

Urban Design Brief

Address 3089 Greenfield
Road, Ayr, Ontario

Client Greenfield Mill Co.

Date May.26.2026

Project No. 26407

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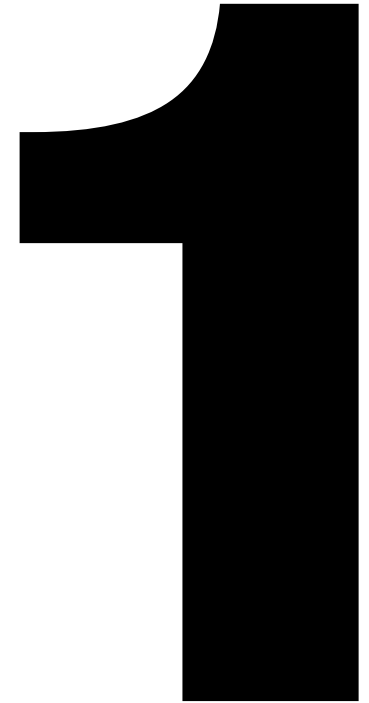
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Introduction.



1.1 **Intent**

1.2 **Document Structure**



1.1 Intent

The Biglieri Group Ltd. has been retained by Greenfield Mill Co. to prepare a Scoped Urban Design Brief (“UDB”) in support for the proposed development for the property municipally addressed as 3089 Greenfield Road, formerly known as the Greenfield Mill Complex (“Subject Site”- see **Figure 1 - Location Map**). The proposed development consists of a Zoning By-law Amendment (“ZBA”) to rezone the property to a site-specific ‘Zone 7 – Holding Provision’. The proposed development includes the rehabilitation of the Greenfield Mill Complex to be adaptively re-used as a four-season wedding venue. The zoning change will facilitate the re-use of the extant historic building.

This Urban Design Brief outlines best practices for the design of the public, private, and semi-private realm for the Subject Site. The goal of this document is to ensure excellence in urban design of the proposed development while addressing the character of the existing built form.

1.2 Document Structure

This document is organized into three sections:

- Section 1 – The Policy Context and Site Analysis (Policies, location and community context);
- Section 2 – Vision and Design Principles; and
- Section 3 – The Design Concept that is responsive to the policy context and site analysis.

Site Description & Location.



2.1 **Study Area Description**

2.2 **Study Area Inventory**

2.3 **Planning Policy Enforcement**



2.1 Study Area Description

2.1.1 Site Location

The Subject Site is located on the south side of Greenfield Road, west of Northumberland Road (Highway 58), east of Trussler Road and north of the Nith River. The Subject Site is legally described as the following:

*PT LT 37 CON 9 NORTH DUMFRIES PT 1,
67R3370; NORTH DUMFRIES*

The Subject Site is approximately 1.79 ha (4.42 ac) in size and irregularly shaped with frontage on Greenfield Road. It contains the former Greenfield Mill Complex and associated supportive features such as the smoke stack, sluice gates and ruins. Proposed access is via a narrow 20.0 metre unopened road allowance line off Greenfield Road. The area north of the existing building is heavily wooded and sloped, the remaining area is open space and wooded areas including Poplar, Black Cherry and Hackberry trees.

Figure 1. **Site Location**



2.1.2 Site Context

The Subject Site is surrounded by low-rise residential uses, industrial/commercial uses to the east and agricultural/natural lands to the south. The Subject Site is located within the CRCA Regulated Area for steep slopes and floodplain. A detailed summary of the uses surrounding the subject lands is included in the following pages:

Figure 2. **Site Context**





North:

The lands directly north of the Subject Site along Greenfield Road include rural residential lots and agricultural lands.

Figure 3. **Surrounding Context: Aerial View North (Google Earth)**



South:

The lands to the south of the Subject Site include natural features that are primarily within the Nith River flood plain; including natural wooded areas and open space/meadows of the Nith River.

Figure 4. **Surrounding Context: Aerial View South (Google Earth)**





East:

The lands to the east of the Subject Site include rural residential properties and industrial zoned lands; including Ayr's Home Hardware Building Centre and Team Vincent Motorsports.

Figure 5. **Surrounding Context: Aerial View East (Google Earth)**



West:

The lands to the west of the Subject Site includes wood areas, meadows, the Nith River and remnants of the former damn that supported operation of the historic mill.

