



# *Unity Square – 2000 Rogers* Road, Town of Perth

## PLANNING JUSTIFICATION REPORT



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## EXECUTIVE SUMMARY

This Planning Justification Report has been prepared in support of an application for an Official Plan Amendment (OPA) and Zoning By-law Amendment (ZBLA) for the lands municipally known as 2000 Rogers Road in the Town of Perth (*subject property*). The purpose of the application is to facilitate the adaptive reuse of an existing 6,822.8 m<sup>2</sup> (approx. 73,440 ft<sup>2</sup>) single-storey industrial building into a mixed-use Business Park, branded as *Unity Square*. The proposed development introduces a combination of employment, commercial, and community-serving uses, including professional and administrative offices, personal service establishments, wellness facilities, indoor storage, a small-scale café/snack bar, and a flexible-use, hardscaped forecourt or market square with potential for seasonal programming (like small artisan markets, food vendors, etc.), subject to permitting.

Located within the Town's settlement boundary, the site has direct access from both Rogers Road and South Street and is well-positioned between existing residential, industrial, and open space areas. The proposed uses are low-impact, daytime-oriented, and compatible with surrounding land uses. No residential uses, outdoor storage, or late-night operations are proposed.

The subject property is currently designated "Industrial Area" in the Town's Official Plan and zoned M1-2 (Restricted Industrial Limited Commercial Exception Two) under Comprehensive Zoning By-law No. 3358. While some non-industrial uses are permitted, they are constrained by floor area limitations and the exclusion of key public-serving functions. This application seeks an Official Plan Amendment to redesignate the property to "Business Park" and a concurrent Zoning By-law Amendment to rezone the lands to a site-specific C5-X (Business Park – Exception) zone. A site-specific exception is requested to allow an increased gross floor area for business and professional office uses to better align with the building's form and economic potential.

The proposed development retains the existing building footprint and represents a sustainable, infrastructure-efficient approach to intensification (The site is fully municipally serviced, with no off-site infrastructure upgrades required). The concept site plan includes the introduction of permeable paver surfaces and permeable parking areas, resulting in a net reduction in impervious surface coverage—from 12,673.3 m<sup>2</sup> to 11,918.6 m<sup>2</sup>—thereby improving on-site infiltration and supporting climate resilience objectives. These design refinements, along with new landscaping and public amenities, reflect best practices in low-impact development and sustainable site planning.

From a policy standpoint, the proposal is consistent with the Provincial Planning Statement (2024), conforms to the Lanark County Sustainable Communities Official Plan (2024 Consolidation), and aligns with the goals and intent of the Town of Perth Official Plan (OPA 16 Consolidation). The project contributes to a compact urban form, promotes economic diversification, and introduces much-needed flexible commercial space and public realm features in the Town's southern employment area.

This application has been prepared in accordance with the Planning Act, R.S.O. 1990, c. P.13, which requires that decisions be consistent with provincial policy and have regard for matters of provincial interest, including the *efficient use of land and infrastructure* (s.2(e)), the *orderly development of safe*

*and healthy communities (s.2(h)), and the promotion of economic development and employment opportunities (s.2(k)).* The proposed redevelopment responds to these objectives by reactivating an underutilized, strategically located site; introducing a balanced mix of employment-supportive and community-facing uses; and advancing compatibility through sensitive site design, landscaping, and pedestrian-oriented planning.

*Unity Square* is poised to serve as a southern gateway to Perth, offering not only enhanced employment opportunities, but also civic space that fosters connection, creativity, and local culture.



**Figure 1:** Conceptual Renderings of Proposed Unity Square Redevelopment

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## 1.0 INTRODUCTION

This Planning Justification Report has been prepared in support of a proposed Official Plan Amendment (OPA) and Zoning By-law Amendment (ZBLA) to enable the adaptive reuse and reactivation of an existing 6,822.8 m<sup>2</sup> (73,440 ft<sup>2</sup>) single-storey industrial building located at 2000 Rogers Road in the Town of Perth. The subject property is legally described as Part of the Southwest Half of Lot 27, Concession 10, geographic Township of North Elmsley, now within the Town of Perth. The subject property is currently designated “Industrial Area” in the Town of Perth Official Plan and zoned M1-2 (Restricted Industrial – Limited Commercial Exception Two) under Comprehensive Zoning By-law No. 3358.

A formal Pre-Consultation meeting was held with Town of Perth staff on November 21, 2024, to review the preliminary concept and identify application requirements. As confirmed during this meeting, the proposal requires both an Official Plan Amendment and Zoning By-law Amendment to permit the intended mixed-use business format. This Justification Report has been prepared to address the Official Plan and Zoning conformity matters at this stage. Pre-Consultation notes can be found in *Appendix A*.

The proposal, branded as *Unity Square*, envisions the transformation of this legacy industrial site into a vibrant, mixed-use Business Park supporting employment, wellness, commercial, and public-facing functions in Perth’s south end. The development concept is informed by local demographic trends, land use policy, and economic development goals, and is designed to deliver a sustainable and community-oriented reuse of the existing structure and grounds.

The total site area is approximately 39,500 m<sup>2</sup> (425,174 ft<sup>2</sup>). The redevelopment is fully contained within the existing building envelope, with a strategic reallocation of internal space and enhancement of outdoor areas for parking, amenity, access, and stormwater purposes. The proposed interior floor space program includes:

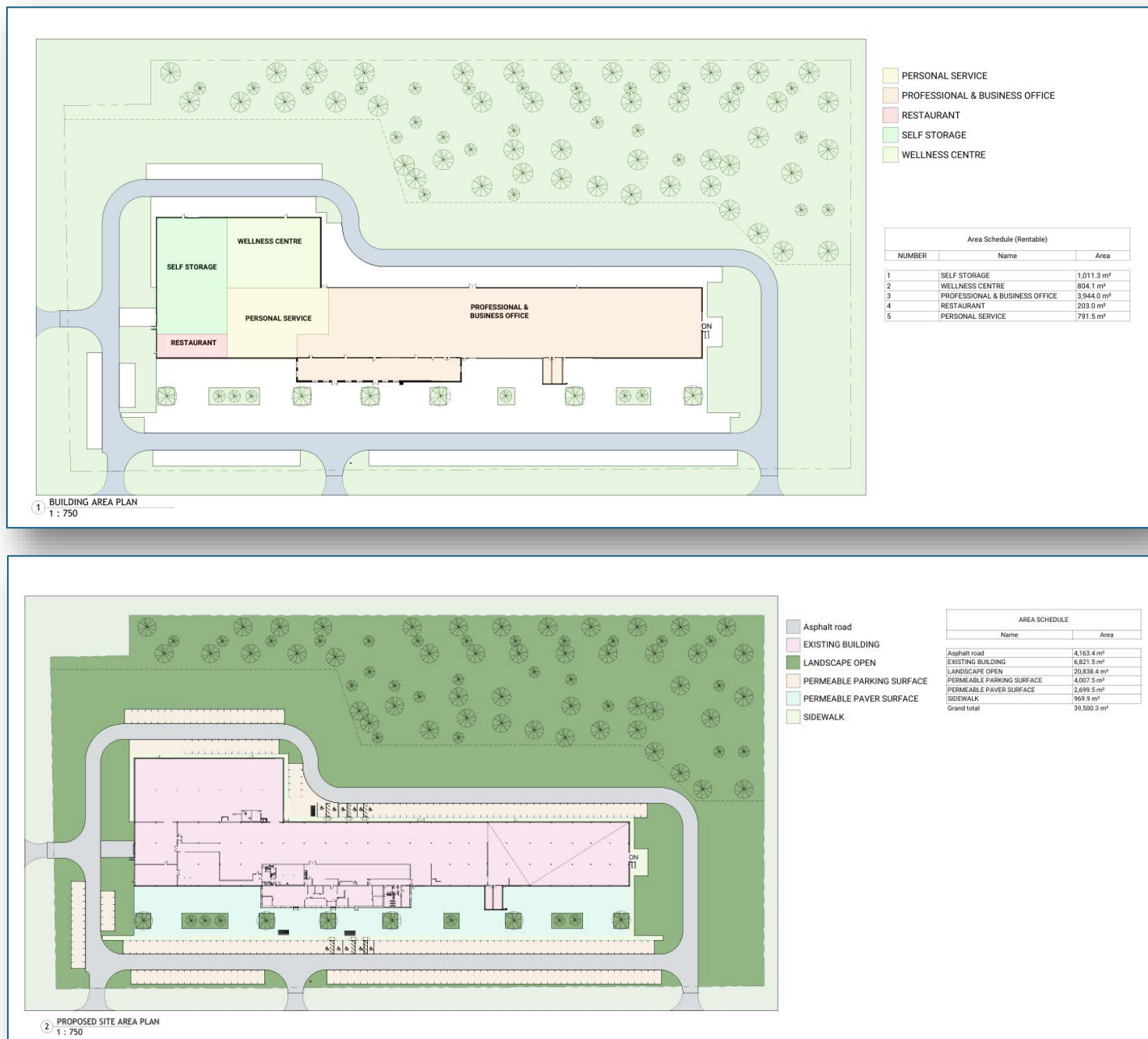
- Professional and business offices: 3,944.0 m<sup>2</sup> (42,453 ft<sup>2</sup>)
- Personal service uses: 791.5 m<sup>2</sup> (8,520 ft<sup>2</sup>)
- Wellness centre (private service club): 804.1 m<sup>2</sup> (8,660 ft<sup>2</sup>)
- Café/snack bar (Eateries Corner): 203.0 m<sup>2</sup> (2,185 ft<sup>2</sup>)
- Self-storage/public storage: 1,011.3 m<sup>2</sup> (10,885 ft<sup>2</sup>)

In addition to the interior reuse, the site introduces significant publicly accessible exterior features:

- A flexible-use plaza measuring approximately 2,699.5 m<sup>2</sup> (29,057 ft<sup>2</sup>), surfaced with permeable pavers, envisioned for seasonal markets, artisan events, and other community gatherings (subject to permitting).

These land uses and amenities address a documented service and amenity gap in the Town’s south end, providing wellness, employment, and small business opportunities in a pedestrian-friendly, community-integrated format. The location also provides a natural buffer between residential uses to the northeast

and industrial lands to the south, establishing a transitional land use that supports both compatibility and public benefit.



**Figure 2: Unity Square – Proposed Use Distribution Plan**

To facilitate this redevelopment, the proponent is seeking:

1. An Official Plan Amendment to redesignate the lands from *Industrial Area* to *Business Park*.
2. A Zoning By-law Amendment to rezone the property from *M1-2* to a site-specific *C5-X (Business Park – Exception)* zone, incorporating existing and proposed uses and permitting an increased maximum floor area for office uses.

*Unity Square* is positioned to become a southern gateway to Perth, offering a high-quality commercial and community environment that respects the industrial history of the site while contributing to local economic growth and neighbourhood vitality.

