

**Bylaw No. 2026-05
Amending Land Use Plan Bylaw No. 2009-03**

At a regular meeting of the Ayer's Cliff municipal council, held at City Hall on October 6, 2026, at 7:00 p.m., at which a quorum was present.

WHEREAS the Municipality of Ayer's Cliff has the authority under the Act to amend its urban plan bylaw;

WHEREAS the consolidated Bylaw 16-23 of the MRC Memphrémagog Land Use and Development Plan came into effect on April 11, 2024, and this bylaw must be brought into compliance with Bylaw 16-23 and its subsequent amendments within two years;

WHEREAS the content of the aforementioned document sets forth land-use and development guidelines as well as land-use standards for the territory of the Memphrémagog Regional County Municipality and, consequently, for the territory of the village of Ayer's Cliff;

WHEREAS the applicable adoption procedure was duly followed;

WHEREAS a notice of motion was duly given on October 6, 2026;

**Accordingly,
It is moved by
Seconded by
And unanimously resolved**

That a bylaw of this council, numbered 2026-05, be and is hereby adopted, and that the following be enacted and decreed, namely:

Article 1: The preamble forms an integral part of this bylaw.

Article 2: The preamble to the Ayer's Cliff Municipality Land Use Plan No. 2009-03 is amended as follows:

- a) By adding the following text to the ^{first} paragraph, on the last line where the date "2009" appears: "but the revision process shall be halted upon adoption of the plan";
- b) By adding the following dates to the ^{first} paragraph:
 - 2009: Entry into force of the ^{second} revision of the urban plan and urban planning by-laws.
 - 2018: Start of a new revision of the Memphrémagog RCM Land Use and Development Plan.
 - 2024: Entry into force of the Memphrémagog RCM Land Use and Sustainable Development Plan.
 - 2026: Adoption of the implementing regulations for the third revision of the Plan.";
- c) By adding a paragraph at the end that reads as follows:

"By amending its urban plan in 2026, the municipality of the village of Ayer's Cliff intends to make the necessary harmonization amendments to its urban planning by-laws within two years of the SADD's entry into force, as prescribed by section 59 of the Land Use Planning and Development Act (LAU).";

Article 3: The introduction to the land use plan is amended as follows:

- a) By replacing the last paragraph of the “Context of the Initiative” section with the following paragraph:

“Although a process to revise the plan was initiated in 2007, the revision process was never completed and was abandoned. However, the MRC initiated a new overhaul process in 2018, which culminated in the plan’s entry into force on April 11, 2024, following the adoption of various replacement projects and by-laws between 2020 and 2023 and negotiations with the government. In 2026, the municipality will therefore update, in accordance with the revised master plan, the land-use guidelines set forth in this urban plan, as well as update the various pieces of information (areas of interest, constraints, transportation network, etc.) contained in this document.”;

- b) By replacing the second-to-last subparagraph and the 9 paragraphs it contains in the section titled “The Municipality of Ayer’s Cliff in the Memphrémagog RCM” with the following subparagraph:

“In the land use and sustainable development plan currently in effect, several issues were taken into account in the drafting of the document, namely demographic, socioeconomic, development-related, economic, tourism, environmental, rural, and urban issues, as well as those related to climate change. The document therefore includes sections concerning:

1. Urbanization management, particularly as it relates to the urbanization perimeter;
2. Areas of ecological, heritage, historical, and aesthetic interest;
3. Areas with natural or human-induced land-use constraints;
4. Mobility and various modes of transportation;
5. Various public services, facilities, and infrastructure of a public or intermunicipal nature, including energy transmission networks.”:

- c) By replacing the^{2nd}, 3rd (including the 7 guidelines it contains), and^{4th} paragraphs of the section “The Village of Ayer’s Cliff at the Heart of the Development Concept” with the following paragraphs and subparagraphs:

“In fact, upon closer examination of the MRC’s spatial organization concept—and despite the small size of Ayer’s Cliff’s territory compared to the other municipalities in the MRC—the municipality is an intermunicipal urban hub and an industrial hub, with a small portion of its territory devoted to agroforestry, bordered by the exceptional natural environment of Lake Massawippi, and traversed by the provincial and regional transportation network.

The themes listed above for the currently effective master plan directly concern the municipality of the village of Ayer’s Cliff. To a greater or lesser extent, these various themes are all significant for the municipality’s land use planning.

The MRC subsequently identified five broad planning guidelines of general scope:

Guideline 1: Ensure the preservation and enhancement of the environment and natural habitats, which are fundamental values for the population and key to a high quality of life.

Guideline 2: Develop land-use planning concepts that respect the potential and characteristics of the environment in order to encourage dynamic land use and ensure the services necessary to maintain and strengthen communities.

Guideline 3: Strengthen regional identity and the pooling of municipal resources by taking into account the needs and aspirations of all communities and populations within the territory.

Guideline 4: Recognize the role of heritage and culture in the MRC’s development and promote their enhancement.

Guideline 5: Promote the development of a diversified and structuring economic base while consolidating existing sectors.

