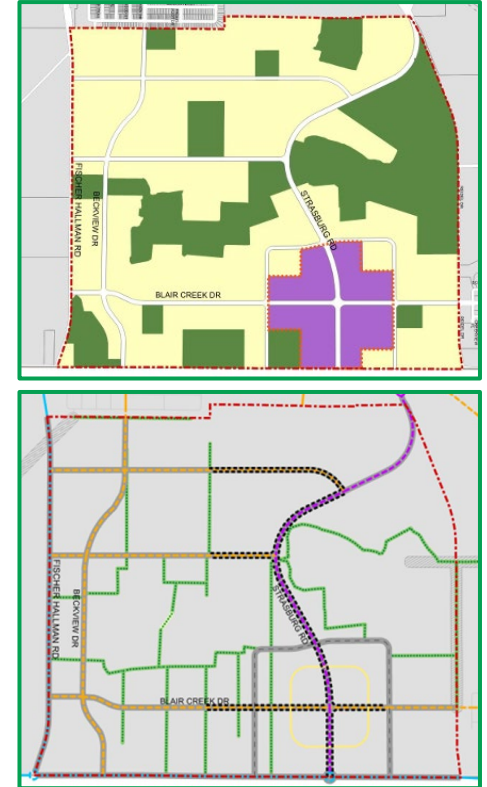
- The Secondary Plan will be integrated into the existing and new Official Plan.
- Population projections for the Southwest Ayr Secondary Plan lands will be incorporated into Growth Management Framework for the new Official Plan.

Building Blocks of a Secondary Plan

What is a Secondary Plan Supported by?

-  Servicing Review
-  Natural Heritage Review
-  Transportation Review
-  Public and Agency Consultation

**Vision and Policy Direction for the Lands
Detailed Land Use Schedules
Implementation Strategy**



Example of a Secondary Plan (Kitchener)

Areas that the Secondary Plan will Guide



Housing Mix and Density



Transportation Networks



Servicing



Cultural Heritage



Parks and Open Space



Employment Opportunities



Commercial Opportunities



Implementation

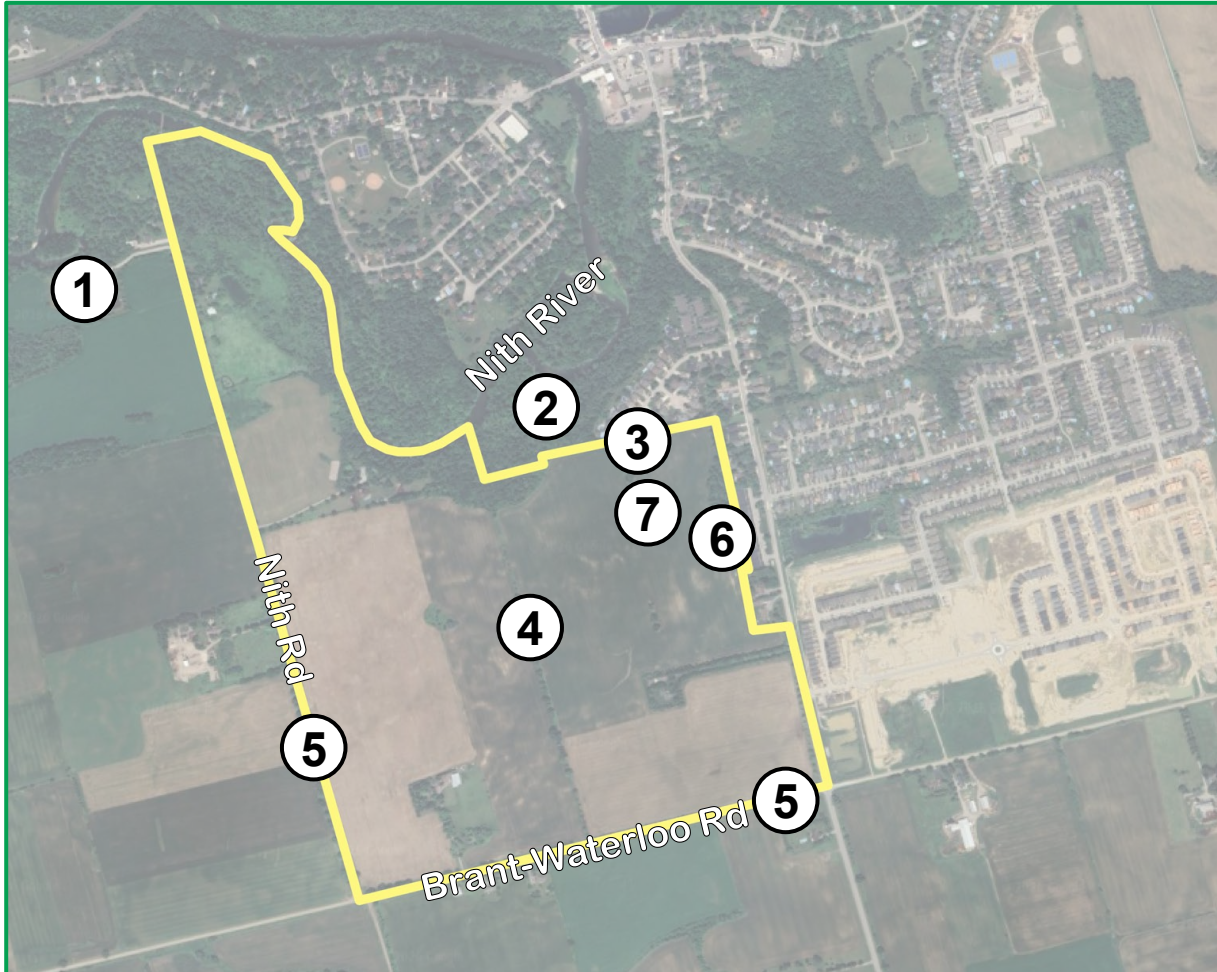


Phasing / Staging of Development



Institutional and/or Community Services

Key Development and Site Considerations



- ① Ayr Wastewater Treatment Plant
- ② Nith River Valley System, Woodlands and Slope Stability
- ③ Enbridge Petroleum Pipelines / Easement
- ④ Range of Existing Topographies
- ⑤ Rural Road Cross Sections
- ⑥ Interface with Existing Residential Development
- ⑦ Drainage

