



The Corporation of the City of Stratford
Planning and Heritage Committee
Open Session
AGENDA

Date: Monday, June 12, 2023
Time: 7:05 P.M.
Location: Council Chamber, City Hall
Committee Present: Councillor Sebben - Chair Presiding, Councillor Burbach - Vice Chair, Mayor Ritsma, Councillor Beatty, Councillor Biehn, Councillor Briscoe, Councillor Henderson, Councillor Hunter, Councillor McCabe, Councillor Nijjar, Councillor Wordofa
Staff Present: Tatiana Dafoe - City Clerk, Taylor Crinklaw - Director of Infrastructure and Development Services, Karmen Krueger - Director of Corporate Services, Tim Wolfe - Director of Community Services, John Paradis - Fire Chief, Kim McElroy - Director of Social Services, Anne Kircos - Director of Human Resources, Jodi Akins - Council Clerk Secretary

To watch the 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

1. Call to Order

The Chair to call the Meeting to Order.

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. Sub-committee Minutes

4 - 9

Sub-committee minutes are attached for background regarding the discussion held at the May 25, 2023 Sub-committee meeting.

4. Delegations

None scheduled.

5. Report of the Municipal Law Enforcement Officer

5.1 Proposed Exemption from Sign By-law 159-2004, 35 Waterloo Street North (PLA23-008)

10 - 108

Staff Recommendation: THAT the sign variance for five additional ground signs located on municipal property adjacent to 35 Waterloo Street North be denied as the signs are not located on the applicant's property and the signs proposed exceed the number and size of permitted sign in accordance with the Sign By-law for a residential zone.

Motion by

Sub-committee Recommendation: THAT Option 3, being approval of a sign variance request for five (5) ground floor signs, provided the applicant enters into an encroachment agreement with the City for the signs and fence installed on City property and that proper design documents are provided with the sign permit application, be approved.

5.2 Proposed Exemption from Sign By-law 159-2004, 30 Queensland Road (PLA23-007)

109 - 115

Staff Recommendation: THAT the sign variance for one (1) Construction sign located at 30 Queensland Road be approved, subject to the owner applying and receiving a building permit for the sign as required in the Ontario Building Code.

Motion by

Sub-committee Recommendation: THAT the sign variance for one (1) Construction sign located at 30 Queensland Road be approved, subject to the owner applying and receiving a building permit for the sign as required in the Ontario Building Code.

6. For the Information of Committee

6.1 Department Update

The Director of Infrastructure and Development services stated there was no departmental update to be provided. The status for recruitment of a Director of Building and Planning was questioned. The Director of Infrastructure and Development Services confirmed the intent is to proceed with recruitment for a Director of Building and Planning as expeditiously as possible.

6.2 Advisory Committee/Outside Board Minutes

116 - 131

The following Advisory Committee/Outside Board minutes are provided for the information of Committee:

- Heritage Stratford Advisory Committee minutes of September 13, 2022 and February 14, March 14 and April 11, 2023

7. Adjournment

Meeting Start Time:

Meeting End Time:

Motion by

Committee Decision: THAT the Planning and Heritage Committee meeting adjourn.



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

Date: May 25, 2023
 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

Regrets: Councillor Wordofa

Also Present: Taylor Crinklaw - Director of Infrastructure and Development Services, Tatiana Dafoe - City Clerk, Vicky Trotter – Recording Secretary, Andrea Hächler – Manager of Planning

1. Call to Order

The Chair called the meeting to Order.

Land Acknowledgment

Moment of Silent Reflection

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 May 25, 2023, Planning and Heritage Sub-committee meeting.

3. **Delegations**

None were scheduled.

4. **Report of the Municipal Law Enforcement Officer**

4.1 **Proposed Exemption from Sign By-law 159-2004, 35 Waterloo Street North (PLA23-008)**

Staff Recommendation: THAT the sign variance for five additional ground signs located on municipal property adjacent to 35 Waterloo Street North be denied as the signs are not located on the applicant's property and the signs proposed exceed the number and size of permitted sign in accordance with the Sign By-law for a residential zone.

Sub-committee Discussion: The Director of Infrastructure and Development Services provided an overview of the report and stated:

- staff were contacted by the owners of 35 Waterloo Street North regarding a variance application to allow five additional permanent ground signs to be placed on the fence;
- during the review, staff confirmed the signs would be located on City property and would require an encroachment agreement to proceed;
- the applicant has applied for an encroachment;
- the variance is needed as the residential zone only permits one address ground sign on site and one sign currently exists;
- in 2012 a variance was received for the current ground sign to increase the size;
- if the current sign variance request is approved, the owner can change the sign contents without prior approval of the City;
- in the Summer of 2022, the Planning and Heritage Committee referred the variance request to staff for the purpose of consulting with the Heritage Stratford Advisory Committee for their review;

- Heritage Stratford recommended the applicant be permitted three new signs with one large horizontal sign in the middle and two smaller sized ones on each end;
- Heritage Stratford noted the number and size of signs could take away from the heritage building and forecourt;
- in August 2022, the application was referred back to staff to consult with the applicant further on the request;
- the applicant indicated their intention was to bring the application forward to the new term of Council;
- staff previously proposed permitting one sign on William Street, two signs on Waterloo Street and one sign on Elizabeth Street, similar to other facilities with a similar use that are zoned commercial;
- three options were included in the report:
 - staff recommendation that the application be denied as the signs are not located on the applicant's property and exceed the number and size of a permitted sign in the Sign By-law for a residential zone;
 - Heritage Stratford recommendation to allow three signs, which was rejected by the applicant; and
 - the applicant's request for the sign variance for five additional ground signs to be approved, subject to an encroachment agreement being entered into.

The Chair stated they were contacted by the applicant who indicated they are flexible with their request.

Councillor Burbach noted she declared a pecuniary interest on this item during the previous term of Council. As the Here For Now Theatre, of which she is a board member, is no longer a tenant of 35 Waterloo Street North, she was no longer in conflict.

Motion by Councillor Burbach

Sub-committee Recommendation: THAT Option 3, being approval of a sign variance request for five (5) ground floor signs, provided the applicant enters into an encroachment agreement

with the City for the signs and fence installed on City property and that proper design documents are provided with the sign permit application, be approved.

A discussion between the Director of Infrastructure and Development Services and Sub-committee took place as follows:

- to preserve heritage the City needs to help owners and having signs will enhance the use of the building;
- need a business model which sustains the building in its present form;
- the Director of Infrastructure and Development Services will review the repercussions of signage being changed in the future to messaging that is potentially offensive;
- an encroachment agreement is required to permit the signs on City property; and
- the Clerk will review conditions that could be added to eliminate the transfer of the encroachment agreement to future owners of the property.

The Chair called the question on the motion.

Carried

4.2 Proposed Exemption from Sign By-law 159-2004, 30 Queensland Road (PLA23-007)

Staff Recommendation: THAT the sign variance for one (1) Construction sign located at 30 Queensland Road be approved, subject to the owner applying and receiving a building permit for the sign as required in the Ontario Building Code.

Sub-committee Discussion: The Director of Infrastructure and Development Services provided an overview of the report and stated:

- the request is for a sign variance to be approved for an erected ground sign at 30 Queensland Road;
- the current sign exceeds the sign face restrictions in the Sign By-law; and

- for larger developments it is common to have a larger sign for a proposed development and they are temporary which was given consideration for the staff recommendation to approve the request.

A question and answer period between the Director of Infrastructure and Development Services and Sub-committee took place as follows:

- the application for the sign variance was submitted by the property owner at the site they are developing;
- the sign has already been installed; and
- once the site has been developed the sign would most likely be removed.

Motion by Councillor Burbach

Sub-Committee Recommendation: THAT the sign variance for one (1) Construction sign located at 30 Queensland Road be approved, subject to the owner applying and receiving a building permit for the sign as required in the Ontario Building Code.

Carried

5. Department Update

The Director of Infrastructure and Development services stated there was no departmental update to be provided. The status for recruitment of a Director of Building and Planning was questioned. The Director of Infrastructure and Development Services confirmed the intent is to proceed with recruitment for a Director of Building and Planning as expeditiously as possible.

6. Advisory Committee/Outside Board Minutes

The following Advisory Committee/Outside Board minutes were provided for the information of Sub-committee:

- Heritage Stratford Advisory Committee minutes of September 13, 2022 and February 14, March 14 and April 11, 2023

7. Next Sub-committee Meeting

The next Planning and Heritage Sub-committee meeting is June 29, 2023 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: 4:47 p.m.



MANAGEMENT REPORT

Date: May 23, 2023
To: Planning and Heritage Sub-committee
From: Kelton Frey - Municipal Law Enforcement Officer
Report #: PLA23-008
Attachments: Sign Permit Application Drawings;
 Letter Correspondence 35 Waterloo Street;
 August 8, 2022 Council Minutes;
 June 13, 2022 Planning and Heritage Committee Minutes;
 Management Report PLA22-027;
 June 14, 2022 Heritage Stratford Advisory Committee Minutes.

Title: Proposed Exemption from Sign By-law 159-2004, 35 Waterloo Street North

Objective: To consider an exemption to the City of Stratford's Sign By-law 159-2004 at 35 Waterloo Street North.

Background: Staff were contacted by the owners of 35 Waterloo Street North regarding installing signage on the fence at the same property. The variance application request is to allow five additional permanent sign frames to be placed on the fence facing Waterloo Street North, Elizabeth Street, and William Street. Under Sign By-law 159-2004, these signs are classified as ground signs. All ground signs measuring over 1.6 m in height above grade need to be signed and sealed by a Professional Engineer registered to practice in Ontario. If the signs are approved, drawings will be requested that are stamped by an engineer. Such drawings have not been submitted to date.

Through the site plan and surveys provided to Staff, it has been determined that the fence currently installed at 35 Waterloo Street North is on City property. The fence requires an encroachment agreement with the City or the removal and re-installation of the fence on the applicant's property. The applicants have applied for an encroachment, and the application is with the City Clerks Office. The encroachment application is being held until the outcome of this variance is established to determine the extent of the encroachment.

This variance is to allow five new ground (fence) signs on a residential property. In the R2(1)-15 residential zone where this property is located, only one address ground sign

is permitted. There is currently one address ground sign already erected on the property.

In 2012 a Variance application was received to expand the surface area to the existing ground sign on the property. Minutes from 2012 indicate that Heritage Stratford at the time raised concerns about the proposed signs and that discussion focused on concerns the proposed size and the placement of the sign. The final outcome was a sign that did not change in size, and permitted the tenants names to be included in the middle of the sign as displayed onsite to date.

With the current proposal, four out of five proposed signs will be encroaching on City property per the site plan and survey provided by the applicant (attached).

Section 25.0 (ii) of the Sign By-law indicates that neither the maintenance and repair of signs or advertising devices, nor a change in the message displayed, shall be deemed to constitute an alteration. No new permits would be needed when the applicant decides to change the messages of the signs if approved by the City.

An analysis of the sight lines was conducted, and the following pictures / renderings were completed by staff.





Staff prepared report PLA22-015 and presented at the Planning and Heritage Sub-Committee meeting on May 26, 2022. After discussion, the Sub-committee recommended approval of the Sign Variance. At the Planning and Heritage Committee on June 13, 2022, the variance request was referred to the Heritage Stratford Advisory

Committee. The Heritage Stratford Advisory committee adopted the following motion after discussion:

“THAT the Heritage Stratford Advisory Committee supports the granting of an exemption from the Sign By-law 159-2004 at 35 Waterloo Street North, subject to the total number of signs approved being reduced from five (5) to three (3), with one large horizontal sign in the middle and two smaller sized ones on each end.”

Note for clarity – Heritage Stratford’s recommendation is for 3 new signs, 4 total and that the three new signs be placed with one large horizontal sign in the middle and two smaller sized ones on each end.

Discussion at the Heritage Stratford Advisory Committee included a concern with the number and size of the signs. Key points were that the number and size of signs could take away from the heritage building and forecourt. The committee appeared relatively supportive of the signs but would still like a reduction in the size and number of signs.

After the completion of the Heritage Stratford Advisory Committee, Staff reached out to the applicant.

Repeated attempts to discuss alternatives or compromises with the applicant have been met with their very firm communication that they wish to continue with the application as originally presented.

At the August 8, 2022, Council Meeting, the variance application was referred to Staff to consult with the applicant on the matter. Staff spoke with the applicant who advised that their preference was to bring the variance application to the new Council with some added information. The number of signs, size of signs, placement of signs was not changed and the applicant was notified that Staff would continue to recommend the variance be denied. During discussion, the applicant was advised of a plan that Staff would support - that being 2 banner sign permits per year staying up for a period of not more than 30 days and only 1 banner on the property at any given time. The applicant wishes not to deviate from the original proposal, but again to provide more information to Council.

Following consultation with the applicant, Staff received further correspondence that they do not intend to change anything about their application short of offering stronger definition as to what their intentions would be with the respect to the duration and calendar of signage in the 5 sign locations requested. (see attached document). In particular, they do not envision changing anything with respect to the number, manner or location of the sign positions discussed in the spring.

The attached document shows further information provided by the applicant.

Heritage Stratford confirmed during Staff consultation in February of 2023, that they would still support a request for three new signs.

Analysis: Although the signs do not appear to affect the sight lines at the adjacent intersections, the installation of these signs would set a precedent for number and size of signage installed in a residential area. If the signs are permitted, the applicant would need to enter into an encroachment agreement for each of the signs as well as the encroachment of the fence area on municipal property.

In attempt to establish a comparable example of a similar site and location, staff suggest the institutional building at the southeast corner of Waterloo Street and Cobourg Street. These properties have similar use, are located on a collector road, but one is zoned Commercial (C3) and 35 Waterloo Street is zoned Residential (R2-15). If the commercial zoning were to be applied to 35 Waterloo Street, they would be permitted one sign on William Street, two signs on Waterloo Street and one sign on Elizabeth Street. Since there is an existing sign, this approach would limit what is approved to three new signs – the compromise that staff had previously proposed.

The applicant also enquired about artwork attached to the fence. In accordance with the Sign By-law, the artwork would not be considered a sign, provided that there is no advertising of a business within the artwork.

Staff are not supportive of the exemptions as they do not adhere to the Sign By-law, some signs would be located on City property and would require an encroachment agreement, and acceptance of the exemption request could influence future applications that are not in compliance with the Sign By-law. However, should Council choose to grant the exemptions, an option has been identified for consideration.

Based on consultation with the Heritage Stratford Committee and the Applicant, there would appear to be three options.

Option 1 – Staff Recommendation. That the sign variance for five additional ground signs located on municipal property adjacent to 35 Waterloo Street North be denied as the signs are not located on the applicant's property and the signs proposed exceed the number and size of a permitted sign in the Sign By-law for a residential zone.

Option 2 – Exception be made to the Sign By-law based on consultation with the Heritage Stratford Committee. "That the Heritage Stratford Advisory Committee supports the granting of an exemption from the Sign By-law 159-2004 at 35 Waterloo Street North, subject to the total number of signs approved being reduced from five (5) to three new (3), with one large horizontal sign in the middle and two smaller sized ones on each end."

Option 3 – Applicants Request. "That the sign variance for five additional ground signs located on municipal property adjacent to 35 Waterloo Street North be approved, provided the applicant enters into an encroachment agreement with the City for the

signs and fence installed on City property and that proper design documents are provided with the sign permit application.”

Financial Implications: There are no financial implications for any of the three options identified.

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.

