

# COUNTY of WELLINGTON



BUSINESS RETENTION AND EXPANSION



# Background

- Economic Development Strategy
  - Identified 4 key sectors, need to better understand and support
- Implementation Plan
  - Who are our businesses?
  - What are their concerns?
  - What are our strengths?
  - How do we develop relevant ED Programming?
  - How do we measure performance?

COUNTY *of* WELLINGTON



BUSINESS RETENTION AND EXPANSION

# Purpose

- Recognize our businesses
- Understand their regional contribution
- SME's as job source
- Diversification
- Rapport
- Use OMAF process as a tool for ED planning and quick wins

COUNTY *of* WELLINGTON



BUSINESS RETENTION AND EXPANSION

# What is a BR+E project?

- BR+E tool created by OMAFRA and used in several communities
- Involves identifying business sectors, selecting businesses and conducting in-person interviews
- The data is then reviewed to identify actionable recommendations and roles

COUNTY *of* WELLINGTON

BR+E

BUSINESS RETENTION AND EXPANSION

# Countywide Roll-Out

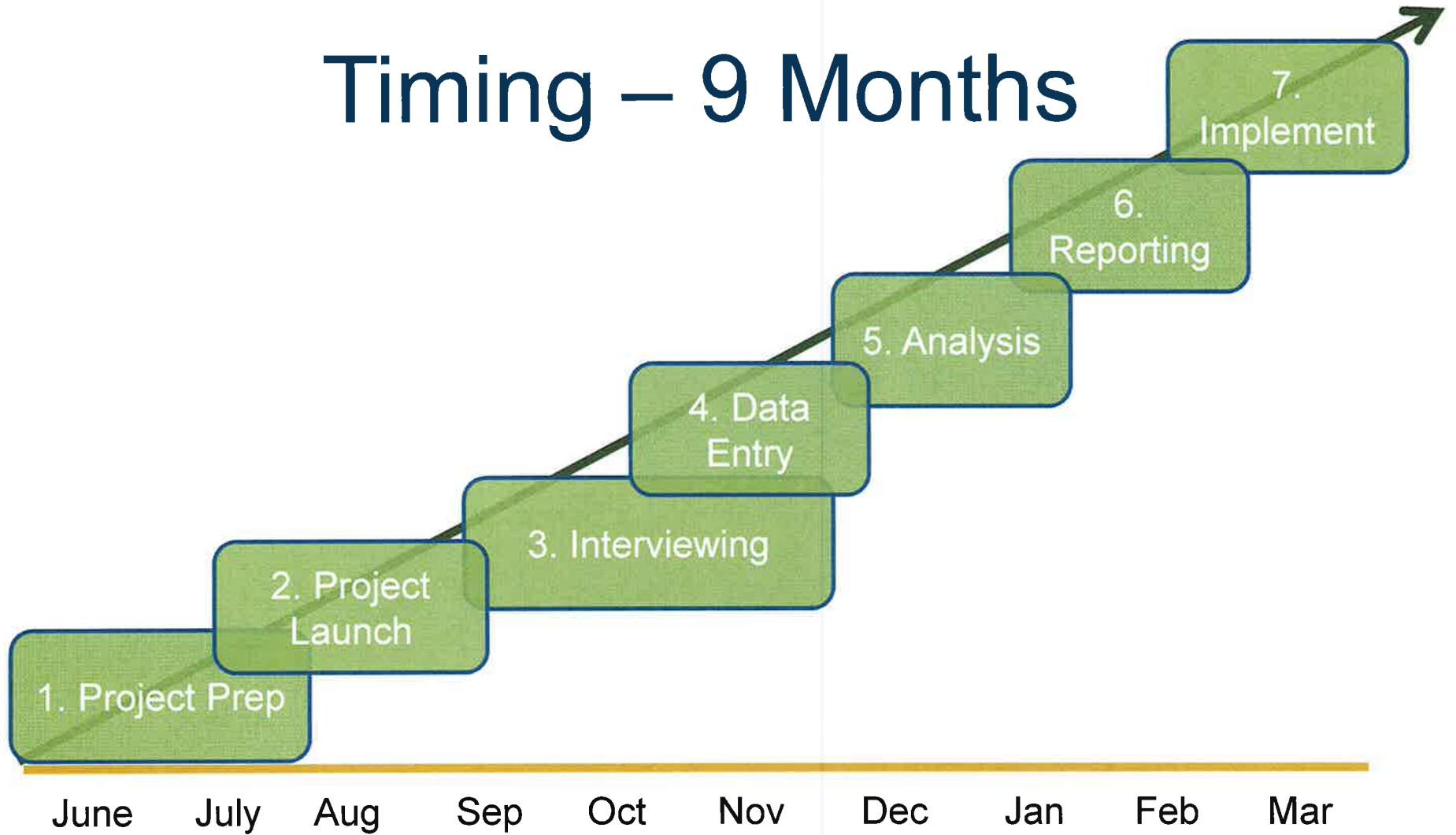
- Unique in the province
- A first for Wellington County
- Collaboration with municipalities
- County provides:
  - Overall coordination
  - Printing, mailing and final report
  - Retreat with industry leaders
  - Thank you package
  - End of project celebration

COUNTY *of* WELLINGTON



BUSINESS RETENTION AND EXPANSION

# Timing – 9 Months



COUNTY of WELLINGTON



BUSINESS RETENTION AND EXPANSION

# Scope

- Countywide interviews of 4 key sectors
  - Agriculture (10 of each business/municipality)
  - Manufacturing
  - Health Care
  - Creative Economy
  - Other sectors may be identified by municipalities
- Community specific questions

COUNTY *of* WELLINGTON



BUSINESS RETENTION AND EXPANSION

# Your Community BR+E

- WMEDG acts as the Task Force on the project, representation from each municipality
- Each municipality coordinates their interviews

COUNTY *of* WELLINGTON



BUSINESS RETENTION AND EXPANSION



# WMEDG

1. County of Wellington
2. Township of Centre Wellington
3. Town of Erin
4. Township of Guelph Eramosa
5. Township of Mapleton
6. Town of Minto
7. Township of Puslinch
8. Township of Wellington North
9. Grand River Conservation Authority
10. Guelph-Wellington Business Enterprise
11. Guelph Wellington Local Immigration Partnership
12. Ministry of Economic Development, Trade and Employment
13. OMAF/MRA
14. Saugeen Business Development Centre
15. Wellington Waterloo Community Futures Development Corporation
16. Wellington Federation of Agriculture
17. Workforce Planning Board of Waterloo Wellington Dufferin

