

The Corporation of the City of Stratford Planning and Heritage Sub-committee Open Session AGENDA

Date: Thursday, January 30, 2025

Time: 4:30 P.M.

Location: Council Chamber, City Hall

Sub-committee Present:

Councillor Sebben - Chair Presiding, Councillor Burbach - Vice Chair,

Councillor Biehn, Councillor McCabe, Councillor Wordofa

Staff Present: Adam Betteridge - Director of Building and Planning Services, Alex Burnett -

Planner, Karmen Krueger - Director of Corporate Services, Miranda Franken -

Council Clerk Secretary

To watch the Sub-committee meeting live, please click the following link: https://video.isilive.ca/stratford/live.html

A video recording of the meeting will also be available through a link on the City's website https://calendar.stratford.ca/meetings following the meeting.

Pages

Call to Order

The Chair to call the meeting to Order.

Land Acknowledgment

Moment of Silent Reflection

Respectful Conduct Statement

2. Disclosure of Pecuniary Interest and the General Nature Thereof

The *Municipal Conflict of Interest Act* requires any member of Council declaring a pecuniary interest and the general nature thereof, where the interest of a member of Council has not been disclosed by reason of the member's absence

from the meeting, to disclose the interest at the first open meeting attended by the member of Council and otherwise comply with the *Act*.

Name, Item and General Nature of Pecuniary Interest

3. Delegations

None scheduled

4. Reports

4.1 Proposed Exemption from Sign By-law #159-2004 for the Canadian Dairy Expo (PLA25-001)

4 - 9

Motion by

Staff Recommendation: THAT the Canadian Dairy Expo Sign Variance Application to Sign By-law #159-2004 be approved as follows:

- The nine (9) temporary sidewalk signs and one (1) cow statue be permitted for the temporary period of March 28, 2025 to April 7, 2025, on City property at the following locations:
 - Mornington Street at the City's northerly limits;
 - McCarthy Road West at Mornington Street (2 signs);
 - McCarthy Road East at Romeo Street;
 - Ontario Street at the City's easterly limits (2 signs);
 - Huron Street at the City's westerly limits;
 - Downie Street (Road 112) at the City's southerly limits;
 - Erie Street at Line 32; and
 - Northeast corner of McCarthy Road West and Mornington Avenue (Cow Statue).
- The two (2) banner signs, one (1) cow statue and five (5) directional signs be permitted for the temporary period of April 1, 2025 to April 4, 2025 on the City's Rotary Complex property (353 McCarthy Road West).

5. Department Update

The Director/Manager to provide an update on department activities.

6. Advisory Committee/Outside Board Minutes

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The following Advisory Committee Minutes were provided for the information of Sub-committee:

- Heritage Stratford Advisory Committee minutes of April 9, 2024
- Heritage Stratford Advisory Committee minutes of October 8, 2024
- Heritage Stratford Advisory Committee minutes of November 13, 2024
- Heritage Stratford Advisory Committee minutes of December 10, 2024

7. Next Sub-committee Meeting

The next Planning and Heritage Sub-committee meeting is February 27, 2025, at 4:30 p.m. in the Council Chamber, City Hall.

8. Adjournment

Meeting Start Time: Meeting End Time:

Motion by

Sub-committee Decision: THAT the Planning and Heritage Sub-committee meeting adjourn.



MANAGEMENT REPORT

Date: January 30, 2025 **To:** Mayor and Council

From: Kelton Frey, By-law Enforcement Officer, Connor Occleston –

Deputy Chief Building Official

Report Number: PLA25-001

Attachments: None

Title: Proposed Exemption from Sign By-law #159-2004 for the Canadian Dairy Expo

Objective: To consider an exemption to the City of Stratford's Sign By-law #159-2004 for various types of signs and sign locations throughout the City, and for various types of signs on City property at 353 McCarthy Rd W (Rotary Complex), for the Canadian Dairy Expo (CDX).