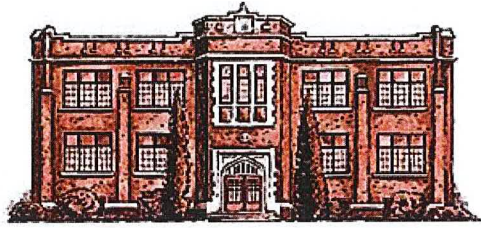
Alignment with One Planet Principles:

Equity and Local Economy

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

Staff Recommendation: THAT the sign variance for five additional ground signs located on municipal property adjacent to 35 Waterloo Street North be denied as the signs are not located on the applicant’s property and the signs proposed exceed the number and size of a permitted sign in accordance with the Sign By-law for a residential zone.

Prepared by:	Kelton Frey, Municipal Law Enforcement Officer Jonathan DeWeerd, Chief Building Official
Recommended by:	Taylor Crinklaw, Director of Infrastructure and Development Services Joan Thomson, Chief Administrative Officer



Falstaff Family
Centre

Sign Permit Application Addenda

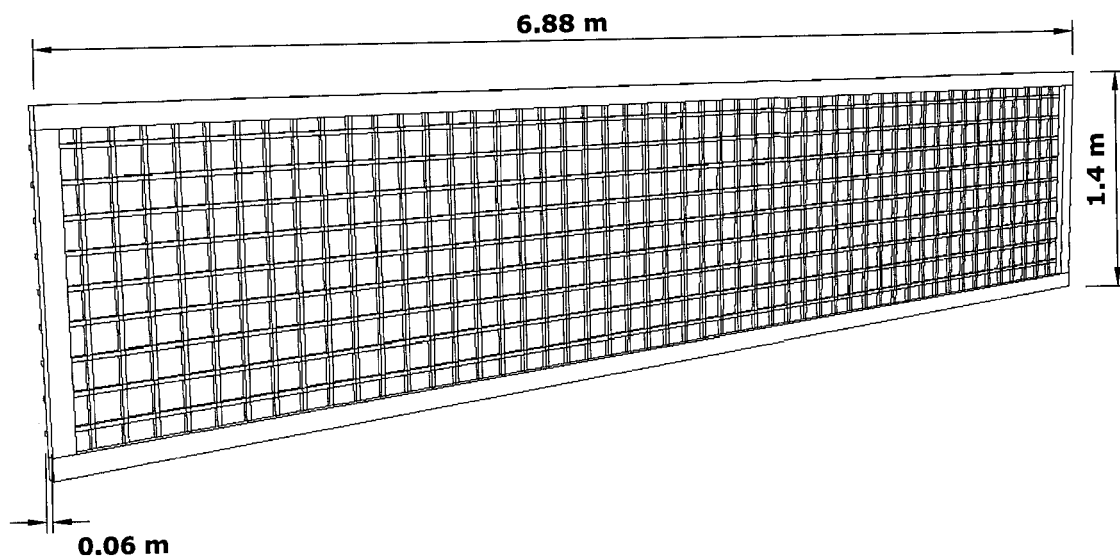
**Falstaff Family Centre
35 Waterloo Street N
Stratford, ON
N5A 5H6**

Owner: 1448456 Ontario Inc.

**Existing Use: Community Centre
Zoning: R2**

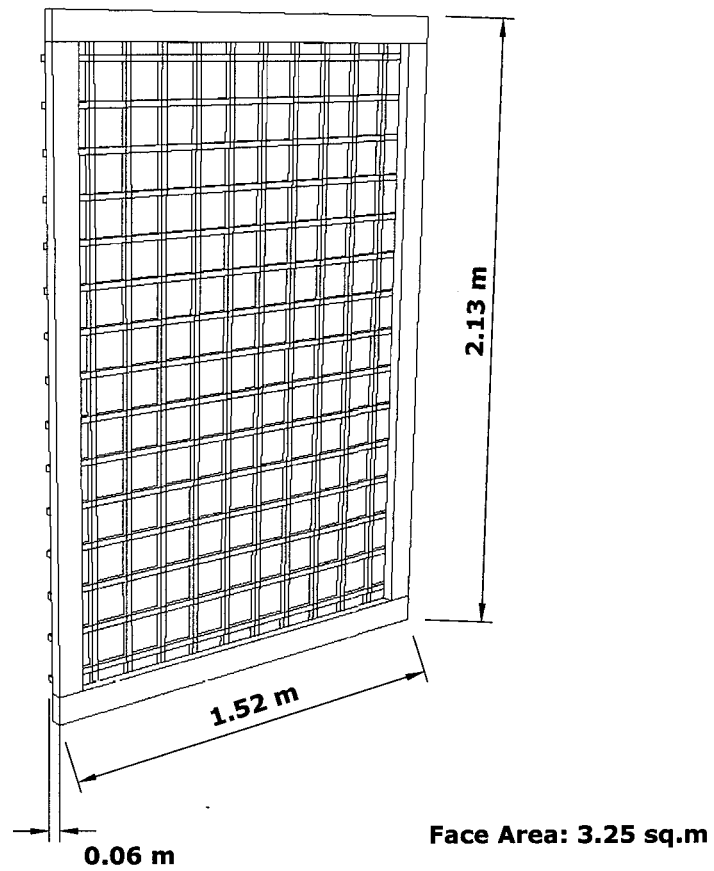
**Legal Land Description:
PLAN 68 LOT 73 TO 75 LOT 54 TO 56
PIN: 53127**

Change Copy Sign Dimensions - Horizontal Type A

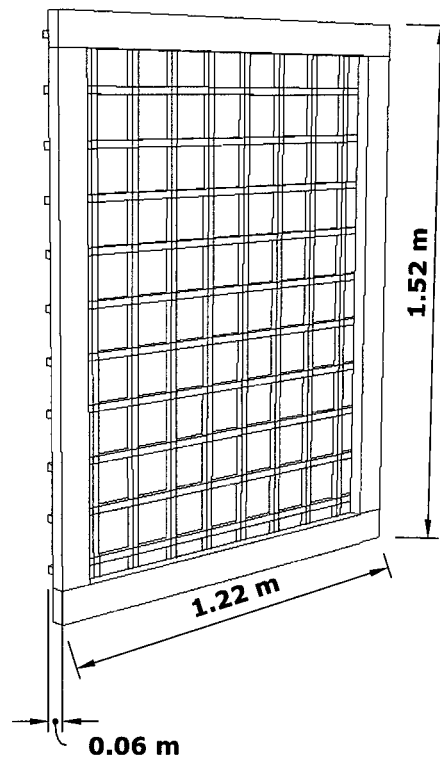


Face Area: 9.62 sq.m

Change Copy Sign Dimensions - Vertical Type B

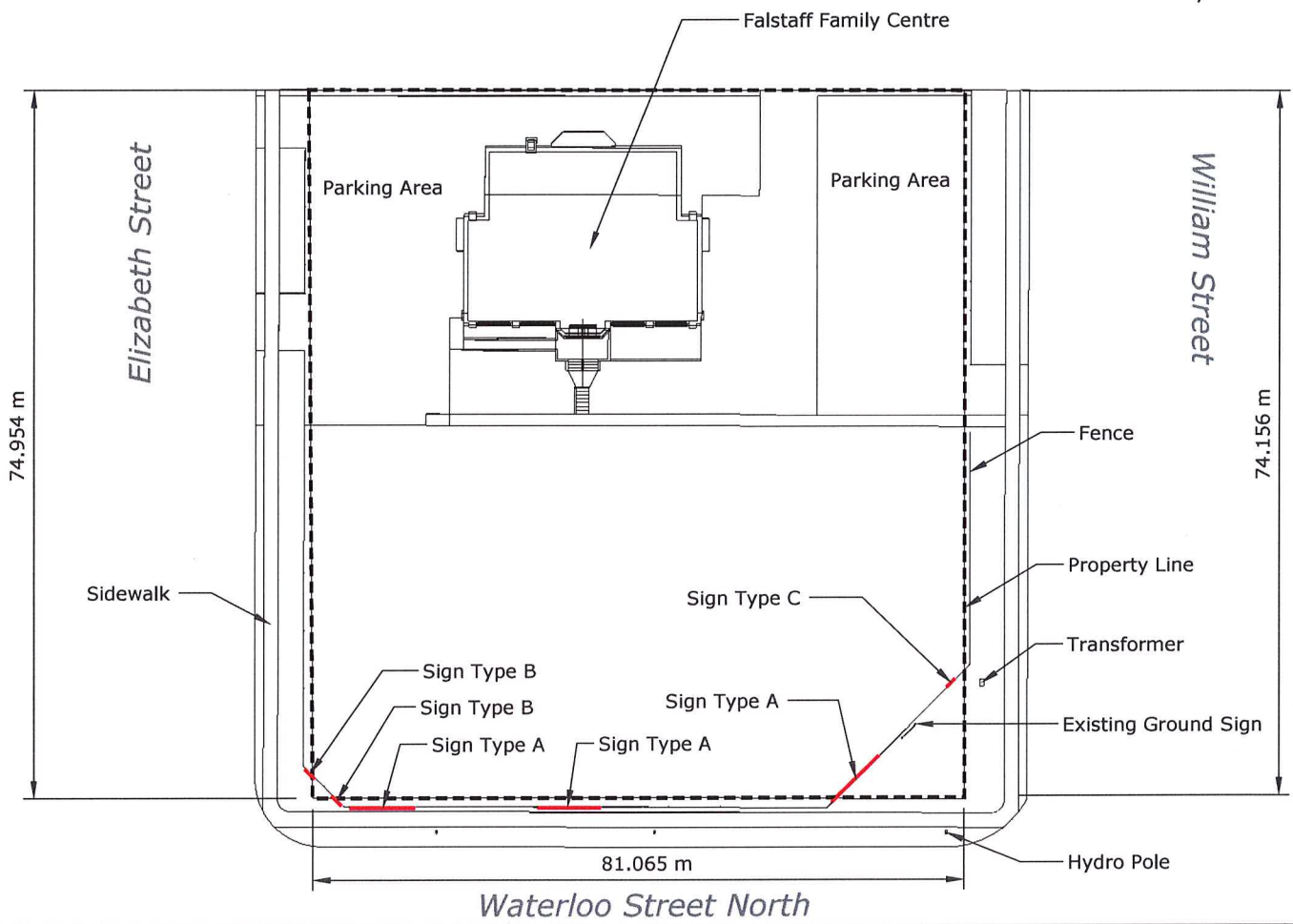


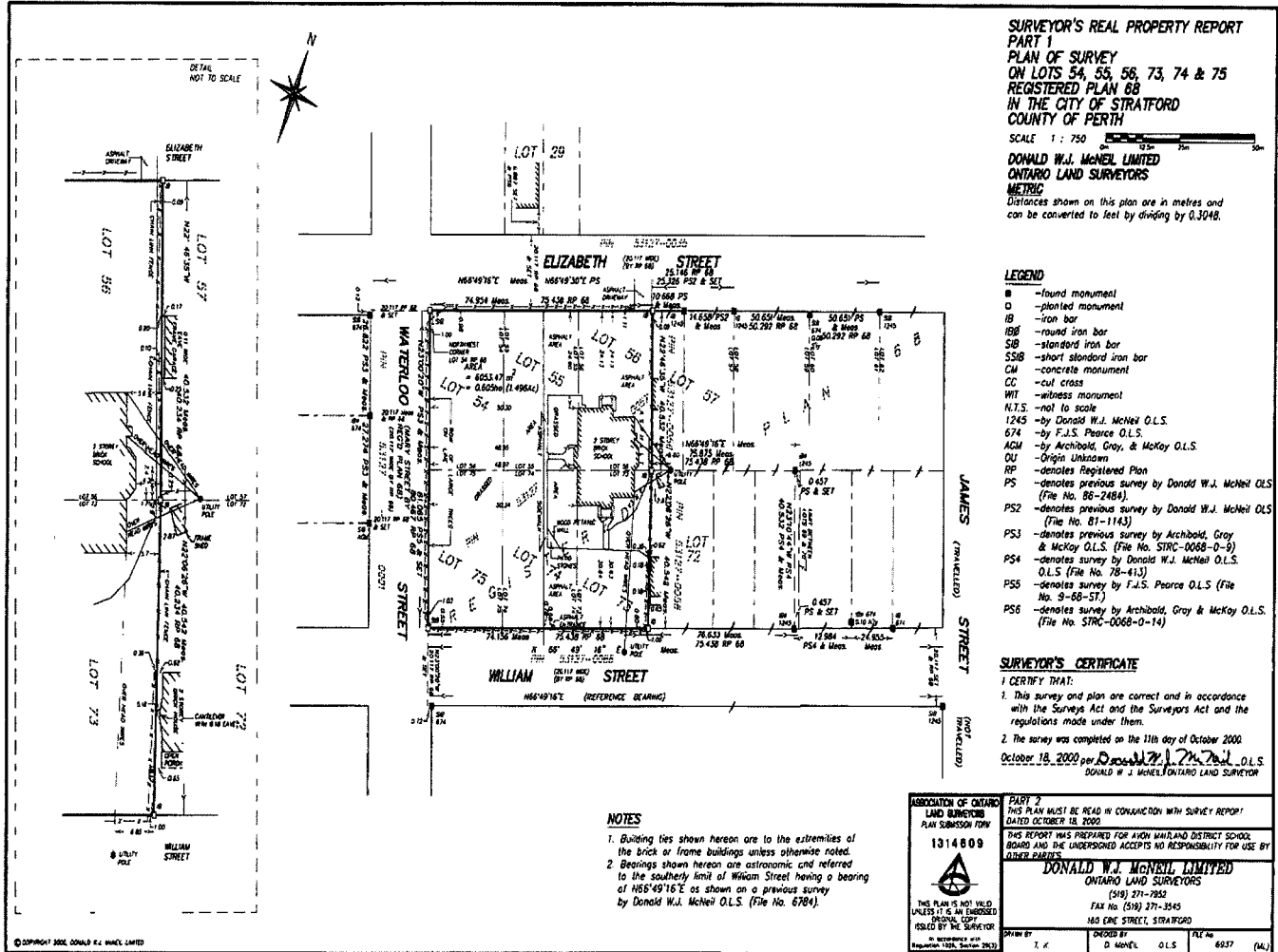
Change Copy Sign Dimensions - Vertical Type C