All of these priorities affect, in whole or in part, the themes addressed previously and therefore directly concern the municipality of the village of Ayer's Cliff. These include, among other things, the protection and preservation of the natural environment—particularly water resources—the consolidation of development in urban areas, the preservation of heritage, the presence of industrial areas, etc. These are all priorities that the village of Ayer's Cliff shares with the MRC.”;

- d) By deleting the section “The Land Use Plan (3rd generation)”;

Article 4: Part² of the urban plan, concerning findings, concerns, and planning issues, is amended as follows:

- e) By replacing the text of the section “The Village of Ayer's Cliff in the Memphrémagog RCM” with the following text:

“The municipality of Ayer's Cliff is classified as a second-tier intermunicipal urban center, along with the municipalities of North Hatley, Mansonville (Potton), Eastman, Cherry River (Orford), and the City of Stanstead. In addition, there is the regional urban center of Magog, which is a first-tier center, and several predominantly rural municipalities with small local urban centers such as Austin, Bolton-Est, Kateville, Fitch Bay, Georgeville, Saint-Étienne-de-Bolton, etc.

The MRC primarily encourages the establishment of industries in the industrial park of the major urban center of Magog but also advocates, as a secondary priority, the establishment of these industries in sub-centers such as Stanstead and Ayer's Cliff, with the aim of keeping these centers dynamic. The presence of water and sewer systems also facilitates these developments.

As for tourism, the MRC does not identify it as precisely as in the previous plan, but it remains ubiquitous and economically significant. Tourism is primarily focused on outdoor activities. Thus, the presence of Lake Massawippi and the intermunicipal beach (Massawippi Beach), along with the wide range of outdoor activities they support, underscore Ayer's Cliff's appeal. The presence of a bike path within the area is also a major asset. There are no major tourist attractions in Ayer's Cliff proper, such as the Orford and Owl's Head mountain ranges or the facilities at Magog Bay and in downtown Magog and its immediate surroundings. However, Lake Massawippi is a major draw for vacationers and boaters who love water sports.

Finally, the existing road network is effective, and there is therefore a need to improve it. In Ayer's Cliff, Route 141 (Main Street), given that the roads are too narrow, poses a safety hazard to pedestrians in several areas. In addition, Route 208 (Tyler Street) should also be widened, particularly in the area of the library and post office.”;

Article 5: Part³ of this land-use plan, concerning the proposed plan, is amended as follows:

- a) By replacing, in Section A) concerning the major development guidelines and in paragraph 2 concerning the guideline “Preserve the integrity of Lake Massawippi and the Tomifobia River by:,” the last subparagraph with the following:

“— Incorporating the new regulatory framework for wetlands derived from the Regional Wetlands and Water Resources Plan, to ensure their protection in accordance with their conservation strategy (protection, sustainable use, non-prioritized);

- Identifying flood-prone areas and establishing standards to restrict the use of affected areas, both for public safety and environmental reasons.”;

- b) By adding to Section A) concerning major land-use planning guidelines and to paragraph 4 concerning the guideline “Reduce the disadvantages associated with the proximity of residential and non-residential uses by,” the words “as well as regulating human activities in areas subject to land-use restrictions by:”;

- c) By adding the following subparagraphs to Section A) concerning the major land-use planning guidelines and to paragraph 4 concerning the guideline “Reduce the disadvantages associated with the proximity of residential and non-residential uses by”:

“— Establishing separation distances or restrictions regarding the negative impacts of agricultural activities, steep and very steep slopes, mining and extraction activities, natural gas pipelines, and in relation to Highway 55 and a portion of Route 141 (based on noise constraints)”;

- d) By inserting, in Section A) concerning the major land-use guidelines and in paragraph 5 concerning the guideline “Preserving the landscape and natural heritage by:”, between the words “landscape” and “and natural,” the word “built”;

- e) By adding, in Section A) concerning the major planning guidelines and in paragraph 5 concerning the guideline “Preserve the landscape and natural heritage by:”, in the last subparagraph, the words: “in particular for herons and potential sites, and for the habitat of the wood turtle”;

- f) By adding, in Section A) concerning the major land-use planning guidelines and in paragraph 5 concerning the guideline “Preserving the landscape and natural heritage by:”, a subparagraph that reads as follows:

“—Implementing additional bylaws to ensure better protection of valuable built heritage (a government requirement from the Ministry of Culture and Communications). The MRC is also required to adopt a heritage inventory as referred to in the^{first} paragraph of section 120 of the Cultural Heritage Act. For its part, the municipality has already enacted a demolition bylaw targeting, at a minimum, the buildings on this list, in accordance with these government obligations, and will also enact a bylaw on the maintenance and occupancy of buildings in 2026. The municipality may also incorporate certain new addresses from the heritage list into its PIIA bylaw as needed and in accordance with its objectives.”;

- g) By replacing, in Section C) concerning the proposed layout and type of major traffic routes and transportation networks, in the road network section, paragraph 1) concerning the functional classification of the road network identified in the regional land-use plan, and its subparagraphs, with the following text:

“As shown in the plan concerning transportation networks, attached as Appendix II to form an integral part of this bylaw, there are four classes established by the Quebec Ministry of Transport:

- The highway network: namely Highway 55, which forms the western administrative boundary of the municipality; and:
- The national network: namely Route 141, which crosses the municipality from west to east and passes through the heart of the village;
- The collector network: Route 208 (Tyler Road), which is considered a regional transit collector road;
- The local network, meanwhile, includes all other streets or roads. It should be noted, however, that the municipality considers Brown’s Hill Road to be a municipal collector road.”;

- h) By replacing, in Section C) concerning the proposed alignment and type of major traffic routes and transportation networks, in the road network section and in paragraph 2) concerning specific issues with the road network, the first two sentences with the following sentences:

“Two issues are identified in the plan for the territory of the village of Ayer’s Cliff. The first concerns Route 141/Main Street, which is too narrow and compromises pedestrian safety in the areas of the municipal beach, the rest stop, the intersection of Sanborn and Main Streets, the CIBC Bank, and the Marché Tradition. The

second concerns the necessary widening of Tyler Street in the area of the municipal library and the post office, given the increase in heavy truck traffic and the presence of the bike path.”;

- i) By deleting, in Section C) concerning the proposed alignment and type of major traffic routes and transportation networks, in the road network section and in paragraph 3) concerning proposed improvements, the first two sentences that read: “Improvement work on dangerous intersections along Route 141 is proposed for the land use and development plan. In addition, regulatory measures will be established in the zoning plan to limit the number of access points and the width of driveways leading to properties.”;

- j) By replacing, in Section C) concerning the proposed route and the type of major traffic routes and transportation networks, the subsection on major energy and communications networks with the following subsection:

“The only energy transmission network is a natural gas pipeline that crosses the territory at its southwestern end, as shown approximately in Appendices II and III of this bylaw. No facilities are currently supplied by this network. Furthermore, there are no transformer stations within the municipality’s territory, and no such installations are planned. Finally, a communications tower is located in the agricultural zone, between Brown’s Hill Road and Des Hauts-du-Lac Street, as shown approximately in Appendix III of this bylaw.”;

- k) By adding, in Section D) concerning areas of special interest, in paragraph 1) concerning areas of ecological interest, subparagraphs e) and f), which read as follows:

“e) The habitat of the wood turtle;

f) Wetlands, particularly those identified as requiring protection or sustainable use.”;

- l) By replacing, in Section E) concerning areas subject to land-use restrictions, in the section “Existing anthropogenic constraints include,” the paragraph “Highway 55” with the following paragraph:

“– Noise constraints related to the major highway network (Highway 55 and part of Highway 141);”;

- m) By adding, in Section E) concerning areas with development restrictions, in the section “The existing anthropogenic constraints are,” the following paragraphs:

“– A telecommunications antenna;

- The natural gas transmission line (gas pipeline);
- The zone where pig farming facilities are prohibited;
- Areas incompatible with mining activity (TIAM).”;

Article 6: Part 5^e of this land-use plan, concerning the specific land-use program for the central sector, is amended as follows:

- a) By amending Plan PPU-1 (Central Sector) to adjust, in two locations within the lake, the municipal boundaries as well as the boundary of the territory eligible for a PPU, which is aligned with the municipal boundary for one of the two amendments. All as shown in Appendix I of this bylaw, which forms an integral part thereof;
- b) By amending Plan PPU-2 (Areas with Development Constraints) by adjusting, at two locations within the lake, the municipal boundaries as well as the boundary of the central sector—which is aligned with the municipal boundary for one of the two amendments. All as shown in Appendix I of this bylaw, which forms an integral part thereof;
- c) By amending Plan PPU-3 (Areas of Special Interest and Current Land Use) by adjusting, at two locations within the lake, the municipal boundaries as well as the boundary of the central sector, which follows the municipal boundary for one of the two amendments. All as shown in Schedule I of this bylaw, which forms an integral part thereof;

- d) By amending Plan PPU-4 (Development Concept) by adjusting the municipality's territorial boundaries at two locations within the lake. All as shown in Appendix I of this bylaw, which forms an integral part thereof;

Article 7: Appendix I of this urban plan, concerning major land uses, is amended as follows:

- a) By modifying, at two locations within the lake, the municipal boundaries as well as the boundary of the area eligible for a PPU modeled on the municipal boundary for one of the two modifications. All as shown in Annex I of this bylaw, which is hereby made an integral part thereof. The ERE (ecological and recreational) area is thereby reduced at these two locations;

Article 8: Appendix II of this urban plan, concerning transportation networks, is amended as follows:

- a) By modifying the municipality's territorial boundaries in two locations within the lake. All as shown in Appendix I of this bylaw, which forms an integral part thereof;

Article 9: Appendix III of this urban plan, concerning areas of special interest and areas subject to development restrictions, is amended as follows:

- a) By modifying the municipality's territorial boundaries in two locations on the lake. All as shown in Appendix I of this bylaw, which forms an integral part thereof;
- b) By adding, in the legend and on the map on both sides of Highway 55 and Route 141, a noise restriction zone, as illustrated in the image in Annex II of this bylaw, which forms an integral part thereof;
- c) By replacing, in the legend and on this map, the wetlands with the SADD mapping system, which includes four types of wetlands, as illustrated in the images in Annex III of this regulation, which forms an integral part thereof;
- d) By replacing, in the legend and on this map, the flood-risk areas with the SADD map, as illustrated in the images in Appendix IV of this regulation, which forms an integral part thereof;
- e) By replacing, on this map, the boundaries of the heritage site with the SADD map, as shown in an image in Appendix V of this regulation, which forms an integral part thereof;
- f) By adding to the legend and on the map a communications tower, the approximate location of which is shown in an image in Annex VI of this regulation, which forms an integral part thereof;
- g) By adding to the legend and on the map the perimeter of the wood turtle's habitat, as shown in an image in Annex VII of this regulation, which forms an integral part thereof;

Article 10: This regulation shall come into force in accordance with the Act.

