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Exit 12A Business Park – Municipal Planning Strategy and Land Use By-law Amendments

Community Development Department
August 11, 2025

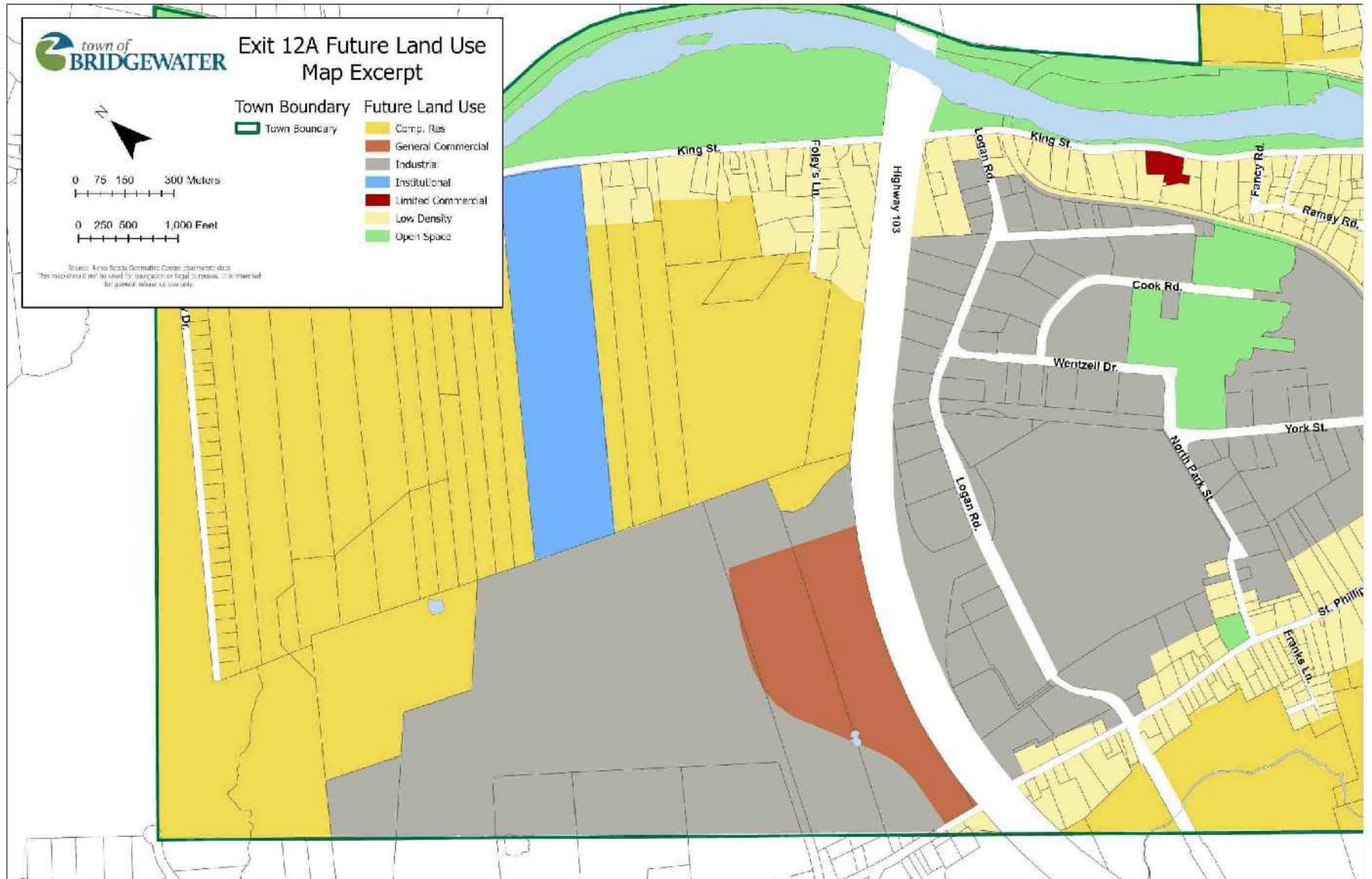


Recommendation