Face Area: 1.86 sq.m

Site Plan

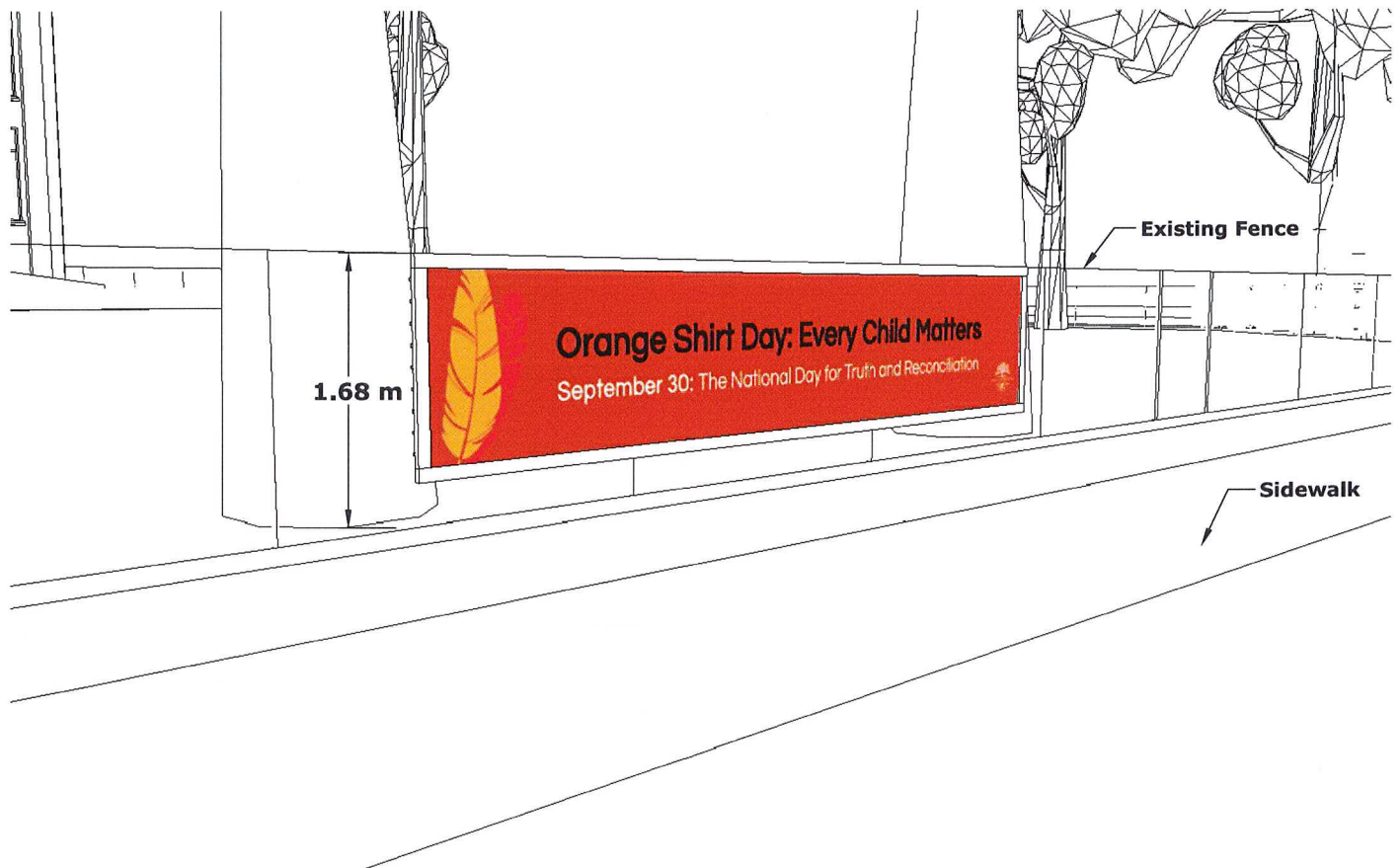




Sign Type A - Location 1 - Elevation View



Sign Type A - Location 2 - Elevation View



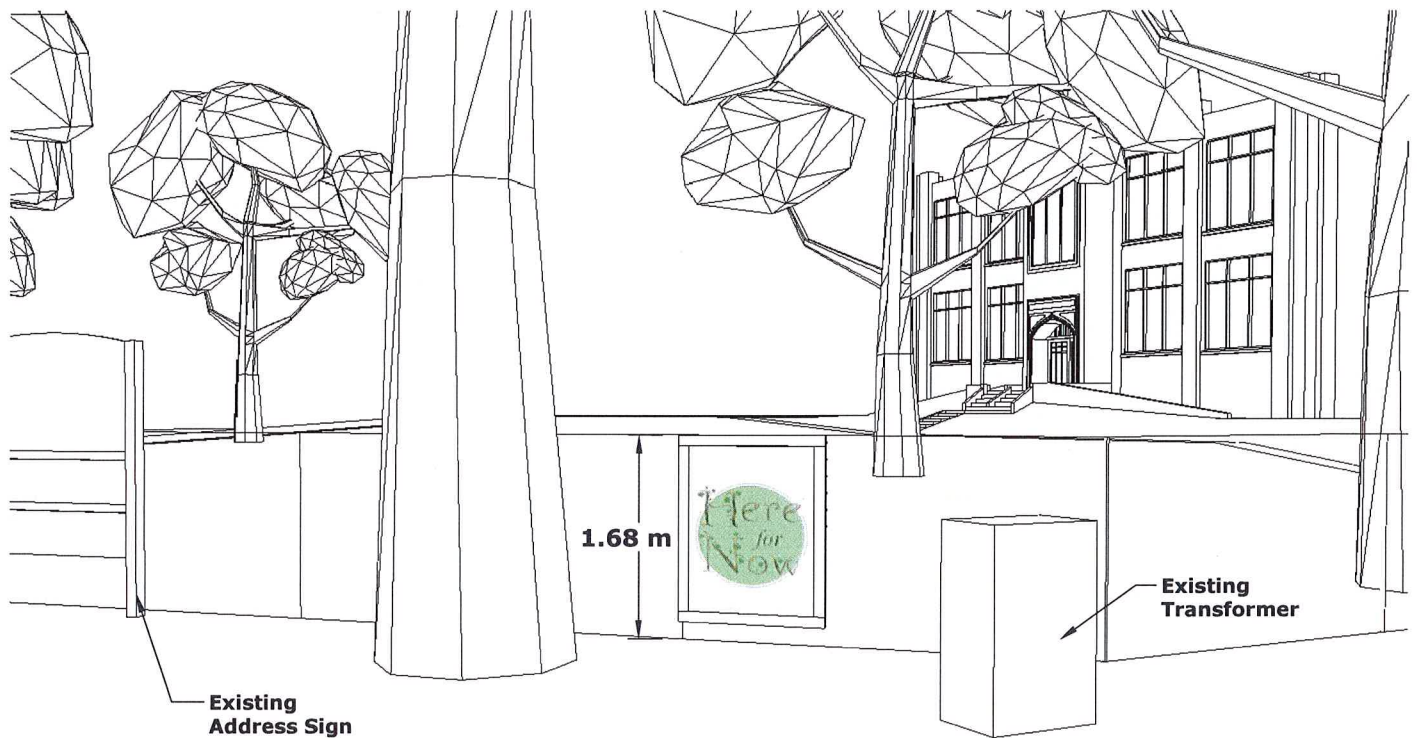
Sign Type A - Location 3 - Elevation View



Sign Type B - Both Locations - Elevation View

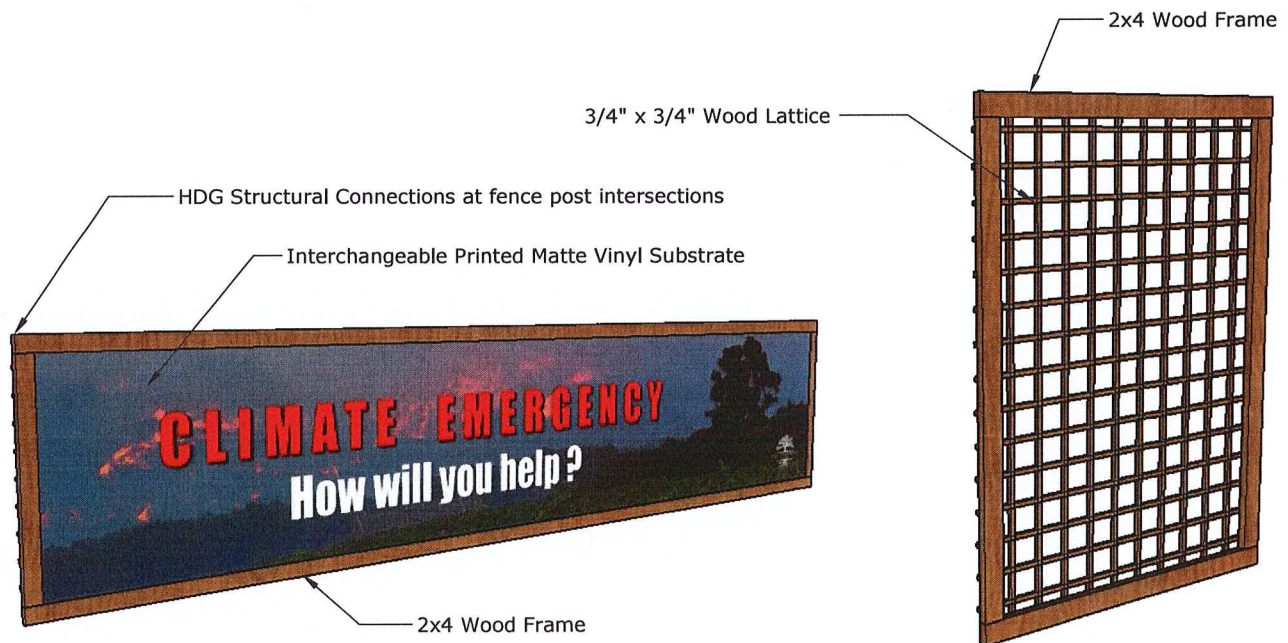


Sign Type B - Both Locations - Elevation View



Materials & Design

Frame & Lattice Backing:	Stained Cedar
Copy Area:	Printable Matte Vinyl Substrate
Structural Connections:	Hot Dipped Galvanized Pipe Clamp Connectors Simpson Strong-Tie PGT or similar Located top & bottom at fence post intersections





Falstaff Family
Centre

August 16, 2022

Outline to Signage Approach For discussion purposes

Further to council's motion to defer our sign variance application, we have taken some time to flesh out in more detail how we might envision this signage to work. Particularly to satisfy any concerns about how permanent or temporary they might be.

GOAL for sign variance application

The over all goal is to support and heighten awareness to a variety of civic issues and initiatives which connect to or have an impact on children, families and the community and connected to the Falstaff Family Centre.

We've broken our needs down to three categories

1. **Annual commemorations:** There continue to be identifiable groups such as Indigenous, climate, multicultural, children and families who have expressed interest in having more visibility for their initiative, events or annual commemorations.

WE PROPOSE: Signs/banners go up in the week leading up to the annual day and taken down with 24-48 hours of completion of event. Location: Waterloo St.

2. **One-off events:**

- These could be enterprises such as meetings, performances or fundraising events which originate at Falstaff Family Centre.
- Additionally and unpredictably, new groups sometimes appear with requests such as the Upper Thames River Conservation Authorities' May Children's Water Festival (2022) which may make their event an annual one.

WE PROPOSE: which need longer promotion: 2-3 weeks to be taken down 24-48 hours after event Location: Waterloo St.

3. **On-going initiatives:** an example of this is the current *Here for Now* theatre company which has been using FFC as an on-going venue from July – September.

WE PROPOSE: larger banner/sign for 1-2 weeks prior to launch. On launch, take Waterloo sign down and put-up smaller wing signs on Elizabeth and William Streets to denote event on property. These smaller signs would be taken down with 24- 48 hours concluding run of event.

The following is a draft of a possible calendar

January

February

March

April 22 Earth Day

May 5 Children's Water Day

June 21 National Indigenous People's Day

June 27 Canadian Multiculturalism Day

July

August

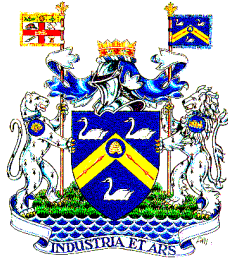
September 23 Youth Fridays for Future

September 30 National Day for Truth and Reconciliation

October Missing and Murdered Indigenous Women and Girls

November Remembrance Day

December



Heritage Stratford Advisory Committee

MINUTES

A meeting of the Heritage Stratford Advisory Committee (HS) was held on Tuesday, June 14, 2022 at 7:00 p.m., electronically.

Committee Members Present: Cambria Ravenhill – Chair Presiding, Barb Cottle, Jeff Atchison, Laura Dent, Robin Thornrose, Councillor Danielle Ingram

Staff Present: Alyssa Bridge – Manager of Planning, Miranda Ivany – Planner, Kelton Frey – Municipal Law Enforcement Officer, Casey Riehl – Recording Secretary

Regrets: Jacob Vankooten, Brian Johnson, Howard Shubert, Jack West

1.0 Call to Order

The Chair called the meeting to order at 7:09 p.m.

2.0 Declarations of Pecuniary Interest and The General Nature Thereof

None declared.

3.0 Adoption of Previous Minutes

Motion by Jeff Atchison

Seconded by Laura Dent

THAT the minutes from the Heritage Stratford Advisory Committee meeting dated May 10, 2022, be adopted as printed. Carried

4.0 Delegate: Kelton Frey, Municipal Law Enforcement Officer – Proposed exemption from sign by-law (Waterloo Street)

Kelton Frey, Municipal Law Enforcement Officer, reviewed the request to consider an exemption to the City's Sign By-law for 35 Waterloo Street North (Falstaff Centre). Mr. Frey discussed the placement of the signs and materials that will be used to construct them. There are no issues with sight lines for vehicular and pedestrian traffic. He explained that City staff will not have discretion over what messages are posted on the interchangeable signs.

Heritage Stratford Advisory Committee
June 14, 2022

Councillor Danielle Ingram now present at the meeting at 7:15 p.m.

The Planning and Heritage Committee referred this request to Heritage Stratford for their consideration and input. Members expressed their concern with the number of signs proposed, specifically the large Type "A" signs and the fact that the location is in a residential area.

Cambria Ravenhill inquired if there has been any opposition from neighbours. Mr. Frey stated that letters were circulated to 135 neighbouring properties and the City did not receive any concerns. Laura Dent inquired if there is a timeframe associated with the signs once approved. Councillor Ingram stated that if approved, the permit would be permanent. The property owners would be required to enter into an encroachment agreement with the City, as the fence is on City property, however the City does not have a say in what is posted on the signs. They can only permit the size, type of sign and the area of the sign. Barb Cottle inquired if the property was sold in the future, would the encroachment agreement continue for the new owner or does it get renegotiated at that point. Councillor Ingram stated that usually agreements contain a clause that any successors assume the agreement and are bound to the terms of whatever the previous property owner has entered into.

Motion by Robin Thornrose

Seconded by Barb Cottle

THAT the Heritage Stratford Advisory Committee supports the granting of an exemption from the Sign By-law 159-2004 at 35 Waterloo Street North, subject to the total number of signs approved being reduced from five (5) to three (3), with one large horizontal sign in the middle and two smaller sized ones on each end. Carried

Kelton Frey, Municipal Law Enforcement Officer, departed the meeting at 7:47 p.m.

5.0 Business Arising from Previous Minutes

5.1 Blue Plaque & James Anderson Award Update

Cambria Ravenhill reported that they held the first 2021 Blue Plaque presentation for Richard Manuel at 138 Well Street on May 18th. The event went well, it was held outside at the residence and members of the Manuel family, John Till's family and other musicians who knew the Manuel's were in attendance. Deputy Mayor Martin Ritsma presented the plaque to the property owners and Jack West mounted the plaque for the homeowners. The second Blue Plaque will be presented for Dr. James Palmer Rankin at 198 Church Street on June 28, 2022 and MP John Nater will be presenting it.

The annual James Anderson Award will be held in July. The award is being presented to Bruce Whitaker for his work at 2-6 Ontario Street and the event will be held on site. Cambria Ravenhill will confirm the date and once confirmed staff will have the certificate signed and invitations will be sent out.

5.2 Destination Stratford Audio Tours Update

No new update provided.

5.3 Community Partners & Projects

No new update provided.

5.4 Update on Former Perth County Registry Office

No new update provided.

5.5 265 St. David Street Permit Update

Cambria Ravenhill reported that the removal and replacement of windows has been completed. The doors currently there are the old doors painted white, however they are not properly installed. Ms. Ravenhill has met with some of the representatives of the property to discuss possible alternatives or compromises, however, there has not been a new permit application and the property is now up for sale. Alyssa Bridge, Manager of Planning, reported that staff continues to be in conversation with representatives of the owner and has encouraged them to submit a new alteration permit so it can be formalized and get the input of the Heritage Committee on what they propose to do.