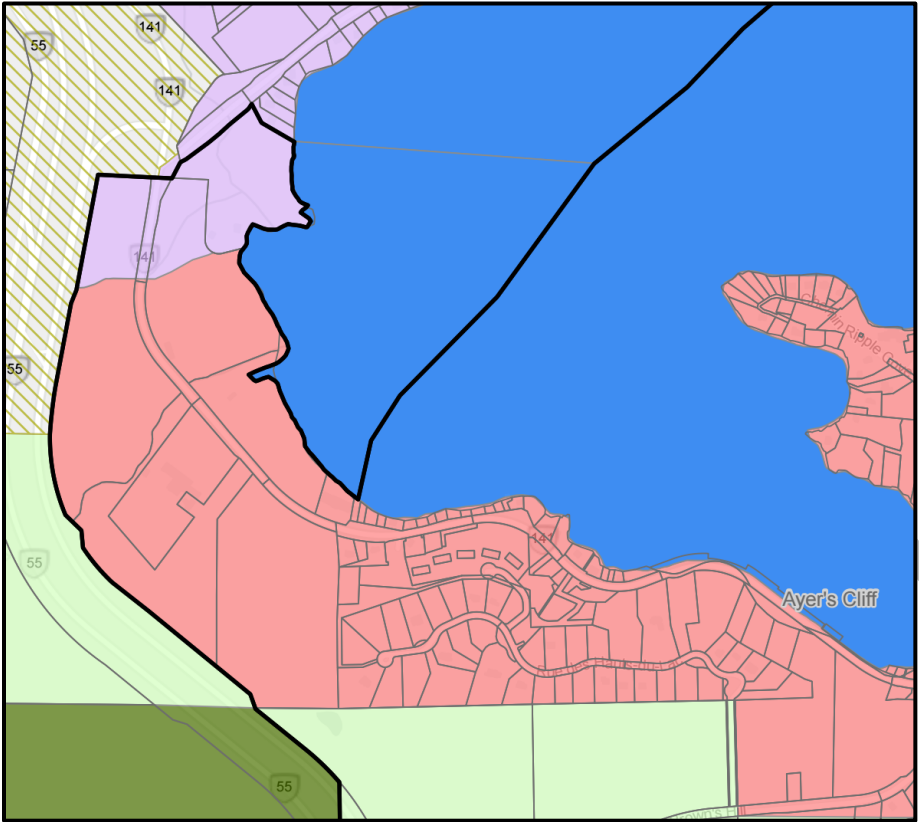
Mayor
Alec Van Zuiden

Chief Administrative Officer
Abelle L'Écuyer-Legault

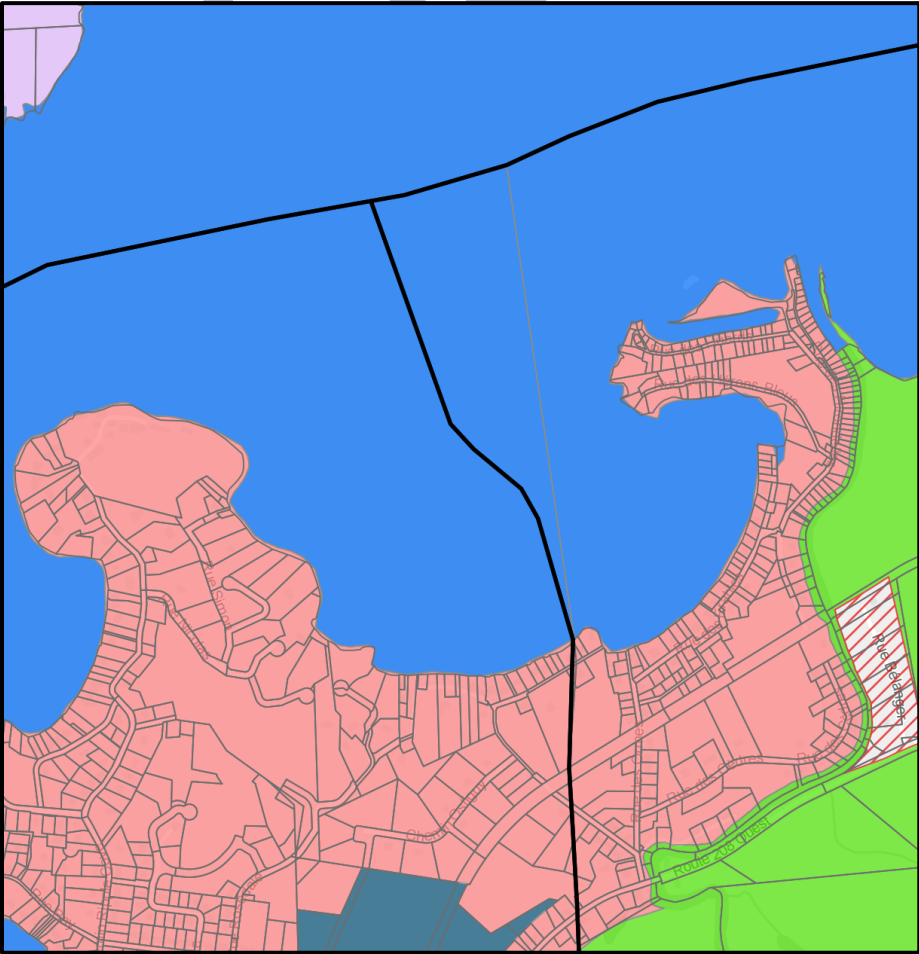
Notice of Motion and Adoption of the Proposal: October 6, 2026
Public Notice of Consultation Meeting: October 7, 2026
Public hearing: October 28, 2026
Adoption of the final bylaw
MRC Certificate of Approval
Effective date:

APPENDIX I

“Excerpt from the plan’s cartography, major land-use plan”



* The black line in the lake represents the new territorial boundary, as opposed to the gray line