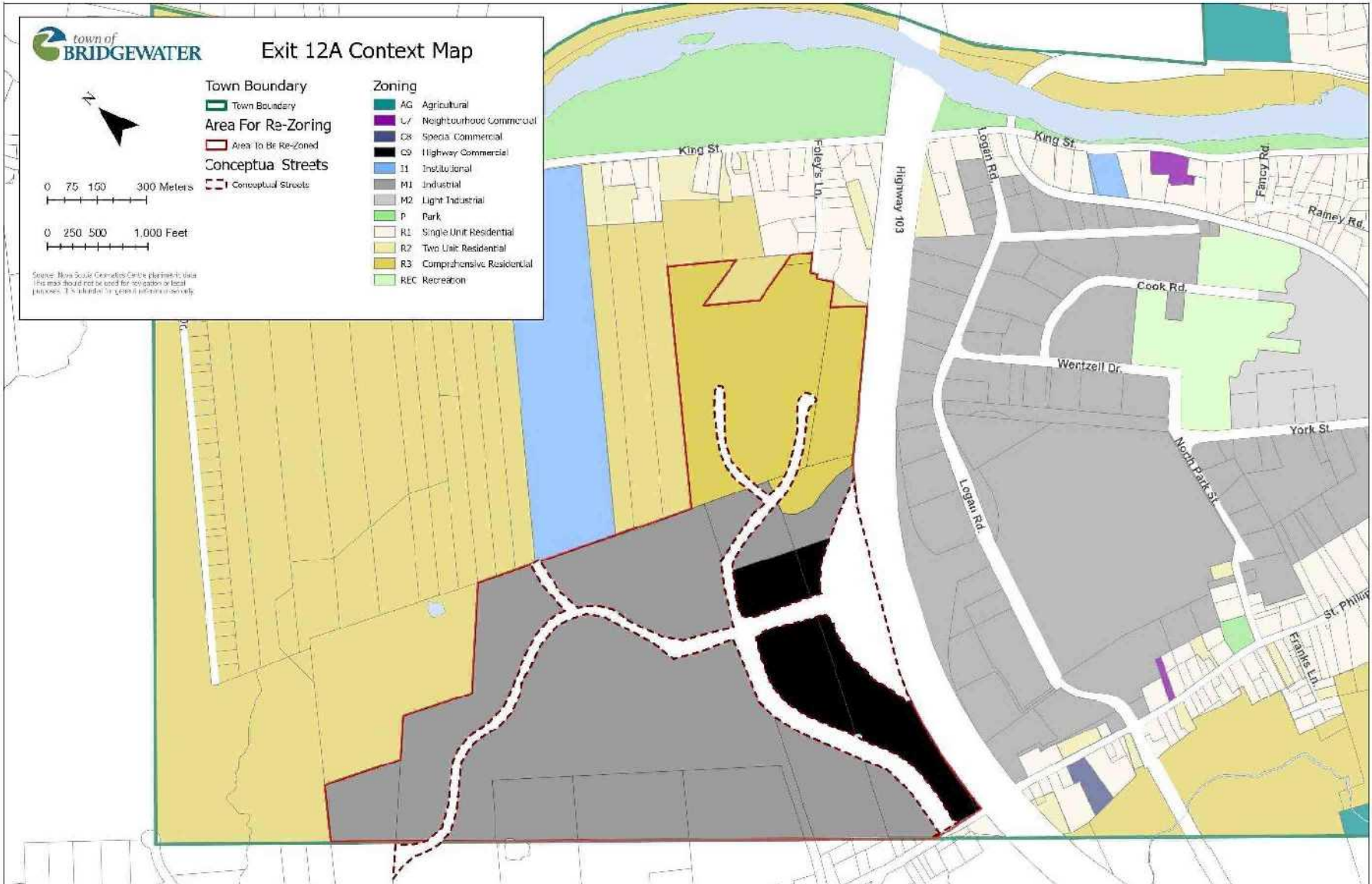
- Council gives second and final consideration to the proposed policy and by-law amendments to facilitate the Bridgewater Business Park Expansion, per the endorsed Concept Development Plan.