5.6 Update on National AccessAbility Week –B. Cottle/J. Atchison

Jeff Atchison reported that they completed three videos for the project – The Bradshaw Building, Famme & Co., and Stratford City Hall. It was great to learn how accessibility and heritage reconstruction can be implemented and be really positive. Ideally it will open people's minds up to the possibility of having both an accessible and a heritage building. They look forward to partnering with the Accessibility Advisory Committee again on a future project.

5.7 Ontario Heritage Conference (Brockville, June 16-18)

No members of Heritage Stratford will be attending the conference in 2022. Members were asked to advise Cambria Ravenhill or Casey Riehl if their availability changes and they plan to attend the conference.

6.0 Designation Sub-Committee Update

6.1 Avoncrest Property Designation – 86 & 90 John Street South

Alyssa Bridge, Manager of Planning, reported that a staff report has been prepared on Heritage Stratford's resolution requesting Council designate the Avoncrest Property. It is currently in the internal review process and is

scheduled for the June 30, 2022 Planning and Heritage Sub-committee meeting. Ms. Bridge suggested it might be beneficial to have a couple of members of Heritage Stratford present at the June 30th meeting to speak to the matter. It is her understanding that there will be representatives from the Huron Perth Healthcare Alliance attending also.

Cambria Ravenhill reported that Howard Shubert, Councillor Ingram, and herself met with representatives from the hospital to get an update on plans for the property. HPPH discussed some timing and development situations. HPPH does want to move swiftly on their opposition for the request to designate as they intend to sever off the utilities for the property in March 2023.

Councillor Ingram stated that HPPH was very clear that they are focused on spending their healthcare dollars in the health community and that they are focusing on health and wellness for the property. They have had no interest whatsoever from developers having the building still on the property. They have completed a Phase 1 environmental test on the property and it did come back clear and have also completed an abatement report. The roof is going to need to be repaired if they do not move forward with severing the utilities and demolishing the building. The cost to repair the roof is approximately \$1,000,000.00 and the demolishing cost, including the hazardous materials removal, is \$2,000,000.00. HPPH has discussed options with long-term care providers and offices for medical practitioners. They have also discussed the need for surface parking, as structure parking is far too expensive.

Members were advised HPPH intends to oppose the designation and demolition of the building is how they want to proceed. They are open to discussing some sort of heritage recognition or commemoration area as part of the new development. Laura Dent stated she would like to see if there could be an agreement that Heritage Stratford would be able to provide input into how the building and site is commemorated.

6.2 Non-Designated Properties Register

Miranda Ivany, Planner, reported that on June 7, 2022, staff launched the Engage Stratford page for the Phase 2 properties. Information packages and letters were also sent out that day to the property owners. The virtual open house will be open until July 6, 2022 and that is also the opt-out date. A staff report has been prepared for the Heritage Stratford resolution to move along with the Phase 3 properties and that is intended to be brought to the Planning and Heritage Sub-committee meeting on June 30, 2022.

6.3 Update from Designation Sub-Committee

No new updates to report.

Heritage Stratford Advisory Committee
June 14, 2022

7.0 Development Services Report

Alyssa Bridge, Manager of Planning, submitted the June 2022 Development Services Report for the Committee's information.

8.0 New Business

Cambria Ravenhill thanked Alyssa Bridge for all her help and hard work with the Heritage Committee and wished her well in her future.

Cambria Ravenhill stated that she will be stepping down as the Chair of Heritage Stratford in the fall. She will discuss with the current Vice-Chair to inquire if he will chair the remainder of the meetings or another member can be appointed.

9.0 Date of Next Meeting – Tuesday, September 13, 2022 at 7:00 p.m.

10.0 Adjournment

Motion by Robin Thornrose

Seconded by Barb Cottle

THAT the May 10, 2022 Heritage Stratford Advisory Committee meeting adjourn. Carried

Start Time: 7:09 P.M.

End Time: 8:17 P.M.



MANAGEMENT REPORT

Date: July 11, 2022
To: Planning and Heritage Committee
From: Kelton Frey - Municipal Law Enforcement Officer
Report #: PLA22-027
Attachments: Sign Permit Application Drawings; Letter Correspondence 35 Waterloo Street.

Title: Proposed Exemption from Sign By-law 159-2004, 35 Waterloo Street North

Objective: To consider an exemption to the City of Stratford's Sign By-law 159-2004 at 35 Waterloo Street North.

Background: Staff were contacted by the owners of 35 Waterloo Street North regarding installing signage on the fence at the same property. The variance application request is to allow five additional permanent sign frames to be placed on the fence facing Waterloo Street North, Elizabeth Street, and William Street. Under Sign By-law 159-2004, these signs are classified as ground signs. All ground signs measuring over 1.6 m in height above grade need to be signed and sealed by a Professional Engineer registered to practice in Ontario. If the signs are approved, drawings will be requested that are stamped by an engineer. Such drawings have not been submitted to date.

Through the site plan and surveys provided to staff, it has been determined that the fence currently installed at 35 Waterloo Street North is on City property. The fence requires an encroachment agreement with the City or the removal and re-installation of the fence on the applicant's property. The applicants have applied for an encroachment, and the application is with the City Clerks Office. The encroachment application is being held until the outcome of this variance is established to determine the extent of the encroachment.

This variance is to allow five new ground (fence) signs on a residential property. In the R2(1)-15 residential zone where this property is located, only an address ground sign is permitted. There is currently one address ground sign already erected on the property.

In 2012 a Variance application was received to add area to the existing ground sign on the property. Minutes from 2012 indicate that Heritage Stratford at the time raised concerns about the proposed signs and that discussion focused on concerns the proposed size and the placement of the sign. The final outcome was a sign that did not

change in size, but permitted the tenants names to be included in the middle of the sign.

With the current proposal, all but one of the proposed signs will be encroaching on City property per the site plan and survey provided by the applicant (attached).

Section 25.0 (ii) of the Sign By-law indicates that neither the maintenance and repair of signs or advertising devices, nor a change in the message displayed, shall be deemed to constitute an alteration. No new permits would be needed when the applicant decides to change the messages of the signs once approved by the City.

An analysis of the sight lines was conducted, and the following pictures / renderings were made by the applicant.





Staff prepared report PLA22-015 and presented at the Planning and Heritage Sub-Committee meeting on May, 26, 2022. After discussion, Sub-committee recommended approval of the Sign Variance requested by the Applicant.

At the Planning and Heritage Committee meeting on June 13, 2022, the variance request was referred to the Heritage Stratford Advisory Committee.

The Heritage Stratford Advisory committee adopted the following recommendation after discussion:

“THAT the Heritage Stratford Advisory Committee supports the granting of an exemption from the Sign By-law 159-2004 at 35 Waterloo Street North, subject to the total number of signs approved being reduced from five (5) to three (3), with one large horizontal sign in the middle and two smaller sized ones on each end.”

Discussion at the Heritage Stratford Advisory Committee included a concern with the number and size of the signs. Key points were that the number and size of signs could take away from the heritage building and forecourt. The Advisory Committee appeared relatively supportive of the signs but would still like a reduction in the size and number of signs.

After the completion of the Heritage Stratford Advisory Committee, staff reached out to the applicant and gained the following response:

“As someone who has strongly advocated for heritage subjects, and in particular architecture in the 40 years I have lived amongst this community, I am deeply appreciative that there is a Heritage Advisory Committee and all who continue to serve on it.

However, given that it is Council where the final decision will lie, I would like to press on with requesting a variance for the 5 signs as initially requested for the reasons set out in my April 7, 2022, letter to Ms. Bridge. It is possible that the Heritage Advisory Committee may not be fully aware of the strategic thinking behind the approach to signage here.

In the interests of and out of respect for everyone’s time, should it be that Council concurs with the position of the Heritage Advisory Committee in reducing the number of signs from five to three, I would then kindly request that the large sign be positioned at the corner of William and Mornington, which has stronger visibility.”

Analysis: Although the signs do not appear to affect the sight lines at the adjacent intersections, the installation of these signs would set a precedent for number and size of signage installed in a residential area. If the signs are permitted, the applicant would need to enter into an encroachment agreement for each of the signs as well as the encroachment of the fence area on municipal property.

In attempt to establish a comparable example of a similar site and location, would be the institutional building located at the southeast corner of Waterloo Street and Cobourg Avenue. These properties have similar use, are located on the same collector

road, but one is zoned Commercial (C3) and 35 Waterloo Street is zoned Residential (R2-15). If the commercial zoning were to be applied to 35 Waterloo Street, they would be permitted one sign on William Street, two signs on Waterloo Street and one sign on Elizabeth Street. Since there is an existing sign, this approach would limit what is approved to three new signs. The three new signs would need to be spaced out 25 m from one another. This would require that the small sign on William Street be located 25 m away from the existing (corner) sign. The large horizontal sign would need to be located 25 m away from the existing (corner) ground sign. The third sign would need to be located on Elizabeth Street and be at least 25 m away from the large horizontal sign proposed for Waterloo Street.

The applicant also enquired about artwork attached to the fence. In accordance with the Sign By-law, the artwork would not be considered a sign, provided that there is no advertising of a business within the artwork.

Staff are not supportive of the exemptions and recommended against the Application, as it doesn't adhere to the Sign By-law, some signs would be located on City property and would require encroachment agreements and could influence future applications that are not in compliance with the Sign By-law. The Staff recommendation was considered at the May 26, 2022 Planning and Heritage Sub-committee meeting.

The Planning and Heritage Sub-committee recommended approval of the exemptions and the Application at that Sub-committee meeting.

At the Planning and Heritage Committee meeting on June 13, 2022, the Committee referred the matter to Heritage Stratford Advisory for their advice.

The following recommendations have been provided for Planning and Heritage Committee's further consideration at the July 11, 2022 Committee meeting:

A. Planning and Heritage Sub-committee recommendation: THAT the sign variance for five (5) additional ground signs located on municipal property adjacent to 35 Waterloo Street be approved, provided that the Applicant enters into an encroachment agreement with the City for the signs and fence installed on City property and that proper design documents are provided with the sign permit application. [May 26, 2022]

B. Heritage Stratford Advisory Committee recommendation:

THAT the sign variance for three (3) additional ground signs located on municipal property adjacent to 35 Waterloo Street North be approved subject to the following conditions:

- Approval is for one large horizontal ground sign to be located at the middle of fence line fronting Waterloo Street.

- Approval is for one small ground sign to be located at the northmost section of the fence fronting Waterloo Street.
- Approval for one small ground sign to be located on the fence within the site triangle of Waterloo Street and William Avenue.
- For approval the applicant must enter into an encroachment agreement for the signs and fence installed on City property.
- For approval the owner must provide the necessary design documentation and certifications as part of the sign application.

Financial Implications: There will be no financial implications should the staff recommendation be approved. Schedule "A" to the Sign By-law sets out fees for Sign Permits and Sign Variances. A total of \$1,968.00 in fees have been collected relating to this application, including \$1,356.00 for permits, and a variance fee of \$612.00.

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 Planning and Heritage Committee receive the subsequent report (PLA22-027) with options provided and give direction regarding the sign variance application submitted for five additional ground signs located on municipal property adjacent to 35 Waterloo Street.

Prepared by:

Recommended by:

Kelton Frey, Municipal Law Enforcement Officer
Taylor Crinklaw, Director of Infrastructure and
Development Services
Joan Thomson, Chief Administrative Officer



Falstaff Family
Centre

Sign Permit Application Addenda

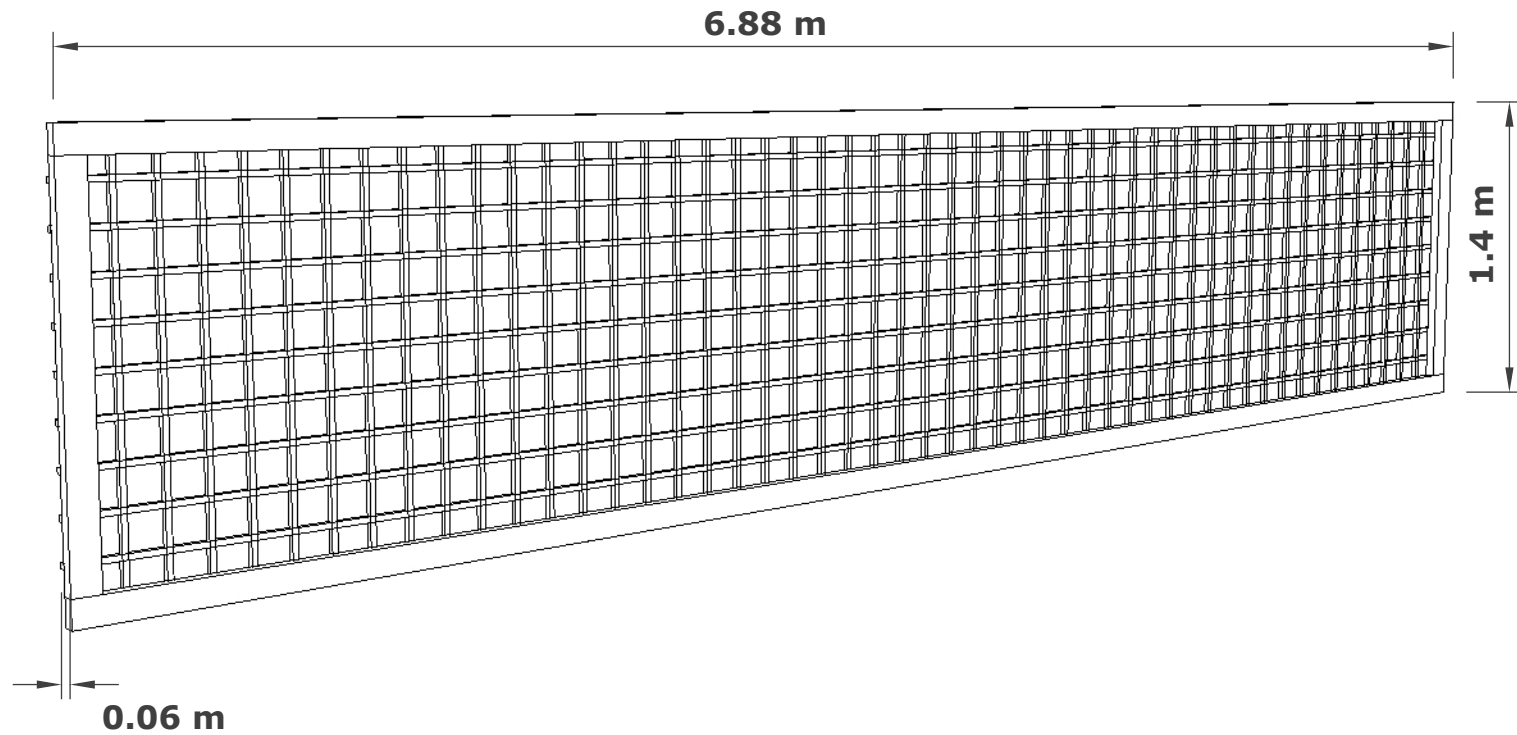
**Falstaff Family Centre
35 Waterloo Street N
Stratford, ON
N5A 5H6**

Owner: 1448456 Ontario Inc.