### 1.1 Alignment with Lanark County Business Retention & Expansion (BR+E) Strategy

The proposed adaptive reuse of the subject property directly supports key objectives identified in the Lanark County Business Retention & Expansion (BR+E) Strategy (2019), which continues to serve as a foundational framework for advancing sustainable economic growth across the County. The BR+E report highlights the critical role of small businesses, wellness providers, and professional service industries in shaping the region's employment base. The proposed redevelopment of *Unity Square* directly responds to these trends by delivering a diverse range of leasable spaces, integrated wellness services, and community-oriented amenities within a modernized Business Park format.

A recurring challenge identified in the BR+E report is the lack of flexible, affordable, and appropriately scaled commercial spaces for service-based enterprises. *Unity Square* introduces approximately 3,944.0 m<sup>2</sup> (42,453 ft<sup>2</sup>) of professional and business office space, 804.1 m<sup>2</sup> (8,660 ft<sup>2</sup>) for wellness uses, and 791.5 m<sup>2</sup> (8,520 ft<sup>2</sup>) for personal services—alongside indoor storage, a 203.0 m<sup>2</sup> (2,185 ft<sup>2</sup>) café, and a 1,011.3 m<sup>2</sup> (10,885 ft<sup>2</sup>) self-storage facility. These uses are tailored to support the growth of independent practitioners, home-based businesses transitioning to commercial space, and enterprises currently underserved by the downtown commercial core. This directly addresses the BR+E Strategy's identified priority to expand small business infrastructure across the County.

The BR+E Strategy also emphasizes the value of inter-business connectivity and cooperative marketing platforms. *Unity Square* is organized as a multi-tenant, service-integrated Business Park with a publicly accessible plaza measuring 2,699.5 m<sup>2</sup> (29,057 ft<sup>2</sup>). This space is purposefully designed to accommodate seasonal markets, artisan showcases, and business networking events, thereby reinforcing the BR+E goal of enhancing local business visibility and collaborative engagement.

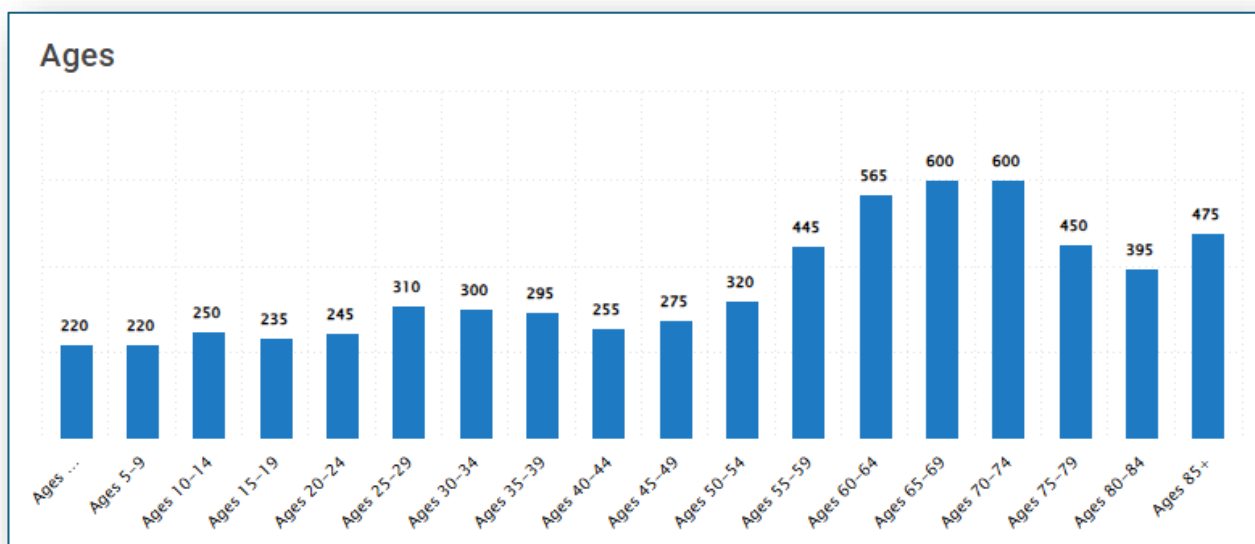
Infrastructure readiness is a cornerstone of the BR+E report. *Unity Square's* reuse of a 6,822.8 m<sup>2</sup> (approx. 73,440 ft<sup>2</sup>) existing industrial structure on a fully serviced, 3.95-hectare parcel within the Town of Perth's designated Settlement Area leverages existing municipal water, wastewater, and stormwater systems. The revised site design further enhances infrastructure efficiency by reducing impervious surface coverage from 12,673.3 m<sup>2</sup> to 11,918.6 m<sup>2</sup> through the proposed introduction of over 6,700 m<sup>2</sup> of permeable paving and parking surfaces, demonstrating both environmental leadership and servicing sustainability.

## 2.0 PERTH AND LANARK COUNTY ECONOMIC DEVELOPMENT CONTEXT

### 2.1 Town of Perth: Key Demographics and Economic Indicators

An understanding of the demographic and socioeconomic characteristics of the Town of Perth provides critical context for assessing the appropriateness and market readiness of the proposed *Unity Square* Business Park redevelopment. As of the 2021 Census, the Town has a population of 6,469 residents, a median household income of \$63,200, and a median age of 58.4 years. The population is disproportionately concentrated in the 60 to 79 age cohort, indicating a community with maturing needs and a heightened demand for wellness-oriented, accessible, and low-barrier services.

This age distribution has direct implications for land use planning. The provision of personal services, health and wellness amenities, and flexible daytime-oriented commercial uses responds directly to the lifestyle and mobility needs of an aging population. At the same time, the stability of the 30–59 age group within the Town’s demographic profile reinforces the viability of small-format professional offices, remote workspaces, and administrative service uses; particularly those accommodating home-based business transitions or hybrid work arrangements.



**Figure 3: Population by Age Group (2021 Census)**

Labour force data further supports this economic rationale. As of 2021, Perth’s total labour force was approximately 2,500 individuals, with a participation rate of 47.2% and an employment rate of 41.1%. These figures signal underutilized labour capacity and create a strong case for expanding flexible, local employment opportunities. The introduction of incubator-scale commercial space and wellness-oriented business premises will support micro-enterprise growth and attract a range of service-based entrepreneurs. With 76.2% of residents commuting by private vehicle; most during peak morning hours,



the integration of accessible, walkable employment options may also reduce commuting strain and promote more balanced daily routines.

The local economy is anchored by a combination of health care, retail trade, light manufacturing, and hospitality services. Health care and social assistance remain the leading sector with approximately 370 employees, followed by retail trade (310), manufacturing (255), construction (230), and accommodation and food services (235). Additional employment is provided through professional, scientific and technical services (195), public administration (170), and finance and insurance (75). With 145 retail businesses operating in Perth, there is a clear commercial base; however, there is a documented service gap in the southern part of the urban area, particularly for wellness, small-scale food service, and community gathering spaces.



**Figure 4: Industry of Employment – Town of Perth Residents**

Geographically, the subject site is located at the southern edge of the Town of Perth and forms part of a broader cluster of employment lands along Rogers Road and Industrial Road. The property sits at a critical transitional interface between established residential neighbourhoods to the north and east and a growing employment corridor to the west, which includes a variety of small-format manufacturing, auto services, distilleries, and logistics operations. The presence of a functioning business park directly across Rogers Road affirms the site's strategic role within a multi-sector employment node.

Despite this emerging business activity, the immediate area lacks wellness-oriented commercial amenities, and service-based tenant spaces that could support surrounding employees and residents

alike. The proposed adaptive reuse of the subject site as a mixed-use Business Park introduces a contextually appropriate response. By combining professional office space, personal service uses, a wellness centre, café, and public plaza into a walkable, fully serviced parcel, the development addresses this amenity gap while reinforcing compatibility with its surroundings.

## **2.2 Lanark County: Regional Economic and Labour Force Overview**

At the regional scale, Lanark County continues to experience steady demographic growth and economic diversification, reinforcing the case for the proposed mixed-use redevelopment at 2000 Rogers Road. As of the most recent Census, the County's population exceeded 70,000, with notable growth in municipalities such as Carleton Place, Beckwith, and Mississippi Mills - largely driven by intra-provincial migration and Ottawa commuters seeking affordability and quality of life.

The County's workforce comprises over 21,000 jobs, with significant outbound commuting: more than 7,000 residents commute to Ottawa daily, while approximately 10,000 work within Lanark County itself. Employment is led by health care and social assistance (22%), followed by retail (14%), construction (11%), and professional services (9%). These sectors indicate a growing reliance on service-based and knowledge economy roles, many of which require flexible, small-format office and commercial space.

Lanark County's average individual income of \$44,111 and low population density (22.6 persons/km<sup>2</sup>) reflect a rural but economically active region. Between 2017 and 2019, registered businesses in the County increased by 6%, indicating positive entrepreneurial momentum. Expansion sectors include agriculture, light manufacturing, trades, retail, and financial services—all benefiting from investments in infrastructure and a supportive planning framework.

Despite this momentum, the County continues to face workforce availability challenges, particularly in attracting and retaining skilled labour locally. This has underscored the importance of land use planning solutions that reduce commuting, encourage business incubation, and provide accessible services within growing communities.

## **2.3 Implications for the Proposed Development**

The demographic and economic profile of the Town of Perth, reinforced by broader trends across Lanark County, provides a compelling foundation for the proposed redevelopment of 2000 Rogers Road. Unity Square directly addresses local service gaps and regional economic priorities through a strategic mix of professional, wellness, and community-oriented uses, all within an existing, fully serviced building envelope.

The inclusion of over 3,944.0 m<sup>2</sup> of flexible office space aligns with the presence of nearly 200 employees in Perth's professional services sector, and responds to growing demand for legal, consulting, and administrative spaces. With a median age of 58.4 years and a maturing population concentrated in the 60–79 age range, the Town is experiencing heightened need for accessible, daytime-oriented services. Unity Square's wellness and personal service offerings—comprising approximately 804.1 m<sup>2</sup>

and 791.5 m<sup>2</sup>, respectively—are designed to meet this demand while also supporting the health care and social assistance employment base, Perth’s largest sector by workforce size.

At the same time, the proposal contributes to placemaking and social cohesion. The lack of parks, plazas, and informal gathering spaces in Perth’s south end underscores the significance of *Unity Square’s* 2,699.5 m<sup>2</sup> public plaza and 203.0 m<sup>2</sup> café/snack bar, which together enhance neighbourhood vitality and foster spontaneous interaction. The 1,011.3 m<sup>2</sup> of indoor self-storage offers valuable ancillary support for residents and home-based entrepreneurs transitioning into commercial tenancy. These features are integrated into a multi-tenant, service-flexible format that accommodates emerging business types and evolving community needs.