Exit 12A Existing Future Land Use



Exit 12A Existing Zoning



PROPOSED MPS AMENDMENTS

MPS Policy Framework

Current Supporting Policies

Policy	Purpose
C-1	Enhance Bridgewater's Role as a Regional Employment & Service Centre
C-4	Minimize Negative Impacts (Control land use to avoid land use conflict)
C-5	Minimize Negative Impacts (Abutting yard requirements)
C-6	Promote Compact Commercial Development (including strategic commercial)
C-7	Foster Attractive Commercial Development (e.g., streetscapes and vistas)

Proposed Amendments to Supporting Policies

Policy	Purpose
C-3	Permit mixed commercial/residential development - exclude C10
C-8	Regulate the design and appearance of commercial development - add C9
C-9	Adopt urban design requirements – add C9 and C10
M-4	Require completion of Future Streets Master Plan – add "Master Infrastructure Plan"

Municipal Planning Strategy Amendments

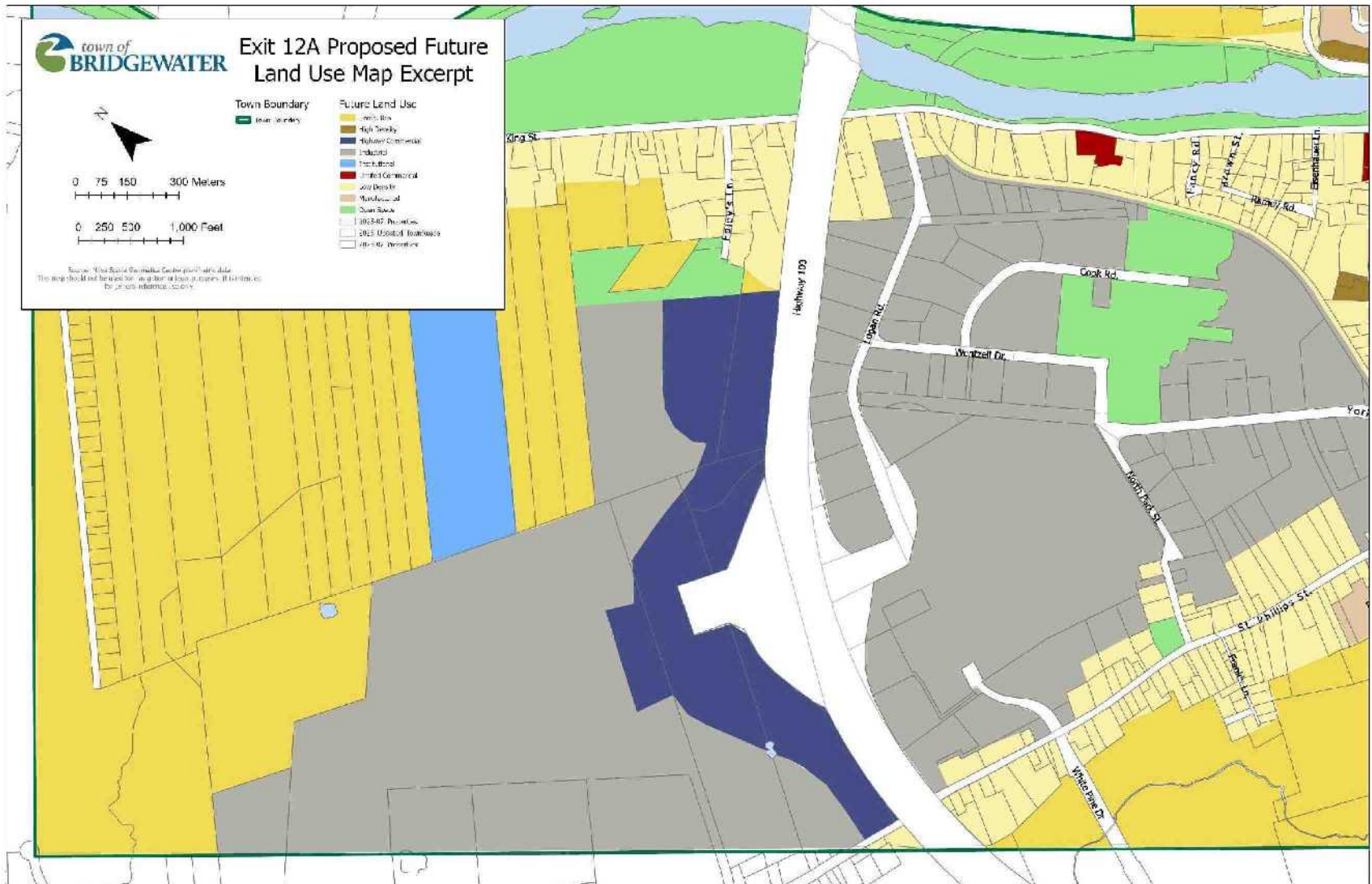
- Amendments required throughout MPS to establish new designation, new zone and zone changes:
 - General Policies (G-15, G-33)
 - Commercial Policies (C-3, C-9, C-57, C-58, C-59*, C-60*, C-61*, C-62*, C-63*)
 - Industrial Policies (M-2, M-4, M-10, M-11, M-12)
 - Future Land Use Map