**Existing Use: Community Centre
Zoning: R2**

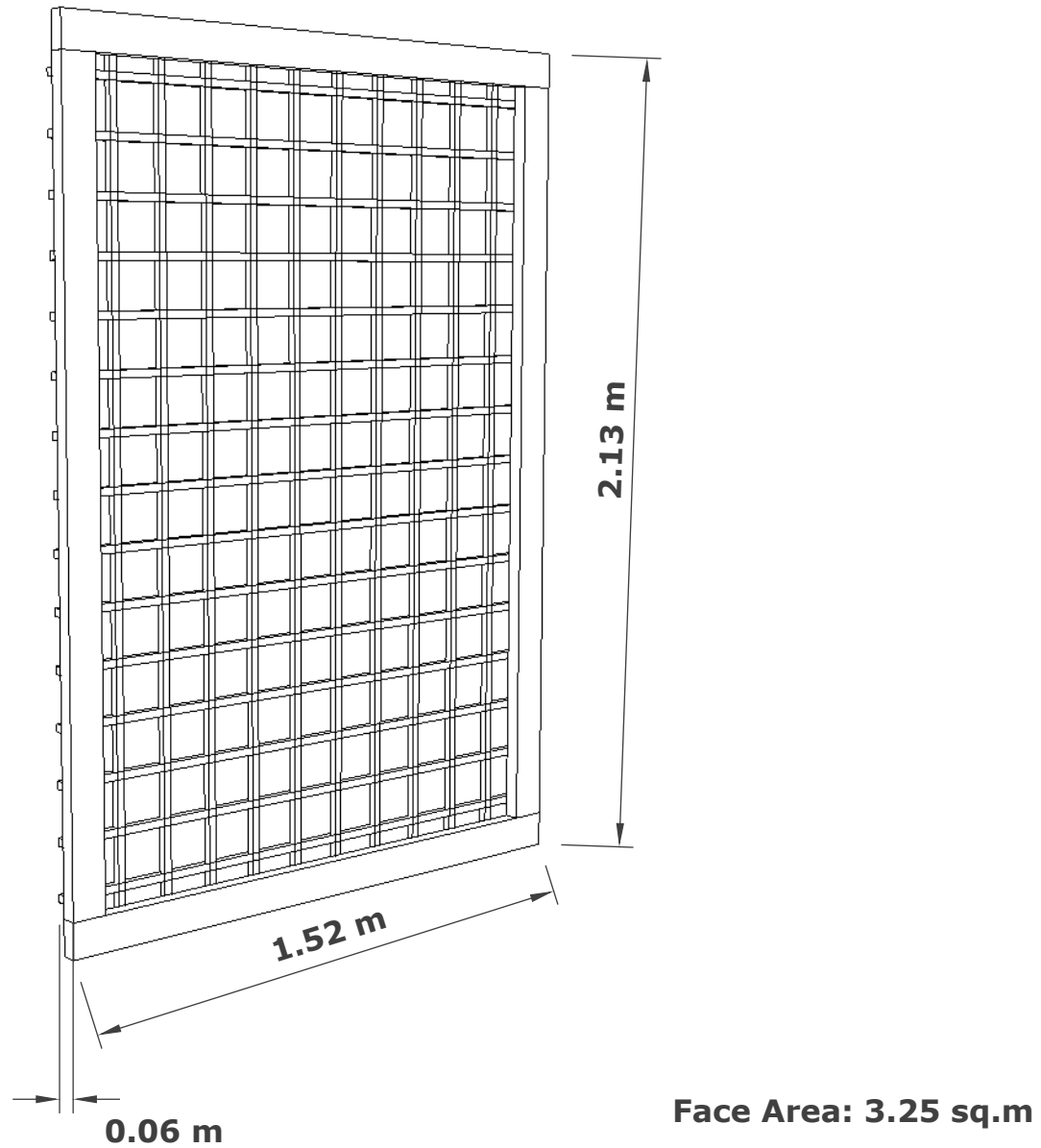
**Legal Land Description:
PLAN 68 LOT 73 TO 75 LOT 54 TO 56
PIN: 53127**

Change Copy Sign Dimensions - Horizontal Type A

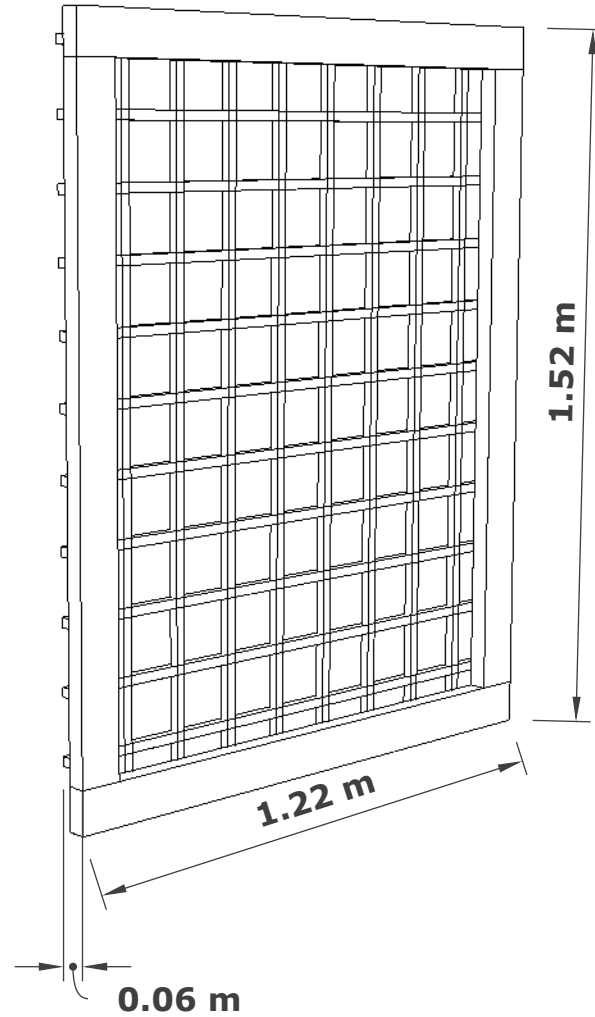


Face Area: 9.62 sq.m

Change Copy Sign Dimensions - Vertical Type B

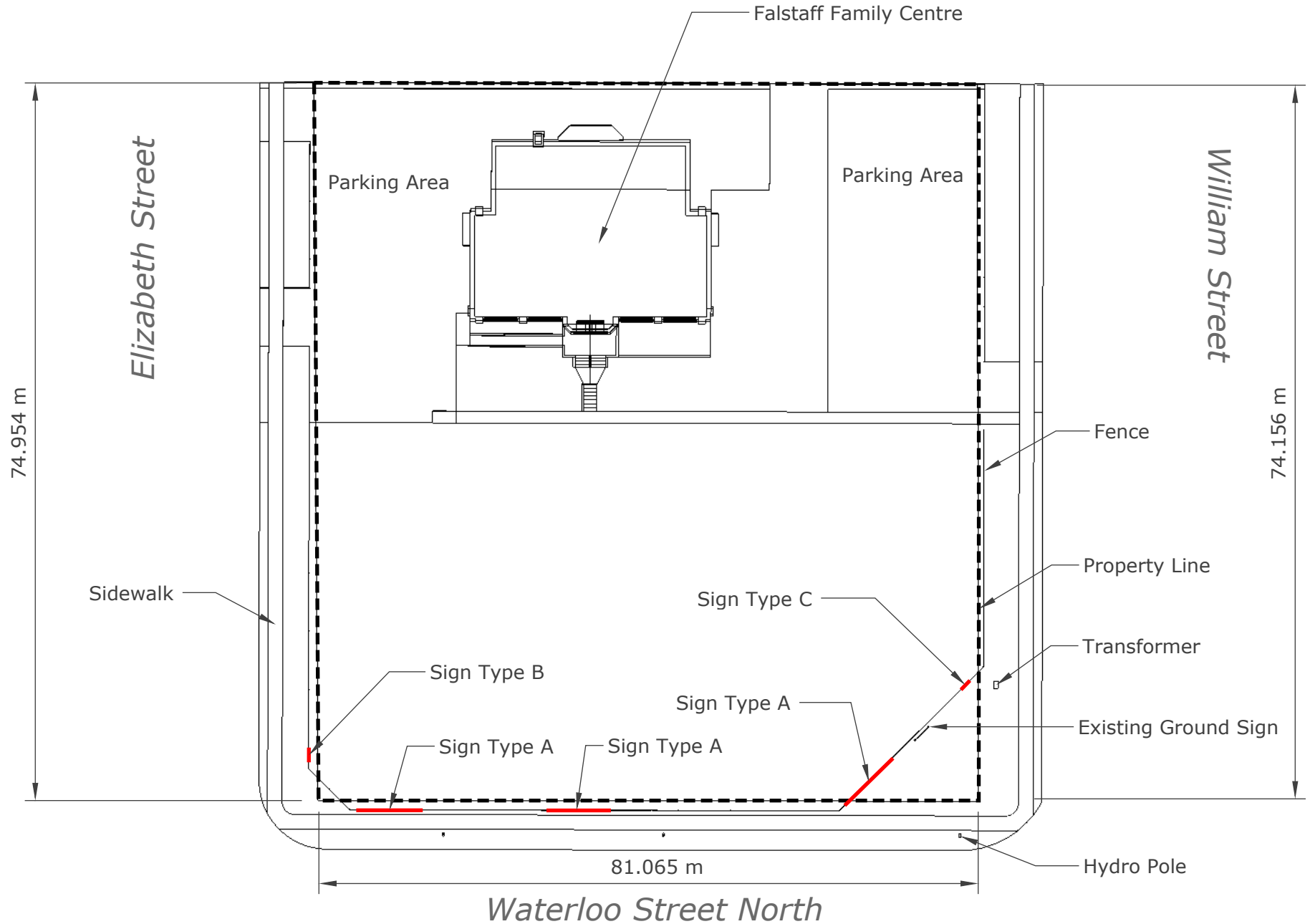


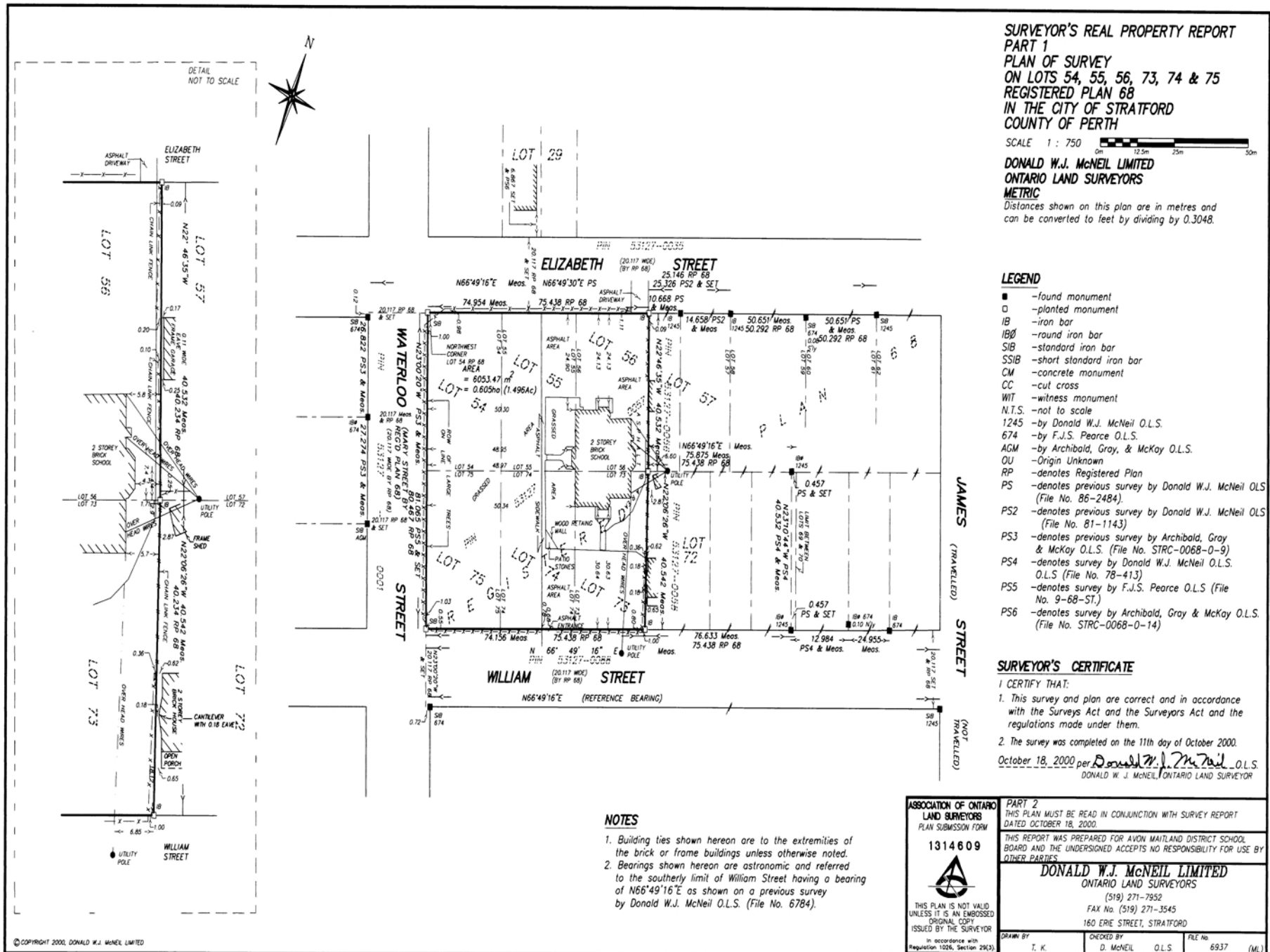
Change Copy Sign Dimensions - Vertical Type C