Regionally, the reuse of the subject site also advances Lanark County’s broader economic and planning objectives:

- It reduces commuter dependency by offering walkable professional and wellness spaces to local consultants and small businesses.
- It addresses regional shortages in small-format commercial units serving health care, wellness, and personal services—sectors that continue to grow in tandem with the County’s aging and remote-working populations.
- It supports business incubation, with scalable and affordable lease opportunities in an accessible, municipally serviced location.
- It leverages infrastructure efficiencies by repurposing an existing structure within the Settlement Area, avoiding the need for greenfield development or expanded municipal servicing.
- And finally, it contributes to entrepreneurial retention and community quality of life through public-facing amenities that make the site attractive, inclusive, and economically resilient.

Taken together, these outcomes demonstrate that Unity Square is not only market-ready, it is a contextually appropriate and policy-aligned response to the economic, demographic, and spatial needs of both the Town of Perth and Lanark County.

### 3.0 SITE CONTEXT AND SURROUNDING AREA

#### 3.1 Site Location and Characteristics

The subject property is municipally known as 2000 Rogers Road and is legally described as Part of the Southwest Half of Lot 27, Concession 10, in the geographic Township of North Elmsley, now in the Town of Perth. The property is situated at the southern edge of the Town’s designated employment lands and occupies a prominent location at the interface of residential, industrial, and open space uses. The total site area is approximately 3.95 hectares (39,500.3 m<sup>2</sup> / 9.77 acres) and contains a single-storey industrial building with a gross floor area of approximately 6,822.8 m<sup>2</sup> (73,440 ft<sup>2</sup>), based on current architectural measurements.

The site is accessible via Rogers Road, a local collector street with direct connections to South Street and Highway 43. The property benefits from significant frontage (approximately 275.38 metres) and depth, allowing for internal vehicular circulation and flexible site programming without encroachment onto neighbouring properties. The land slopes gently to the south and east, creating a natural grade separation from adjacent residential properties and enhancing privacy and land use compatibility.

At present, the site is designated “Industrial Area” in the Town of Perth Official Plan and zoned M1-2 (Restricted Industrial Limited Commercial Exception Two) under Comprehensive Zoning By-law No. 3358. The building and surrounding hardscaped areas reflect its former industrial use; however, the structure remains in stable condition, with generous ceiling heights, existing loading bays, and open floor plates that are well-suited to adaptive reuse for employment-supportive and community-serving functions under a Business Park planning framework.

### 3.2 Existing Conditions and Development Constraints

The site contains a single-storey industrial building with established vehicular access points, loading bays, and extensive paved areas formerly used for parking and service circulation. At present, there are no active industrial operations on the property.

The building remains in stable structural condition and offers high interior clearance, wide column spacing, and existing servicing infrastructure that can support a variety of non-industrial uses. The site is fully connected to municipal water, sanitary sewer, and stormwater systems. Pre-consultation with Town staff confirmed that both water and sanitary services have sufficient capacity to accommodate the proposed redevelopment. Detailed design will be required to confirm stormwater management functionality, particularly regarding appropriate discharge to the adjacent roadside ditch network. As confirmed through the Pre-Consultation process (Appendix A), both water and sanitary services have adequate capacity to support the proposed redevelopment.

The site lies above the regulatory flood elevation of 133.39 metres and is not located within a regulated floodplain. In accordance with pre-consultation guidance and applicable zoning requirements, all pedestrian and vehicular access points will remain above this elevation. No outdoor storage currently exists on-site, and none is proposed through this application.

Environmental constraints are minimal. The property does not contain any identified woodlands, wetlands, or significant wildlife habitat, nor is it located within a source water protection area or other designated environmental feature. However, consistent with the Town’s Official Plan and the 2024 Provincial Planning Statement, the proposed development incorporates landscaped buffers, permeable paver treatments, and low-impact stormwater design features to enhance environmental performance and support groundwater recharge.

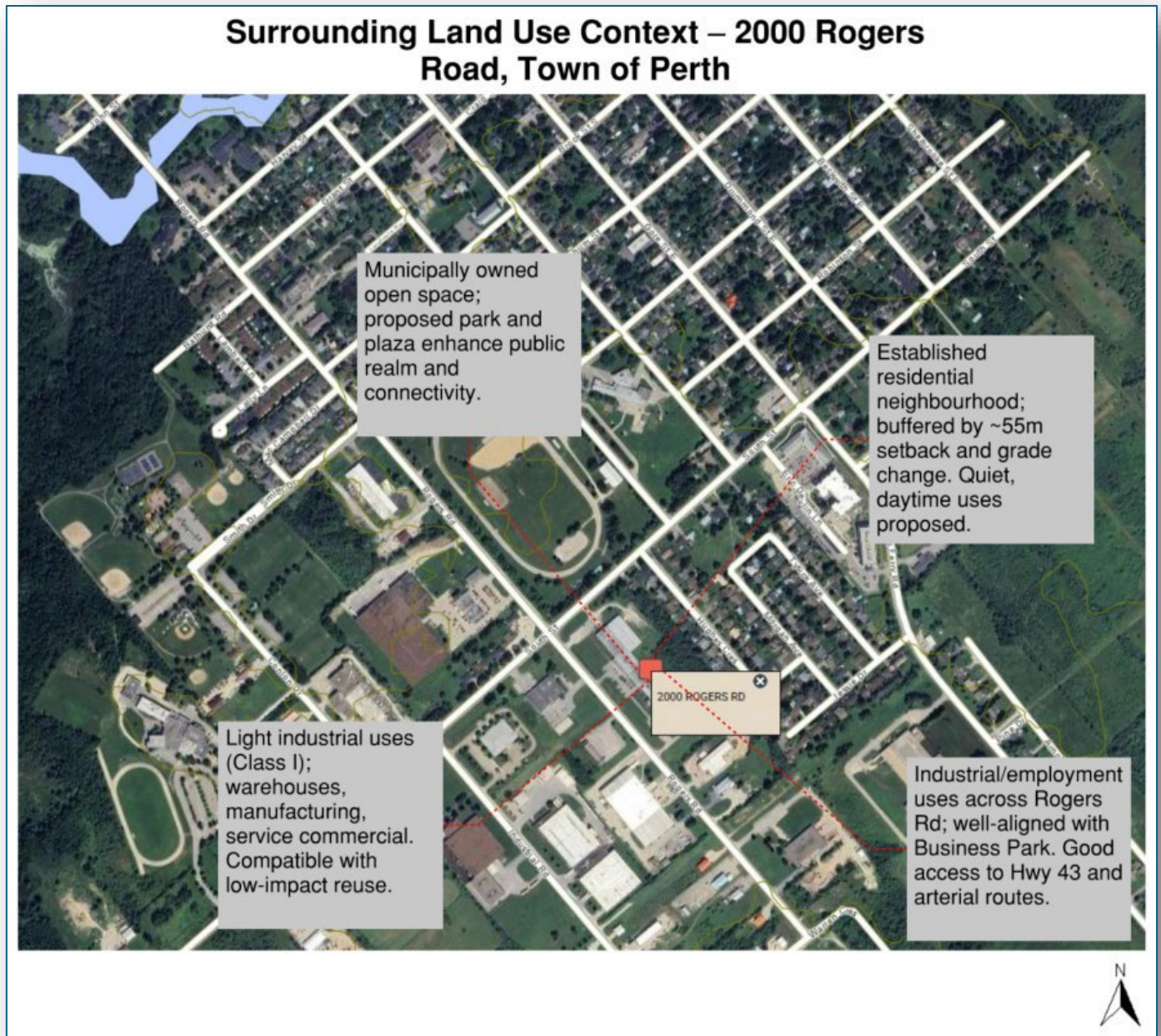
To support site operations, two existing overhead loading bays—located at Units 42 and 52—will be retained. These will facilitate service access and deliveries, particularly for the commercial uses, and satisfy the Town’s loading space requirements under Section 4.26 of Zoning By-law No. 3358.

### 3.3 Surrounding Land Uses and Context

The subject lands at 2000 Rogers Road are located in the southern employment area of the Town of Perth and are strategically positioned at the intersection of industrial, residential, and open space designations. The site occupies a transitional location that links legacy industrial uses with emerging residential neighbourhoods and municipally owned green space. This context presents an opportunity for a flexible, mixed-use redevelopment that advances local economic, environmental, and social goals.

- **To the north**, the property borders municipally owned open space, including naturalized areas and linear utility corridors. This green edge acts as a buffer to additional residential development beyond and presents an opportunity to strengthen the Town's open space network. The proposed site plan responds by integrating approximately 2,700 m<sup>2</sup> of public plaza space, designed for passive recreation, artisan markets, and seasonal events. These outdoor areas are intended to enhance quality of life in the Town's south end and contribute to the civic function of the Business Park.
- **To the east**, the lands abut an established residential neighbourhood. A landscaped setback of approximately 55 metres, combined with a downward grade change, provides visual buffering and spatial separation. Informed by this adjacency, the development avoids sensitive uses such as residential or institutional childcare. Instead, it introduces quiet, daytime uses—professional services, wellness, indoor storage, and publicly accessible open space—that are compatible with adjacent homes while adding value through local amenities. In response to municipal feedback, the public plaza design has been revised to include additional soft landscaping and permeable surfaces at key pedestrian access points, improving both environmental performance and public realm quality.
- **To the south**, across Rogers Road, the surrounding lands are predominantly designated and zoned for industrial or employment purposes. These are generally low-intensity in character and well aligned with the proposed development program. The site's access to Highway 43 and the Town's arterial road network allows for efficient vehicle circulation and service access without routing significant traffic through residential streets.
- **To the west**, the property is bounded by the continuation of the Town's designated employment lands, which include light manufacturing, warehouse facilities, and service commercial establishments. These are primarily daytime-oriented uses with low levels of noise and emissions, generally classified as Class I industrial activities. The proposed redevelopment maintains compatibility with this context through the retention of the existing building envelope and the introduction of low-impact land uses.





**Figure 5:** Aerial Context Map of 2000 Rogers Road and Surrounding Land Uses

## 4.0 REGULATORY POLICY FRAMEWORK

### 4.1 Provincial Policy Statement (2024)

The Provincial Planning Statement, 2024 (PPS 2024), issued under Section 3 of the *Planning Act*, came into effect on October 20, 2024. It replaces both the 2020 Provincial Policy Statement and *A Place to Grow: Growth Plan for the Greater Golden Horseshoe*, consolidating direction into a single province-wide policy framework. All planning decisions must be consistent with this statement.