COUNTY *of* WELLINGTON



BUSINESS RETENTION AND EXPANSION

# Questions

## County of Wellington

Jana Reichert

Economic Development Officer

[janar@wellington.ca](mailto:janar@wellington.ca)

519-837-2600 ext. 2525

Carolyn O'Donnell

BR+E Project Coordinator

[carolyno@wellington.ca](mailto:carolyno@wellington.ca)

519-837-2600 ext. 2611

## Township of Puslinch

Karen Landry

CAO/Clerk

[KLandry@puslinch.ca](mailto:KLandry@puslinch.ca)

519)-763-1226 Ext. 214

COUNTY *of* WELLINGTON



BUSINESS RETENTION AND EXPANSION

**Memo:** to Mayor Dennis Lever

**Re:** Symbolism on the Township of Puslinch Crest

**Submitted by:** Lynn Crow, P.H.S./P.H.C.

**Date:** Researched June 2013

On June 4, 1988 Canadian Governor General Jeanne Sauvé authorized the creation of the Canadian Heraldic Authority as a means of granting arms and promoting Canadian heraldic symbols. Before heraldry was patriated to Canada, Canadians were obliged to apply to one of Her Majesty's two heraldic offices in the United Kingdom, in London or Edinburgh.

The Governor General of Canada's, *Public Register of Arms, Flags and Badges* officially recorded our township's crest on March 20, 1996. The 'Registration of Arms' granted to The Township of Puslinch, Aberfoyle, Ontario was recorded on p. 80 of Vol. III of said register.

The design consists of three parts: a *crest* spans the top of a *heater shield* that comprises the main body, with an *armorial motto* below.

The official *Blazon* of the *crest* is: "A mural crown flanked by two towers Argent masoned with ports and windows Azure."

The *shield* is one-third Argent and two-thirds Gules. The arms presented on the shield are officially described as: "Gules a millrind Argent between two garbs Or banded Azure in base a fountain and on a chief crenellated Argent a Devon bull's head caboshed proper between a thistle and a trefoil both slipped Vert."

Applicants are asked to submit a motto that describes the motivation or intention of the corporation. PROGRESSING TOGETHER was chosen by the Township and appears on the motto ribbon below the shield.

#### Official Colours Used in Heraldry:

Argent: silver or white

Azure: blue

Gules: red

Or: gold

Vert: green

#### Heraldry Terms Used in Description Above:

Blazon: written description using the formal language of heraldry

Chief: the upper third of a shield

Crenellated: rampart edge around the top of a castle with regular gaps for firing arrows or guns

Caboshed: an animal, shown face-on and cut off clean behind the ears

Embattled: battlement-shaped/crenellated

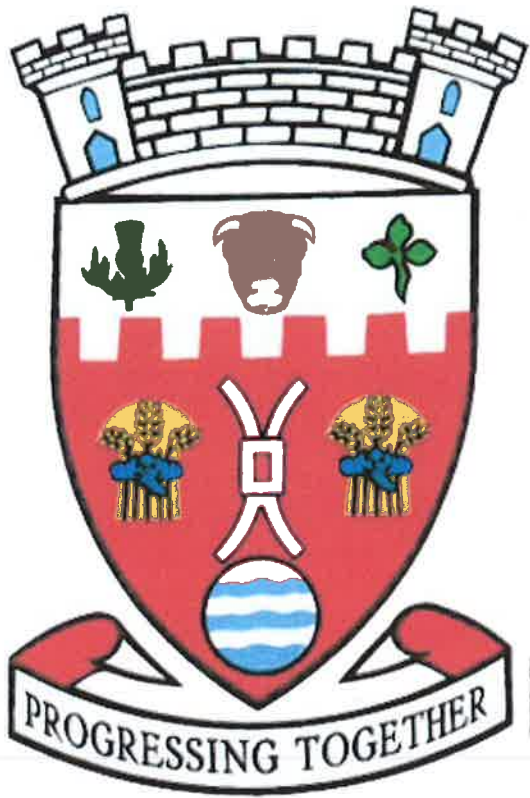
Fountain: a roundel [disc] with wavy Argent and Azure representing water

Heater shield: triangular-shaped shield with curved sides, shaped like a flat-iron heater

Millrind: four-armed or cross-shaped iron support for the turning stone in a pair of millstones

Ports: doors

Proper: depicted in its natural colour





• Share:

[Home](#) > Heraldry

## Heraldry



Heraldry began as an emblematic form of individual identification, first appearing in 12th-century Europe when knights began painting their shields to identify themselves while wearing full armour. These early coats of arms, while generally very simple, clearly showed the person's identity.

Gradually, monarchs took control of the official granting and use of coats of arms, which allowed them to honour people and groups. Coats of arms thus developed as grants of honour received from a sovereign exercising his or her personal prerogative. Heralds — court officials who also acted as diplomats — were responsible for keeping track of heraldry within a monarch's jurisdiction and started recording people's coats of arms.

Heraldry in the European tradition came to Canada with the voyages of the French and English explorers in the late 15th and early 16th centuries. Canada is also fortunate in possessing two great symbolic traditions, those of its native peoples and those brought by immigrants from all over the world.

Until heraldry was patriated to Canada, Canadians who wished to acquire arms from a lawfully established authority under the Crown were obliged to apply to one of Her Majesty's two heraldic offices in the United Kingdom: the College of Arms in London or the Court of the Lord Lyon in Edinburgh.

In 1947, the Letters Patent defining the authority of the Governor General expressly authorized the Governor General to exercise all the prerogatives, powers and authorities that His Majesty George VI held as King of Canada.

Clearly, it was time to create an indigenous Canadian mechanism for granting arms to Canadians and for promoting Canadian heraldic symbols. On June 4, 1988, then Governor General Jeanne Sauvé authorized the creation of the Canadian Heraldic Authority. This was made possible by new Letters Patent, signed by Her Majesty on the advice of Her Canadian Privy Council, which authorized and empowered "the Governor General of Canada to exercise or provide for the exercise of all powers and authorities lawfully belonging to Us as Queen of Canada in respect of the granting of armorial bearings in Canada". With these brief historic notes, Canada became the first Commonwealth country to patriate the practice of this ancient authority.