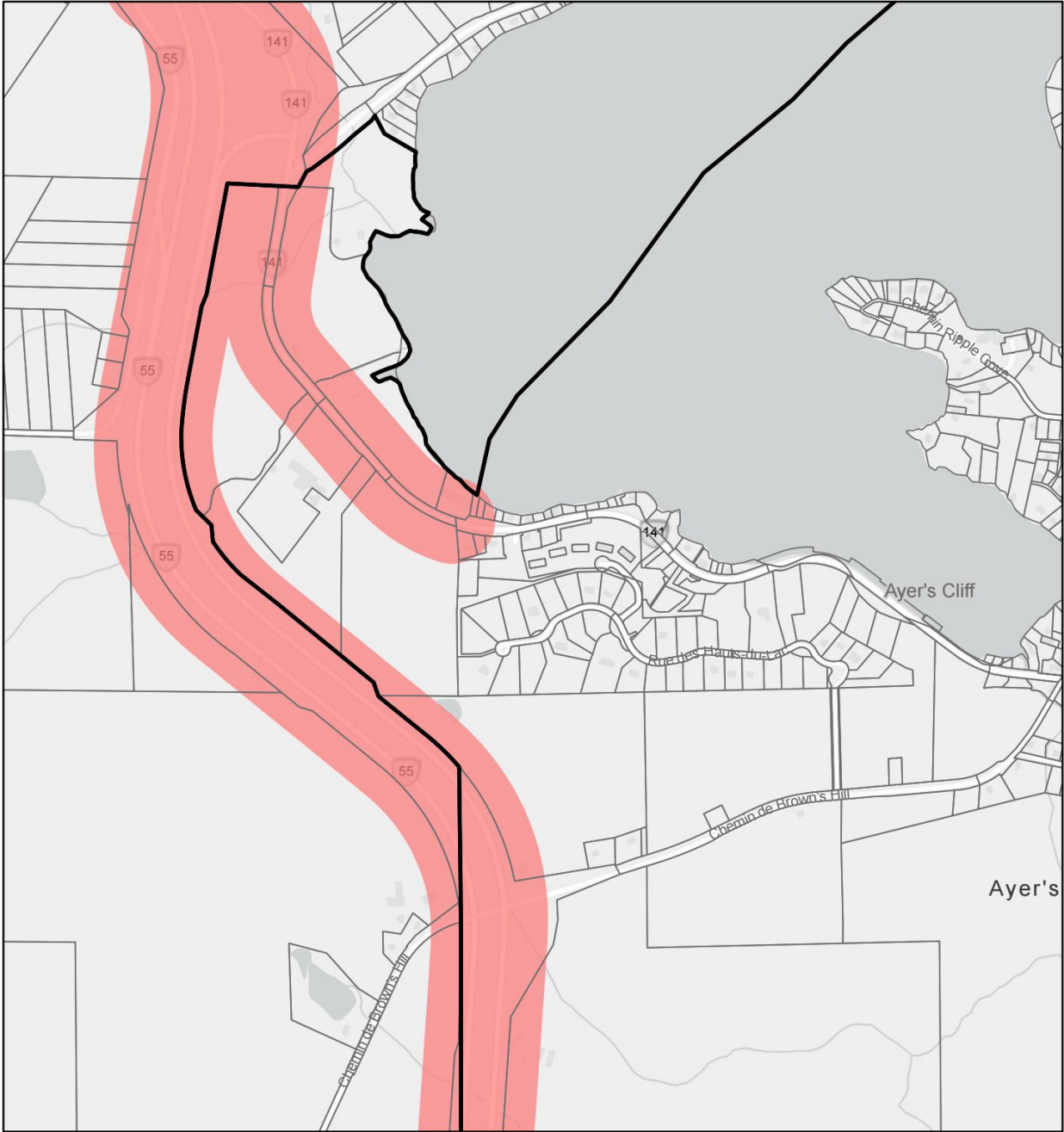


* The black line in the lake represents the new territorial boundary as opposed to the gray line

PROJECT

APPENDIX II

“Excerpt from the plan’s map, noise restriction zone”