Background: The applicant is again hosting the annual Canadian Dairy Expo at the Stratford Rotary Complex in April 2025. The requested signs located throughout the City will be installed on or after March 27, 2025 with a removal date of April 7, 2025.

CDX promotes its event with signage posted across the City and requires relief from the City's Sign By-law. This year's request is similar to last years' approval where, at the February 26, 2024 Regular Council meeting, Council adopted the following resolution for Report Number COU24-019:

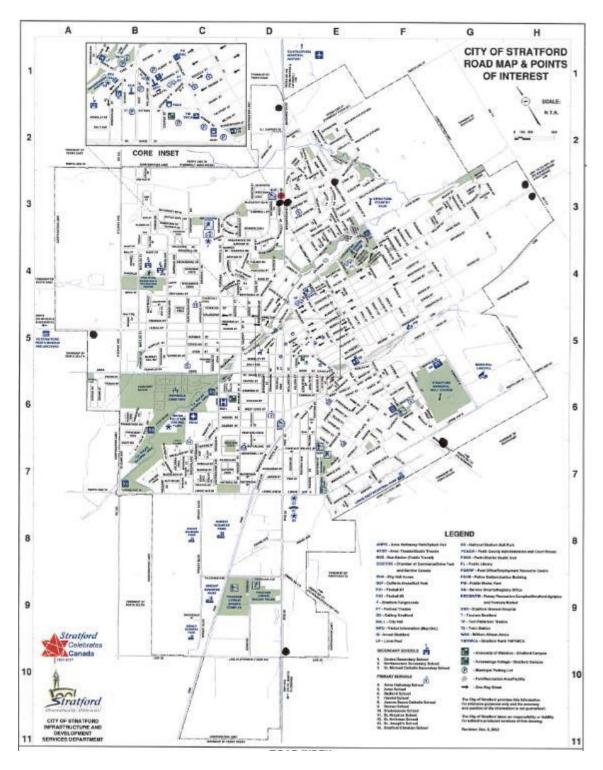
THAT the Canadian Dairy Expo Sign Variance Application to Sign By-law #159-2004 be approved as follows:

- The nine (9) temporary sidewalk signs and one (1) cow statue be permitted for the temporary period of March 20, 2024 to April 10, 2024, on City property at the following locations:
 - Mornington Street at the City's northerly limits;
 - McCarthy Road West at Mornington Street (2 signs);
 - McCarthy Road East at Romeo Street;
 - Ontario Street at the City's easterly limits (2 signs);
 - Huron Street at the City's westerly limits;
 - Downie Street (Road 112) at the City's southerly limits;

- Erie Street at Line 32; and
- Northeast corner of McCarthy Road West and Mornington Avenue (Cow Statue).
- The two (2) banner signs, one (1) cow statue and five (5) directional signs be permitted for the temporary period of April 1, 2024 to April 5, 2024 on the City's Rotary Complex property (353 McCarthy Road West).

For 2025, the applicant is requesting the same request as per previous years', being that nine (9) sidewalk signs and one (1) cow statue be placed on City-owned property as illustrated in the CDX Sign Map below, which is described as follows:

- Mornington Street at the City's Northerly limits
- McCarthy Rd West at Mornington Street (2 Signs)
- McCarthy Rd East at Romeo Street
- Ontario Street at the City's Easterly limits (2 Signs)
- Huron Street at the City's Westerly limits
- Downie St (Road 112) at the City's Southerly limits
- Erie St at Line 29
- Northeast Corner of McCarthy Rd W and Mornington Ave (Cow Statue Location)



In addition to these locations, the applicant is requesting two (2) banner signs, five (5) directional signs and one (1) cow statue be installed on the Rotary Complex property at 353 McCarthy Rd W, where the CDX event will be occurring. These proposed locations are illustrated as follows:



The CDX event has been hosted annually within the City of Stratford and has previously had similar signage installed. In 2020, amendments to the City's Sign By-law provided clarity on the types of signage permitted for events, as well as provisions for sign variances. This will be the third event being held under these new provisions.