The planning policy review and justification provided below are informed by a formal Pre-Consultation meeting held with Town staff on November 21, 2024. A summary of municipal comments and confirmation of required applications is provided in Appendix A. The proposed Official Plan Amendment (OPA) and Zoning By-law Amendment (ZBLA) for the lands municipally known as 2000 Rogers Road in the Town of Perth seek to facilitate the adaptive reuse of a 6,822.8 m<sup>2</sup> (approx. 73,440 ft<sup>2</sup>) industrial building into a mixed-use Business Park. *Unity Square* introduces a dynamic mix of professional offices, personal service uses, wellness spaces, indoor storage, and community-oriented spaces. The application supports compact growth, infrastructure optimization, economic diversification, and environmental sustainability, and is consistent with the applicable policies of the PPS 2024 as detailed below.

#### 4.1.1 Settlement Areas and Intensification

The subject lands are located within the Town of Perth's designated settlement area, where growth and development are intended to be focused. Section 2.3.1(1) of the PPS states: "*Settlement areas shall be the focus of growth and development.*" The proposed redevelopment is located entirely within the built-up area and represents a form of strategic intensification that does not require the expansion of the settlement boundary.

Policy 2.3.1(2) further directs that: "*Land use patterns within settlement areas should be based on densities and a mix of land uses which: a) efficiently use land and resources; b) optimize existing and planned infrastructure and public service facilities; c) support active transportation; d) are transit-supportive, as appropriate; and e) are freight-supportive.*" The proposed development achieves these outcomes by:

- Converting an underutilized building into a productive employment and service space;
- Relying on existing municipal water, wastewater, stormwater, and road infrastructure;
- Including pedestrian-oriented design features such as plaza spaces and landscaped linkages;
- Accommodating low-impact commercial and logistical functions within a freight-accessible corridor.

Additionally, the PPS under Section 2.3.1(3) requires that "*Planning authorities shall support general intensification and redevelopment to support the achievement of complete communities, including by planning for a range and mix of housing options and prioritizing planning and investment in the*

*necessary infrastructure and public service facilities.*” While housing is not proposed in this instance, the introduction of compatible non-residential uses—including wellness, storage, offices, and food services—supports a more complete community in Perth’s south end.

#### 4.1.2 Infrastructure and Public Service Facilities

Section 3.1.1 directs that *“Infrastructure and public service facilities shall be provided in an efficient manner while accommodating projected needs.”* The development is fully serviced by municipal water and sewer and does not necessitate expansion of existing infrastructure. Engineering input provided at pre-consultation confirmed sufficient servicing capacity to support the proposal.

Moreover, Policy 3.1.2 stipulates that: *“Before consideration is given to developing new infrastructure and public service facilities: the use of existing infrastructure and public service facilities should be optimized; and opportunities for adaptive re-use should be considered, wherever feasible.”* The proposed reuse of the industrial building—without demolition—aligns precisely with this directive. The structure will be adapted to accommodate multiple new uses, extending the utility of the original investment in infrastructure.

#### 4.1.3 Sewage, Water and Stormwater Management

The proposed development is located on municipally serviced lands within the Town of Perth’s urban boundary. As confirmed by EFI’s Functional Servicing and Stormwater Management Report, the site is fully connected to existing municipal water, wastewater, and stormwater infrastructure. No infrastructure upgrades or capacity expansions are required to accommodate the proposed land use. The reuse of the existing service connections aligns with Section 3.6.1(a) of the 2024 Provincial Planning Statement (PPS), which directs that municipal servicing shall *“accommodate forecasted growth in a timely manner that promotes the efficient use and optimization of existing municipal sewage services and municipal water services.”*

With respect to stormwater management, Section 3.6.8 of the PPS outlines that stormwater planning shall:

- *“minimize, or, where possible, prevent or reduce increases in stormwater volumes and contaminant loads;*
- *minimize erosion and changes in water balance including through the use of green infrastructure;*
- *maximize the extent and function of vegetative and pervious surfaces; and*
- *promote best practices, including stormwater attenuation and re-use, water conservation and efficiency, and low impact development.”*

The proposed redevelopment meaningfully advances these objectives. Total impervious surface coverage is being reduced from approximately 12,673.3 m<sup>2</sup> to 11,918.6 m<sup>2</sup> through the introduction of 2,699.5 m<sup>2</sup> of permeable paver surfaces and 4,007.5 m<sup>2</sup> of permeable parking. An additional 20,838.4 m<sup>2</sup>

of the site is dedicated to landscaped open space, further enhancing infiltration potential and contributing to improved water balance outcomes.

No end-of-pipe stormwater facilities are proposed. Instead, the stormwater strategy relies entirely on distributed Low Impact Development (LID) features, including landscaped buffers, surface-level infiltration, and grading optimizations. The use of passive filtration and runoff dispersion through vegetated areas supports compliance with both Town and provincial stormwater management objectives. No Environmental Compliance Approval (ECA) under O. Reg. 525/98 is required, as no regulated facilities or outlets are being proposed.

Detailed sizing and LID system design will be confirmed at the Site Plan Control stage through additional geotechnical testing and infiltration capacity verification. The proposed approach supports a climate-resilient, infrastructure-efficient redevelopment that meets the intent of the PPS and local servicing policies.

#### 4.1.4 Employment Areas and Economic Development

Section 2.8.1(1) of the PPS states that: *“Planning authorities shall promote economic development and competitiveness by: a) providing for an appropriate mix and range of employment, institutional, and broader mixed uses to meet long-term needs; and b) providing opportunities for a diversified economic base.”*

The *Unity Square* redevelopment proposes a tailored employment and service mix that aligns with Perth’s evolving economy. The project introduces leasable space for personal services, professional offices, wellness providers, self-storage, and small-format food service; all aligned with Lanark County’s Business Retention and Expansion (BR+E) Strategy and local employment composition.

Furthermore, the development meets Section 2.8.1(1)(e), which requires *“addressing land use compatibility adjacent to employment areas by providing an appropriate transition to sensitive land uses.”* The Business Park format respects this transition function by delivering low-impact daytime uses that complement surrounding residential and industrial areas.

#### 4.1.5 Employment Area Conversion Analysis

This proposal seeks to re-designate the subject lands at 2000 Rogers Road from *Industrial Area* to *Business Park* to enable the adaptive reuse of an existing 6,822.8 m<sup>2</sup> industrial building for a broader range of commercial, wellness, professional office, and personal service uses. While the lands will remain employment-focused, the transition reflects a refinement of permitted functions to support evolving market demand and to accommodate more diverse forms of economic activity. In accordance with Section 2.8.2.5 of the *Provincial Planning Statement (PPS), 2024*, lands may be removed from an employment area designation “only where it has been demonstrated” that specific criteria under clauses (a) through (d) are met.



*Policy 2.8.2.5(a)* requires that “there is an identified need for the removal and the land is not required for employment area uses over the long term.” The proposed re-designation does not eliminate employment-generating potential but instead adapts the land for a broader form of employment use consistent with contemporary trends. The *Business Park* designation retains a strong employment function while allowing for diversification of uses that are better aligned with small-business, professional, and personal service sectors. The *2024 Lanark County Growth Management Strategy* confirms that the Town of Perth maintains a net surplus of approximately 11 hectares of employment lands to the 2051 planning horizon. This surplus indicates that the subject lands are not required exclusively for industrial use over the long term.

With respect to *Policy 2.8.2.5(b)*, the proposed uses must not negatively impact the viability of the employment area. Specifically, the policy requires:

- (1) *avoiding, or where avoidance is not possible, minimizing and mitigating potential impacts to existing or planned employment area uses in accordance with policy 3.5; and*
- (2) *maintaining access to major goods movement facilities and corridors.*

The subject property is a standalone parcel with direct access from Rogers Road and is physically separated from other industrial lands by road infrastructure and built form. The proposed land uses, such as offices, wellness studios, personal services, and a small café—are low-impact, employment-supportive, and compatible with adjacent uses. These uses will not generate nuisances, emissions, or heavy traffic that could interfere with industrial operations elsewhere in the municipality. There are no major goods movement corridors traversing or directly abutting the site. As such, the proposal does not affect access to regional logistics infrastructure, nor does it compromise the function of any broader employment district.

In response to *Policy 2.8.2.5(c)*, which requires that “existing or planned infrastructure and public service facilities are available to accommodate the proposed uses,” the development is well-served by existing municipal infrastructure. The Functional Servicing and Stormwater Management Report (EFI Engineering, May 2025) confirms that the site is fully serviced by municipal water and sanitary systems, and that no infrastructure upgrades or extensions are required to accommodate the proposed re-use. Stormwater will be managed through a combination of landscaped areas and permeable surface treatments, eliminating the need for major alterations to existing drainage networks.

*Policy 2.8.2.5(d)* states that “the municipality has sufficient employment lands to accommodate projected employment growth to the horizon of the approved official plan.” According to the *Lanark County Growth Management Strategy*, the Town of Perth is forecast to maintain an employment land surplus of 11 net hectares to 2051. This is based on 15% intensification and an employment density of 15 jobs per net hectare. This reinforces that the Town has more than



sufficient designated employment lands to accommodate projected job growth through the planning horizon. The Town of Perth is allocated 18% of total growth in Lanark County, confirming its strategic role in the regional growth structure. Ensuring that Perth’s employment lands remain adaptable, serviceable, and market-responsive is essential to fulfilling that role.

The study explicitly encourages intensification within existing designated employment lands where feasible. The proposal at 2000 Rogers Road supports that objective by retaining and enhancing employment potential within a well-located, municipally serviced parcel through uses such as self-storage, wellness services, and professional offices.

#### 4.1.6 Land Use Compatibility

Policy 3.5.1 directs that *“Major facilities and sensitive land uses shall be planned and developed to avoid, or if avoidance is not possible, minimize and mitigate any potential adverse effects from odour, noise and other contaminants.”* The subject lands are buffered from nearby residential properties to the northeast by approximately 55 metres of landscaped space and a grade-separated interface. The proposed uses are non-industrial, do not generate excessive noise, and do not involve outdoor storage or emissions. The configuration adheres to the principles of compatibility and mitigation.

#### 4.1.7 Energy Conservation, Climate Resilience and Low-Impact Development

In addition to land use and infrastructure considerations, PPS 2024 also directs planning authorities to plan for long-term environmental resilience and energy efficiency. Section 2.9.1 of the PPS requires planning authorities to *“plan to reduce greenhouse gas emissions and prepare for the impacts of a changing climate through approaches that: a) support the achievement of compact, transit-supportive, and complete communities; and d) promote green infrastructure, low impact development, and active transportation.”*

The proposed development directly supports this policy direction through:

- Adaptive reuse of the existing industrial building reduces demolition waste, preserves embodied energy, and conserves construction resources;
- The introduction of permeable paving, bioswales, and landscaped buffers for climate-resilient stormwater management;
- Non-auto-oriented services that are accessible by foot or bicycle from nearby residential areas.

Taken together, the proposed OPA and ZBLA for 2000 Rogers Road reflect strong policy alignment with the PPS 2024 and advance a climate-conscious, employment-supportive, and infrastructure-efficient development vision consistent with provincial planning priorities.