Face Area: 1.86 sq.m

Site Plan

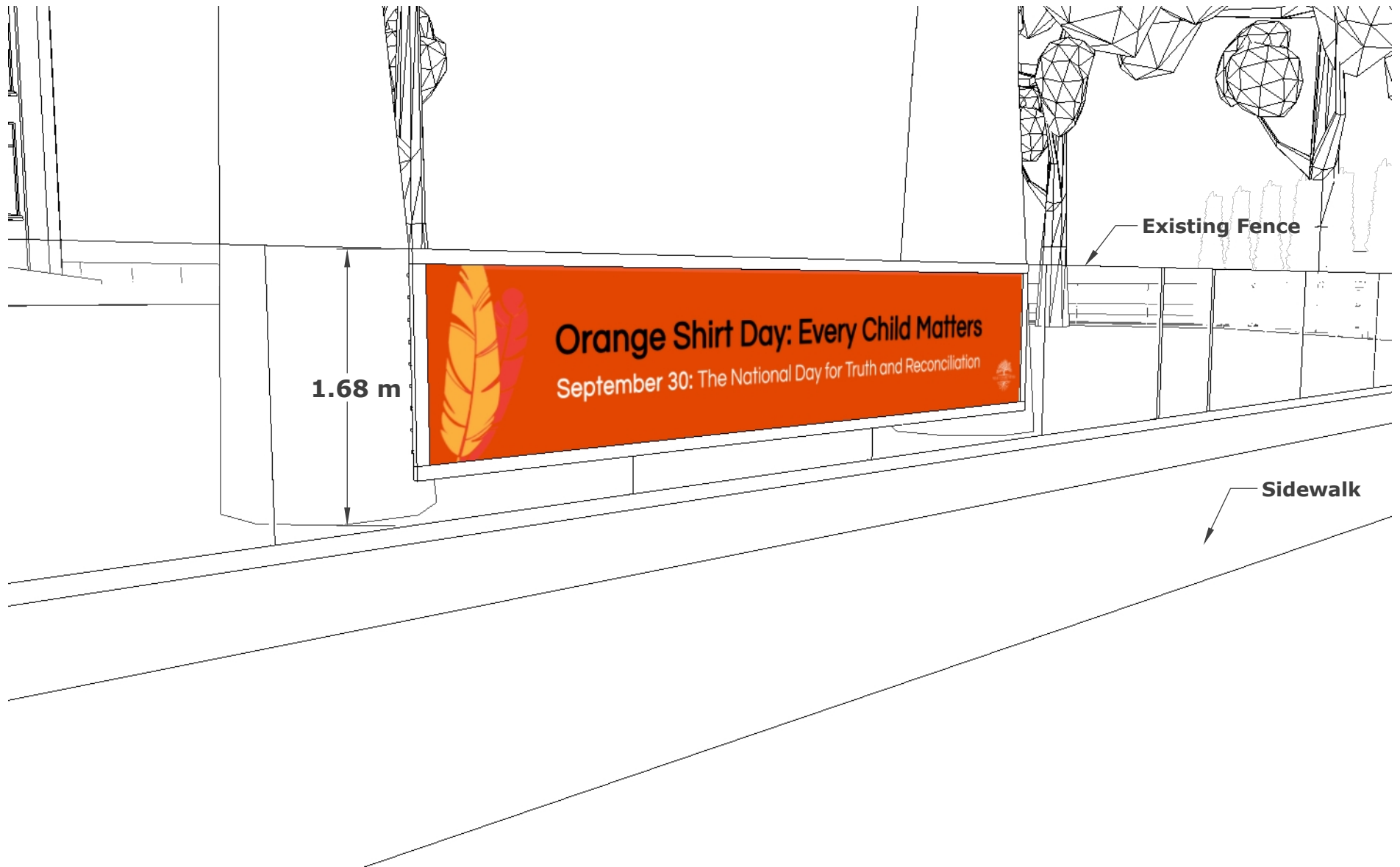




Sign Type A - Location 1 - Elevation View



Sign Type A - Location 2 - Elevation View



Sign Type A - Location 3 - Elevation View



Sign Type B - Elevation View

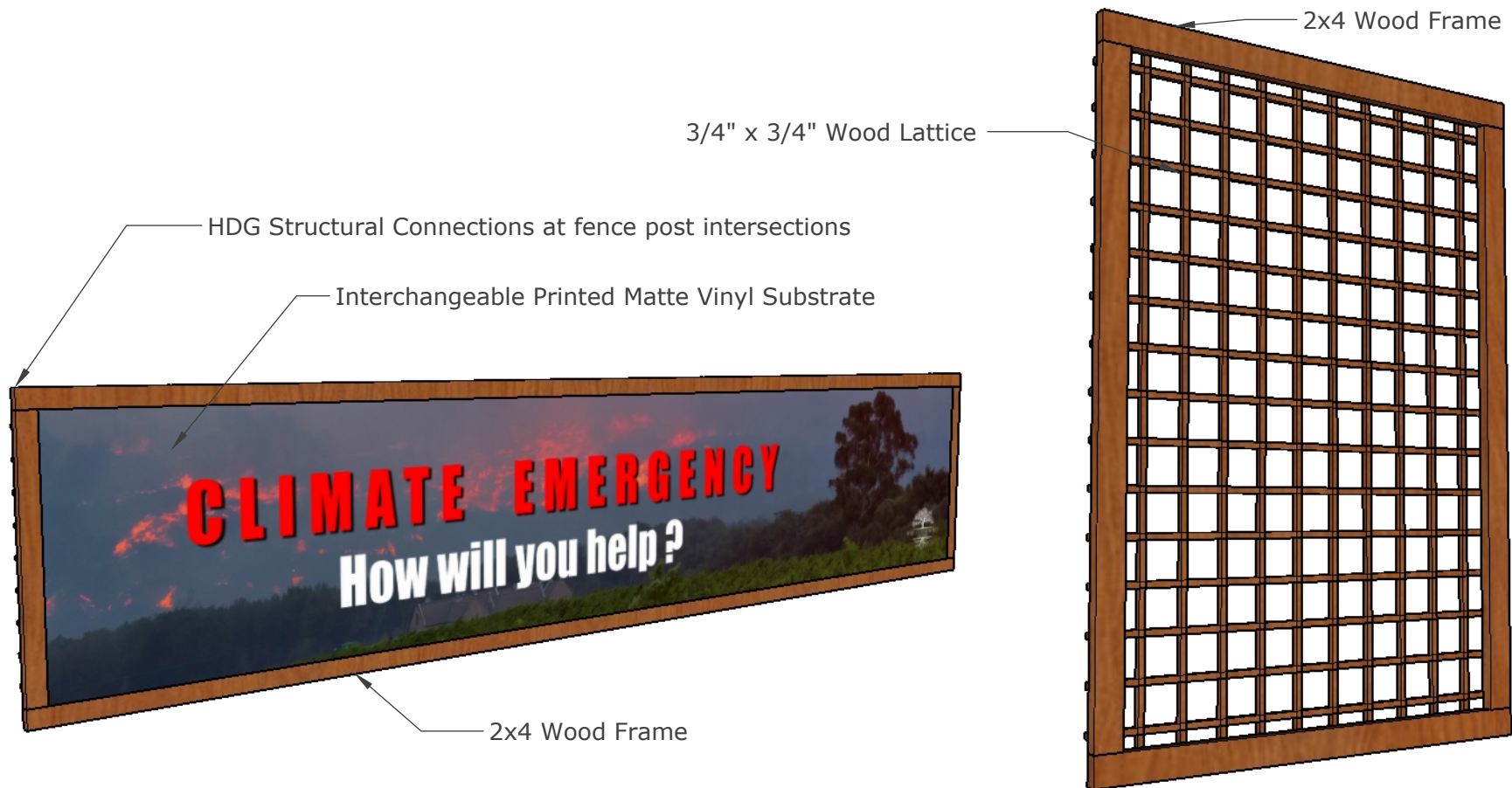


Sign Type C - Elevation View



Materials & Design

Frame & Lattice Backing:	Stained Cedar
Copy Area:	Printable Matte Vinyl Substrate
Structural Connections:	Hot Dipped Galvanized Pipe Clamp Connectors Simpson Strong-Tie PGT or similar Located top & bottom at fence post intersections





Planning & Heritage Sub-Committee
 City of Stratford
 1 Wellington Street
 Stratford, Ontario
 N5A 2L2

May 24, 2022

Dear Councillors,

I am writing to follow up on our process of achieving suitable signage for the Falstaff Family Centre (FFC). Since we last communicated, we have continued to exhaustively review and discuss our signage needs with our tenants, fee-for-service providers, community groups, neighbours, city staff and some councillors, all to ensure we have taken everything and everyone's thoughts into account.

As a result of that, our approach to signage in relation to the fence, has evolved.

Who has a need for signage and what is that signage intended to accomplish?

TENANTS

The needs of tenants **EarlyON** (operated by Perth Care for Kids) and the **Stratford Middle Years School** are covered off in the main Falstaff Family Centre sign. ([Appendix A](#))

Our third tenant, the **Multicultural Association of Huron-Perth**, arrived at the centre after the main sign was already constructed. They currently reside without signage or any exterior presence. They operate from the Centre and support community gatherings indoors and on the grounds, outside of pandemic times.

FEE FOR SERVICE

Over its 22-year history, the Falstaff Family Centre has been the host to many community-oriented enterprises, including various fee-for-service activities such as yoga, music, theatre, birthday celebrations and wedding receptions.

At times, FFC also hosts ongoing performance arts festivals, such as [Spring Works](#), or as in the case of this year, the [Here for Now Theatre](#) from July 5 to Sept 11. Given that 60 per cent of their audience is from out of town, and they've previously been in a different location, the need for signage will be crucial to the success of their season.

OTHER COMMUNITY GROUPS

Since the establishment of the [Medicine Wheel Garden](#) in 2021, the **Indigenous Community** has an ongoing presence on the property. Some of their signage needs arise during annual events such as **National Indigenous Peoples Day** on June 21 and **The National Day for Truth and Reconciliation** on September 30. There are also additional one-off events, ceremonies or feasts which may be held on the property which do not necessarily occur on an annual basis.

Climate and environmental initiatives such as **Fridays for Future**, or **Earth Day** April 24, plus groups such as **Climate Momentum**, **Tree Trust**, or the **Upper Thames River Conservation Authority**, which will be hosting its Children's Water Festival on the property May 29, also have need for signage and visibility.

APPROACH TO SIGNAGE

TYPE OF SIGN

Throughout our consultations and review, it has become clear that each group using the Centre has different signage needs, which would also vary in size and display duration. We have also identified there would be multiple instances over the course of a year when more than one sign is needed at the same time.

In reviewing the City's sign by-law, we felt the category of signage which would best fit our needs is a [change copy sign](#), which would serve to accommodate the changing stream of events at the Centre. Additionally, given the number of events the Centre hosts over the course of a year, it would be unduly onerous and costly for all concerned to have to apply for temporary permits for each sign and event.

Given that we do not want to implement an electric change copy sign such as found at St James Church, our intention is to specifically identify those locations along the existing fence where we

could imagine signs to be and mount a wooden garden lattice framework to the fence, on which the signs could be affixed and changed as necessary. ([Appendix B](#))

With all of this in mind, we have identified five proposed locations to be comprised of three different sizes of change copy sign. The first three would be horizontal in nature (measuring 6.9m wide by 1.4m tall) and be located along Waterloo Street, with one additional vertical sign on the Waterloo-Elizabeth corner (1.5m wide by 2.1m tall) and one smaller vertical sign on the Waterloo-William corner (1.2m wide by 1.5m tall). ([Appendix C](#))

ENCROACHMENT

The existing chain link fence encircling the Centre's grounds predates the current owner and the actual erection date is unknown. The property survey ([Appendix D](#)), shows that sections of the existing fence, along with two of the proposed sign locations lie on municipal property adjacent to the subject property, and within the 30m arterial roadway allowance setback per the City's Official Plan (2019). We would be amenable to entering into an encroachment agreement with the City, should Council approve the variance request, and an application for encroachment has been included in this submission.

CONCURRENT SIGNS

At times, there may be a need for more than one sign to be displayed. For example, on June 21, 2022 there could be a sign supporting **National Indigenous Peoples Day** (which may be erected a week in advance on June 14), while three signs could be put in place on June 20 promoting the **Here for Now Theatre's** upcoming season starting July 5. ([Appendix E](#))

DURATION OF SIGNS

Our overall view is to have signage up no longer than necessary and there will be periods of time when there would be no signage required. We realize this is subjective, but from our own experience and through the feedback we've received, it's apparent that a certain size and duration of signage is necessary to launch a project or event. Once launched and ongoing, less prominence is needed.

For example, we can envision a larger sign erected on June 14, two to three weeks prior to **Here for Now Theatre's** start date July 5, along with one smaller vertical sign on each end of the property to ensure any attendees identify the theatre event with the Centre. Once **Here for Now's** season gets launched, the larger sign would come down, leaving only the two smaller panels on Elizabeth and William streets to continue to identify the venue for theatre patrons.

NATURE OF SIGNS

As previously noted, each sign frame would be constructed of a wooden frame with lattice backing to support a printable matte substrate for the copy portion. The design sizes are intended to be legible to both pedestrians and motorists, and the frame and copy design would allow these signs to be operationally convenient and adaptable to our ongoing needs. The lattice work and frame design also help to reduce the overall weight of the signs, allowing the wind to pass through unobstructed and while still providing adequate connection strength and backing for the sign material. The latticework is also intended to allow empty frames to be aesthetically pleasing to the best degree possible, whenever there may be no signage present.

CONTENT OF SIGNS

The content of the signs to be affixed to the framework will predominantly be focused on civic matters and matters which are in some way connected to the Falstaff Family Centre and its mission: *“The Falstaff Family Centre is located in Stratford, Ontario focusing on the needs of families and children in Perth County. Founded in 2002, the centre is a multi-faceted and evolving facility, devoted to the principles of inclusiveness, diversity and the realization of human potential, and responsive to needs identified by the local community.”*

Signs not directly connected to the FFC (e.g. dragon boat festival or political campaigns) would not qualify.

LIVING CANVAS

When we’ve discussed the current aesthetic of the chain link fence internally and with neighbours, we’ve all agreed that it’s functional, but not inspiring. This has led us to envision the fence and all that comes with it (including the signs) as *a living canvas*.

We also researched some approaches taken in other locations and communities which relate to this concept. ([Appendix F](#))

In addition to the signage goals, we intend to populate the fence with vines (silver lace, morning glory and clematis are possibilities), along with pollinator plants and gardens at regular intervals from the inside of the property, bringing more life and bio-diversity to the site.

We also received feedback about complementary, creative opportunities with the fence. For example, **UTRCA Children’s Water Festival** may weave images of fish on the fence, similar to what has been installed at St. Aloysius school. We’re interested in exploring collaborations with Gallery Stratford, schools, and other artists in the community, in creating artistic expressions complementary to the multiple themes associated with The Falstaff Family Centre, especially and including Climate Emergency and Indigenous rights, truth and reconciliation.

Given that managing this property is not our primary focus, but rather a philanthropic contribution to the community, we realize the various plans and aspirations set out above may take a few years to implement. But we want to establish a vision as to where we are going, including the signage, and to have an understanding of how it might be integrated harmoniously into the neighbourhood and community.

NEIGHBOURHOOD CONSULTATION

On March 25, we hand-delivered more than 80 letters to the neighbours in closest proximity to the Centre. We invited them to attend a meeting either in person or via Zoom. Six people joined us at the Centre Wednesday, March 30. Since some were new to the neighbourhood, we provided background on The Falstaff Family Centre and presented what we've laid out in this letter and sought their feedback, which has now been incorporated into this submission. We emphasized the importance of working and existing in the community in a consultative and complementary way.

Although we would note that a permanent electric change copy sign is a permitted sign type for the property under the current sign bylaw, in consultation with the neighbours, it was jointly felt that this was not going to be in keeping with the heritage nature of the property; could be too distracting for drivers and would not, in itself, accomplish what the proposed signage might do.

We have recognized the importance of community communication on common concerns which have a visible presence and awareness-building capability.

SUMMARY

Although privately owned, in 2000 The Falstaff Family Centre set out its mission to be a community-orientated property in service to the families of Stratford and Perth County. Since then it has welcomed literally thousands of people, children and families.

Over the years we have continued to welcome our neighbours and the community to enjoy the grounds for dog walking, ice skating, tobogganing and general recreation and we look forward to continuing to support the many and varied needs of the community in the years ahead.