Date modified: February 8, 2013

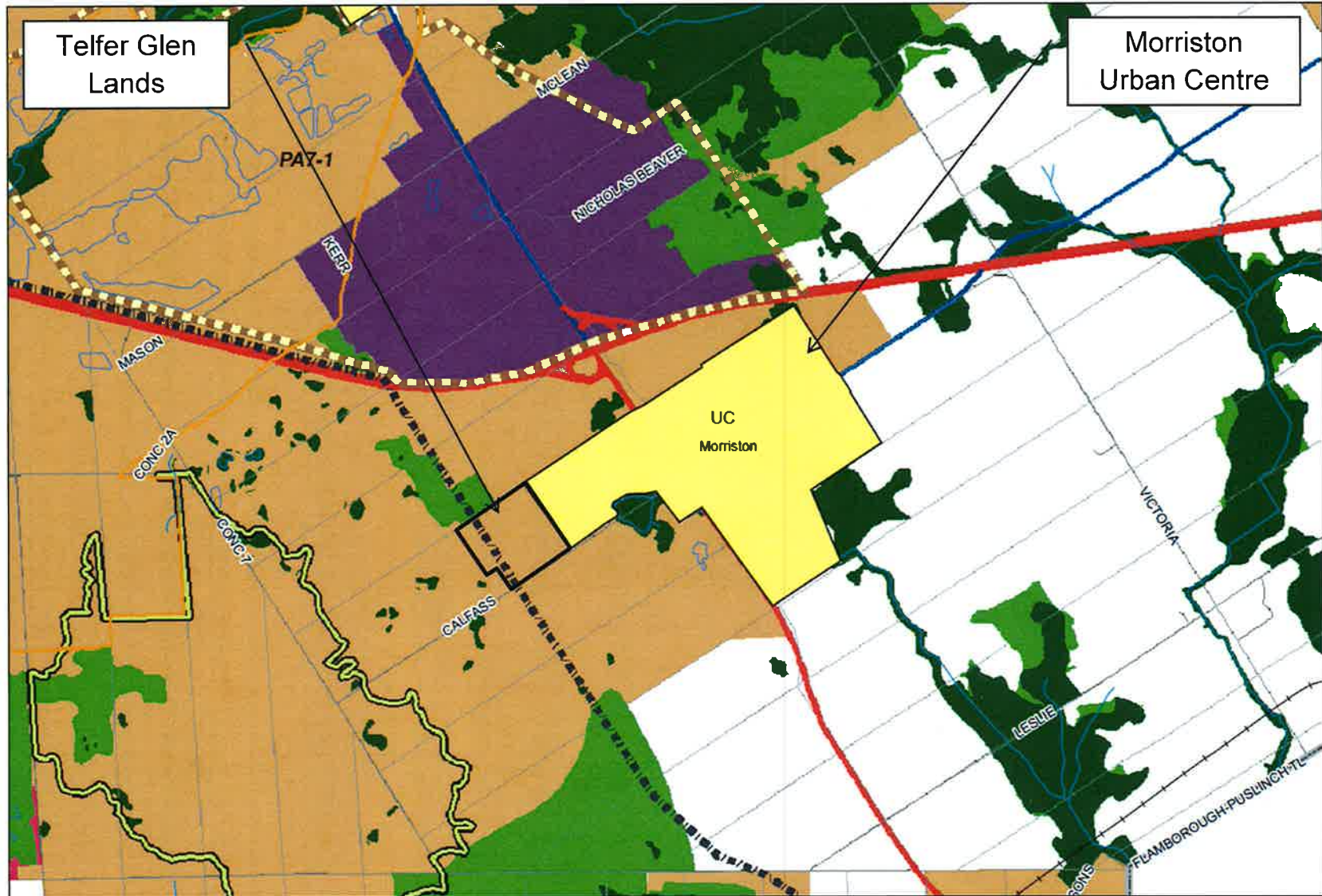


Figure 1 | Puslinch, Schedule A7, Wellington County Official Plan, December 7, 2009





Puslinch Township – Council: July 17, 2013  
 Telfer Glen Estates – Phase 2, Morriston, Puslinch  
 Telfer Glen Developments Inc. | MMM Group Limited