 Zone de contrainte sonore*

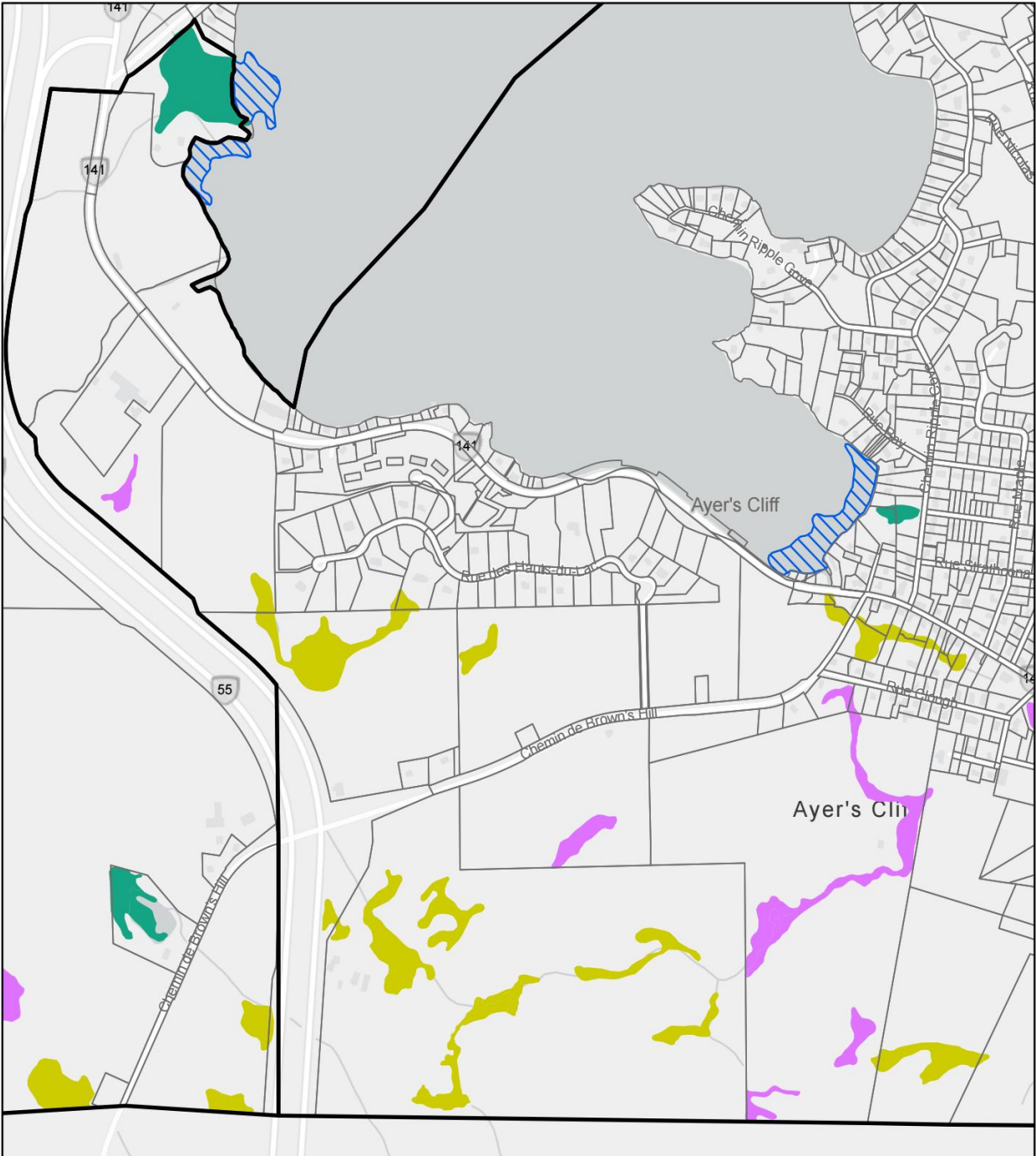
“Excerpt from the plan’s map, wetlands”



-  Limite municipale
  Utilisation durable
-  Lots
  Non priorisé
- Milieux humides
  Non applicable (littoral)
-  Protection

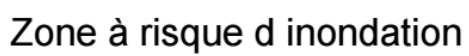
APPENDIX III (continued)

“Excerpt from the plan’s mapping, wetlands”



- | | |
|---|---|
|  Limite municipale |  Utilisation durable |
|  Lots |  Non priorisé |
|  Milieux humides |  Non applicable (littoral) |
|  Protection | |

“Excerpt from the plan’s mapping, flood zones”