#### 4.2 Lanark County Sustainable Communities Official Plan (2024 Consolidation)

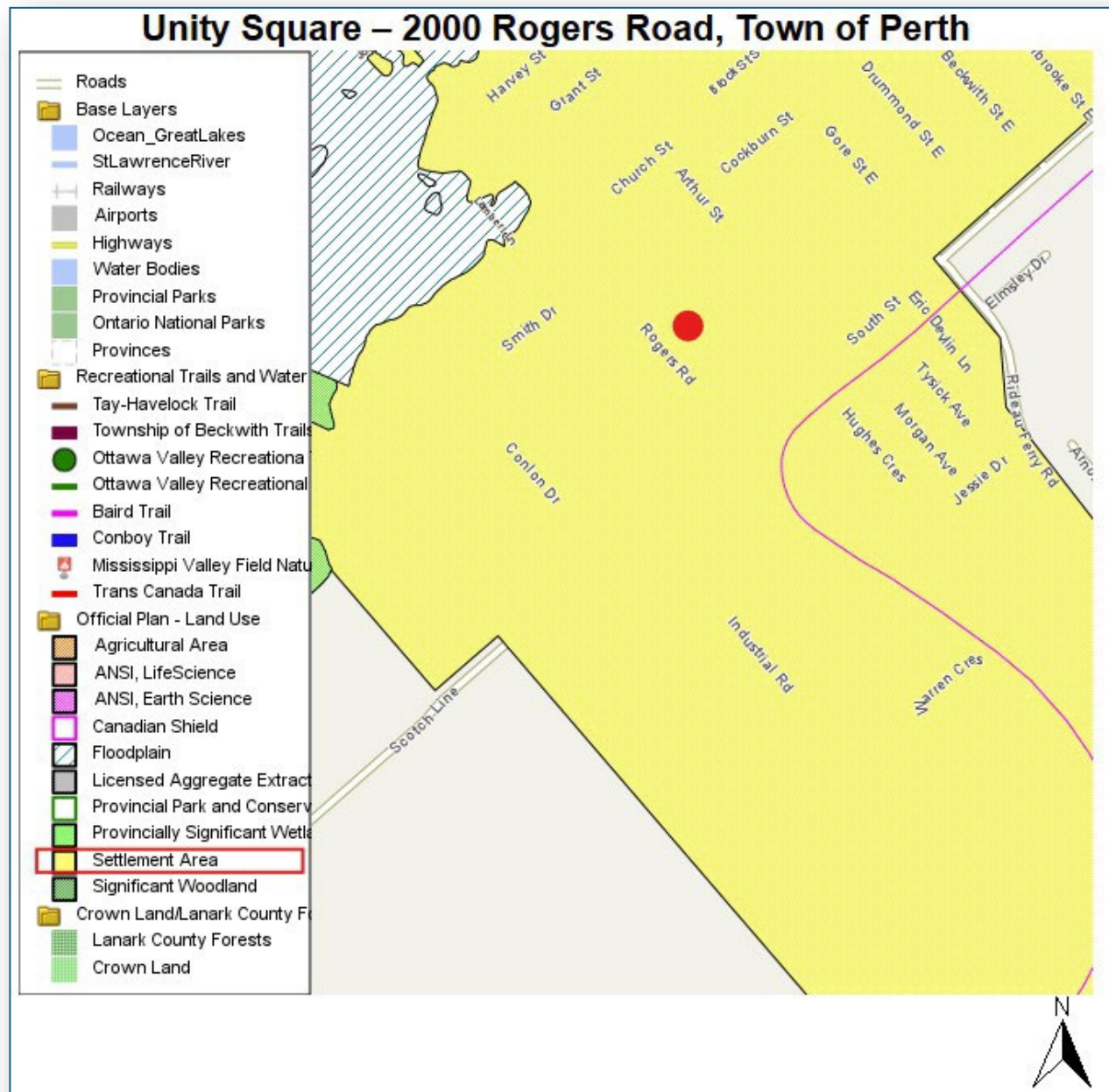
The Lanark County Sustainable Communities Official Plan (SCOP), consolidated in 2024, serves as the upper-tier policy framework guiding growth, infrastructure investment, environmental protection, and

economic development across all lower-tier municipalities within the County. As the Town of Perth is a constituent lower-tier municipality, the proposed Official Plan Amendment (OPA) and Zoning By-law Amendment (ZBLA) for 2000 Rogers Road must demonstrate conformity with the applicable policies and strategic directions of the SCOP.

The subject lands are located within the designated Settlement Area of the Town of Perth, as identified on Schedule A of the SCOP (Figure 6), in accordance with Section 2.3.1(1) which states: *“Settlement Areas are identified on Schedule A to this Plan. The limits of the Settlement Areas are in accordance with the limits established in local Official Plans.”* The proposed redevelopment, which repurposes an existing industrial building for employment and community-oriented uses, supports compact, infill development on fully serviced lands and aligns with the SCOP's settlement hierarchy.

Section 2.3.1(5) emphasizes that *“efficient development patterns will be encouraged in Settlement Areas to optimize the use of land, resources, infrastructure and public service facilities.”* The project maintains the existing building footprint, introduces permeable surfacing to reduce environmental impact, and avoids any requirement for expanded water, wastewater, or transportation infrastructure. The integration of 6,707 m<sup>2</sup> of permeable pavers and permeable parking surface further advances infrastructure efficiency and stormwater sustainability, consistent with SCOP policies and the MOE Stormwater Management Planning and Design Manual (2003), as required under Section 4.4.3.

The project conforms to Section 2.6.2.4(2), which requires that development proceed only on *“appropriate and verified water, wastewater, stormwater and transportation services.”* This was confirmed through municipal pre-consultation and reinforced by the revised Site Plan, which demonstrates no requirement for system expansion.



**Figure 6:** Subject Site Location within Town of Perth Settlement Area

From a land use perspective, the proposed Business Park designation and site-specific zoning align with Section 2.6.1(5), which supports the development of “mixed use communities with appropriate commercial, institutional and employment uses.” The introduction of a diverse mix of uses, including

3,944.0 m<sup>2</sup> of professional and business office space, 804.1 m<sup>2</sup> of wellness centre uses, 791.5 m<sup>2</sup> of personal service uses, and a small-format 203.0 m<sup>2</sup> restaurant, provides flexible employment and service offerings within walking distance of adjacent residential areas.

Land use compatibility is addressed through Section 7.9, which states: *“every effort shall be made to prevent or minimize future land use conflicts which can arise when incompatible land uses develop in close proximity.”* The subject site lies between industrial lands to the south and residential uses to the east. The development avoids sensitive uses such as residential, places all commercial operations indoors, and incorporates a 55.46 metre landscaped buffer at the rear yard, significantly exceeding the Town’s minimum zoning requirement. These features proactively minimize adverse impacts and create a deliberate, functional transition between industrial and residential uses.

Stormwater infrastructure design conforms with Section 4.4.1(1), which provides that *“development will not be encouraged where such development would result in, or could lead to, unplanned expansions to existing water and wastewater infrastructures.”* The proposal requires no new municipal connections or capacity upgrades. Permeable surfaces, green edges, and existing ditch infrastructure are used to manage runoff without exceeding pre-development discharge levels.

In terms of employment planning, the project directly supports Objective 5 of Section 1.2, which states: *“Economic development will focus on increasing total employment within the County as a whole, taking into consideration the availability of county and local infrastructure.”* Unity Square introduces a diversified commercial employment base while leveraging previously underutilized industrial lands. The proposal further fulfills Section 2.6.2.4(4), which directs municipalities to *“identify and zone an appropriate range of commercial, institutional and employment lands.”*

The proposal advances Objective 1 of Section 1.2, which calls for *“efficient land use and opportunities for mixed use development on appropriate infrastructures which recognizes the diversity of Lanark County’s settlement areas.”* The site’s transitional location, adaptive reuse strategy, and integrated plaza and park spaces contribute to a well-rounded, resilient, and inclusive development form.

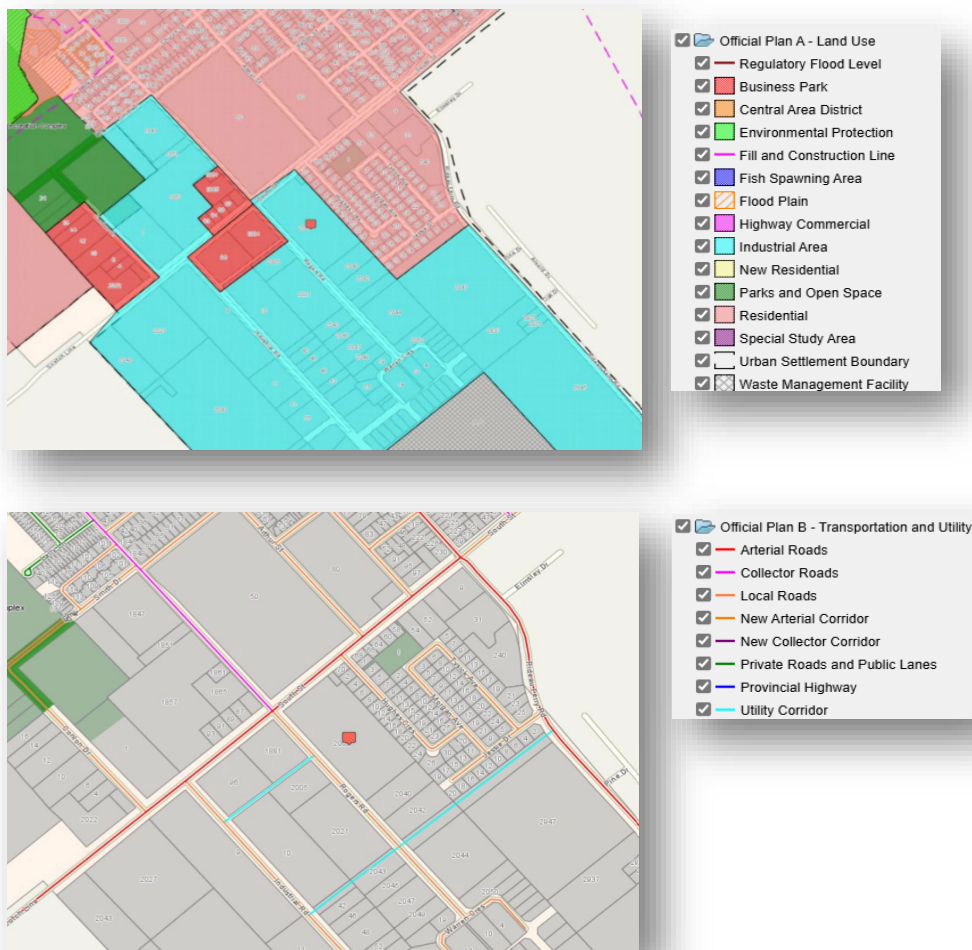
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#### 4.3 Town of Perth Official Plan (2019, as consolidated with OPA 16)

The Town of Perth Official Plan (2019), as amended by OPA 16 and consolidated in September 2019, establishes the local planning framework for land use, infrastructure, growth management, and community development within the Town. It designates lands for employment, commercial, residential, institutional, and open space uses, and promotes compact, walkable development that leverages existing infrastructure. The subject lands at 2000 Rogers Road are currently designated Industrial Area on Schedule A of the Official Plan. This application proposes to redesignate the property to Business Park to support a contemporary, employment-focused reuse of an existing 6,822.8 m<sup>2</sup> (73,440 ft<sup>2</sup>) industrial building, consistent with the Plan's objectives for economic diversification and land use compatibility.