Figure 6. **Surrounding Context: Aerial View West (Google Earth)**



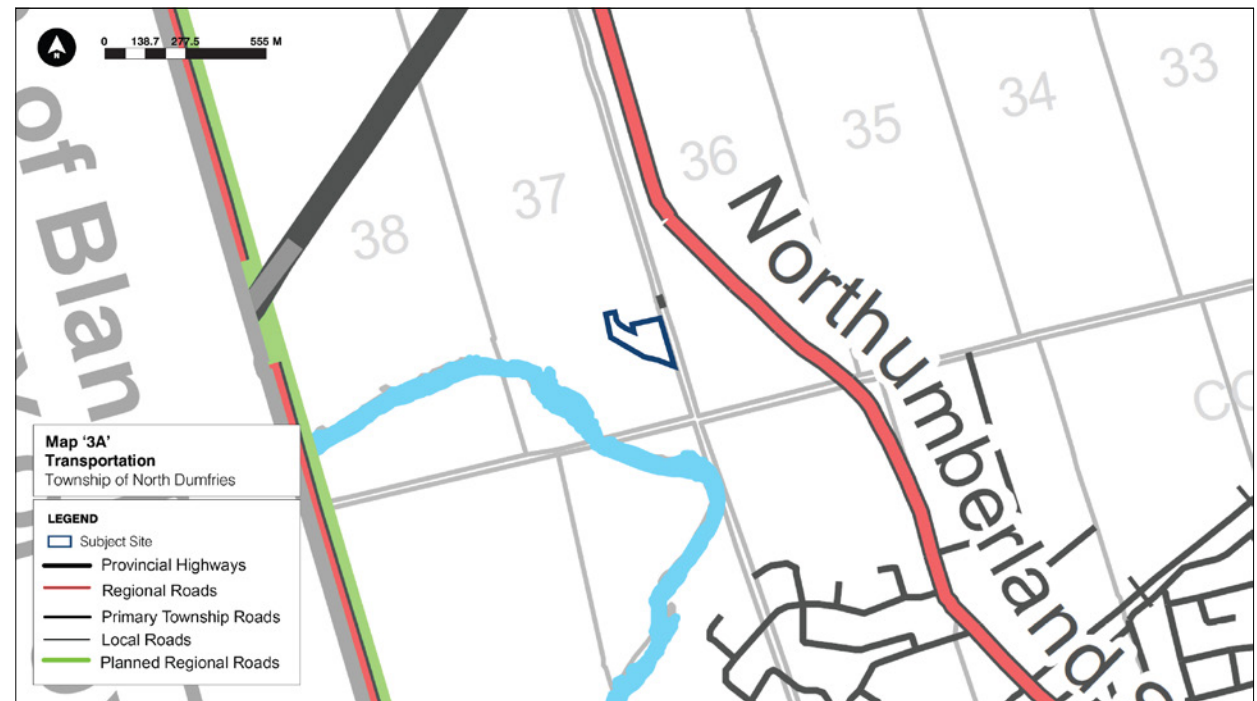


2.2 Study Area Inventory

2.2.1 Road Network

The Subject Site is located on the South side of Greenfield Road. As per the Township of North Dumfries Official Plan (2018) Map 3A Transportation (Figure 7), Greenfield Road is a Local Road. Northumberland Street located approximately 350metres east of the Subject Site is designated as a Regional Road. Northwest of the Subject Site is Provincial Highway 401 which provides regional highway access to the surrounding areas.

Figure 7. The Township of North Dumfries Official Plan Map 3a: Transportation

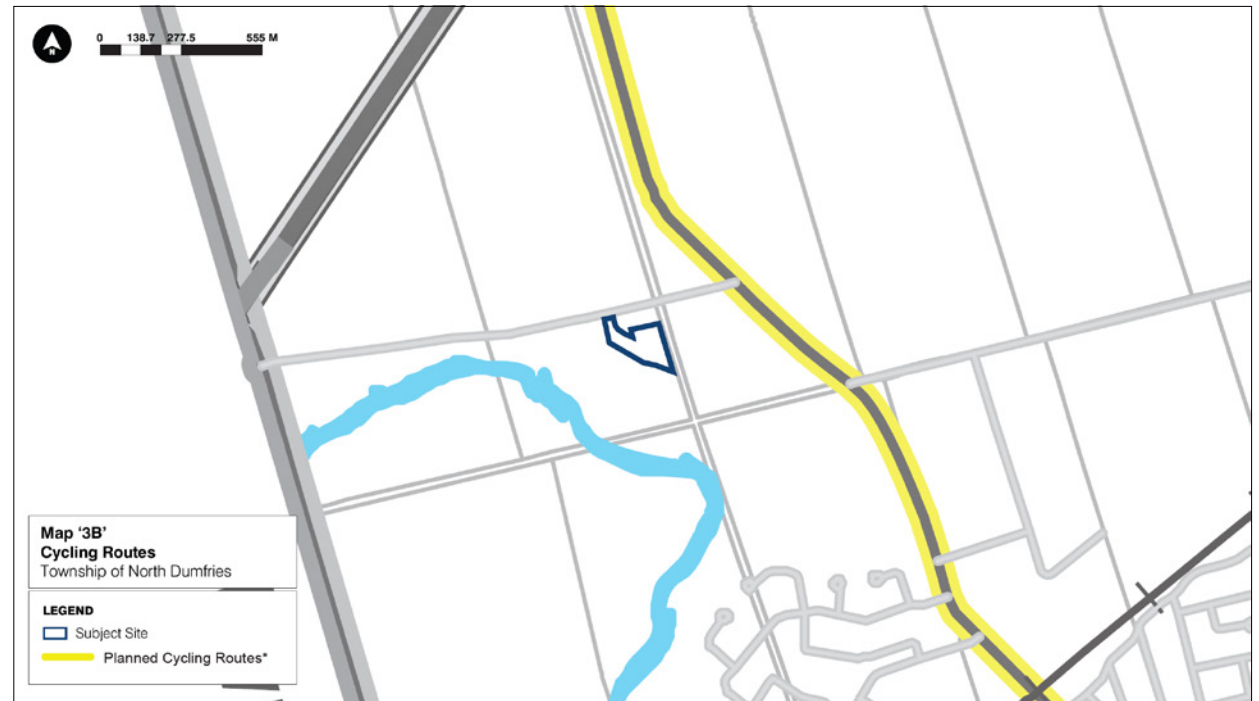


2.2.2 Active Transportation Network

The Subject Site has two planned cycling routes nearby as per the Township of North Dumfries Official Plan Map 3B Cycling Routes (Figure 8). Northumberland Street to the east and Wrigley Road to the south east are both identified as future Planned Cycling Routes. Roseville Road situated approximately 2.5km from the site is an Existing Cycling Route.

As indicated above, Greenfield Road is a Local Road, as such it does not currently have any sidewalks near the Subject Site.