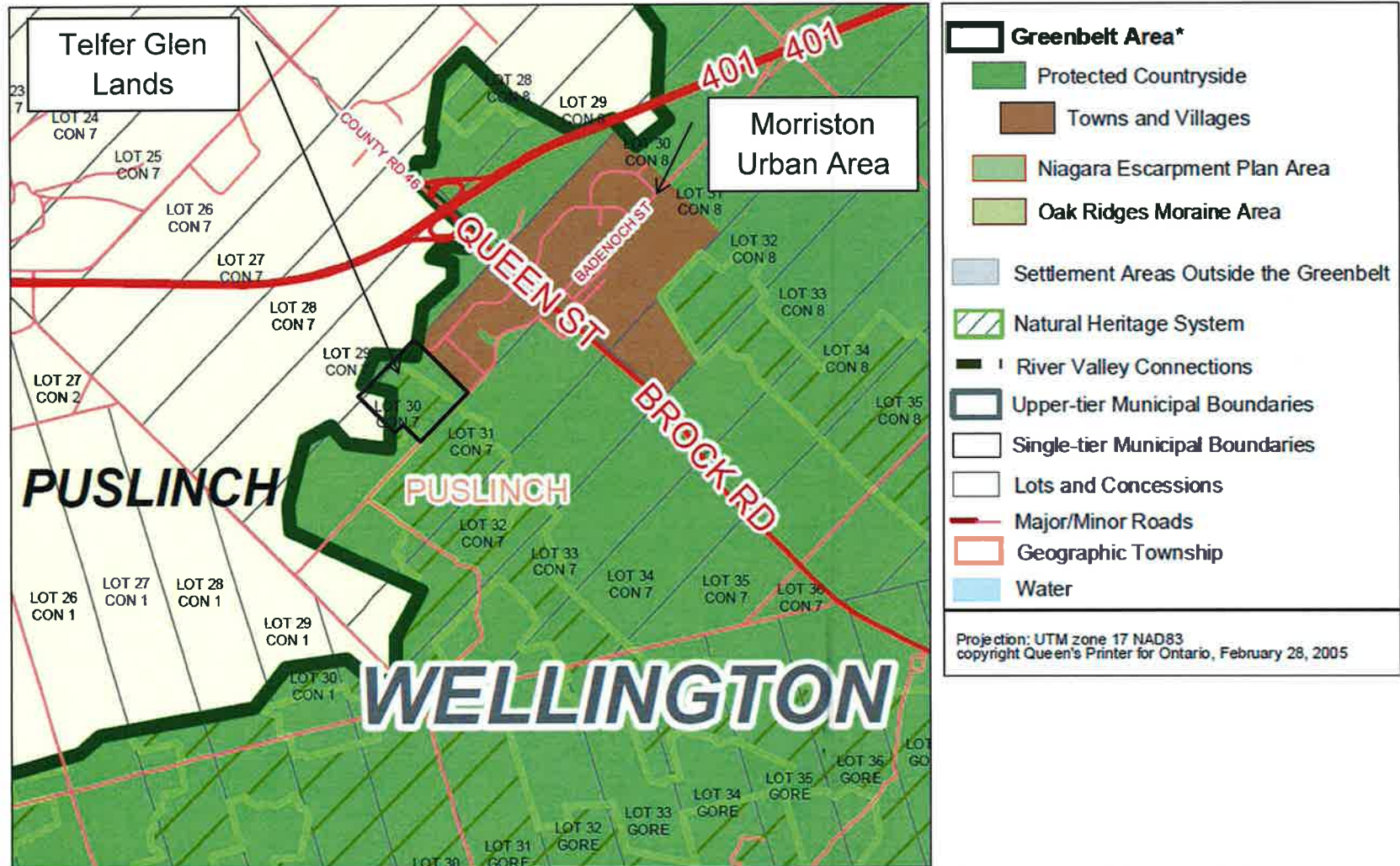


Figure 3 | Greenbelt Plan, Map 84, showing the Telfer Glen Lands (Greenbelt Plan, 2005)



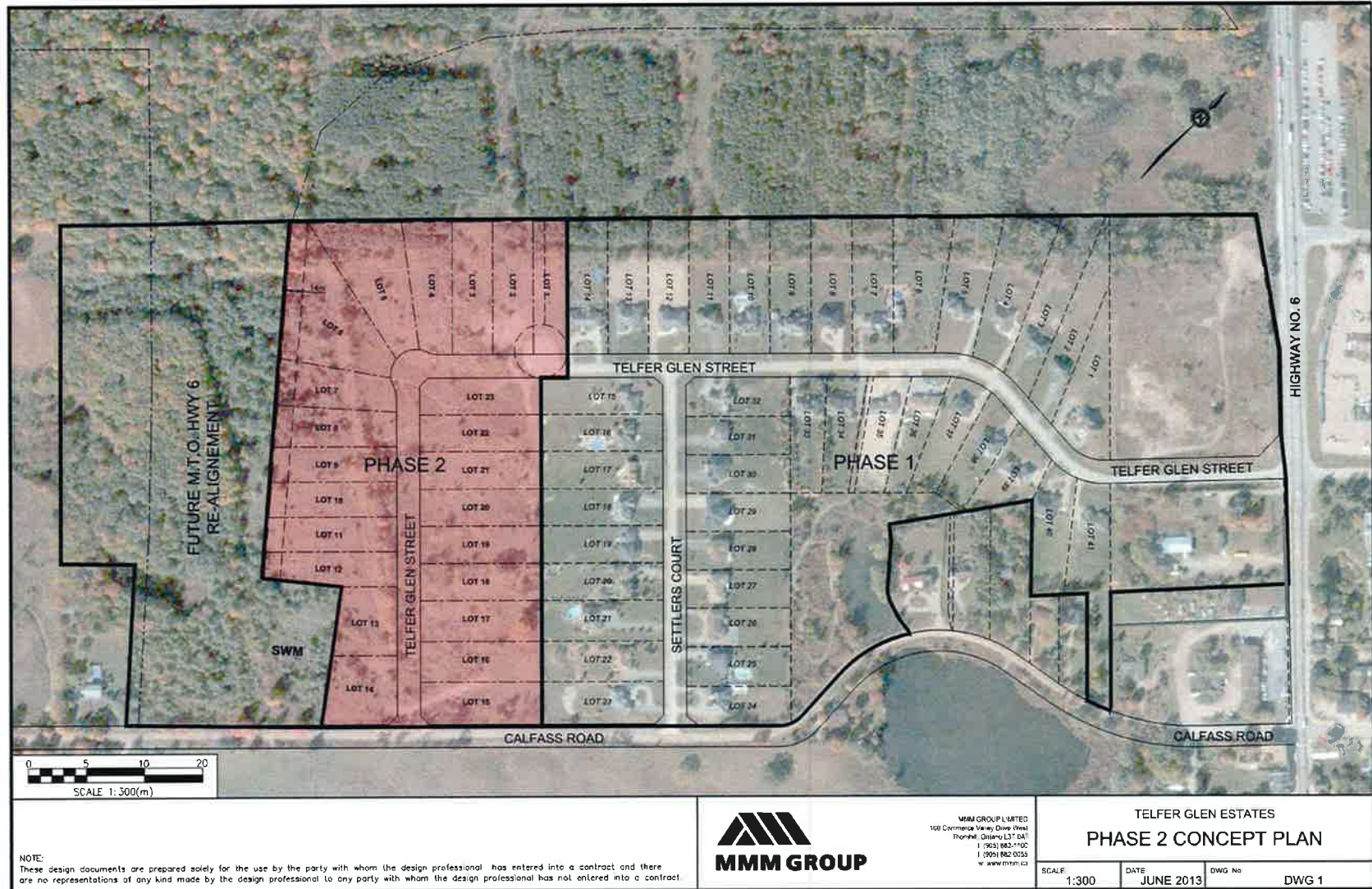


Figure 4 | Phase 2: Draft Concept Plan

MMM Group Limited  
100 Commerce Valley Drive West  
Thornhill, ON Canada L3T 0A1  
t: 905.882.1100 | f: 905.882.0055  
  
www.mmm.ca

June 14, 2013  
File No. 14.11237.001.P01

Chair and Members of the Planning Committee  
County of Wellington  
74 Woolwich Street  
Guelph, ON N1H 3T9

Chair and Members of the Planning Committee,

**Subject: Comments on Official Plan 5-Year Review: Draft OPA No. 81, April 4, 2013  
Telfer Glen Developments Inc.  
Morrison, Puslinch Township, Wellington County**

MMM Group Limited, on behalf of our client Telfer Glen Developments Inc., is pleased to submit comments on Draft Official Plan Amendment (OPA) No. 81. We appreciate the County's efforts in undertaking the 5-Year Review of the County of Wellington Official Plan. We have reviewed Draft OPA No. 81, dated April 4, 2013, which was brought forward to the Statutory Public Meeting on May 28, 2013, at which, MMM also provided a deputation. Furthermore, we have met with Mr. Salis and Mr. Paoli on May 22, 2013 to discuss these comments.