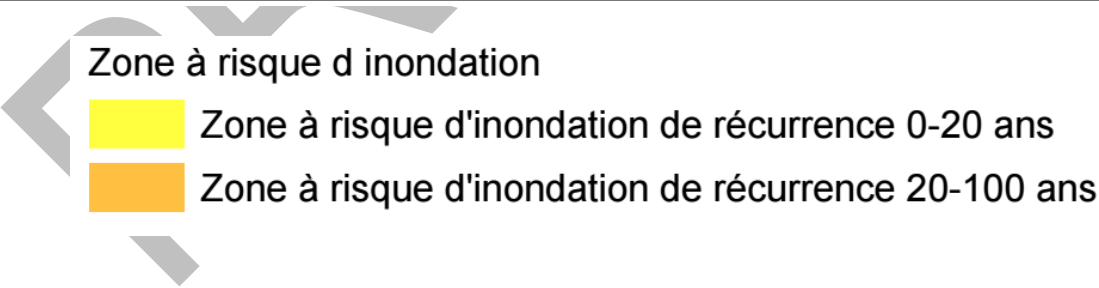
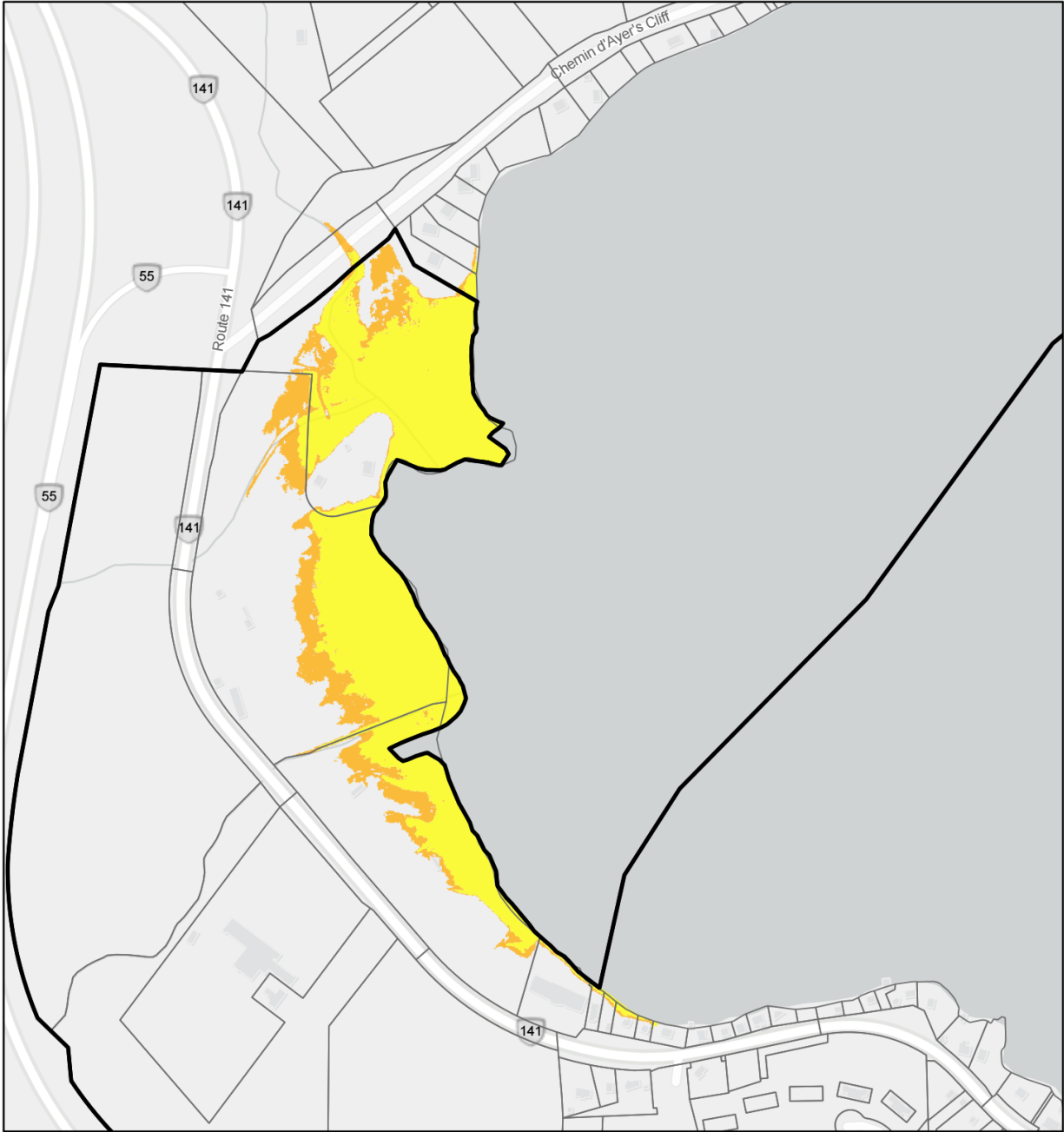


Zone à risque d'inondation de récurrence 0-20 ans

Zone à risque d'inondation de récurrence 20-100 ans

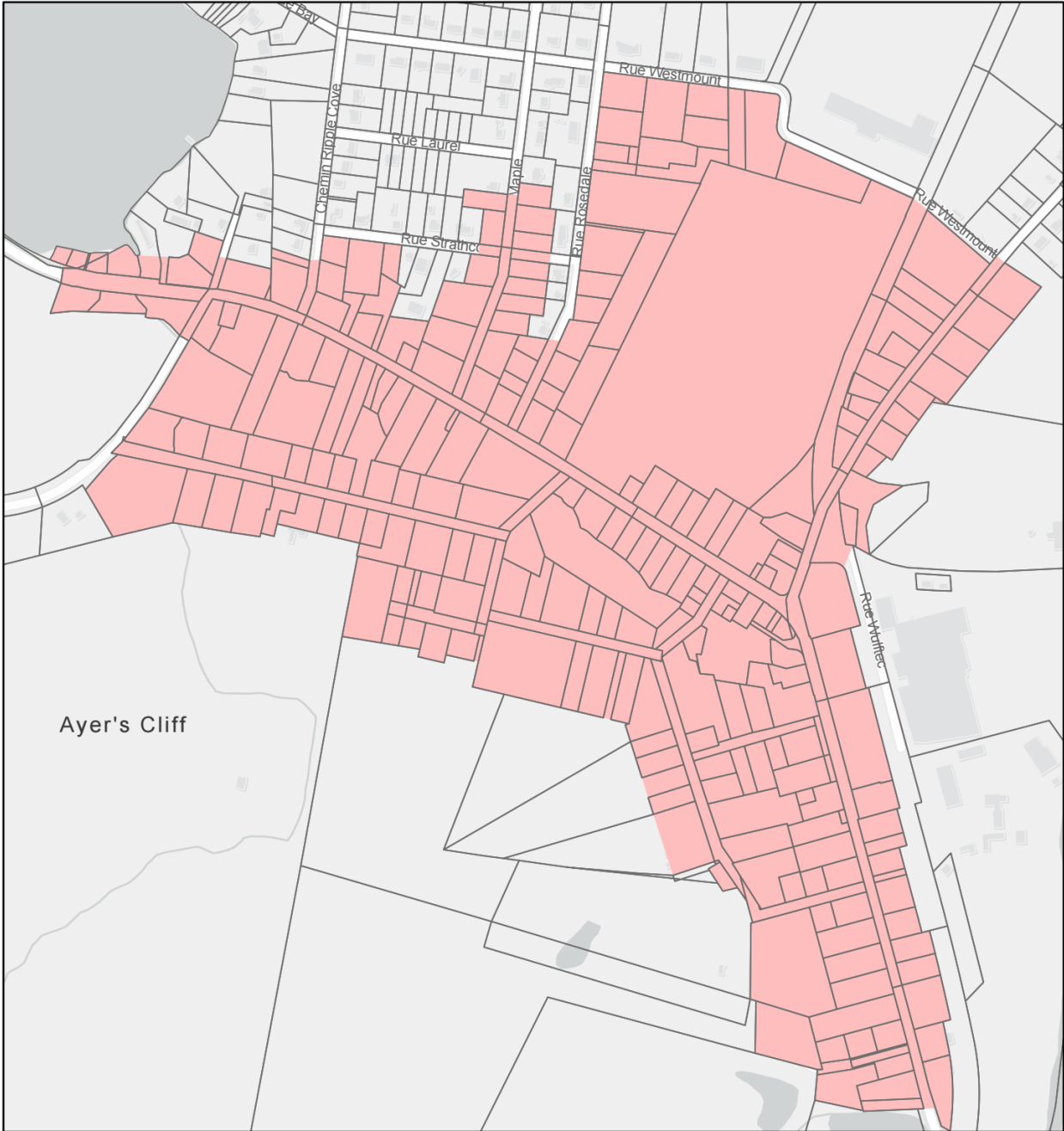
APPENDIX IV (continued)