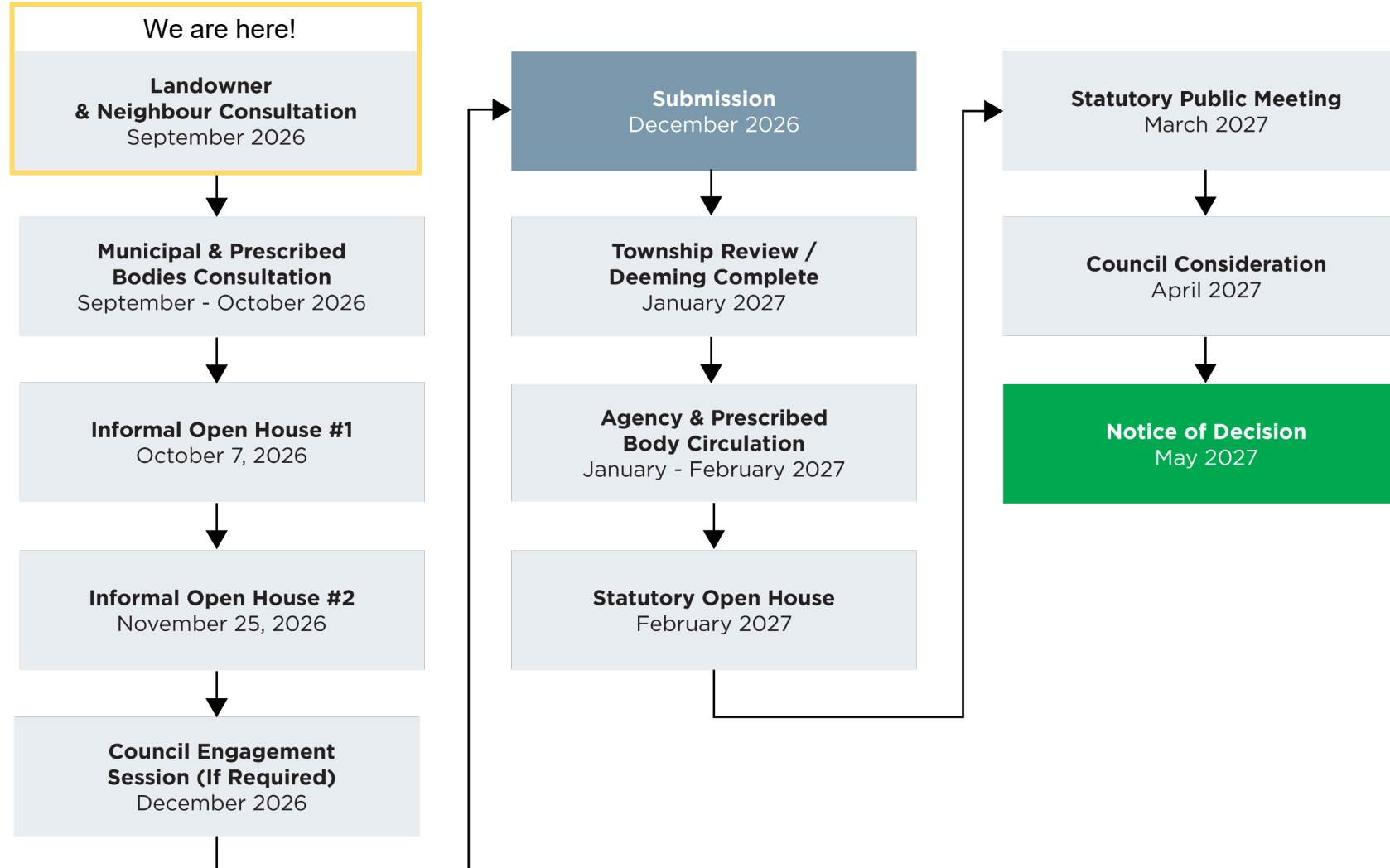
Neighbourhood and Resident Consultation

The Importance of Consultation

- Speaking with and listening to neighbours and the broader public to determine the desired land use vision for the area.
- Understanding specific on-site or area constraints/circumstances based on local knowledge that may impact growth and development.
- Providing a clear understanding of the application, plans and implementation process and timeline.



Project Timeline



Topics for Open Discussion this Evening



Additional Unanswered Questions



Locational Information, Constraints, Existing Issues/Opportunities



Existing or Perceived Private Property Impacts



Other Topics that may Help Inform Future Consultation Activities

Upcoming Engagement Opportunities

- Our next engagement opportunity will be held on:
Wednesday, October 7, 2026
6:00pm to 8:00pm
Ayr Farmers Mutual Arena (formerly the NDCC)
Dumfries Room
2958 Greenfield Road, Ayr, ON N0B 1E0
- This session will focus on the Secondary Plan itself including permitted uses, transportation, servicing, environmental matters, and implementation.
- Copies of the materials will be provided on the **Township's website** for download following the Open House.