Highway Commercial Designation

Intention

- To accommodate specific highway-oriented uses surrounding the Exit 12A interchange
- Work towards Council's strategic goals:
 - *Highway commercial support services*
 - *Supporting retail for employees*
- Avoid competition with downtown and other commercial nodes (Gateway Plaza, Exit 12)
- Restrict rezoning to other commercial zones

Proposed Future Land Use Map

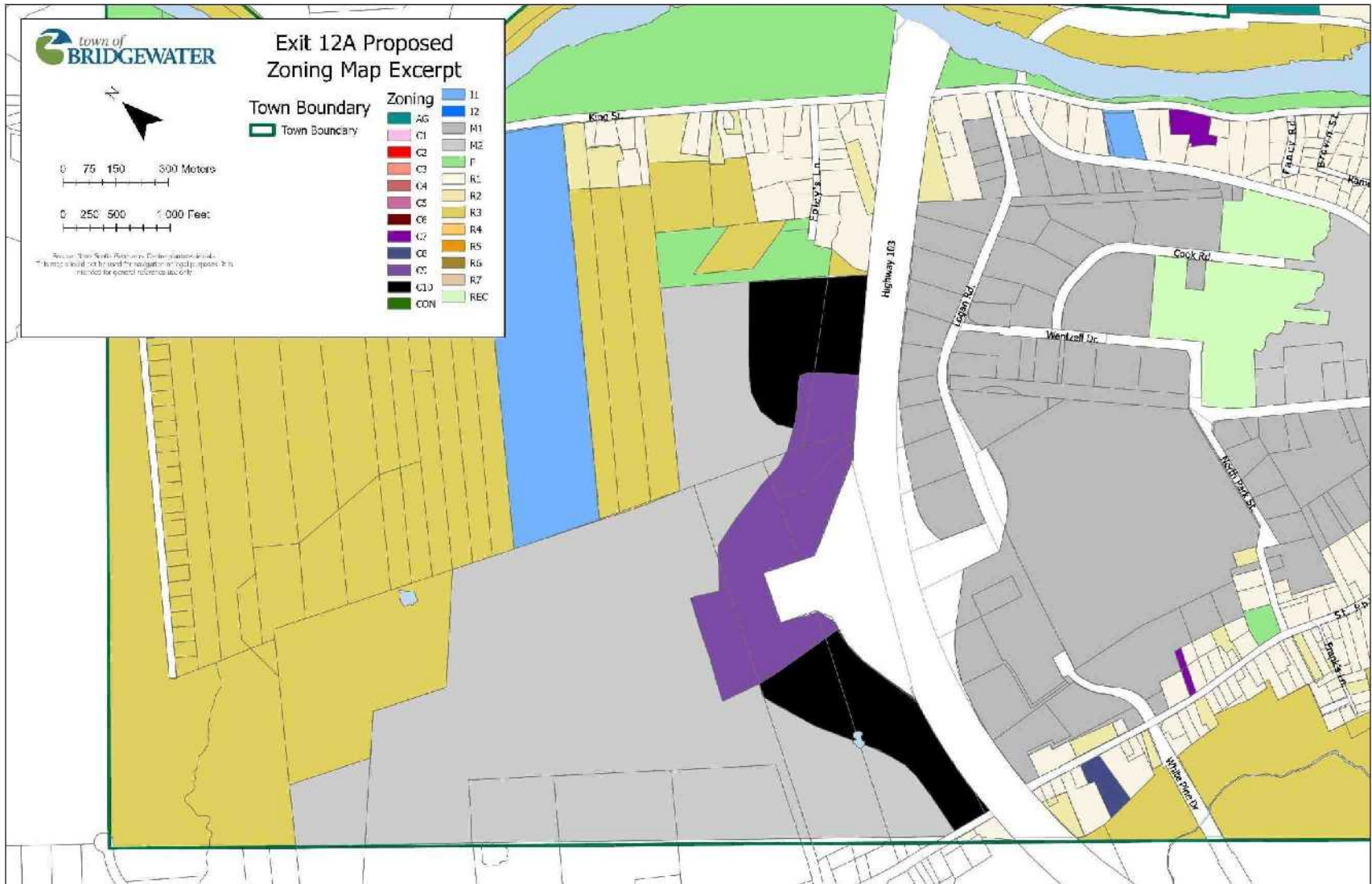