Analysis: The applicant is seeking the necessary variances from the Sign By-law that will allow for the temporary establishment of signage and promotional "cow" structures. Staff are of the understanding that similar signage has been used in previous years for this annual event with no prior issue.

Given that the proposal is for a limited time frame, Staff have no objection to the request. In general, the variances requested seek to permit the establishment of temporary signage as has been done similarly in previous years by the event applicant.

Lastly, Staff have reviewed the locations from a safety/hazard perspective and generally see no concerns. If any of the signage is deemed to potentially cause a safety/hazard, Section 23.0 b) provides that the Chief Building Official or designate may immediately pull down or remove any sign. Such removal is to be at the expense of the owner or the occupant, and the expense therefore may be collected in like manner as municipal taxes.

Financial Implications:

Not applicable:

There will be no financial implications should the staff recommendation be approved. The required fees for Sign Permits and Sign Variances have been submitted in accordance with Schedule "A" to the Sign By-law.

Alignment with Strategic Priorities:

Strengthening our Plans, Strategies and Partnerships

Partnering with the community to make plans for our collective priorities in arts, culture, heritage and more. Communicating clearly with the public around our plans and activities.

Developing our Resources

Optimizing Stratford's physical assets and digital resources. Planning a sustainable future for Stratford's resources and environment.

Widening our Economic Opportunities

Strengthening Stratford's economy by developing, attracting and retaining a diversity of businesses and talent.

Alignment with One Planet Principles:

Equity and Local Economy

Creating safe, equitable places to live and work which support local prosperity and international fair trade.

Staff Recommendation: THAT the Canadian Dairy Expo Sign Variance Application to Sign By-law #159-2004 be approved as follows:

- The nine (9) temporary sidewalk signs and one (1) cow statue be permitted for the temporary period of March 28, 2025 to April 7, 2025, on City property at the following locations:
 - Mornington Street at the City's northerly limits;
 - McCarthy Road West at Mornington Street (2 signs);
 - McCarthy Road East at Romeo Street;
 - Ontario Street at the City's easterly limits (2 signs);
 - Huron Street at the City's westerly limits;
 - Downie Street (Road 112) at the City's southerly limits;
 - Erie Street at Line 32; and
 - Northeast corner of McCarthy Road West and Mornington Avenue (Cow Statue).
- The two (2) banner signs, one (1) cow statue and five (5) directional signs be permitted for the temporary period of April 1, 2025 to April 4, 2025 on the City's Rotary Complex property (353 McCarthy Road West).

Prepared by: Kelton Frey, By-law Enforcement Officer

Connor Occleston, Deputy Chief Building Official

Recommended by: Adam Betteridge, Director of Building and Planning Services

Joan Thomson, Chief Administrative Officer

Heritage Stratford Advisory Committee April 9, 2024



Heritage Stratford Advisory Committee

MINUTES

A meeting of the Heritage Stratford Advisory Committee (HS) was held on Tuesday, April 9, 2024 at 7:00 p.m., in the Mansbridge Room at the Stratford Rotary Complex.

Committee Members Present: Brian Johnson – Chair Presiding, Barb Cottle, Jacob Vankooten, Jeff Atchison, Andy Bicanic, Jack West

Staff Present: Alex Burnett – Planner, Vicky Trotter – Council Committee Coordinator, Casey Riehl – Recording Secretary

Regrets: Councillor Larry McCabe, Laura Dent

1. Call to Order

Brian Johnson, Chair, called the meeting to order at 7:02 p.m.

Reading of the Land Acknowledgment and a moment of silent reflection.

Reading of the Respectful Workplace Policy Statement.

2. Declarations of Pecuniary Interest and The General Nature Thereof

None declared.