Our comments on Draft OPA No. 81 are in relation to the proposed redesignation of a portion of our client's property, contemplated as a second phase of the Telfer Glen Estates subdivision, from "Secondary Agricultural" to "Greenlands" and "Core Greenlands", and its exclusion from an expanded Morrison Urban Centre boundary adjustment (Draft OPA 81, Schedule A-44).

The purpose of this letter is to:

- provide context and history to the Telfer Glen Estates property and project, and summarize the anticipation of the Subject Lands as the second phase of development;
- outline the current planning status of the Subject Lands;
- outline the proposed planning status of the Subject Lands through Draft OPA No. 81; and
- provide comments on Draft OPA No. 81.

## **1.0 Subject Lands Context and History**

The Telfer Glen Estates property is located southwest of Brock Road South, and northwest of Calfass Road, in the community of Morrison in Puslinch Township, Wellington County. The first phase (northeast portion) was registered in March 1990. Our comments on Draft OPA No. 81 relate to the undeveloped southwest portion, which has been anticipated as a second phase of the



Telfer Glen Estates, hereinafter referred to as the “Subject Lands”, and delineated on Figure 1. The Subject Lands are located immediately west of the Morriston Urban Centre, and adjacent to the built Phase 1 of Telfer Glen Estates. The Subject Lands are bisected by the proposed future Highway 6 realignment and are located on the edge of the Province’s Greenbelt Plan.



Figure 1: Context Map (Source: Google Earth)

The Telfer Glen Estates draft plan of subdivision application (23T-86011) was submitted in April 1986, applying to the 18.28 hectare eastern portion (or 51%) of the property, and underwent subsequent revisions.

A revised draft plan of subdivision application was submitted to the County on February 2, 1987. A plan that was referenced in the review correspondence states the plan illustrates 66 lots to be developed in two phases, and showed a right-of-way for the proposed Highway 6 realignment. This plan was superseded by the second revised draft plan application submitted in November of 1987.

A revised draft plan application, submitted in July 1988, reflects the finalized street layout, including the Telfer Glen Street cul-de-sac, roughly as built. We note that the Subject Lands are labelled on the draft plan as “Proposed Future Expansion”.

Once the August 31, 1988, conditions of draft plan approval were satisfied, the applicants and Puslinch Township signed the Development Agreement on April 30, 1990. The Registered Plan of Subdivision for Telfer Glen Estates, dated March 13, 1990, is shown in Figure 2.

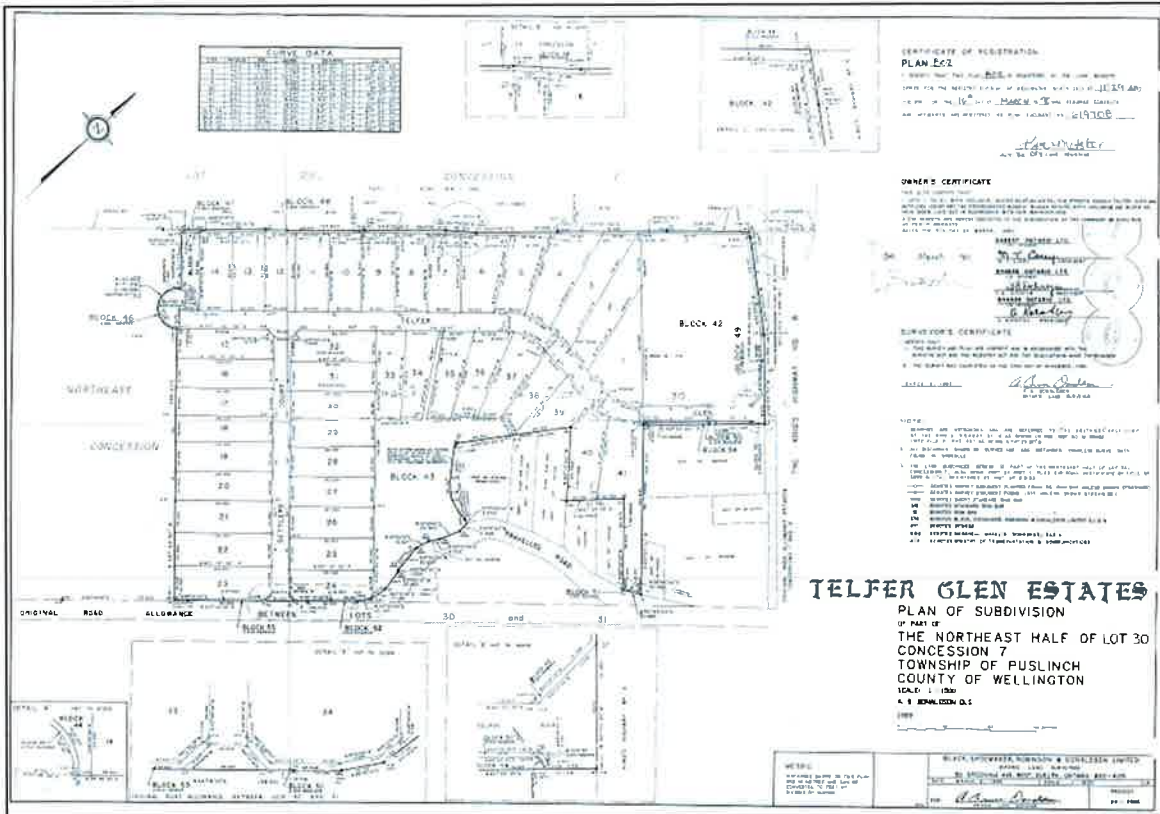


Figure 2: Registered Plan of Subdivision (March 16, 1990)

The Environmental Assessment (EA) for the proposed Highway 6 corridor was undertaken by the Ministry of Transportation in September 1995. The EA was approved in April 2010, and a Designation Plan of a Proposed Highway identifying the controlled access highway was registered in the Land Registry Office in Wellington County on May 31, 2010, as shown in Figure 3. The approved EA realignment of Highway 6 proposes to bisect the western portion of the Subject Lands.