PROPOSED LUB AMENDMENTS

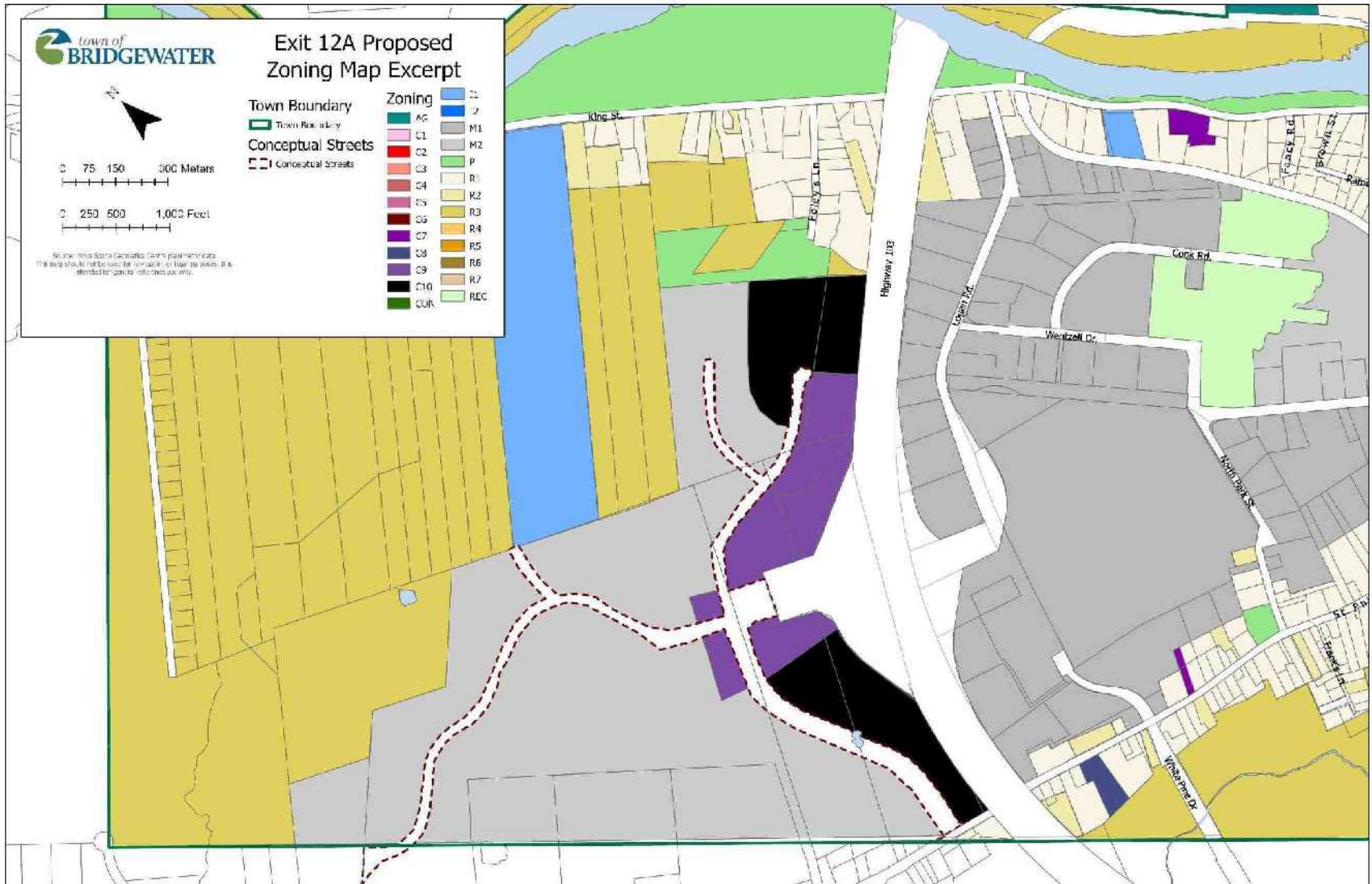
Land Use By-law Amendments

- Amendments required throughout LUB to accommodate new C10 zone and make changes to the C9 and M2 zones.
- Amendments to Section 3: General Provisions
 - 3.1.6 Temporary Uses
 - 3.1.27 Fencing
 - 3.1.31 Commercial Telecommunication Towers
 - 3.1.32 Wind Turbines
 - 3.2.3 Minimum Parking Requirements
 - 3.2.5 Design Standards for Vehicular Parking Areas
 - 3.3 Signs