Figure 8. The Township of North Dumfries Official Plan Map 3b: Cycling Routes





2.3 Planning Policy Enforcement

This Urban Design Brief includes a summary on the planning framework for Provincial, Regional, and Municipal policy documents, and guidelines that provide the basis for development in the Municipality of Clarington. The section below outlines the overarching goals that provide the direction for more sustainable communities. Each policy section summary comprises key points extracted from it to help inform the decision making process.

The proposed development is consistent with the following policies:

- The Provincial Policy Statement (2024);
- The Waterloo Regional Official Plan (2022);
- The Township of North Dumfries Zoning By-law (2018);
- The Township of North Dumfries Urban Design Guide (2018); and
- Greenfield Heritage Conservation District (March 2014).

2.3.1 Provincial Policy Statement (2024) (“PPS”)

POLICY

The Provincial Planning Statement (PPS), 2024 is a policy framework that guides land use planning decisions throughout Ontario. The PPS is meant to be a streamlined land use policy framework and has replaced the 2020 Provincial Policy Statement and the Growth Plan for the Greater Golden Horseshoe 2019. The PPS includes housing-supportive policies and provides municipalities with the tools and flexibility to increase housing supply, align development with infrastructure for a competitive economy, support rural viability, and protect agricultural lands, the environment, and public health and safety.

RESPONSE

The Proposed Redevelopment and expansion to the settlement area are consistent with the PPS. The Proposed redevelopment will contribute to the range and mix of land uses within the settlement areas of Ayr and Greenfield.

For further analysis of the PPS please refer to section 5-2 of the Planning Justification Report included in this submission prepared by Baker Planning Group.

2.3.2 The Waterloo Regional Official Plan (Updated February 2024)

POLICY

The Region of Waterloo Official Plan (“ROP”), provides a framework for growth and development for the seven local municipalities including the Township of North Dumfries. As indicated in Map 7 (Figure 9) of the ROP, the site is identified as ‘Prime Agricultural Area’. Furthermore, the Subject Site is within the Settlement area of Greenfield and is designated as ‘Rural Settlement Area” on Map 3 of the ROP.

The Region of Waterloo Official Plan includes policies related to the Subject Site such as;

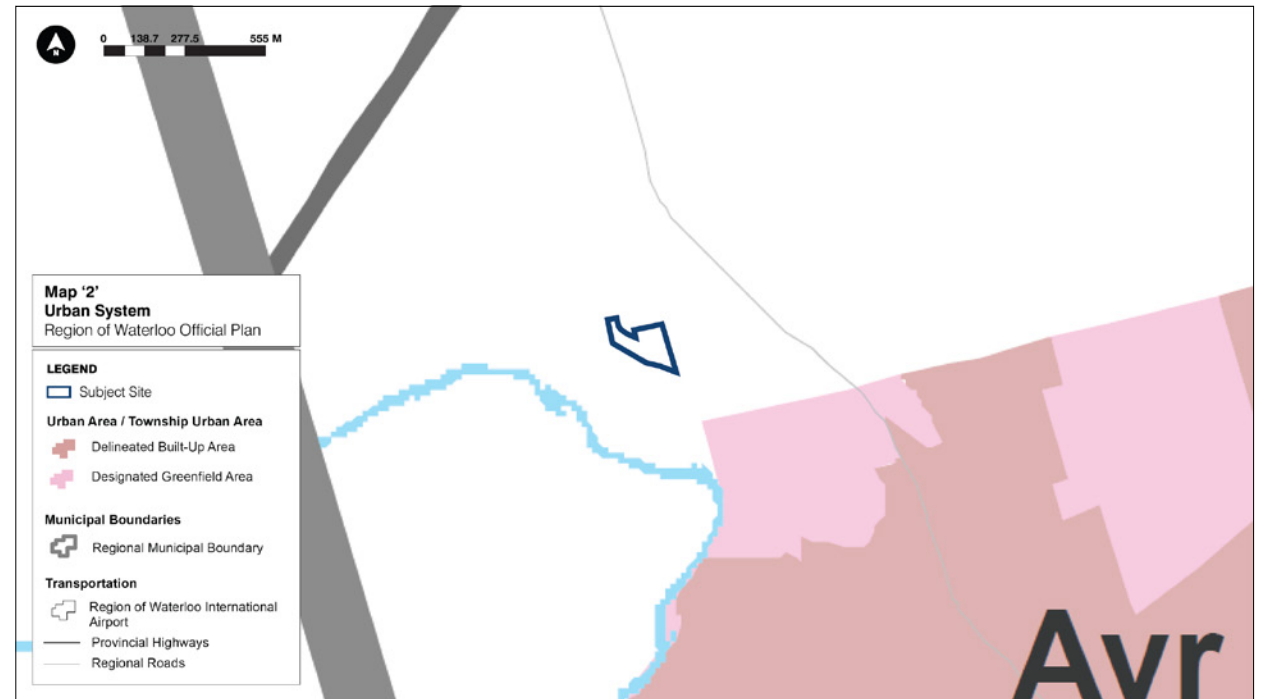
- Protected Countryside;
- Natural Heritage;
- Archaeology;
- Hazard Lands;
- Infrastructure Planning;
- Site Contamination; and
- Cultural Heritage.

RESPONSE

The proposed adaptive reuse of the former Greenfield Mill as a community-oriented event space conforms with the ROP as it aligns with its vision of creating an inclusive, thriving, and sustainable region. The revitalization of the underused Subject Site directly supports the ROP's commitment to reusing and reinvesting in existing built-up areas, reducing land consumption, and strengthening the character and identity of established communities. The Proposed Redevelopment contributes to the economic development goals of the ROP by creating a unique venue capable of hosting community events, cultural programming, and tourism-related activities. The proposal will support local employment and enhance the Region's cultural offerings and help diversify the rural economy.