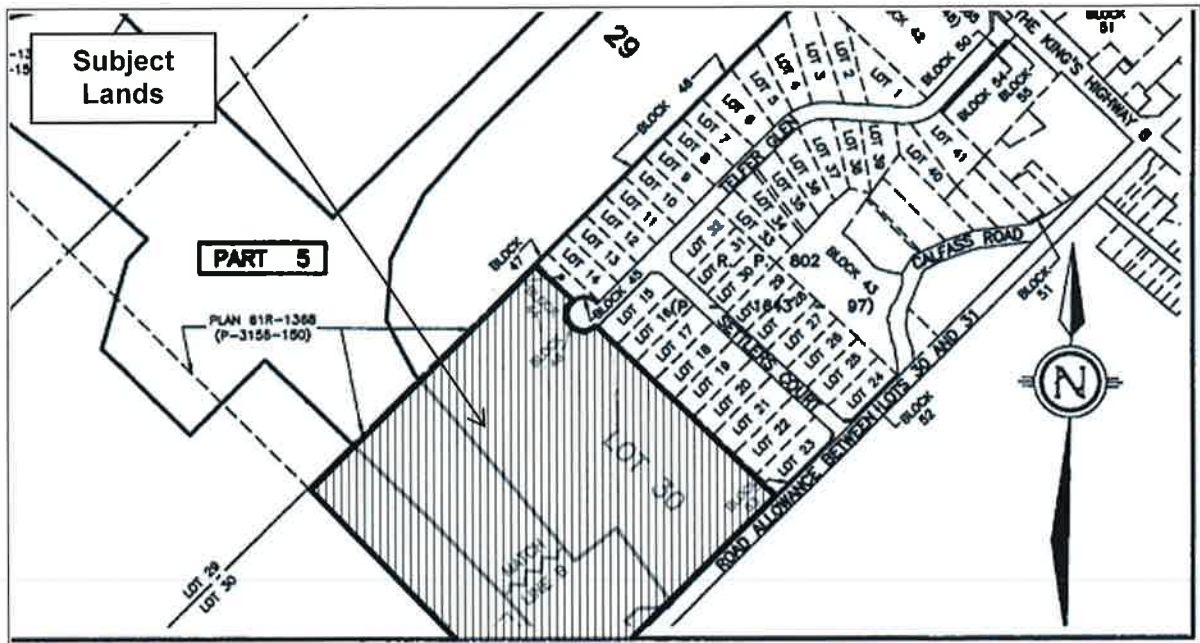


Figure 3: Highway 6 preferred route alignment, April 2010 approved Class EA Highway 6

## 2.0 Current Planning Status

### Greenbelt Plan (2005)

The Subject Lands are located right on the edge of the Greenbelt Area as defined in the Province's Greenbelt Plan (2005), as shown in Figure 4. The Subject Lands are primarily located within the "Protected Countryside" and "Natural Heritage System" areas, and a small portion of the Subject Lands are located just outside the Greenbelt Area. The lands immediately west of the existing Telfer Glen Estates development are identified as "Protected Countryside", whereas the lands in the vicinity of the proposed Highway 6 realignment are identified as "Natural Heritage System".



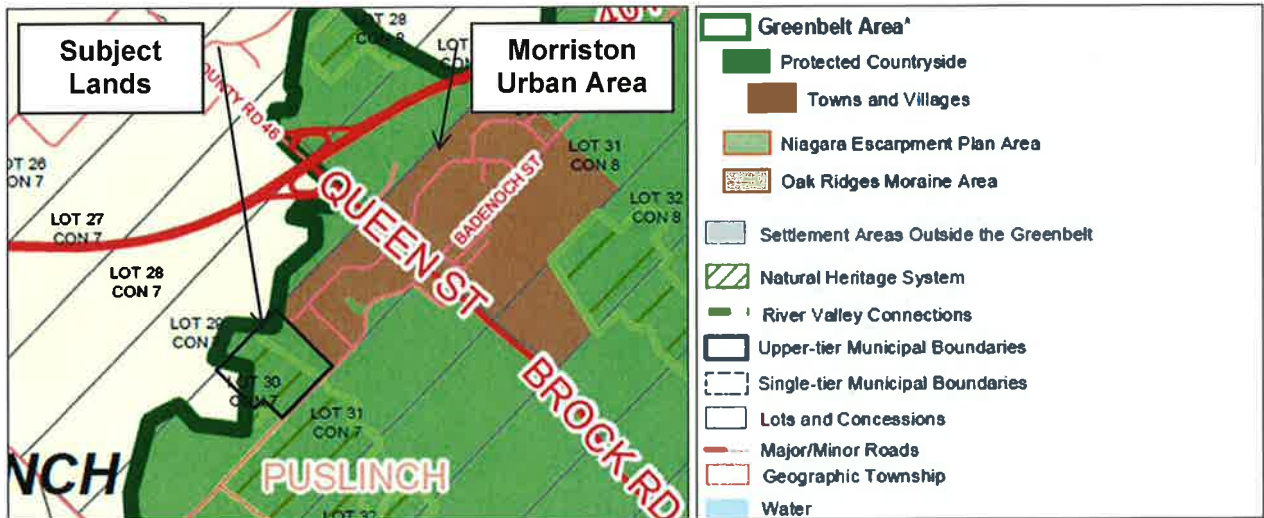


Figure 4: Greenbelt Plan, Map 84, showing the Subject Lands (Greenbelt Plan, 2005)

The Subject Lands are considered to be part of the rural area, since they are not designated as prime agricultural lands in the County of Wellington Official Plan. The Greenbelt Plan policies also contemplate the expansion of settlement areas within the Protected Countryside area, to maintain the long-term viability of these settlements, in accordance with the policies of Section 3.4.

The Subject Lands are located on the edge of the Greenbelt Area. The lands proposed to be considered within the Morriston Urban Centre in the future, comprise the rural area within the Protected Countryside, and are not intended to include lands identified as part of the Natural Heritage System.