Sincerely,

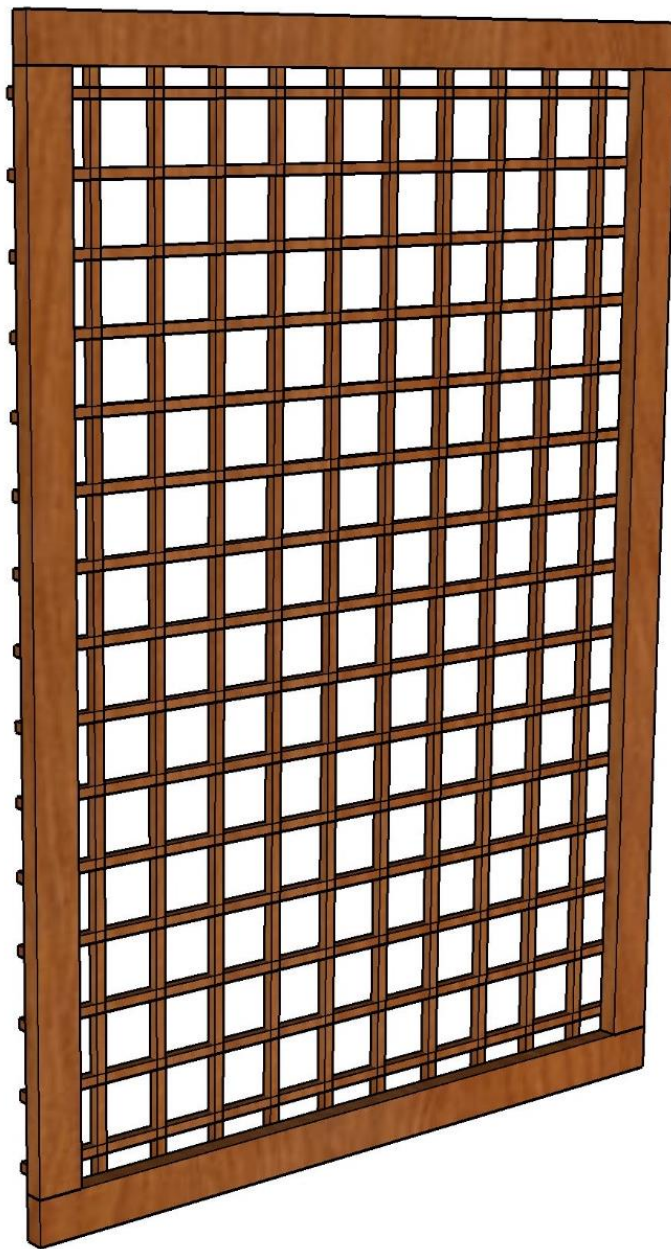


Loreena McKennitt
Director, Falstaff Family Centre

Appendix A – Existing Address Sign



Appendix B – Wooden Lattice Framework



Appendix C – Proposed Locations & Sizes

Change Copy Sign Dimensions - Horizontal Type A



Face Area: 9.62 sq.m

Change Copy Sign Dimensions - Vertical Type B

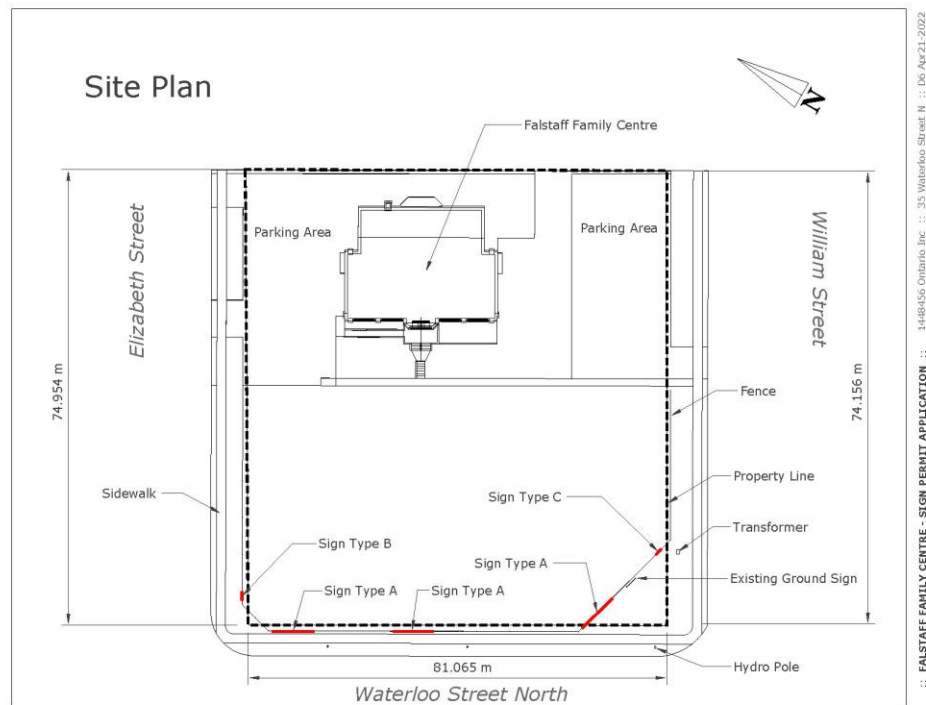


Face Area: 3.25 sq.m

Change Copy Sign Dimensions - Vertical Type C



Face Area: 1.86 sq.m



ELIZABETH STREET
(20.117 WIDE)
(BY RP 68)

WILLIAM STREET
(20.117 WIDE)
(BY RP 68)

WATERLOO STREET
(MARY STREET BY REG'D PLAN 68)

LOT 54
NORTHWEST CORNER LOT 54 RP 68 AREA
= 6053.47 m²
= 0.605ha (1.496Ac)

LOT 55
2 STOREY BRICK SCHOOL

LOT 56
WOOD RETAINING WALL

LOT 74
PATIO STONES

LOT 75
ASPHALT AREA

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Appendix E – Concurrent Sign Example



Appendix F – Fence Artwork Examples





Fiona Mongillo, Artistic Director
 Here For Now Theatre
 [REDACTED] Stratford, ON. [REDACTED]
info@herefornowtheatre.com

Alyssa Bridge
 Manager of Planning
 City of Stratford
 82 Erie Street, 2nd Floor
 Stratford, ON N5A 2M4

April 5th, 2022

To whom it may concern,

I am writing to express my support of the Falstaff Family Centre's (FFC) application for a signage variance. The FFC, which is centrally located, not only supports families and children but also hosts diverse events that contribute to the knowledge, involvement and well-being of the general community.

The FFC is generously hosting Here For Now Theatre Company's 2022 season, which is our first full season indoors. Our last two outdoor seasons were hosted at the Bruce Hotel, and as such many of our patrons associate our company with the hotel. It is imperative that we have visible signage in order to re-establish ourselves at the FFC and feel that appropriate signage will be essential to reaching ticket sale targets.

Here For Now Theatre Company provides an 'off-Broadway' counterpart to the Stratford Festival, which contributes to the cultural ethos of our city. We have been successful in drawing substantial tourism to Stratford as well as offering 100+ contracts to local artists over these last two difficult years. The upcoming season stands to be our biggest yet - our growing reputation has even secured us upcoming reviews in the *Toronto Star* and the *Globe and Mail*. If we are able to prove our viability this season, whilst the Stratford Festival is operating at full capacity, we will be able to make more permanent plans for the years to come and Stratford will have a secondary full-scale professional theatre company providing a totally different kind of theatre experience for locals and tourists alike. Signage that establishes us at the FFC will be essential to our success this season, and therefore to the longevity of the company.

I appreciate you taking the time to read my letter. Please feel free to contact me anytime if further information is required.

Warmly,

Fiona Mongillo,
 Artistic Director of Here For Now Theatre Company



April 2, 2022

Mr. Mark McCauley
Falstaff Centre
35 Waterloo St N
Stratford, ON
N5A 6H6

Dear Mark:

Re: Signage Variance

I understand that Loreena McKennitt will be applying for a signage variance to allow her to post signs on the fence surrounding her property at 35 Waterloo Street North. These signs will be used to promote community activities on her property, including those of the Multicultural Association Perth-Huron.

Her dedication to and involvement in this community certainly warrants a variance.

Sincerely,

Stephen Landers
Per Multicultural Association Perth-Huron

Bill James-Abra, Coordinator
 Climate Momentum
 c/o [REDACTED]
 Stratford, ON [REDACTED]
 [REDACTED]
 [REDACTED]

Alyssa Bridge
 Manager of Planning
 City of Stratford
 82 Erie Street, 2nd Floor
 Stratford, ON
 N5A 2M4

Tuesday April 5, 2022

Dear Ms. Bridge,

I'm writing in support the Falstaff Family Centre's application for a signage variance.

Loreena McKennitt and the Falstaff Family Centre have been great supporters of Climate Momentum in the past, offering equipment and expertise, as well as their enthusiasm and support for our events and initiatives. We've talked together about their vision for using the fence at the Centre as a means for engaging the community and how it could support community-based organizations like Climate Momentum and others. And we think that, more than a simply allowing a sign on the fence, this is an opportunity for engagement and for community building, as well as valuable support for a community organization like ours.

To give you a little background, Climate Momentum is a volunteer organization, community-based, focused on climate action in Stratford and Perth County. We work to support individuals in areas of meaningful climate action, such as in transportation, home energy use, waste reduction, and natural habitat. And we advocate for municipal and the County governments to take a leading role in supporting climate action.

The signage variance that FFC is applying for helps a community organization like Climate Momentum to reach out to our community. For example, a banner promoting our Earth Day Street Party this month would give us a way to promote a key event in our calendar at a cost that we can afford, and in a collaborative way that reflects the values we want to have as an organization. We want to be able work with other organizations in Stratford, like FFC, to engage and inform our neighbours and make our community a better place to live. We hope the City can see this as an opportunity to support that work.

Thank you for your time and consideration.

Yours,

Bill James-Abra
 For Climate Momentum



The Corporation of the City of Stratford Planning and Heritage Committee MINUTES

Date: Monday, June 13, 2022
Time: 8:06 P.M.
Location: Electronic Meeting

Committee Present in Council Chambers: Mayor Mathieson

Committee Present Electronically: Councillor Ritsma - Chair Presiding, Councillor Ingram - Vice-Chair, Councillor Beatty, Councillor Bunting, Councillor Burbach, Councillor Clifford, Councillor Gaffney, Councillor Henderson, Councillor Sebben, Councillor Vassilakos

Staff Present in Council Chambers: Joan Thomson - Chief Administrative Officer, Tatiana Dafoe - City Clerk, Chris Bantock - Deputy Clerk

Staff Present Electronically: Taylor Crinklaw - Director of Infrastructure and Development Services, David St. Louis - Director of Community Services, Karmen Krueger - Director of Corporate Services, John Paradis - Fire Chief, Kim McElroy - Director of Social Services, Anne Kircos - Acting Director of Human Resources, Alyssa Bridge - Manager of Planning, Jeff Bannon – Planner, Kelton Frey – Municipal Law Enforcement Officer

Also Present: Members of the public and media

1. **Call to Order**

The Chair called the Meeting to Order.

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

Councillor Burbach declared a pecuniary interest on Item 6.2 of the Planning and Heritage Committee agenda, Proposed Exemption from Sign By-law 159-2004, 35 Waterloo Street North (PLA22-015), as she is a member of the board for the organization making the request.

Councillor Gaffney declared a pecuniary interest on Item 5.2 of the Planning and Heritage Committee agenda, 4110 Line 36, Modification to Draft Approved Plan of Subdivision 31T18-002, Zone Change Application Z17-21 and Zone Change Application Z18-21 (PLA22-022), as he has an ownership interest in an abutting property.

3. Sub-committee Minutes

Sub-committee minutes were provided for background regarding the discussion held at the May 26, 2022 Sub-committee meeting.

4. Delegations

None scheduled.

5. Report of the Manager of Planning

5.1 Planning Report, Zone Change Amendment Z03-22, 4253 Perth Line 36 (PLA22-021)

Staff Recommendation: THAT application Z03-22, to amend the zoning on 4253 Perth Line 36 from an Agricultural (A) Zone to an Agricultural (A-___) Zones with site specific regulations, be approved for the following reasons:

- I. the request is consistent with the Provincial Policy Statement;
- II. the request is in conformity with the goals, objectives and policies of the Official Plan;

III. the Official Plan Amendment and zone change will provide for a development that is appropriate for the lands; and

IV. the public was consulted during the application circulation and comments that have been received in writing or at the public meeting have been reviewed, considered and analyzed within the Planning report;

AND THAT Council pass a resolution that no further notice is required under Section 34(17) of the Planning Act.

Committee Discussion: The Planner, referring to a PowerPoint presentation, provided an overview of the report regarding a zone change amendment for 4253 Perth Line 36. Highlights of the presentation included:

- zone change amendment being to rezone the lands from an Agricultural Zone (A) to an Agricultural (A-___) zone;
- the rezoning application being necessary to fulfill the conditions of the provisional consent which will recognize the location of existing accessory farm structures and the size of the proposed new lot while prohibiting dwelling units on the lands to be retained;
- two storage barns being on the retained lands as an accessory to the agricultural use;
- staff recommending provisions to reduce the required minimum interior side yard setback to existing agriculture storage structures to 3.0m and to reduce the minimum interior side yard setback to the existing shed to 3m;
- no responses or concerns having been received from agencies or abutting property owners; and,
- the amendment being consistent with the City's Official Plan and Provincial Policy Statement, conforming with the intent of the Zoning By-law, and representing good planning.

It was questioned whether the 3 metre setback restrictions would impact the house and shed already on the lands. The Planner advised that this was only being recommended to recognize existing structures.

Motion by Councillor Clifford

Seconded by Councillor Bunting

Committee Recommendation: THAT application Z03-22, to amend the zoning on 4253 Perth Line 36 from an Agricultural (A) Zone to an Agricultural (A-___) Zones with site specific regulations, be approved for the following reasons:

- I. the request is consistent with the Provincial Policy Statement;
- II. the request is in conformity with the goals, objectives and policies of the Official Plan;
- III. the Official Plan Amendment and zone change will provide for a development that is appropriate for the lands; and
- IV. the public was consulted during the application circulation and comments that have been received in writing or at the public meeting have been reviewed, considered and analyzed within the Planning report;

AND THAT Council pass a resolution that no further notice is required under Section 34(17) of the Planning Act.

Carried

Councillor Gaffney departed the meeting at 8:13 p.m.

5.2 4110 Line 36, Modification to Draft Approved Plan of Subdivision 31T18-002, Zone Change Application Z17-21 and Zone Change Application Z18-21 (PLA22-022)

Staff Recommendation: THAT Council pass a resolution that no further notice is required under Section 34(17) of the Planning Act;

THAT the Zone Change Applications Z17-21 and Z18-21 to amend the zoning on a portion of the subject lands to a Residential First Density R1(5)- special provision zone, a Residential Fourth Density R4(2)-XX special provision zone, a Residential Forth Density R4(2)-XY special provision zone and a Residential Fourth Density R4(2)-XZ special provision zone

BE APPROVED for the following reasons:

- I. the zone change applications are consistent with the Provincial Policy Statement and conform with the City of Stratford Official Plan;
- II. the recommended zone change applications will facilitate development that is appropriate for the lands, will not impact surrounding lands and is considered to be sound land use planning;
- III. the zone change applications will provide a wide range of housing to meet the needs of the existing and future residents; and
- IV. the recommended zone change will encourage efficient use of land and infrastructure.

Draft Plan of Subdivision:

THAT modifications to draft approved Plan of Subdivision 31T18-002, submitted by Sifton Properties Limited on the lands known municipally as 4110 Perth Line 36, be approved by the City of Stratford pursuant to Section 51(31) of the Planning Act, subject to the revised conditions listed below, for the following reasons:

- I. the modifications to the draft approved plan of subdivision are consistent with the Provincial Policy Statement and conform with the City of Stratford Official Plan;
- II. the plan of subdivision will result in sound land use planning and is considered appropriate for the development of the lands;
- III. it will provide a wide range of housing to meet the needs of the existing and future residents; and
- IV. it will encourage efficient use of land and infrastructure.

AND THAT the conditions of draft approval of plan of subdivision 31T18-002 be revised as follows:

1. This draft approval applies to Plan of Subdivision 31T-18002 submitted by Sifton Properties Limited, certified by Trevor McNeil O.L.S., dated April 1, 2022, as redline amended, File No. 31T-18002, drawing no. 1, which shows a total of 141 single detached residential lots, 7 multi development blocks, 1 park block, 1 future infill block, 2 walkway blocks, 1 stormwater management block, 7 0.3m reserve blocks, 2 open space blocks, all served by 7 new local roads.