For additional analysis of the PPS policies as they relate to the proposed development, please refer to section 5-3 of the Planning Justification Report included in this submission.

Figure 9. **The Waterloo Regional Official Plan Map 2: Urban System**





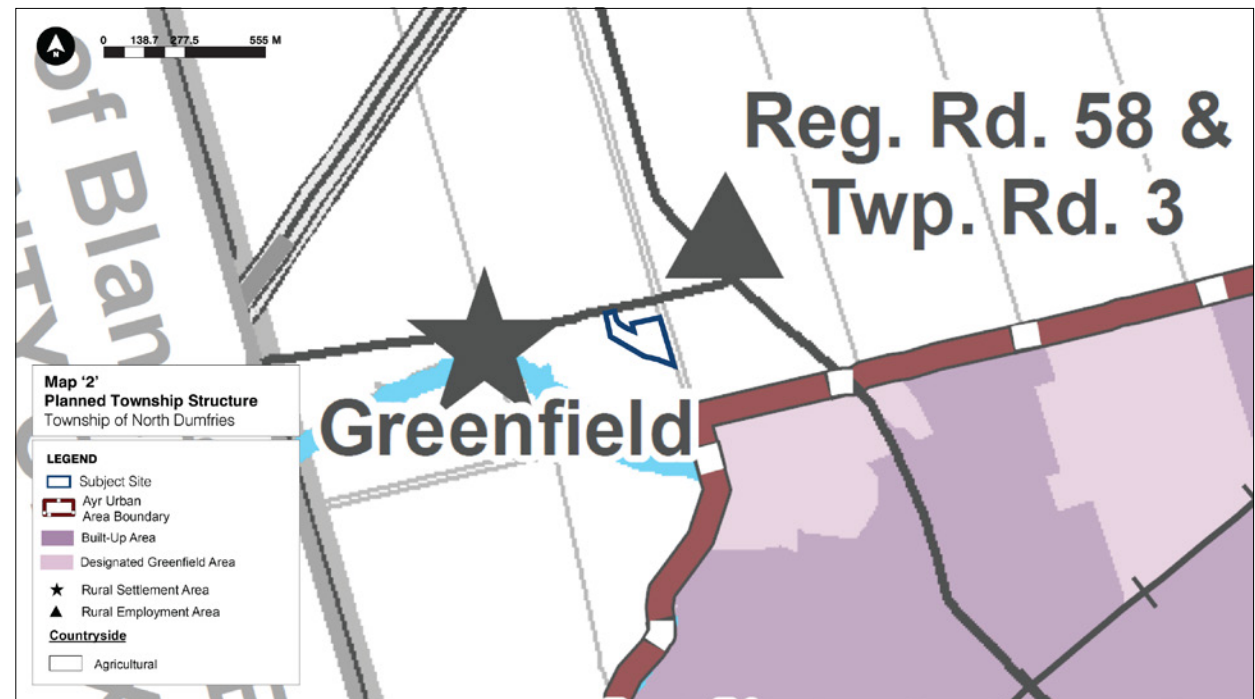
2.3.3 The Township of North Dumfries Official Plan (2018)

POLICY

The Township of North Dumfries Official Plan (“NDOP”) was adopted by Township Council in June of 2013, a consolidated Official Plan was prepared in 2018. The NDOP provides a framework to guide growth and development in the Township of North Dumfries. The Subject Site is designated as Rural Settlement Area as per Map 2: Planned Township Structure (Figure 10) and as prime Agricultural Area on Map 7: The Countryside. The following outlines key NDOP considerations for the Subject Site.

Section 2.9 of the NDOP provides policies for Rural Settlement Areas. Rural Settlement Areas generally comprise a limited mix of residential, commercial and institutional uses serving primarily the local community. The northern portion of the Subject Site is identified as Rural Settlement Area (Figure 11).

Figure 10. **The Township of North Dumfries Official Plan Map 2: Planned Township Structure**



RESPONSE

The Proposed Redevelopment is in conformity to the goals and policy direction of the North Dumfries Official Plan. The adaptive reuse of the historic Greenfield Mill Complex addresses the NDOP's objectives of conserving, rehabilitating and reusing cultural heritage resources. The proposed expansion of the settlement area boundary is minor in nature and reflects the historical use of the Site.

For additional analysis related to the Township of North Dumfries Official Plan, please refer to section 5-5 of the Planning Justification Report prepared by Baker Planning Group.

Figure 11. **The Township of North Dumfries Official Plan Map 2.8: Greenfield Settlement Area**