### Wellington County Official Plan

The Subject Lands are designated “Secondary Agricultural” in the in-effect Wellington County Official Plan (February 24, 2011 revision), shown in Figure 5. The Plan deems “Secondary Agricultural” Areas to be non-prime farmland, and permits all uses of the Prime Agricultural Area with the addition of small-scale commercial, industrial and institutional uses. The Schedule also depicts a “Proposed Major Roadway” alignment through the western portion of the Subject Lands, which coincides with the future Highway 6 realignment. Phase 1 of the Telfer Glen Estates subdivision is located within the Morriston Urban Centre area, and designated “Residential” and “Core Greenlands” on Morriston Schedule A7-2.

The policies of Section 4.8.1 seek to encourage growth to occur in urban centres and recognize that the expansion of urban centres is a logical outcome in accommodating such growth. Section 4.8.2 identifies requirements to be addressed in contemplating urban centre expansions.

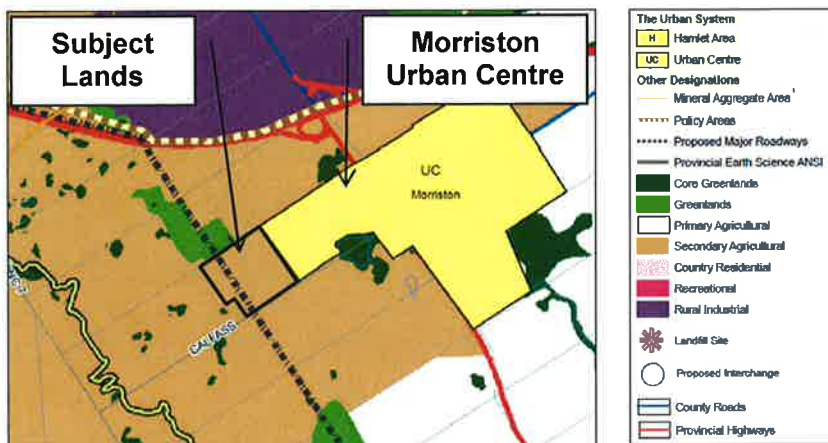


Figure 5: Puslinch, Schedule A7, Wellington County Official Plan, December 7, 2009

### 3.0 Proposed Draft OPA No. 81

As part of the Official Plan review the County prepared updated population, household and employment forecasts which will be used by all municipalities in planning for growth and growth-related facilities. The forecast anticipates that 82% of all population growth will take place in the 14 Urban Centres, thereby directing the majority of growth to the County's settlement areas, such as Morriston. The guiding principles for growth include: encouraging cost effective growth patterns, encouraging more efficient use of land, and providing for a variety of growth and housing opportunities (S. 3.3).

The policies of Section 9.9.7 of Draft OPA No. 81 provides direction for the appropriate growth and expansion of settlement areas, which states:

*“Settlement areas are an integral part of the long-term economic and social sustainability of the Greenbelt. The Greenbelt Plan and this Plan envision that they continue to evolve and grow in keeping with their rural and/or existing character. Municipalities are encouraged to continue efforts to support the long term vitality of these settlements through appropriate planning and economic development approaches which seek to maintain, intensify and/or revitalize these communities. This includes modest growth that is compatible with the long-term role of these settlements as part of the Protected Countryside and the capacity to provide locally based sewage and water services.”*

Wellington County's Draft OPA No. 81 proposes to designate a western portion of the Subject Lands as "Greenlands", and a smaller feature as "Core Greenlands", as shown in Figure 6. The majority of the Subject Lands are proposed to remain designated as "Secondary Agricultural".

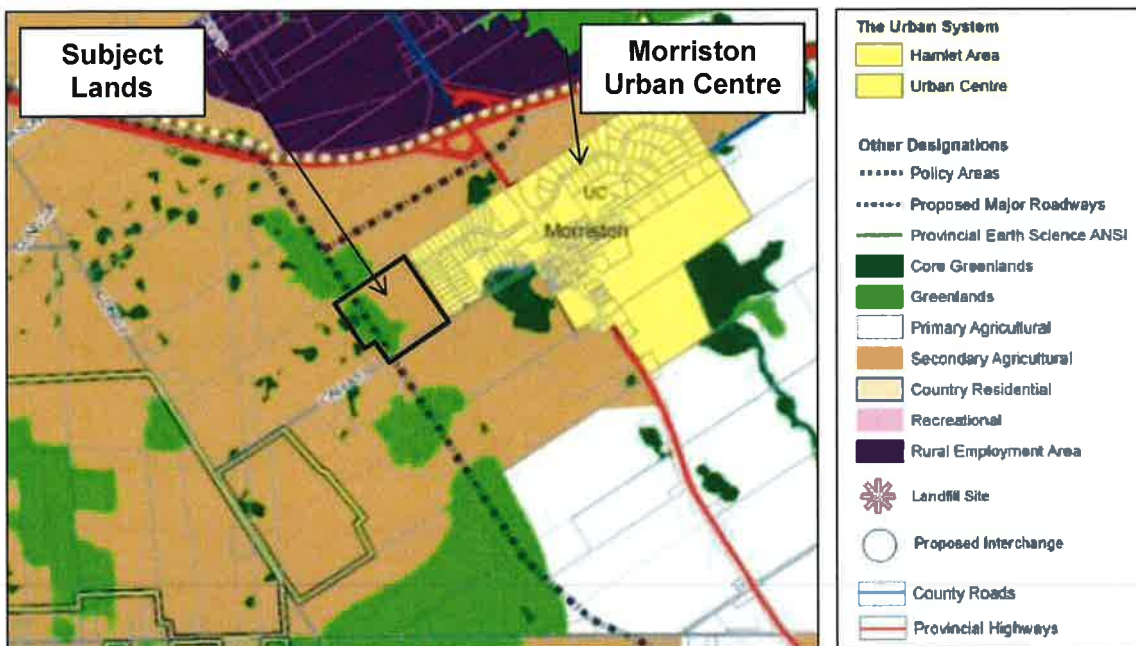


Figure 6: Schedule A7 Puslinch, Draft OPA 81 Open House Draft (August 8, 2012), Wellington County

#### 4.0 Comments on Draft OPA No. 81

We understand that the Subject Lands are located within the “Protected Countryside” designation of the Greenbelt Plan, and the County considers it premature to expand the boundaries of the Morriston Urban Centre at this time. We request that the County consider a site-specific policy in relation to the Subject Lands to recognize that the landowner intends to seek an adjustment of the Greenbelt Plan Protected Countryside designation at the time of the 10-year review of the Greenbelt Plan (anticipated to be undertaken in 2015).

