



## **The Corporation of the City of Stratford Planning and Heritage Sub-committee MINUTES**

Date: 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 Wordofa

Regrets: Councillor McCabe

Staff Present: Adam Betteridge - Director of Building and Planning Services, Audrey Pascual – Deputy Clerk, Miranda Franken - Council Clerk Secretary

### **1. Call to Order**

The Chair called the meeting to Order.

Councillor McCabe provided regrets for this meeting.

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

No disclosures of pecuniary interest were made by a Member at the January 30, 2025, Planning and Heritage Sub-committee meeting.

**3. Delegations**

None scheduled

**4. Reports**

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

**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).

**Sub-committee Discussion:** The Director of Building and Planning reviewed the report, highlighting the following:

- the Canadian Dairy Expo (CDX) being an annual event with a similar request for consideration annually;

- the Sign By-law regulating standard permanent signage with "temporary signage" referring to daily sandwich boards and not events lasting for a temporary period of time; and
- the CDX does not meet the criteria under the by-law for these designations.

Discussion on this matter occurred between Sub-committee and Staff. Highlights of the discussion included:

- a member noted some of the additional signage being advertisements for CDX sponsors and not for the CDX, seeking clarity on how this aligns with City policy of advertisements on City Property;
- Staff to review this and note Council's attention to this with the applicant; and
- the CDX having a new owner but the prior owner and operator being retained to continue operating and administering the event on behalf of the new owner.

Motion by Councillor Burbach

**Sub-committee 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).**

**Carried**

## **5. Department Update**

**Sub-committee Discussion:** The Director of Building and Planning provided the following highlights from the department update:

- the department working through staff recruitment and retention;
- working with Human Resources to fill 2 vacant planner positions and other department vacancies and this being a longer than desired process to achieve full complement in the department;
- the department focusing on applicant related matters like Plans of Subdivision and other planning applications and less focused on city initiatives at this time;
- the Official Plan Review being underway but not with the desired attention from Staff due to lack of resources;
- staff prioritizing planning applications as they are subject to time frames and to appeals if the timeframes are not met; and
- Building and By-law are preparing for Short Term Rental and Accommodation season putting further pressure on the department.

Discussion on the update occurred between Sub-committee and Staff with highlights as follows:

- the Official Plan Amendment (OPA) update being worked on but the process being time consuming and slow;
- the OPA being of primary concern with interest from the Downtown Stratford Business Improvement Area as well;
- staff noting if the review is pushed forward too quickly it would not be given the necessary attention and will cause further issues;

- Community Services division being the contact for complaints regarding tents and stages;
- related complaints to Councillors can be directed to the Director of Building and Planning and the Director of Community Services to ensure the appropriate response; and
- staff can assist Councillors in responding to resident concerns regarding Building reviews and assurance of correct property zoning for desired use.

#### **6. Advisory Committee/Outside Board Minutes**

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**

Motion by Councillor Biehn

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

**Carried**

Meeting Start Time: 4:30 p.m.

Meeting End Time: 4:42 p.m.