2.3.4 The Township of North Dumfries Zoning By-law 689-83 (2018)

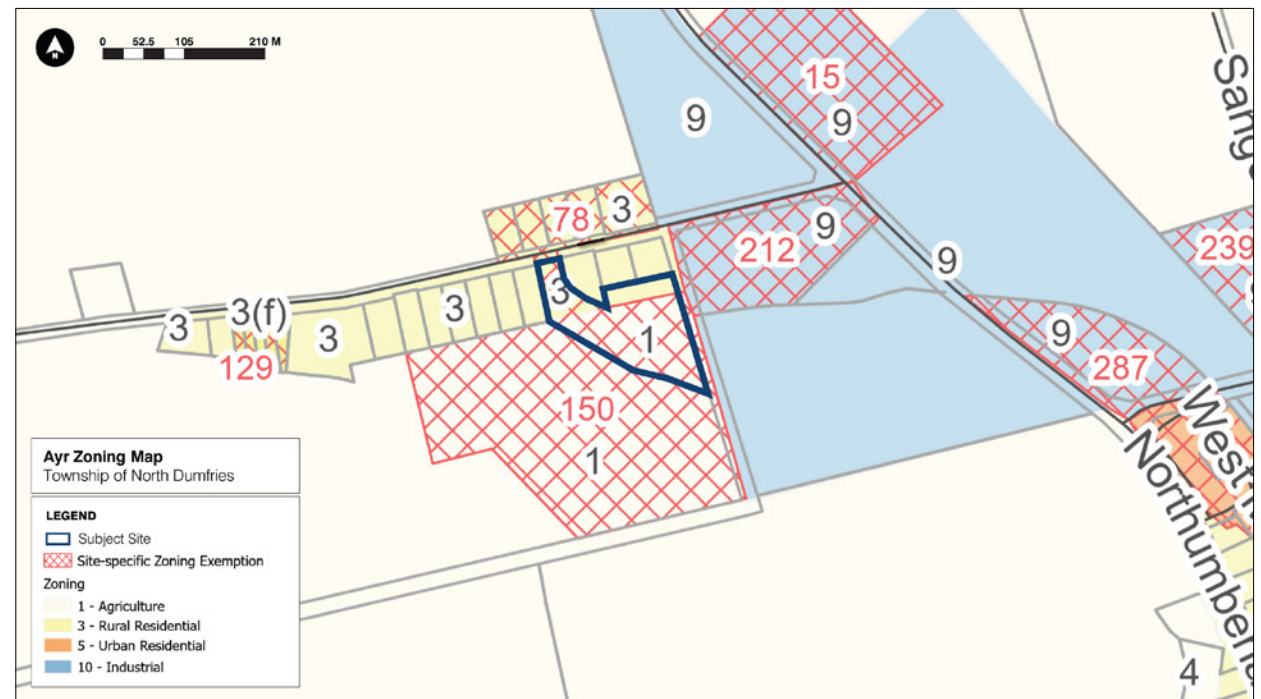
POLICY

As previously indicated, the proposed development consists of a Zoning By-law Amendment. The Subject Site is currently zoned Z.3 and Z.1 in the Township of North Dumfries Zoning By-law 683-83 (figure 12). Zone 3 (Z.3) Rural Residential encompasses the portion of the Site within the Greenfield Rural Settlement area while the southern half of the Subject Site is comprised of Zone 1 (Z.1). Site-specific Exemption 20.1.150 is currently applied to the Subject Site, which establishes minimum lot area and frontage requirements.

This application is requesting that the developable portion of the Site and proposed municipal road allowances be rezoned to 'Zone 7 (Z.7) - Holding provision' along with the removal of the site-specific regulation 20.1.150.

Zone 7 (Z.7) will permit Assembly or Banquet Hall uses which is defined as “a service commercial establishment used for the purposes of catering to banquets, weddings, receptions or similar functions for which food and beverages are prepared and served on the premises, which may include catering services”.

Figure 12. The Township of North Dumfries Zoning By-law: Ayr Zoning Map



For a more detailed analysis of the permitted uses and zoning provisions of the proposed Zone 7 and holding provision please refer to section 5-6 of the Planning Justification Report prepared by Baker Planning Group.

2.3.5 The Township of North Dumfries Urban Design Guide (2018)

POLICY

The Township of North Dumfries Urban Design Guide (UDG) provide a framework to guide new development, including both greenfield and infill locations. The purpose of this guide is to ensure a preferred level of performance is achieved. The North Dumfries UDG includes the following objectives;

- To improve the efficiency of review and quality of submissions by articulating the threshold for high quality development in North Dumfries;
- To support Planning and Infrastructure Services Staff in their evaluation of development applications;
- To clarify the Municipality's expectations of developers for quality and compatible developments; and

- To encourage and facilitate a full range of development within the historic core and throughout North Dumfries.

While the North Dumfries UDG focuses primarily on residential and infill built form, there are several guiding principles which pertain to the development on the Subject Site.

SITING

The location and orientation of buildings on their site shapes the analysis of the existing context. Key siting information should address the following:

- Building orientation;
- Building placement;
- Setbacks;
- Driveways and walkways;
- Road layout and profile;
- Connectivity (cars and pedestrians);
- Open space(s) location;
- Parking
- Location and placement of other amenities and utilities;
- Landscape and fencing; and

- Areas requiring higher level of treatment or prominence.

BUILT FORM

The North Dumfries UDG states that built form refers to the design of the building or group of buildings within their context. What are key components of the facades and what predominant materials on existing buildings and how they are reflected in the proposed development are important factors in building design.

The following design elements should inform the proposed development;

- Height and massing;
- Main facade;
- Secondary and rear facades;
- Rear facade facing open/public spaces; and
- Building Materials.

CONTEXT

The North Dumfries UDG includes a series of questions meant to inform the designing of a site for a building or group of buildings.



- How are buildings typically sited and how do they relate to the road(s) and adjacent buildings?
- What is the typical massing of buildings?
- How do buildings relate to the natural heritage features?

In North Dumfries there are typically two conditions:

- In Ayr buildings are located close to the street and have a consistent height; and
- Outside of Ayr buildings are setback from the street with broad front lawns and parking to the side or behind the buildings.

RESPONSE

Given that the proposed development consists of the adaptive reuse of an existing heritage building, the building siting, orientation, placement and setback is already determined. The proposed site access is located east of the Subject Site on lands to be conveyed from the adjacent landowner. The proposed drop-off and parking lot have been sited to take advantage of the Subject Sites shape and topography.

The parking lot will be situated in the northeast portion of the Subject Site, while the vehicle drop-off is situated directly north of the existing building.