“Excerpt from the plan’s mapping, flood zones”



APPENDIX V

"Excerpt from the plan's map, heritage complex"



Ensembles patrimoniaux

APPENDIX VI

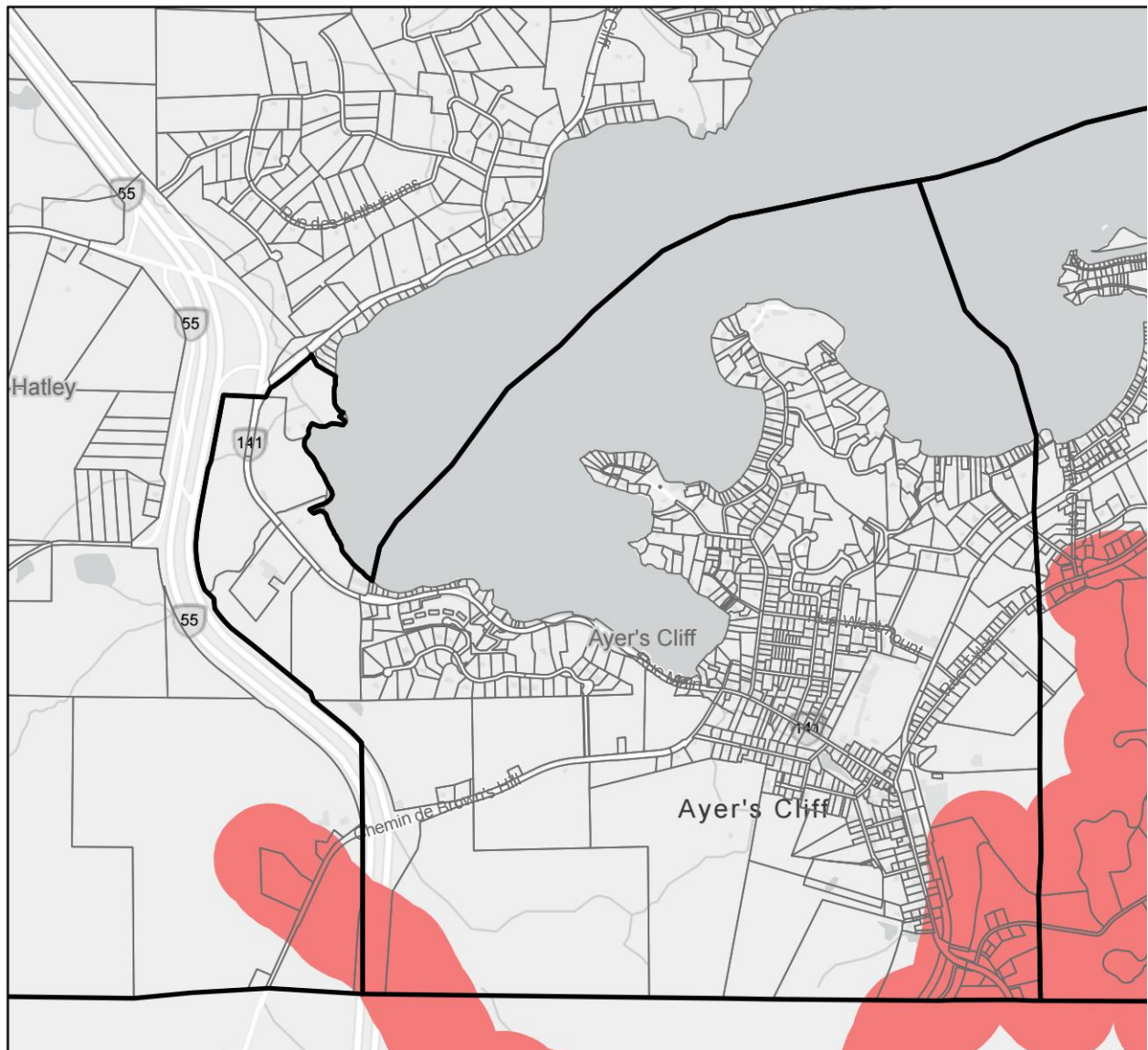
“Excerpt from the plan’s map, communications tower”



Antenne de télécommunication

APPENDIX VII

“Excerpt from the plan’s map, wood turtle habitat”



 Habitat de la tortue des bois