**Figure 7: Excerpt from Town of Perth Official Plan – Land Use and Transportation Schedules**



#### 4.3.1 Industrial Area Designation

Section 8.4.4 of the Official Plan outlines the permitted range of uses within the Industrial Area designation, including light and medium industrial uses (Class I and II), warehousing, contractor yards, service shops, and limited commercial uses in transitional or buffer areas. Specifically, Subsection 8.4.4(5) states:

*“Existing commercial uses in the Industrial Area as well as their expansion and new commercial uses shall be permitted in transition or buffer areas adjacent to non-industrial designations provided they include no sensitive land uses and will not conflict with existing or potential industrial development.”*

The subject site is located at the southern edge of the industrial employment lands and directly abuts residential lands to the east and public open space to the north. The proposed mix of low-impact, daytime, and non-emission-generating uses—including professional offices, wellness services, personal services, a café/snack bar, and public plaza space—meets the intent of this transition policy. No sensitive land uses (such as housing or childcare) are proposed, and the development will not constrain or conflict with adjacent industrial operations.

#### 4.3.2 Proposed Business Park Designation

The proposed redesignation to Business Park reflects the site's evolution into a contemporary, service and employment node for the Town of Perth. Section 8.5.1(a) defines Business Parks as:

*“Areas intended to provide for a mix of commercial, service-commercial, artisan, and a limited range of institutional and light industrial uses.”*

The *Unity Square* concept proposes a balanced mix of permitted uses under Section 8.5.4, including:

- 3,944 m<sup>2</sup> of business and professional office space;
- 804 m<sup>2</sup> of wellness and health-related services;
- 791 m<sup>2</sup> of personal service uses;
- 203 m<sup>2</sup> for a café/snack bar;
- 2,017 m<sup>2</sup> of public self-storage;
- 3,383 m<sup>2</sup> of public plaza space.

These uses fall squarely within the range contemplated in Section 8.5.4(a), particularly clauses 1 through 3, and are appropriate in a Business Park context that seeks to attract mixed employment formats, facilitate walkable access, and buffer adjacent residential areas.

#### 4.3.3 Compatibility, Design, and Accessibility

Section 8.5.5 outlines detailed Development and Design Criteria for Business Park lands. The *Unity Square* site has frontage on Rogers Road, a local collector road, and satisfies the location criteria under Section 8.5.5(a). The proposed development avoids incompatible land use pairings by ensuring:

- No sensitive uses are located within the same building as non-compatible uses;
- No Class II or III industrial activities or hazardous storage is proposed;
- All uses are pedestrian-scaled and daytime-oriented.

The site includes over 52% open space, incorporates landscaped setbacks and tree planting, and introduces both permeable pavers and infiltration zones—consistent with Sections 8.5.5(g) and 8.5.5(h). Retail and office space allocations are well below the 828 m<sup>2</sup> (8,912.8 ft<sup>2</sup>) cap for individual units established under Section 8.5.5(f), and food services are limited to a single café-scale unit as per Section 8.5.5(g).

#### 4.3.4 Infrastructure and Public Service Facilities

As noted in Section 3.4(A–F), all new development must be fully serviced and demonstrate lifecycle infrastructure viability. The subject site is already connected to municipal water, sanitary sewer, and storm infrastructure. The proposal avoids any expansion of servicing capacity, and the reuse of the existing building aligns with the Plan’s asset management and sustainability objectives. As noted in the Pre-Consultation Form (Appendix A), Town engineering staff confirmed adequate servicing capacity to support the development without expansion of existing systems. As required under Section 3.4(D), the Concept Plan demonstrates sustainable stormwater management via a reduced impervious footprint and enhanced on-site infiltration using permeable surfaces.

#### 4.3.5 Placemaking and Public Realm Enhancements

While not explicitly required, the proposal goes beyond the minimum standards by contributing public realm features uncommon in traditional employment districts. The inclusion of a 2,699.5 m<sup>2</sup> flexible plaza supports the Official Plan’s broader objectives under Section 8.5.3, including:

- Enhancing economic flexibility and live-work opportunities;
- Repurposing underutilized lands (brownfield conversion);
- And promoting compatible, walkable employment environments.

The development also supports the Town’s Section 1.3 community vision for healthy, accessible, and integrated neighbourhoods by integrating urban design, sustainability, and infrastructure efficiency into an employment-focused redevelopment.

The proposed Official Plan Amendment and Zoning By-law Amendment for 2000 Rogers Road are consistent with the policies and vision of the Town of Perth Official Plan (2019, as consolidated with OPA

16). The proposal facilitates a context-sensitive redevelopment of a legacy industrial site into a Business Park that:

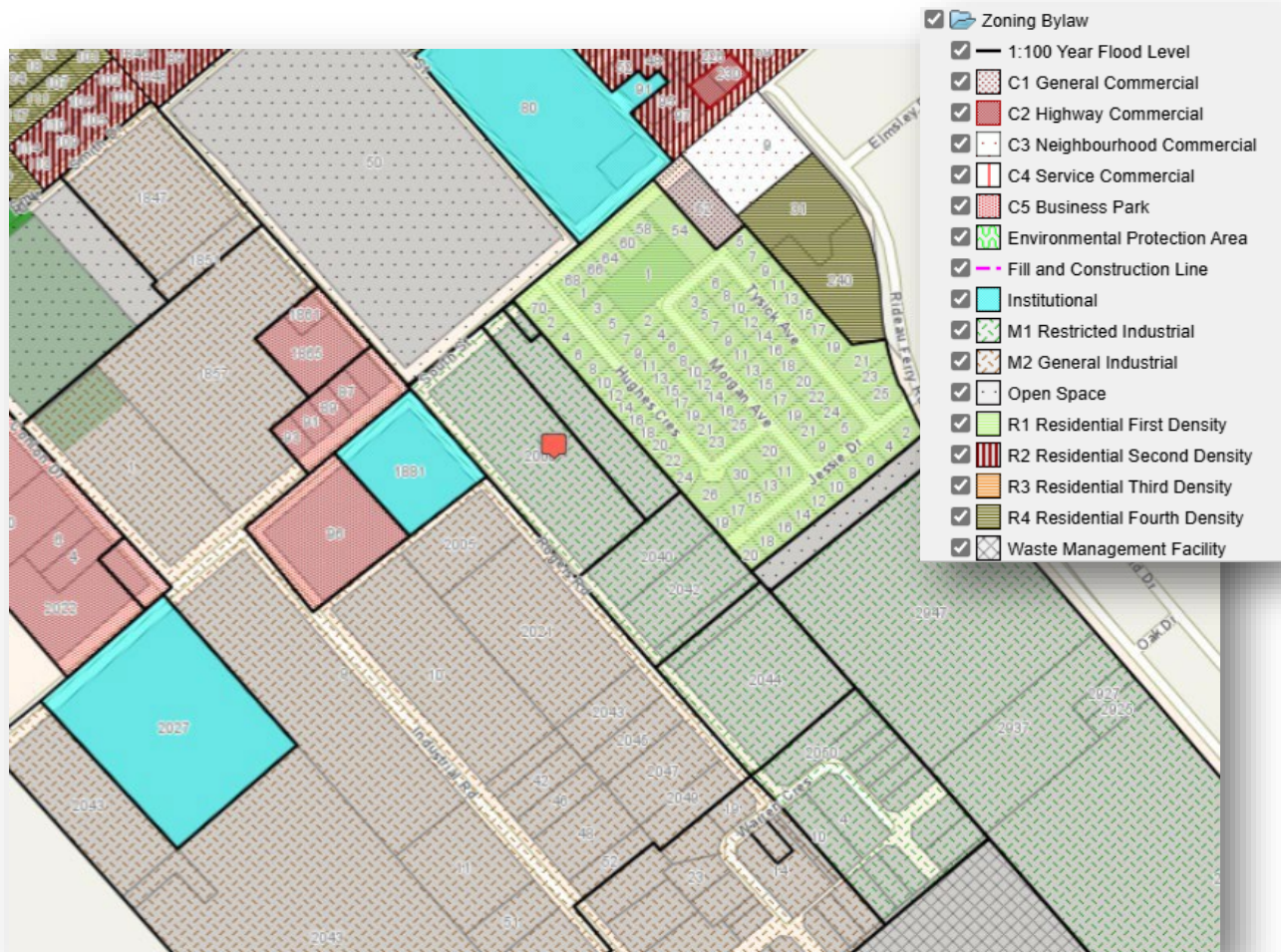
- Introduces a diverse range of compatible employment uses;
- Optimizes existing infrastructure;
- Maintains land use compatibility;
- Enhances walkability and placemaking;
- And reflects the evolving needs of the Town's labour force and economic base.

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#### 4.4 Zoning By-law Analysis - Town of Perth Comprehensive Zoning By-law No. 3358

The subject lands at 2000 Rogers Road are currently zoned Restricted Industrial Limited Commercial Exception Two (M1-2) under the Town of Perth Comprehensive Zoning By-law No. 3358, as consolidated to December 2022. The existing M1-2 zone permits a limited range of commercial and light industrial uses, including professional and business offices, personal service uses, financial establishments (excluding banks and trust companies), private clubs, and retail stores (excluding convenience stores). However, these uses are capped at a combined maximum floor area of 178.4 m<sup>2</sup> (1,920.3 ft<sup>2</sup>), with the exception of light industrial and service commercial uses, which are not subject to this cap. This limitation substantially constrains redevelopment opportunities for large-format adaptive reuse projects like the one proposed.



**Figure 8:** Zoning Context Map showing the subject site (red square) and surrounding land use designations

The site contains an existing 6,822.8 m<sup>2</sup> (73,440 ft<sup>2</sup>) industrial building and is situated on a 39,500.3 m<sup>2</sup> (9.76 ac) parcel. The limited-use permissions and strict floor area cap under the M1-2 zone make it infeasible to introduce a broader mix of low-impact, employment-generating, and public-serving uses within the building. In addition, several proposed uses—such as community gathering spaces, cafés, personal storage (mini-warehouse), and seasonal or event-based activities like a farmers’ market—are not permitted or contemplated in the M1-2 zone.