We request that the County evaluate the Subject Lands for a settlement area expansion of the Morriston Urban Centre, at the time of the next municipal comprehensive review.

As outlined in greater detail in our comment letter on Draft OPA No. 81, dated March 12, 2013, the Subject Lands provide for the logical expansion of the Morriston Urban Centre, and should be considered for the following reasons:

- **Development of Phase 2 Always Contemplated** – The development of a portion of the Subject Lands were always contemplated as evidenced by the approved Draft Plan of Subdivision, which identifies the lands as “Proposed Future Expansion” and provides for a culs-de-sac which indicates the intent and consideration of this future phase of development. Furthermore, the Subdivision Agreement and Conditions of Draft Plan Approval always anticipated a future phase of development.



- **Highway 6 Realignment** – The approved EA alignment for the future Highway 6 realignment bisects the western portion of the Subject Lands. During the course of preparing the Draft Plan of Subdivision for Phase 1, it was always anticipated that the Subject Lands would be developed in the future; however, the EA for the Highway 6 realignment needed to be finalized in order to determine the limits of the future highway and the remnant future development lands.
- **Logical Urban Centre Boundary** – The future Highway 6 realignment provides a logical and well-demarcated Morriston Urban Centre boundary along the western portion of the Subject Lands, and supports the inclusion of the intervening lands within the Urban Centre to make efficient use of these lands, and to accommodate a modest rounding-out of the settlement area.
- **Greenbelt Plan Area** – The Subject Lands are located on the periphery of the Greenbelt Plan, and a portion of the lands are located outside the Greenbelt Plan. While Phase 2 of development was always contemplated, the approved future Highway 6 realignment reinforces a logical boundary to the Urban Centre and provides for the rationalization of the Greenbelt Plan boundary. The Greenbelt Plan provides for modest settlement area expansions at the time of the 10-year review of the Greenbelt Plan, and subject to the criteria outlined in Section 3.4.2.5. It is our client's intent to seek an adjustment of the Greenbelt Plan boundary at the time of the 10-year review (anticipated to be undertaken in 2015), to remove the portion of the Subject Lands from the Protected Countryside designation which are located adjacent to the Urban Centre and east of the future Highway 6 realignment, and include these lands within the Towns and Villages designation.
- **Appropriate Use of the Lands** – The eastern portion of the Subject Lands are currently designated "Secondary Agriculture" and do not comprise prime agricultural areas or components of the natural heritage system, which provides opportunity for considering a settlement area expansion. The future viability of the Subject Lands for agricultural uses are further diminished in light of the future Highway 6 realignment bisecting the Subject Lands.
- **Orderly and Compatible Development** – The future development of Phase 2 of the Subdivision may be undertaken in an orderly and efficient manner that is compatible with the existing street patterns, lotting, and character of the Morriston Urban Centre. The extension of the existing road network from the culs-de-sac to Calfass Road provides for the appropriate development of the Subject Lands, which would be considered through a subsequent Draft Plan of Subdivision application.
- **Long-term Vitality of Morriston** – The adjustment of the Morriston Urban Centre boundary will reinforce the long-term vitality of Morriston by accommodating modest growth and development that is compatible with the community. The County Official Plan encourages growth within Urban Centres and recognizes that the build out and eventual expansion of Urban Centres is a logical outcome and therefore should be contemplated at the time of the next municipal comprehensive review.

At this time, we request that the County consider a site-specific policy to be included in OPA No. 81, which recognizes that the landowner intends to seek an adjustment of the Greenbelt Plan at the 10-

year review (anticipated to be undertaken in 2015), and that the Subject Lands may provide for a logical expansion of the Morriston Urban Centre. The following provides draft policy language for consideration by the County, which may augment the policies of Draft OPA No. 81, Section 9.9.7 (Settlement Areas – Town and Villages), particularly 9.9.7 e) which speaks to modest expansions of Towns/Villages at the 10-year review of the Greenbelt Plan:

***“9.9.7.X Site-Specific Policy Area (Telfer Glen Estates, Morriston, Puslinch Township)***

*The policies of Section 9.9.7 a) support the long term vitality of settlements through modest growth that is compatible with the long-term role of these settlements as part of the Protected Countryside. It is recognized that the subject lands are located on the periphery of the Protected Countryside designation of the Greenbelt Plan, and immediately adjacent to the Morriston Urban Centre boundary, and are therefore not contemplated for future urban development at this time. However, it is further recognized that the landowner intends to seek an adjustment of the Greenbelt Plan Protected Countryside designation at the time of the 10-year review of the Greenbelt Plan.*

*Subject to the Province’s 10-year review of the Greenbelt Plan, the County will evaluate the adjustment of the Morriston Urban Centre boundary to include the Subject Lands at the time of the next municipal comprehensive review, and in accordance with the policies of this Plan.”*

We appreciate the opportunity to submit these comments, and request that the County consider the addition of this policy, or similarly worded policy, in OPA No. 81. Please contact me with any questions; you can reach me at my office at (905) 882-7303, or by e-mail at TyrrellC@mmm.ca.

Yours very truly,

**MMM GROUP LIMITED**



Chris Tyrrell, MCIP, RPP  
Manager, Planning & Environmental Design  
Partner

cc: George Ochrym, Telfer Glen Developments Inc.  
Gary Cousins, MCIP, RPP, Director of Planning & Development, Wellington County  
Mark Paoli, MCIP, RPP, Manager of Policy Planning, Wellington County  
Aldo Salis, MCIP, RPP, Manager of Development Planning, Wellington County



Rogers has argued against having the host property take a more equitable share of the impact burden because their goal is to maximize the separation between residences. By that formula, Rogers should prefer the location shown above which has no less than 505m from any off-site residence instead of the current proposal which measures four residences within 364m, 382m, 399m, and 470m. Further, the location below is even more equidistant with the four closest residences having an identical 500m separation while maintaining 80m from the property line. Is this not more ideal by the Rogers criteria? And, while the willing landlord has clearly decided to integrate utility infrastructure into their ongoing farming operations, these locations would have minimal interference on farming as they are next to an existing geographic obstruction.