Similarly, the built form is taking advantage of the existing building envelope of the former Greenfield Mill Complex. An addition containing a kitchen and vertical circulation is proposed along the western facade of the existing Greenfield Mill Complex. The historic context of the Greenfield Mill Complex will inform the height and massing, facades and building material of the proposed development. Further analysis of the proposed building can be found in section 3.0 of this document.

2.3.6 Greenfield Heritage Conservation District (March 2014)

POLICY

The Greenfield Heritage Conservation District Plan and Guidelines (HCD) was completed in March of 2014 and encompass the small village-hamlet of Greenfield in the Township of North Dumfries, in the Regional Municipality of Waterloo. Located northwest of the Village of Ayr, the district is bound by Northumberland Street to the east and Trussler Road/Town Line road to the west. The Subject Site is designated as a Contributing Resource (Figure 13). The overall Objects of the HCD are:

- To Acknowledge and protect the cultural heritage value of Greenfield Road;
- To ensure the long-term conservation and management of contributing resources in Greenfield, including significant properties, landscapes, views, and historical associations; and
- To establish a planning process that takes a “change management” approach for cultural heritage conservation.

Section 13.0 provides design guidelines to direct the conservation of contributing resources located within the Greenfield Heritage Conservation District. As indicated in this document and the HIA, the Greenfield Mill Complex has been identified as a contributing resource. The following guidelines shall apply to the Subject Site:

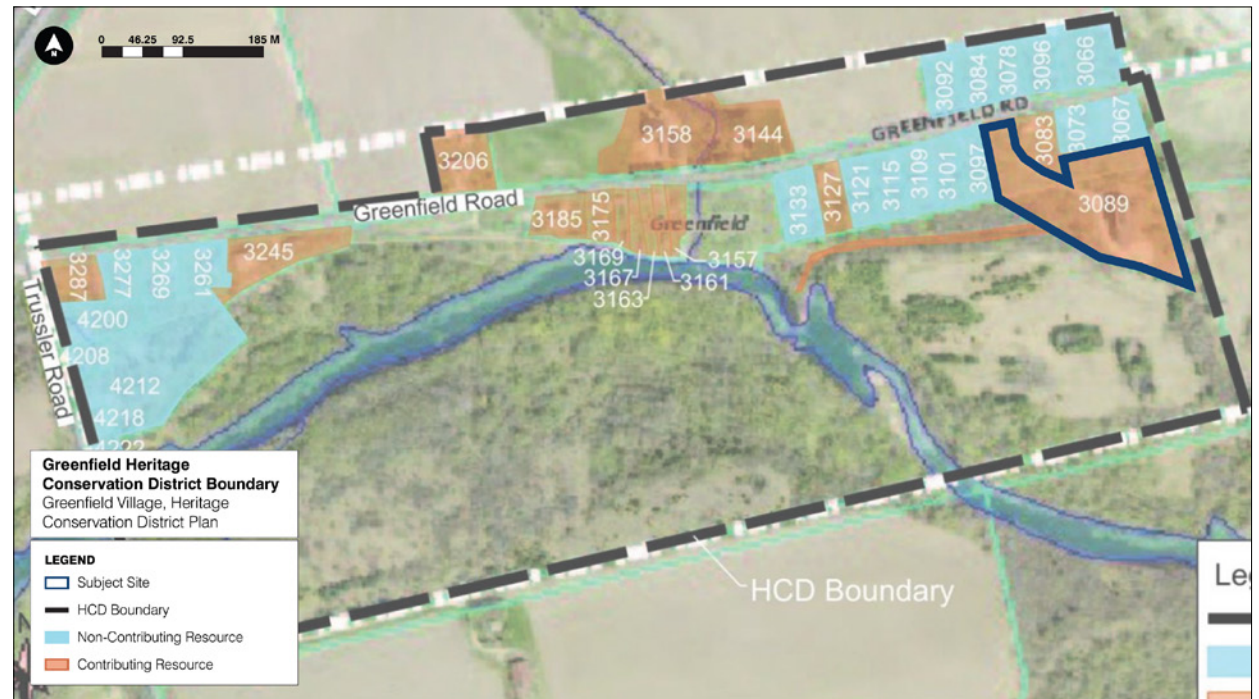
13.1.1 Contributing Resources General Guidelines

- Where feasible, repair rather than replace all elements of a contributing resource. Where repair is not possible, use available historic material as precedent and avoid the use of standard or generic materials that are not appropriate to the contributing resource.

13.1.2 Facade Guidelines

- Similar building forms, materials, scale and design elements from the existing contributing resource should be incorporated in the adaptive reuse project or alteration;
- Additions should remain secondary in nature and clearly distinguishable from the existing contributing resource. This can be achieved, for example, through the use of an additional setback and/or the use of traditional materials and finishes rather than exact duplicates of form to provide an appropriate transition between an addition and the existing contributing resource. Additions should not be visible from the street. Additions should be reversible; and
- The architectural style of the contributing resource should be considered as a guiding influence in the design of an addition or alteration. Strict adherence is not required, but the principles of sympathy, respect, and context should be demonstrated in the design and finishes of an addition or alteration.

Figure 13. **Greenfield Heritage Conservation District – Contributing and Non-Contributing Built Resources**





13.1.3 Roofing and Exterior Cladding Guidelines

- The use of overly bright colours should be avoided in the cladding of a contributing resource, including exterior walls and roofing. Neon and fluorescent colours should be avoided as well;
- Retain chimneys. Avoid removing chimneys, even if they are no longer functional, as they contribute to the rhythm of the built form in the Greenfield Heritage Conservation District. If a chimney is no longer used, it should be capped and sealed by a knowledgeable tradesperson;
- The painting of exterior masonry is not encouraged;
- Exterior masonry should not be sandblasted. Sandblasting is likely to permanently damage the surface of the brick or stone and may accelerate deterioration;
- In the repointing of masonry, testing should be completed to utilize the appropriate composition of mortar for historic bricks (e.g. lime-based mortar compared to more contemporary Portland-based compounds);
- The cladding of an addition or alteration to a contributing resource should not attempt to “match” or replicate the cladding of a contributing resource, within reason. A different, but sympathetic material maybe selected for the cladding of an addition or alteration. Sympathy, within the context of cladding, could be demonstrated through the selection of an appropriate colour that does not match but complements the historic material; and
- Fiberglass and plastic versions of decorative trims should be avoided. Wooden decorative trim is preferred.