3. Adoption of Previous Minutes

Motion by Barb Cottle
Seconded by Jacob Vankooten

THAT the minutes from the Heritage Stratford Advisory Committee meeting dated March 12, 2024, be adopted as printed. Carried

4. Business Arising from Previous Minutes

4.1 James Anderson/Blue Plaques Update

Barb Cottle will contact both recipients to discuss possible dates near the end of May to present the plaques. Ms. Cottle will check with Heritage Stratford members once dates have been set. Jacob Vankooten volunteered to assist with installation of the plaques.

4.2 Shakespearean Garden Heritage Designation

Alex Burnett, Planner stated he did not have any updates.

4.3 Bike Racks – Active Transportation Advisory Committee/BIA

Vicky Trotter, Council Committee Coordinator will provide updates from the Active Transportation Advisory Committee once the proposal has been received.

5. Designation Sub-Committee Update

5.1 Update on Non-Designated Properties Register

Alex Burnett, Planner reported he is continuing to work on the designation reports for the two properties currently requesting designation. There is another property which is located on Water Street that has also been submitted for consideration. Barb Cottle and Alex Burnett will be completing a site visit April 10, 2024 for an initial review.

6. Building & Planning Report (April 2024)

The Building & Planning report for April 2024 was previously provided to members. Alex Burnett, Planner reviewed the report with members and was available to answer questions.

7. New Business

7.1 Advisory Committee Budget Memo

Vicky Trotter, Council Committee Coordinator explained to that all advisory committees have been directed to work to have projects and budget funds allocated prior to their June meetings. This will insure they are completed and paid for by the end of the year.

Heritage Stratford Advisory Committee April 9, 2024

7.2 Parameters for Working Groups

Vicky Trotter, Council Committee Coordinator reviewed with members the parameters for working groups within Advisory Committees. Working groups are to be comprised only of members of the Advisory Committee. Working groups can reach out to people who are not on the Advisory Committee to ask questions and get their expertise on specific items they are working on. The working groups can research special projects and complete all the background work outside of regular Heritage Stratford meetings and then come back and report to the Committee as a whole to make a final decision on the project, event, request to Council, etc.

8. Date of Next Meeting

The next meeting of Heritage Stratford will be held on Tuesday, May 14, 2024, at 7:00 p.m., in the Mansbridge Room at the Stratford Rotary Complex, 353 McCarthy Road W., Stratford.

9. Adjournment

Motion by Andy Bicanic
Seconded by Jeff Atchison
THAT the April 9, 2024 Heritage Stratford Advisory Committee meeting adjourn. Carried

Start Time: 7:02 P.M. End Time: 7:26 P.M.

Heritage Stratford Advisory Committee October 8, 2024



Heritage Stratford Advisory Committee

MINUTES

A meeting of the Heritage Stratford Advisory Committee (HS) was held on Tuesday, October 8, 2024 at 7:00 p.m., in the Mansbridge Room at the Stratford Rotary Complex.

Committee Members Present: Brian Johnson – Chair Presiding, Jeff Atchison, Councillor Larry McCabe, Jacob Vankooten, Barb Cottle, Anne Ceballo, Cambria Ravenhill

Staff Present: Alex Burnett – Planner, Vicky Trotter – Council Committee Coordinator, Casey Riehl – Recording Secretary

Regrets: Andy Bicanic

1. Call to Order

Brian Johnson, Chair, called the meeting to order at 7:00 p.m.

Reading of the Land Acknowledgment and a moment of silent reflection.

Reading of the Respectful Workplace Policy Statement.

2. Declarations of Pecuniary Interest and The General Nature Thereof

None declared.

3. Welcome New Members

Brian Johnson extended a welcome to new members Cambria Ravenhill and Anne Ceballo. Current members and staff introduced themselves.