Proposed Zoning Map



Proposed Zoning Map



Land Use By-law Amendments

- Highway Commercial (C9) Zone
 - Change name to include Highway “Service” Commercial (C9) Zone (throughout document)
 - Permitted Uses
 - Development Mechanism (As of Right, SPA)
 - Zone Standards
 - Urban Design Requirements
- Highway Display Commercial (C10) Zone
 - Permitted Uses
 - Development Mechanism (As of Right, SPA)
 - Zone Standards
 - Urban Design Requirements

Highway Service Commercial (C9) Zone

Intention

- To facilitate development of service-based, high customer turnover land uses in high visibility areas
- Ensure built form at the gateway of Exit 12A has consistent and appealing design

Mechanism

- As-of-Right (*additions, accessory buildings up to 930m² (10,010ft²)*)
- Site Plan Approval

Highway Service Commercial (C9) Zone

Proposed Permitted Uses by Site Plan Approval

- ~~Automobile sales & rental;~~
- Drive-through facilities
- Gas stations;
- Hotels;
- Motels;
- **Visitor Information Centre;**
- **Places of Entertainment;**
- Restaurants;
- ~~Retail Sales~~

Highway Service Commercial (C9) Zone

Proposed Land Use By-law Zoning Standards

C9	Highway Service Commercial Zone
Maximum front yard	17m (55ft)
Minimum front yard	Nil
Minimum rear yard	4m (13ft)
Minimum side yard	3m (10ft)
Minimum flankage yard	3m (10ft)
Maximum building height	None
Minimum lot area	None
Minimum lot frontage	12m (39ft)

Highway Display Commercial (C10) Zone

Intention

- To facilitate development of display oriented, low customer turnover land uses in lower visibility areas
- Urban design requirements to reflect the areas importance as a commercial node

Mechanism

- As-of-Right (*additions, accessory buildings up to 930m² (10,010ft²)*)
- Site Plan Approval

Highway Display Commercial (C10) Zone

Proposed Permitted Uses

- Automobile Sales & Rental
- Building Supplies Store*
- Place of Entertainment
- Equipment Sales & Rental
- Farm Equipment Sales and Rental
- Garden & Nursery Sales
- Home Improvement Centre*
- Manufactured Home Sales & Repair
- Outdoor Recreation Retail*
- Vehicle Sales & Rental
- Household Repair Services
- Emergency Services
- Contractor Offices*

C10 Highway Display Commercial Zone	
Minimum front yard	Nil
Minimum rear yard	4m (13ft)
Minimum side yard	3m (10ft)
Minimum flankage yard	3m (10ft)
Maximum building height	None
Minimum lot area	None
Minimum lot frontage	12m (39ft)

**Asterisk denotes new land use classifications.*

Land Use By-law Amendments

- Industrial Zone Provisions
 - Abutting Yard Requirements
 - Site Plan Criteria
- Industrial (M1) Zone
 - Developments Permitted by DA (7.2.2c)
- Light Industrial (M2) Zone
 - Permitted Developments (*up to 4645m² (49,998ft²)*)
 - Permitted Developments by SPA (*exceeding 4645m² (49,998ft²)*)
 - Developments Permitted by DA (*potential for land use conflicts*)
- Section 11: Definitions
 - Addition of new land use classifications
 - Amendments to existing definitions

Light Industrial (M2) Zone

Intention

- Accommodate a wide range of larger scale industrial and commercial uses
- Facilitate development of employment generating uses
- Work towards Council's strategic goals:
 - *Clean Cluster, green/emission reducing enabling industries,*
 - *Transportation support & logistics, including warehousing/cross docking*
 - *Construction and Contractor support services*

Mechanism

- As-of-right (to 4645m² (49,998ft²))
- Site Plan Approval Process (exceeding 4645m²)
- Development Agreement Process