RESPONSE

The proposed development of the Greenfield Mill Complex seeks to celebrate and embolden the heritage of the Subject Site. The retained portion of the Complex will be repaired and rehabilitated. The proposed new vertical addition will differentiate itself from the retained and repaired stone masonry walls and consist of complementary finishes and colours. This proposal includes the restoration of the original gabled roofline of the primary stone building which will result in the removal of the two-storey brick addition that was previously added to the building. New contemporary glazing units that will follow the historic profile and design of the existing windows are proposed.

A new addition is proposed on the existing stone foundation of the rear wing. This addition will have the same footprint and be clad in a contemporary vertical wood gladding that is reflective of the existing wood structure. The new addition proposed along the western facade that will house a new kitchen, as well as stairs and elevators will be clad in standing seam metal which will help differentiate this portion of the building from the traditional stone and new vertical wood siding.

For a more detailed analysis of the HCD please refer to the Scoped Cultural Heritage Impact Assessment prepared by the Biglieri Group Ltd included in this submission.

Proposal.



3.1 Urban Design Response



3.1 Urban Design Response

Figure 14. North-West Perspective (Martin Simmons Sweers Architects, 2026)



3.1.1 Proposed Development

The proposed development consists of the adaptive reuse of the existing building on the Subject Site, known locally as the former “Greenfield Mill”. The proposed intent is to redevelop the site into an event venue/four season wedding venue and restaurant. As previously indicated, the proposal requires the submission of a Zoning By-law Amendment application for the removal of Prime Agricultural lands for the proposed uses of an Event Venue and Restaurant.

The proposed development will include 1,394 square metres of event space, 465 square metres of restaurant space, 465 square metres of kitchen space and 465 square metres of common/shared/storage space. A total of 2,251 square metres is proposed. Generous building setbacks are provided given the existing building siting on the Subject Site.

Site Access will be via a narrow 20.0 metre unopened road allowance line off Greenfield Road located along the eastern edge of the Subject Site. The new road will lead to the primary drop-off and then to surface parking. A total of 110 parking spaces are provided; 102 in the parking lot and an additional 8 stalls adjacent to the primary entrance.

Figure 15. **Site Plan (Martin Simmons Sweers Architects, 2026)**



3.1.2 Built Form

As previously discussed, the proposed development contemplates a careful restoration and adaptive reuse of the former Greenfield Mill, transforming it into an event venue for weddings, celebrations and community functions. The Site's historic character will be brought back to life in a sensitive contextually respectful manner. The Mill's historic architectural form will be preserved and revitalized ensuring its historic presence remains, allowing for the building to be enjoyed by another generation.

The existing stone mill will be restored, while the existing two storey brick masonry addition, which was added in the 1890s will be removed. The original gabled roofline will be reinstated through the addition of a thoughtful one storey glazed addition. The existing grain house wing, located in the southern half of the building will be removed due to the condition of the structure. This portion will be rebuilt upon the retained stone foundation. The grainhouse wing will be clad in new vertical wood siding which is reflective of the existing historic nail-lam timber facade that will be removed. An additional wing will be constructed along the western side of the existing building and will house a kitchen, shipping/receiving, building services, an entry vestibule as well as vertical circulation in the form of an elevator and exit stair.

Figure 16. **Concept Site Plan (Martin Simmons Sweers Architects, 2026)**



The existing chimney stack and ruins located east of the building will be restored and stabilized. This revitalized chimney stack and ruins will be used as an outdoor event space, a bridal suite garden and photoscene.