To enable the full reuse potential of the site, a Zoning By-law Amendment is proposed to rezone the lands from M1-2 to a site-specific Business Park Exception Zone (C5-X).

#### 4.4.1 Use Permissions – M1-2 vs. Proposed C5-X

Use Category	Permitted in M1-2	Permitted in C5 (Proposed)	Proposed GFA (m <sup>2</sup> )	Commentary
Professional/Business Offices	Yes (max 178.4 m <sup>2</sup> total)	Yes (up to 828 m <sup>2</sup> unless exempted)	3,944	Requires site-specific exception under C5-X
Personal Service Establishments	Yes	Yes	791.5	Fully permitted
Private Club / Wellness Facility	Yes	Yes ("Place of Assembly")	804.1	Interpreted as public service / assembly use
Retail Stores	Yes (limited)	Yes	None proposed at this time	Permitted; may need floor area limit review
Light Industrial / Service Comm.	Yes	Yes	None proposed at this time	Permitted in both zones
Café / Snack Bar	No	Yes (max 20 m <sup>2</sup> seating; 2 per 4,000 m <sup>2</sup> )	203	Subject to C5 café standards
Community Plaza / Public Realm	No	Yes	2,699.5	Permitted as public service or assembly use
Community Park	No	Yes	20,838.4	Permitted as open space
Self-Storage (Mini-Warehouse)	No	Yes	1,011.3	Permitted under “service commercial”
Farmers' / Flea Market	No	Yes	N/A	Event-based use fits under “public service” or “place of assembly”

**Table 1: Comparison of Use Permissions – Existing M1-2 Zone vs. Proposed C5-X Zone (2000 Rogers Road)**



#### 4.4.2 Compliance with C5 Zone Standards

The proposed development complies with all applicable C5 (Business Park) zone standards, as follows:

Standard	C5 Requirement	Proposed	Complies?
Minimum Lot Area	2,000 m <sup>2</sup>	39,500.3 m <sup>2</sup>	Yes
Minimum Lot Frontage	30.0 m	275.38 m	Yes
Front Yard Setback	7.5 m	30.09 m	Yes
Rear Yard Setback	10.0 m	55.46 m	Yes
Interior Side Yard	3.0 m	52.27 m	Yes
Yard Abutting Residential (min.)	10.0 m	55.46 m	Yes
Exterior Side Yard	7.5 m	30.95 m	Yes
Maximum Building Height	15.0 m	5.5 m	Yes
Maximum Lot Coverage	40%	17%	Yes
Minimum Landscaped Open Space	15%	52%	Yes
Outdoor Storage	None permitted	None proposed	Yes

**Table 2: Compliance with C5 (Business Park) Zone Development Standards – 2000 Rogers Road**

#### 4.4.3 Requested Site-Specific Exception (Office Floor Area)

The only proposed relief pertains to Section 15.3(c) of the C5 zone, which limits non-accessory business or professional office floor area to 828 m<sup>2</sup> (8,912.8 ft<sup>2</sup>). The proposed development includes 3,944.0 m<sup>2</sup> (42,453 ft<sup>2</sup>) of such space, thereby requiring a site-specific zoning exception.

Proposed Exception Wording:

*“Notwithstanding the provisions of Section 15.3(c), the maximum permitted floor area for all business or professional offices which are not accessory to another permitted use shall be 3,944.0 m<sup>2</sup>.”*

This exception is appropriate and justified. Office uses are low-impact, employment-supportive, and consistent with the intent of the C5 zone, which is to enable diverse, service-based economic development in non-core areas. The proposed floor area is comparable to the C5-2 Exception Zone (1881 Rogers Road), which permits 2,325 m<sup>2</sup> of office space under similar policy rationale.

The proposed Zoning By-law Amendment seeks to rezone the subject lands from M1-2 to C5-X (Business Park – Exception) to facilitate the adaptive reuse of a 6,822.8 m<sup>2</sup> (75,000 ft<sup>2</sup>) industrial building. The proposed C5 zoning:

- Permits all proposed uses, including professional services, wellness facilities, personal storage, cafés, and public realm elements;
- Exceeds all development performance standards, including setbacks, open space, and lot coverage;

- Requires only one site-specific exception, pertaining to office floor area;
- Maintains compatibility with adjacent land uses through setbacks, landscaped buffers, and no outdoor storage;
- Aligns with the intent of the C5 zone, which emphasizes land use flexibility, mixed-use employment formats, and transition between industrial and sensitive areas.

## 5.0 POLICY ANALYSIS & JUSTIFICATION

The proposed Official Plan Amendment (*OPA*) and Zoning By-law Amendment (*ZBLA*) for 2000 Rogers Road represents a deliberate, contemporary approach to community planning in the Town of Perth. The application facilitates the adaptive reuse of a 6,822.8 m<sup>2</sup> (approx. 73,440 ft<sup>2</sup>) industrial building into a multi-tenant Business Park that integrates employment, public realm, and service-oriented functions within a single, fully serviced site. This redevelopment aligns with the highest-order policy objectives of the 2024 Provincial Planning Statement, the Lanark County Sustainable Communities Official Plan (2024 Consolidation), and the Town of Perth Official Plan (2019, as consolidated with OPA 16), and responds to existing constraints and emerging economic needs through an innovative reuse of legacy infrastructure.

The subject lands are located within the Town’s Settlement Area, in an area already developed with municipal water, wastewater, and stormwater services. This locational context is crucial; the project avoids any form of greenfield expansion or additional servicing demand. It instead leverages existing capacity confirmed through municipal pre-consultation and verified by engineering input. The proposal directly satisfies the Provincial Planning Statement’s direction to focus intensification and adaptive reuse within built-up urban areas and does so through a model that maximizes infrastructure return while reducing long-term public costs. It goes further by introducing permeable surfacing and vegetated buffers that reduce impervious coverage, enhance stormwater performance, and support climate resilience—elements emphasized across all three tiers of applicable planning policy.

This proposal also delivers a high degree of land use efficiency. The project does not expand the building envelope, yet it repurposes a 3.95-hectare site to introduce a diverse range of employment and public use—ranging from professional offices and wellness services to personal storage, food service, and outdoor public space. These uses are spatially coordinated across a purpose-built site plan that maintains over 52% open space and includes a 2,699.5 m<sup>2</sup> public plaza. These elements are not only responsive to contemporary community needs but also provide passive recreation and social infrastructure in an area of Town that presently lacks such amenities. This introduces a form of non-residential placemaking that contributes to neighbourhood vitality and reduces the spatial siloing of employment zones. It brings the Business Park model in line with modern planning principles around mixed-use resiliency, workforce retention, and walkable urbanism.

The proposed C5-X zone permits all intended uses and introduces only one site-specific modification: an increase in the maximum floor area for business and professional offices from 828 m<sup>2</sup> to 3,944 m<sup>2</sup>. This

request is reasonable, evidence-based, and grounded in both policy precedent and market need. The Town of Perth already permits expanded office floor space within the C5-2 Zone (1881 Rogers Road), and the proposed office area remains well below the total building footprint. Moreover, professional services represent one of the fastest-growing employment sectors in both the Town and the County, particularly in healthcare, administration, legal, and technical services. With an aging population and increasing demand for wellness and consulting spaces, the need for low-barrier, non-residential tenancy cannot be overstated. Limiting the project to under 900 m<sup>2</sup> of office use—as currently required—would defeat the core planning rationale of this adaptive reuse initiative and leave a significant portion of the building underutilized.

Importantly, the design and programming of *Unity Square* resolve potential land use compatibility concerns. The development introduces no sensitive land uses such as residential, institutional childcare, or long-term care, and all activities are daytime-oriented, interior-facing, and low-intensity. A rear yard setback of 55.46 metres—coupled with a downward grade change and vegetated buffer—provides ample separation from adjacent residential uses, far exceeding minimum zoning and Official Plan requirements. No outdoor storage is proposed, and no mechanical or emission-generating operations are planned. This configuration not only satisfies compatibility criteria under the PPS and local Official Plan but also provides a scalable precedent for managing legacy industrial transitions within built-up areas.

From a policy perspective, the proposed Official Plan redesignation from Industrial Area to Business Park is essential. The current Industrial Area designation supports heavier industrial activity, which, while still important, does not reflect the current function or market potential of the site. By contrast, the Business Park designation explicitly anticipates mixed employment environments in transitional zones, with a focus on service-commercial, wellness, artisan, and low-impact light industrial uses. The site's adjacency to residential lands and municipally owned open space further supports this transition. The Official Plan notes that Business Parks are intended to introduce compatible forms of employment between traditional industrial uses and sensitive land uses—an objective achieved here with precision.

The proposal brings life-cycle asset management and economic development into a common frame. By reusing a structurally sound building on a municipally serviced lot, the project avoids the lifecycle costs of demolition, site remediation, and new construction. This is consistent with the Official Plan's direction on infrastructure sustainability (Section 3.4), the County's emphasis on stormwater resilience (Section 4.4.3 of the SCOP), and the Provincial Planning Statement's prioritization of adaptive reuse (Sections 2.3.1 and 3.1.2). *Unity Square* effectively transforms an underperforming industrial asset into a modern employment hub without drawing on capital reserves or service expansion budgets.

The broader economic justification is equally compelling. Lanark County's BR+E Strategy identifies a shortage of flexible, small-format commercial spaces for professional, wellness, and personal service providers. *Unity Square* directly addresses this gap with leasable units tailored to independent practitioners, remote workers, and service entrepreneurs. The development also provides infrastructure

for community-building—seasonal markets, pop-up events, and shared civic space—all of which contribute to the economic visibility of local businesses and reinforce regional labour force retention. In an era where economic development is tied to both place-making and workforce well-being, the inclusion of a public plaza within an employment node is very appropriate.

This proposal reflects the core tenets of good planning. It balances economic growth with environmental stewardship, integrates employment with community benefit, and transforms a legacy site into a resilient, low-impact, and fiscally sustainable Business Park. The requested OPA and ZBLA do not merely conform to existing policy—they elevate the implementation of those policies in a way that anticipates future needs and addresses current deficiencies. No additional infrastructure is required. No incompatible uses are introduced. The development meets all zoning and Official Plan criteria, and it introduces flexibility that allows the Town to respond to market demand without future re-zoning.

The proposed amendments represent a responsible, context-sensitive, and policy-consistent approach to land use planning in the Town of Perth. The project reflects contemporary planning values—adaptability, efficiency, compatibility, and community integration.