4. Delegation:

Dan Schneider of the Architectural Conservancy of Ontario provided a presentation to the members outlining what the Architectural Conservancy of Ontario does. Highlights of the presentation included:

Heritage Stratford Advisory Committee October 8, 2024

- the history of the ACO;
- keep, fix, reuse to support Ontario's prosperity;
- invest in repair and reuse to protect Ontario's future;
- keep, fix, reuse existing buildings to create housing;
- what the ACO does locally;
- ACO Stratford/Perth County historic plaques program;
- local and provincial advocacy;

The new deadline for municipalities to take action to protect listed properties has now been extended to January 1, 2027.

Barb Cottle inquired if the Town of St. Marys has started a plan for protecting properties and if so, it would be a starting point for Stratford to gain some insight on how to do it.

Mr. Schneider noted that each municipality is grappling with how to go about protecting properties. Larger municipalities do it one way, which would not necessarily make sense for smaller communities. It is his understanding that St. Marys has previously adopted a plan, however with the deadline extended, they are rethinking their plan. They have approximately one hundred properties on their list.

5. Adoption of Previous Minutes

Motion by Jacob Vankooten

Seconded by Councillor McCabe

THAT the minutes from the Heritage Stratford Advisory Committee meeting dated September 10, 2024, be adopted as printed. Carried

6. Business Arising from Previous Minutes

6.1 James Anderson and Blue Plaque Update

Brian Johnson reviewed the James Anderson Award that the committee awards, as well as the Blue Plaque Program. Mr. Johnson reported that now that the scaffolding is coming down at the Knox Church, plans will be finalized for the presentation of the Jenny Trout Blue Plaque.

Mr. Johnson will also confirm a date to present the James Anderson Award, which is being awarded for the renovation at 14 Erie Street.

6.2 Shakespearean Gardens Heritage Designation Update

Alex Burnett reviewed background on the designation application for the Shakespearean Gardens to update new HS members. Staff is working on

Heritage Stratford Advisory Committee October 8, 2024

the Intent to Designate paperwork to be submitted to Council for approval. Further updates will be provided.

7. Designation Sub-Committee Update

7.1 Update on Non-Designated Properties Register

Alex Burnett reviewed the non-designated register for the new members and noted that four residential property owners have completed and submitted the application paperwork to proceed with designations:

- 120 St. Vincent Street
- 87 Nile Street
- 35 Caledonia Street
- 144 Water Street

8. Building & Planning Services Report

The Building & Planning report for October 2024 was previously provided to HS members. Alex Burnett, Planner reviewed the report with members and was available to answer questions.

9. New Business

9.1 Annual Membership Fee – National Trust for Canada

Motion by Cambria Ravenhill

Seconded by Jeff Atchison

THAT the Stratford Heritage Advisory Committee spends \$158.00 to renew their annual membership with the National Trust for Canada. Carried

10. Date of Next Meeting

The next meeting of Heritage Stratford will be held on Wednesday, November 13, 2024, at 7:00 p.m., in the Mansbridge Room at the Stratford Rotary Complex, 353 McCarthy Road W., Stratford.

11. Adjournment

Motion by Jacob Vankooten

Seconded by Councillor McCabe

THAT the October 3, 2024 Heritage Stratford Advisory Committee meeting adjourn. Carried

Heritage Stratford Advisory Committee October 8, 2024

Start Time: 7:00 P.M. End Time: 7:49 P.M.



Heritage Stratford Advisory Committee

MINUTES

A meeting of the Heritage Stratford Advisory Committee (HS) was held on Wednesday, November 13, 2024 at 7:00 p.m., in the Mansbridge Room at the Stratford Rotary Complex.

Committee Members Present: Brian Johnson – Chair Presiding, Jeff Atchison, Councillor Larry McCabe, Jacob Vankooten, Barb Cottle, Anne Ceballo, Cambria Ravenhill, Andy Bicanic

Staff Present: Alex Burnett – Planner, Vicky Trotter – Council Committee Coordinator, Casey Riehl – Recording Secretary

1. Call to Order

Brian Johnson, Chair, called the meeting to order at 7:02 p.m.