Figure 17. **Elevations (Martin Simmons Sweers Architects, 2026)**



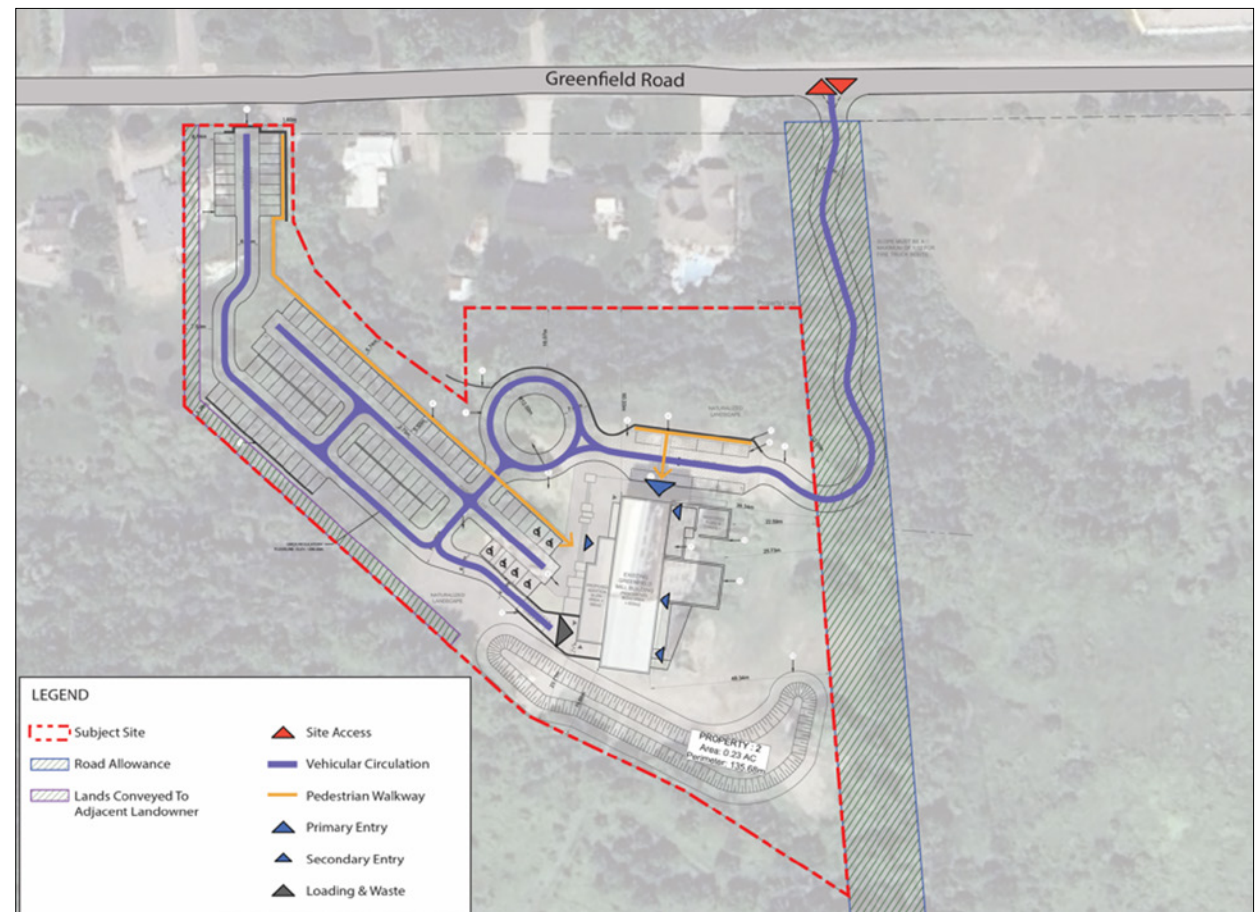
3.1.3 Site Circulation

Site Access will be via a 20.0 metre unopened road allowance line off Greenfield Road located along the eastern edge of the Subject Site. The new road will lead to the primary drop-off located at the northern face of the existing building which will be framed by 8 temporary parking spaces and a pedestrian walkway. 102 parking spaces will be situated west and northwest of the existing building, six of which will be handicap spaces. The parking layout has been designed to align with the existing site topography as well as the site boundary. A pedestrian footpath will be provided to ensure a safe and separate walkway from the parking area to the building entrance.

A loading bay is proposed at the south-west corner of the proposed building with direct access to the waste management, the back-of-house kitchen and vertical circulation in the located in the new addition. The fire truck route will follow the proposed new road allowance, pass along the main entry while the proposed new round-about will permit trucks to circulate back to the new road allowance.

Permeable pavers will be used throughout the Subject Site (figure 18) and will be utilized along pedestrian pathways, surrounding building entrances as well as along the primary drop-off and round-about.

Figure 18. **Roads and Sidewalks**



3.1.4 Facade Articulation + Heritage Retention

As previously indicated, very careful consideration has been made to the restoration of the retained Greenfield Mill building ensuring the Site's historic charm is celebrated. The existing top two storey brick masonry portion of the mill will be removed allowing for the historic gabled roofline will be reinstated. A single story, glass flat roof addition will be tucked behind the existing stone gabled roofline and house a cocktail lounge and reception area. The mullion locations along the top floor addition have been designed to follow the existing rhythm of the existing window locations within the stone mill facade in which it sits atop.

The existing grain house wing will be removed and rebuilt due to the condition of the structure. This portion will be rebuilt upon the retained stone foundation. An additional west wing will be constructed along the western side of the existing building and will house a kitchen as well as vertical circulation in the form of an elevator and exit stair. Both the western wing and fourth floor addition will be designed to interface with the existing heritage of the Mill building in a minimally invasive and sensitive manner. No adverse impacts on the Mills structural or architectural integrity is anticipated.

The controlled material transition, typically articulated through a recessed reveal that visually dematerializes the connection and creating a clear distinction between the old and new elements.

The new grain house addition will incorporate vertical timber cladding to ensure design continuity with the historic nail-lam timber facade currently in place at this location. If possible, salvageable portions of the existing nail-lam timber facade will be reused and relocated within the interior of the building as a potential feature wall or through other inventive applications. New metal balconies are proposed along the southern side of the rebuild grain house. These balconies will provide expansive views of the Nith river located south of the Subject Site from the new restaurant and cocktail lounge on the second and third levels. There is also an intention to reuse viable brick salvaged in hardscaping throughout the site and potentially in the restoration of the ruins/bridal gardens around the chimney stack.



Figure 19. **Facade Design and Articulation**



Conclusion





The Proposed redevelopment of the Greenfield Mill conforms with the policies and guidelines of The Region of Waterloo Official Plan, The Township of North Dumfries Official Plan and Zoning By-law, The Township of North Dumfries Urban Design Guide, and The Greenfield Heritage Conservation District Plan and Guidelines. A high level of Urban design and architectural strategies will be incorporated to ensure the appropriate balance of preservation and new architectural elements result in a sustainable future for the Greenfield Mills. This proposal represents an outstanding example of an adaptive reuse of a previously underutilized building ensuring this building experiences new life for the Ayr community to enjoy.

Figure 20. **North-East Perspective (Martin Simmons Sweers Architects, 2026)**



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