## 6.0 CONCLUSION

The proposed Official Plan Amendment and Zoning By-law Amendment for 2000 Rogers Road reflect a forward-looking, community centered and policy aligned approach to adaptive reuse and employment intensification within a fully serviced urban context. By facilitating the transformation of a legacy industrial building into a multi-tenant Business Park, the application supports a compatible mix of professional, service-commercial, wellness, and community-focused uses—all integrated within the existing building footprint and supported by established municipal infrastructure. The proposal is fully consistent with the Provincial Planning Statement (2024), which directs growth to settlement areas, encourages efficient land use and infrastructure optimization, and promotes climate-resilient, compact development. The adaptive reuse approach avoids greenfield expansion and capital infrastructure costs while supporting the transition to a more diversified, service-based local economy. Through the integration of open space, pedestrian-scaled amenities, and low-impact uses, the development contributes meaningfully to the Town’s goal of creating complete, walkable communities.

At the upper-tier level, the proposal conforms to the Lanark County Sustainable Communities Official Plan by advancing targeted policies related to infill development, infrastructure efficiency, and employment diversification. It aligns directly with the Lanark County Business Retention & Expansion (BR+E) Strategy, responding to the identified shortage of flexible commercial space for small businesses, professional services, and wellness providers—the very sectors forming the foundation of the regional labour market. Locally, the proposed redesignation to “Business Park” and concurrent rezoning to a site-specific C5-X zone implement the intent of the Town of Perth Official Plan (OPA 16 Consolidation), particularly policies related to employment intensification in transitional areas. The development conforms to all zoning performance standards, with a single, modest exception to allow for increased office floor space. The site introduces no incompatible uses, no late-night operations, and no outdoor

storage, while exceeding buffering and landscaping requirements to ensure land use compatibility with surrounding residential and open space areas.

This proposal represents good planning. It achieves alignment across all levels of the policy hierarchy, addresses established community and economic needs, and delivers measurable public benefit without compromising land use compatibility or infrastructure capacity. The *Unity Square* redevelopment is a strategic, sustainable solution that enables the Town of Perth to unlock the full value of a key employment parcel while advancing economic resilience, urban integration, and long-term community vitality.

Respectfully Submitted By:



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Prepared for: 2186379 Ontario Inc  
Prepared by: EFI Engineering  
50 Crawford St., Brockville, ON K6V 1T7  
April 2025  
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## 7.0 APPENDICES LIST

### 7.1 Appendix A – Pre-Consultation Form Comments



Corporation of the  
Town of Perth

80 Gore St East  
Perth, ON  
K7H 1H9

#### Pre-Consultation Form

Pre-Consultation Date: November 21, 2024

**Staff in Attendance:**

Joanna Bowes, Director of Development Services; jbowes@perth.ca

Grant Machan, Director of Environmental Services; gmachan@perth.ca

Trevor Choffe, Fire Chief; firechief@perth.ca

Steven Leroux, Deputy Chief Building Official; sleroux@perth.ca

Cathy McNally, Director of Community Services; sbailon@perth.ca

Noah Greer, Manager of Construction and Development Support; engtech@perth.ca

Jessica D'Aoust, Planning Consultant; jdaoust@perth.ca

Hailey Mahon, Administrative Assistant, Development Services/CAO; hmahon@perth.ca

**Other Attendees:**

Jeff Ricardo - jeff.r@rbs-na.com  
Brad Ricardo - brad.r@rbs-na.com  
Christine Stinson - cstinson@efiengineering.com

**Location of Subject Property:**

Civic Address: 2000 Rogers Road  
Reference/Registered Plan Number:  
Part/Lot/Block Number:  
Concession Number: Lot Number:  
Assessment Roll Number:

**Name of Property Owner(s):** Jeff Ricardo

Telephone: (Home) Cell: 613-464-2306 Work:  
Mailing Address:  
Email Address: jeff.r@rbs-na.com

**Proof of Authorization Submitted (if applicant is different than owner):** ☐ Yes ☐ No

*Note: If applicant is different than owner, please submit proof of authorization and provide applicant/agent contact information below*

**Name of Applicant/Agent:**

Telephone: (Home) Cell: Work:  
Mailing Address:  
Email Address:

**Brief Description of Project:**

Our primary goal is to work towards a development agreement with the Town of Perth. The revised plan submitted takes into account feedback that we've received from the Town including:  
Reduction of retail space in consideration of the Town's goals to protect and maintain a strong downtown retail core. We have 0 sq. ft. allotted to Retail on the revised plan.  
Minimal restaurant space and deletion of drive-thru from the plan. Refer to Eateries Corner (2,140 sq. ft.) on revised plan.  
Increased green space. Refer to Community Park and inclusion of green space off Rogers Rd on revised plan.  
Larger scale individual tenant spaces (refer to purple Professional & Business Centre on revised plan). We envision these type of tenants like our businesses (Roof & Building Service and Kwikcare) and many other local businesses like ours that have inquired for warehouse and/or office space. These have been placed on the south end of the building to flow more naturally into the industrial park end. As a general comment, the plan has been revised and simplified to be more cost-effective and practical to execute. Official Plan Amendment to Business Park. Addition of Community garden near green space. Plans to get to Development Agreement Stage for re-sale.

**Planning Application Required:**

- ☒ Official Plan Amendment
- ☒ Zoning By-law Amendment
- ☒ Site Plan Control Agreement
- ☐ Minor Variance
- ☐ Plan of Subdivision
- ☐ Other: \_\_\_\_\_

**List of Studies Required:**

Study/Information		Comments
<input type="checkbox"/>	Affordable Housing Market Evaluation	
<input type="checkbox"/>	Archaeological Assessment or Heritage Impact Assessment <input type="checkbox"/> Phase 1 <input type="checkbox"/> Phase 2 <input type="checkbox"/> Phase 3 <input type="checkbox"/> Phase 4	
<input type="checkbox"/>	Building Compatibility Evaluation/Study	
<input type="checkbox"/>	Contaminated Land: <input type="checkbox"/> Phase 1 Environmental Site Assessment (ESA) <input type="checkbox"/> Phase 2 Environmental Site Assessment (ESA) <input type="checkbox"/> Record of Site Condition	
<input checked="" type="checkbox"/>	Drainage and/or Stormwater Management Report for any development	Required for OPA/ZBL
<input type="checkbox"/>	Employment Area Conversion Study/Comprehensive Review	
<input type="checkbox"/>	Flood Plain/Flood Proofing/access plans	
<input checked="" type="checkbox"/>	Geotechnical/Land Stability Studies	Only required if storage units/additions remain on-site.
<input type="checkbox"/>	Heritage and Architecture Preservation Report	
<input type="checkbox"/>	Environmental Impact Study for Natural Heritage Features and Areas Scoped: <input type="checkbox"/> Yes <input type="checkbox"/> No	
<input checked="" type="checkbox"/>	Land Use Compatibility Study/ Air Quality	Only required if storage units /additions remain on-site.

Study/Information		Comments
<input type="checkbox"/>	Marine Archaeological Assessment	
<input type="checkbox"/>	Market Study	
<input type="checkbox"/>	Municipal Financial Impact/Sustainability Report and/ or Water and Sanitary Sewer Financial Sustainability Report	
<input type="checkbox"/>	Municipal Services Capacity Study (Sewage, Water)	
<input type="checkbox"/>	Neighbourhood-Serving Use Study	
<input type="checkbox"/>	Noise and/or Vibration Study	
<input type="checkbox"/>	Public Service Use Capacity Study	
<input type="checkbox"/>	Risk Management Report	
<input type="checkbox"/>	Source Water Protection Information	
<input type="checkbox"/>	Traffic Impact Study	
<input type="checkbox"/>	Waste Management - Environmental Impact Statement	
<input type="checkbox"/>	Other(s):	

**List Of Drawings/Information Required:**

Drawing/Information Required		Comments
<input checked="" type="checkbox"/>	Site Plan	More defined site plan required.
<input checked="" type="checkbox"/>	Landscape Plan	Required at site plan.
<input checked="" type="checkbox"/>	Grading and Drainage Plan	Required at OPA/ZBL.
<input checked="" type="checkbox"/>	Site Services Plan	Required at OPA/ZBL.
<input checked="" type="checkbox"/>	Illumination Plan	Required at site plan.
<input checked="" type="checkbox"/>	Architectural Plan	Required at site plan.
<input checked="" type="checkbox"/>	Elevation Plan	Required at site plan.
<input type="checkbox"/>	Building Performance Analysis	
<input checked="" type="checkbox"/>	Floor Plans	Required at OPA/ZBL.
<input checked="" type="checkbox"/>	Planning Rational	Required at OPA/ZBL.
<input type="checkbox"/>	Composite Utilities Plan	
<input type="checkbox"/>	Other(s):	

**Planning Comments** *(Director of Development Services):*

Official Plan- Industrial Zone ZBL- Restricted Industrial- Limited Commercial. This is a site-specific zone. Site Plan is required. Storage facilities, warehousing, restaurants are not included in the permitted uses. Proposal does not comply with OP or ZBL, so an OPA and ZBA would be required and not supported without a planning rationale. Storage facilities/warehousing is not supported. Would consider a restaurant. Proposal to re-designate to Business Park and rezone to Business Park with site-specific exceptions with sufficient planning rationale could be appropriate given site context and serving as a transition from the adjacent residential. Consider removing the proposed storage facilities to allow appropriate space for access, parking, and to remain more compatible with adjacent residential uses. Further site details including zoning table / parking statistics required to be shown on the site plan.



**Engineering Comments** *(Director of Environmental Services):*

Adequate single water and sewer services on site and into the existing building currently. May require drainage plan for amended parking. Storm sewers exist into open ditches on Rogers Rd. Adequate sprinkler and hydrant capacity around the site. Rogers Rd is municipal, South St is County - so any approvals or changes to the entrances would come from the respective agency.

**Building Comments** *(Chief Building Official):*

Fire access safety - if building exceeds 90m in length a turn around will be required as either a cul-de-sac or hammerhead turn around or a complete through-way. Roadway/access point through the property does not include parking. Must be 6m wide and 12m turn radius.

**Fire Comments** *(Director of Protective Services):*

Overall the changes look good. I will need a bit more information on the plans for access for firefighting that complies with the building code. For example, what are the dimension of the proposed driving lanes with the new drawings. There is a blue hydrant on the Rogers road entrance which indicates a high flow in this area. Will the renovated building be sprinklered?

**Heritage Comments** *(Director of Community Services):*

The parkland space in the back of the property looks great. Could the developer integrate an accessible trail leading from the park to the County Road for ease of access from the roadside?

**Additional Notes/Comments:**

Christine  
Stinson  
Date Signed

Digitally signed by Christine  
Stinson  
Date: 2024.11.29 15:01:31  
-05'00'

*Christine Stinson*  
\_\_\_\_\_  
Signature of Applicant or Agent

\_\_\_\_\_  
Signature of Director of Development Services

*(The planning application form must be accompanied by all of the above submission requirements in order to be considered a complete application. Incomplete applications will not be processed until all information is provided.)*