Reading of the Land Acknowledgment and a moment of silent reflection.

Reading of the Respectful Workplace Policy Statement.

2. Declarations of Pecuniary Interest and The General Nature Thereof

None declared.

3. Adoption of Previous Minutes

Motion by Barb Cottle **Seconded by** Cambria Ravenhill

THAT the minutes from the Heritage Stratford Advisory Committee meeting dated October 8, 2024, be adopted as printed. Carried

4. Business Arising from Previous Minutes

4.1 James Anderson and Blue Plaque Update

Brian Johnson is working with Thor Dingman to coordinate the presentation of the James Anderson Award.

The Blue Plaque for Jenny Trout has been presented at the Knox Church.

Starting in 2025, the Committee will present the Blue Plaques and James Anderson awards in alternating years. A Blue Plaque will be presented in 2025 and the James Anderson Award will be presented in 2026.

4.2 Shakespearean Gardens Heritage Designation Update

Alex Burnett reported that the Request for Designation will be going before Council on December 16, 2024. The request will be for Council to issue a Notice of Intent to declare this a heritage property. Following this there will be a notice period and if everything moves along as planned, the designation may be completed in January.

5. Designation Sub-Committee Update

5.1 Update on Non-Designated Properties Register

Alex Burnett stated that the report for 120 St. Vincent Street is scheduled to go to the December 16, 2024 Council meeting.

The reports for the remaining three properties will be scheduled to go before Council later in the New Year.

- 87 Nile Street
- 35 Caledonia Street
- 144 Water Street

6. Building & Planning Services Report (November 2024)

The Building & Planning report for November 2024 was previously provided to HS members. Alex Burnett, Planner reviewed the report with members and was available to answer questions.

7. New Business

None noted.

8. Date of Next Meeting

The next meeting of Heritage Stratford will be held on Tuesday, December 10, 2024, at 7:00 p.m., in the Mansbridge Room at the Stratford Rotary Complex, 353 McCarthy Road W., Stratford.

9. Adjournment

Motion by Jacob Vankooten
Seconded by Andy Bicanic
THAT the November 13, 2024 Heritage Stratford Advisory Committee
meeting adjourn. Carried

Start Time: 7:02 P.M. End Time: 7:15 P.M.



Heritage Stratford Advisory Committee

MINUTES

A meeting of the Heritage Stratford Advisory Committee (HS) was held on Tuesday, December 10, 2024 at 7:00 p.m., in the Mansbridge Room at the Stratford Rotary Complex.

Committee Members Present: Brian Johnson, Jeff Atchison, Jacob Vankooten, Barb Cottle, Anne Ceballo, Cambria Ravenhill, Andy Bicanic

Staff Present: Alex Burnett – Planner, Casey Riehl – Recording Secretary

Also Present: Members of the Public

Regrets: Councillor Larry McCabe, Vicky Trotter – Council Committee Coordinator

1. Call to Order

Brian Johnson, Chair, called the meeting to order at 7:02 p.m.

Reading of the Land Acknowledgment and a moment of silent reflection.

Reading of the Respectful Workplace Policy Statement.

2. Declarations of Pecuniary Interest and The General Nature Thereof

None declared.

3. Election of 2024/25 Committee Chair and Vice-Chair

Staff declared nominations open for the 2024/25 Chair of the Heritage Stratford Advisory Committee. Jacob Vankooten put his name forward for consideration.

Staff asked if there were any further nominations. No further nominations were made.

Motion by Andy Bicanic **Seconded by** Anne Ceballo

THAT the nominations for the 2024/25 Heritage Stratford Advisory Committee Chair be closed. Carried

Jacob Vankooten indicated that he would allow his nomination to stand.