Light Industrial (M2) Zone

Proposed Permitted Uses

- ~~Adult Entertainment~~
- Animal Hospitals & Veterinaries
- Animal Kennels & Shelters
- Automobile Sales & Rental
- Automobile Repair Services
- Building Supply Store
- Bus Terminals
- Car Wash Facilities
- Contractor Office*
- ~~Christmas Tree Yards~~
- ~~Clubs~~
- ~~Community Centres~~
- Daycares & Nursery Schools
- Distribution Centres
- ~~Dog Grooming~~
- Emergency Services
- Employment and Industrial Training*
- Equipment Sales & Rental
- ~~Funeral Homes~~
- ~~Garages~~
- Garden & Nursery Sales
- ~~Gas Stations~~
- Gyms & Fitness Centres
- ~~Hotels~~
- Household Repair Services
- Industrial Repair Services
- Laundromats & Dry Cleaners
- ~~Manufactured Home Sales & Repair~~
- Manufacturing, Processing, & Assembly
- ~~Motels~~
- ~~Offices~~
- Open Storage and Display of Goods, excluding scrap materials
- ~~Parking Lots & Facilities~~
- ~~Personal Service Shops~~
- Places of Entertainment
- Printing Establishments
- Public Works Facilities
- ~~Recreation Facilities~~
- Recycling Depots
- ~~Restaurants~~
- Research Facilities
- Self-Storage Facilities
- Solar Energy Stations
- Sewage Treatment Facility
- ~~Tailoring & Dressmaking~~
- Sustainable Energy Systems
- Taxi Operations
- Transportation & Trucking Facilities
- Vehicle Sales & Rental
- ~~Visitor Information Centre~~
- Warehouses, Depots & Storage Facilities
- Wholesale Establishments
- ~~Wineries & Microbreweries~~
- Wineries, Breweries and Distilleries

**Asterisk denotes new land use classifications.*

Section 11: Definitions

- **Liquor and Cannabis Retail Sales** – *previously no definition*
- **Outdoor Recreation Retail** – *distinguish this specialty retail from other retail sales*
- **Contractor Office** – *distinguish from other offices*
- **Building Supply Store** – *narrow definition*
- **Home Improvement Centre** – *distinguish use from building supplies store*
- **Gas Station** – *include electric vehicle chargers*
- **Employment and Industrial Training** – *distinguish employment training from other educational uses*

Urban Design Requirements

- Orientation of buildings (Enterprise Dr / Hwy 103)
- Connection to sidewalk, or entryway plaza (where applicable);
- Blank facades are prohibited
 - 25% minimum windows/doors 1st storey
 - 15% minimum windows/doors multi-storeys
 - Exemptions available
- Buildings on corner lots shall emphasize their importance with:
 - Wrap around signage;
 - Angled or recessed corner entry;
 - Window articulation; and/or
 - Roofline that highlights the corner

Public Participation Meeting

- May 7th, 2025
- Notification provided to pre-identified stakeholders
- Ad posted on the Town's Website and on Facebook
- 6 members of the public (5 in-person, 1 online)
- Main discussion topics were about:
 - Permitted uses
 - Questions about the amendment process
 - Discussion about downtown vs business park uses
 - Opportunities for the inclusion of renewable energy
 - Discussion about courting businesses and the sale of land
 - Additional opportunities for public input

Infrastructure Considerations

1. Central water, wastewater, and stormwater infrastructure have been installed in a portion of Phase 1 – Enterprise Drive and Logan Road North
2. Wastewater capacity is limited at the treatment plant in the near-term
3. Based on the types of uses and expressed interest to date, approximately 57,000 litres/day has been reserved for the development of Phase 1
4. Town is assessing opportunities for offsetting solutions, and developing an 'Offsetting Policy & Program'
5. Anticipated that Town will undertake capacity and offsetting measures for the lands at Exit 12A

Recommendation

- Council give second and final consideration to the proposed amendments for the Bridgewater Business Park Expansion

Next Steps

1. Preliminary Memo to Council
2. **Public Participation Meeting (May 7)**
3. Planning analysis report to Council and first reading of proposed amendments (June 23)
4. **Public Hearing (Aug 11)** 
5. Second Reading of amendments (same date as Public Hearing)
6. Review by Provincial Director of Planning
7. Publication of amendments (amendments in effect)