Motion by Andy Bicanic **Seconded by** Anne Ceballo

THAT Jacob Vankooten be elected as the 2024/25 Chair of the Heritage Stratford Advisory Committee. Carried

Staff declared nominations for the 2024/25 Vice-Chair of the Heritage Stratford Advisory Committee open. Brian Johnson put his name forward for consideration.

Staff asked if there were any further nominations. No further nominations were made.

Motion by Barb Cottle
Seconded by Jeff Atchison
THAT nominations for the 2024/25 Heritage Stratford Advisory
Committee Vice-Chair be closed. Carried

Brian Johnson indicated that he would allow his name to stand.

Motion by Barb Cottle
Seconded by Jeff Atchison
THAT Brian Johnson be elected as the 2024/25 Vice-Chair of the
Heritage Stratford Advisory Committee. Carried

Jacob Vankooten will now chair the meeting.

4. Adoption of Previous Minutes

Motion by Brian Johnson **Seconded by** Cambria Ravenhill

THAT the minutes from the Heritage Stratford Advisory Committee meeting dated November 13, 2024, be adopted as printed. Carried

5. Business Arising from Previous Minutes

5.1 Update on the James Anderson Award

Brian Johnson is continuing to work with Thor Dingman to coordinate the presentation date for the James Anderson Award.

Alex Burnett noted that he has received an inquiry regarding the 2025 nominations for a Blue Plaque. He let them know that nominations have not yet been opened and will most likely start in February 2025.

5.2 Shakespearean Gardens Heritage Designation Update

Alex Burnett reported that the Request for Designation will be going before Council next Monday, December 16, 2024. He will be presenting the report and invites any members of Heritage Stratford to attend if they would like.

6. Designation Sub-Committee Update

6.1 Update on Non-Designated Properties Register

Alex Burnett stated that he is anticipating the report for 120 St. Vincent Street will be scheduled to go to a January 2025 Council meeting.

The reports for the remaining three properties will be scheduled to go before Council later in the New Year.

- 87 Nile Street
- 35 Caledonia Street
- 144 Water Street

7. Building & Planning Services Report (December 2024)

The Building & Planning report for December 2024 was previously provided to HS members. Alex Burnett, Planner reviewed the report with members and was available to answer questions.

8. New Business

8.1 Heritage Stratford Sub-Committees

Brian Johnson reviewed the three Heritage Stratford Sub-Committees for the information of the new members. There was discussion on who would like to remain as a volunteer and if there were new volunteers.

Permit Review & Heritage Sign Sub-Committee Members
Jacob Vankooten, Brian Johnson, Jeff Atchison, Larry McCabe,
Andy Bicanic, Anne Ceballo

<u>Designation Sub-Committee Members</u> Jeff Atchison, Barb Cottle, Cambria Ravenhill

<u>Awards Sub-Committee Members</u>
Brian Johnson, Barb Cottle, Cambria Ravenhill

8.2 Purchasing Blue Plaques

Brian Johnson suggested that the Committee purchase the two Blue Plaques for the upcoming year at the same time that they purchase a replacement plaque for Jenny Trout.

Motion by Brian Johnson **Seconded by** Andy Bicanic

THAT the Heritage Stratford Advisory Committee spends up to a maximum of \$3,000.00 from their 2024 budget to pre-purchase two Blue Plaques and also purchase a replacement Blue Plaque for Jenny Trout. Carried

Barb Cottle will contact the manufacturer to make arrangements for all three plaques to be purchased and invoiced.

9. Date of Next Meeting

The next meeting of Heritage Stratford will be held on Tuesday, January 14, 2025, at 7:00 p.m., in the Mansbridge Room at the Stratford Rotary Complex, 353 McCarthy Road W., Stratford.

10. Adjournment

Motion by Brian Johnson
Seconded by Andy Bicanic
THAT the December 10, 2024 Heritage Stratford Advisory Committee
meeting adjourn. Carried

Start Time: 7:02 P.M. End Time: 7:25 P.M.