18. A 0.3 m reserve block shall be provided along Block 152, Block 155 and Block 161 as shown on the redline amended plan. The subdivision agreement shall contain a provision allowing the property owner to access their lands over the 0.3m reserve for Blocks 164, Block 155 and Block 161 for maintenance purposes to the satisfaction of the Manager of Planning.

24. The Owner shall dedicate Block 153 to the City of Stratford for Park purposes and pay the City cash-in-lieu for 0.157 ha of parkland pursuant to the provisions of Section 51.1 of the Planning Act. The dedication of Block 160 and cash-in-lieu for 0.157 ha shall satisfy the parkland dedication requirements for all lands within the boundary of this draft plan. All costs associated shall be borne by the Owner.

26. In conjunction with the submission of engineering drawings, the Owner shall submit a conceptual park design and grading and servicing plans for Block 153 which shall accommodate a 3m wide walkway on Block 154 for review and approval by the Director of Infrastructure and Development Services and the Director of Community Services. Block 1153 shall be registered in one phase.

27. Concurrent with registration, the Owner shall convey Block 155 (4 m wide walkway) and Block 154 (3m wide pathway) to the City of Stratford. The Owner shall construct the walkway and fencing in accordance with the City of Stratford walkway design requirements within one year of registration to the satisfaction of the Director of Infrastructure and Development Services.

28. In conjunction with the submission of engineering drawings, the Owner shall submit a trail design and grading plans for Block 151 for review and approval by the Director of Infrastructure and Development Services and Upper Thames River Conservation Authority.

29. Within one year of the registration of the phase, the Owner shall fence along the rear lot lines of Lots 7-12, 24-40, 72-86, along the north lot line of Lot 24, along the north and east lot line of Block 153, along the south lot line of Lot 86 and the west lot line of Lot 98, Block 148 and Block 151 abutting the west limit of the draft plan with a 1.5 metre chain link fence with no gates to prevent trespassing. Any other fencing arrangements shall be to the satisfaction of the Manager of Planning.

30. Within one year of the registration of the phase, the Owner shall provide a 1.5m temporary fence with no gates along the north and east

lot lines of Blocks 142 and 143 to the satisfaction of the Manager of Planning. The Subdivision Agreement shall contain a provision requiring the Owner to construct a fence along the north and east lot lines of Blocks 142 and 143 through the site plan approval process when Blocks 142 and 143 are developed to the satisfaction of the Manager of Planning. The temporary fence shall be required until the fence is installed through the site plan process to the Manager of Planning. The installation and removal of the temporary fencing shall be the responsibility of the Owner.

31. Concurrent with the registration of any phase that includes Block 150 or Block 151, the Owner shall provide an easement over Block 150 and Block 151 for pedestrian trail. All costs associated with the registration of the easement shall be borne by the Owner.

39. As part of the engineering drawings submission, the Owner shall submit an on-street parking plan for Blocks 142, 143, 144, 145, 146 and 147 to the satisfaction of the Manager of Development Services. The accepted parking plan required for each registered phase of development and will form part of the subdivision agreement for the registered plan.

47. Concurrent with registration, the Owner shall provide all required land dedications related to the stormwater works, including Block 149, at the cost of the owner to the satisfaction of the Director of Infrastructure and Development Services.

48. Minor revisions to the size of Block 149 may be required to accommodate the final design of the stormwater management pond in accordance with municipal standards to the satisfaction of the Director of Infrastructure and Development Services. Any cost associated will be the responsibility of the Owner.

49. In conjunction with the engineering drawings submission, the Owner shall have their consulting engineer submit a driveway access design that provides access to the inlet and outlet structures on Block 146 and a pedestrian sidewalk to connect the trail on Block 151 to Street 'F' and Mornington Street to the satisfaction of the Director of Infrastructure and Development Services. All costs associated with the construction of the access driveway and pedestrian sidewalk will be at the cost of the owner.

76. At the time of final approval, the Owner shall dedicate a 10m x 10m "daylight triangle" at the intersection of Street 'A' and Mornington Street abutting Block 149 and 3m x 3m "daylight triangle" at the intersection of

Street 'A' and Mornington Street abutting Block 152 to the satisfaction of the City. Such "daylighting triangles" shall be shown and dedicated as public highways on the final plan.

Committee Discussion: The Manager of Planning, referring to a PowerPoint presentation, provided an overview of the report regarding a modification to draft approved plan of subdivision, and zone change applications for 4110 Line 36. Highlights of the presentation included:

- the draft plan initially being granted approval in 2019;
- a modification to phase 1 of the draft approved plan of subdivision having been approved in 2021;
- the proposed modification being to reduce the total number of single detached lots in the draft approved plan from 153 to 141;
- zone change amendments being required to serve the draft plan modifications;
- the subject lands having been rezoned in 2019 and currently designated as Residential Area and Parks and Open Space on Schedule A – General Land Use Plan;
- the proposed rezoning providing for a greater range of mix of housing types;
- the applications meeting the general intent of the Zoning By-law;
- notice having been sent to adjacent property owners and no comments being received; and,
- staff recommending approval of all application requests.

It was questioned what the abbreviations mean when referencing the zoning of subject lands. The Manager of Planning advised that the R1 zone in this case permits only single detached dwellings, while the bracketed number refers to the density with (5) being the smallest and (1) being the largest.

Motion by Councillor Henderson

Seconded by Councillor Vassilakos

Committee Recommendation: THAT Council pass a resolution that no further notice is required under Section 34(17) of the Planning Act;

THAT the Zone Change Applications Z17-21 and Z18-21 to amend the zoning on a portion of the subject lands to a Residential First Density R1(5)- special provision zone, a Residential Fourth Density R4(2)-XX special provision zone, a Residential Fourth Density R4(2)-XY special provision zone and a Residential Fourth Density R4(2)-XZ special provision zone

BE APPROVED for the following reasons:

- I. the zone change applications are consistent with the Provincial Policy Statement and conform with the City of Stratford Official Plan;**
- II. the recommended zone change applications will facilitate development that is appropriate for the lands, will not impact surrounding lands and is considered to be sound land use planning;**
- III. the zone change applications will provide a wide range of housing to meet the needs of the existing and future residents; and**
- IV. the recommended zone change will encourage efficient use of land and infrastructure.**

Draft Plan of Subdivision:

THAT modifications to draft approved Plan of Subdivision 31T18-002, submitted by Sifton Properties Limited on the lands known municipally as 4110 Perth Line 36, be approved by the City of Stratford pursuant to Section 51(31) of the Planning Act, subject to the revised conditions listed below, for the following reasons:

- I. the modifications to the draft approved plan of subdivision are consistent with the Provincial Policy Statement and conform with the City of Stratford Official Plan;**
- II. the plan of subdivision will result in sound land use planning and is considered appropriate for the development of the lands;**
- III. it will provide a wide range of housing to meet the needs of the existing and future residents; and**

IV. it will encourage efficient use of land and infrastructure.

AND THAT the conditions of draft approval of plan of subdivision 31T18-002 be revised as follows:

1. This draft approval applies to Plan of Subdivision 31T-18002 submitted by Sifton Properties Limited, certified by Trevor McNeil O.L.S., dated April 1, 2022, as redline amended, File No. 31T-18002, drawing no. 1, which shows a total of 141 single detached residential lots, 7 multi development blocks, 1 park block, 1 future infill block, 2 walkway blocks, 1 stormwater management block, 7 0.3m reserve blocks, 2 open space blocks, all served by 7 new local roads.

18. A 0.3 m reserve block shall be provided along Block 152, Block 155 and Block 161 as shown on the redline amended plan. The subdivision agreement shall contain a provision allowing the property owner to access their lands over the 0.3m reserve for Blocks 164, Block 155 and Block 161 for maintenance purposes to the satisfaction of the Manager of Planning.

24. The Owner shall dedicate Block 153 to the City of Stratford for Park purposes and pay the City cash-in-lieu for 0.157 ha of parkland pursuant to the provisions of Section 51.1 of the Planning Act. The dedication of Block 160 and cash-in-lieu for 0.157 ha shall satisfy the parkland dedication requirements for all lands within the boundary of this draft plan. All costs associated shall be borne by the Owner.

26. In conjunction with the submission of engineering drawings, the Owner shall submit a conceptual park design and grading and servicing plans for Block 153 which shall accommodate a 3m wide walkway on Block 154 for review and approval by the Director of Infrastructure and Development Services and the Director of Community Services. Block 1153 shall be registered in one phase.

27. Concurrent with registration, the Owner shall convey Block 155 (4 m wide walkway) and Block 154 (3m wide pathway) to the City of Stratford. The Owner shall construct the walkway and fencing in accordance with the City of Stratford walkway design

requirements within one year of registration to the satisfaction of the Director of Infrastructure and Development Services.

28. In conjunction with the submission of engineering drawings, the Owner shall submit a trail design and grading plans for Block 151 for review and approval by the Director of Infrastructure and Development Services and Upper Thames River Conservation Authority.

29. Within one year of the registration of the phase, the Owner shall fence along the rear lot lines of Lots 7-12, 24-40, 72-86, along the north lot line of Lot 24, along the north and east lot line of Block 153, along the south lot line of Lot 86 and the west lot line of Lot 98, Block 148 and Block 151 abutting the west limit of the draft plan with a 1.5 metre chain link fence with no gates to prevent trespassing. Any other fencing arrangements shall be to the satisfaction of the Manager of Planning.

30. Within one year of the registration of the phase, the Owner shall provide a 1.5m temporary fence with no gates along the north and east lot lines of Blocks 142 and 143 to the satisfaction of the Manager of Planning. The Subdivision Agreement shall contain a provision requiring the Owner to construct a fence along the north and east lot lines of Blocks 142 and 143 through the site plan approval process when Blocks 142 and 143 are developed to the satisfaction of the Manager of Planning. The temporary fence shall be required until the fence is installed through the site plan process to the Manager of Planning. The installation and removal of the temporary fencing shall be the responsibility of the Owner.

31. Concurrent with the registration of any phase that includes Block 150 or Block 151, the Owner shall provide an easement over Block 150 and Block 151 for pedestrian trail. All costs associated with the registration of the easement shall be borne by the Owner.

39. As part of the engineering drawings submission, the Owner shall submit an on-street parking plan for Blocks 142, 143, 144, 145, 146 and 147 to the satisfaction of the Manager of Development Services. The accepted parking plan required for

each registered phase of development and will form part of the subdivision agreement for the registered plan.

47. Concurrent with registration, the Owner shall provide all required land dedications related to the stormwater works, including Block 149, at the cost of the owner to the satisfaction of the Director of Infrastructure and Development Services.

48. Minor revisions to the size of Block 149 may be required to accommodate the final design of the stormwater management pond in accordance with municipal standards to the satisfaction of the Director of Infrastructure and Development Services. Any cost associated will be the responsibility of the Owner.

49. In conjunction with the engineering drawings submission, the Owner shall have their consulting engineer submit a driveway access design that provides access to the inlet and outlet structures on Block 146 and a pedestrian sidewalk to connect the trail on Block 151 to Street 'F' and Mornington Street to the satisfaction of the Director of Infrastructure and Development Services. All costs associated with the construction of the access driveway and pedestrian sidewalk will be at the cost of the owner.

76. At the time of final approval, the Owner shall dedicate a 10m x 10m "daylight triangle" at the intersection of Street 'A' and Mornington Street abutting Block 149 and 3m x 3m "daylight triangle" at the intersection of Street 'A' and Mornington Street abutting Block 152 to the satisfaction of the City. Such "daylighting triangles" shall be shown and dedicated as public highways on the final plan.

Carried

Councillor Gaffney, having declared a pecuniary interest, previously departed the meeting and was not present for the discussion or vote on this matter.

5.3 Proposed Amendments to the Site Plan Approval Delegated Authority By-law (PLA22-019)

Councillor Gaffney returned to the meeting at 8:21 p.m.

Staff Recommendation: THAT the Site Plan Approval Delegation of Authority By-law, being a by-law to delegate authority with respect to the approval of site plans and to authorize the entering into and execution of approved site plan agreements and amending agreements, be adopted;

THAT By-law 103-2012, and any related amendments, be repealed;

AND THAT the Delegation of Authority By-law 135-2017, as amended, be further amended to delegate authority to the Manager of Planning, or delegate(s), to approve site plans and to authorize the entering into and execution of approved site plan agreements and amending agreements.

Sub-committee Recommendation: THAT the Site Plan Approval Delegation of Authority By-law, being a by-law to delegate authority with respect to the approval of site plans and to authorize the entering into and execution of approved site plan agreements and amending agreements, be adopted;

THAT By-law 103-2012, and any related amendments, be repealed;

AND THAT the Delegation of Authority By-law 135-2017, as amended, be further amended to delegate authority to the Manager of Planning, or delegate(s), to approve site plans and to authorize the entering into and execution of approved site plan agreements and amending agreements.

Committee Discussion: The Manager of Planning provided an overview of the report regarding proposed amendments to the Site Plan Approval Delegated Authority By-law to implement changes made to the Planning Act.

A question and answer period ensued between members and staff with respect to:

- changes to the Planning Act being a mandatory delegation and not allowing for the option to refer to Council;
- the Province having consulted on the changes made through Bill 109 but unlikely to consider adjustments at this time; and,

- the amendments not having a transition provision and will be applied to all applications made after July 1, 2022.

Motion by Councillor Ingram

Seconded by Councillor Henderson

Committee Recommendation: THAT the Site Plan Approval Delegation of Authority By-law, being a by-law to delegate authority with respect to the approval of site plans and to authorize the entering into and execution of approved site plan agreements and amending agreements, be adopted;

THAT By-law 103-2012, and any related amendments, be repealed;

AND THAT the Delegation of Authority By-law 135-2017, as amended, be further amended to delegate authority to the Manager of Planning, or delegate(s), to approve site plans and to authorize the entering into and execution of approved site plan agreements and amending agreements.

Discussion continued with respect to:

- the changes only being related to site plan approvals;
- site plans still requiring a public process allowing members of the public and Council the opportunity to ask questions of staff or the developer;
- this change not being a good fit for Stratford as site plan approval does not hold up development here currently;
- more information being requested with respect to penalties for municipalities not in compliance with Bill 109;
- this amendment being more of a housekeeping item as it is a mandatory change under the Planning Act; and,
- any application delayed now being automatically approved and subject to penalty from the OLT.

The Chair called the question on the motion.

Carried

6. Report of the Municipal Law Enforcement Officer

6.1 Proposed exemption from Sign By-law 159-2004 Section 12.0 Ground Sign Specification Table, 327 Erie Street (PLA22-020)

This item was also listed for consideration on the June 13, 2022 reconvene Council agenda.

Staff Recommendation: THAT the sign variance request for the property known municipally as 327 Erie Street, be approved, subject to a maximum sign area of 28.5 square feet;

AND THAT the lowest tenant panel allowed be at the proposed 9.98 feet from grade to the bottom of the sign.

The Municipal Law Enforcement Officer provided an overview of the report regarding a proposed exemption from the Sign By-law for a ground sign at 327 Erie Street.

Sub-committee Recommendation: THAT the sign variance request for the property known municipally as 327 Erie Street, be approved, subject to a maximum sign area of 28.5 square feet;

AND THAT the lowest tenant panel allowed be at the proposed 9.98 feet from grade to the bottom of the sign.

Motion by Councillor Vassilakos

Seconded by Councillor Ingram

Committee Recommendation: THAT the sign variance request for the property known municipally as 327 Erie Street, be approved, subject to a maximum sign area of 28.5 square feet;

AND THAT the lowest tenant panel allowed be at the proposed 9.98 feet from grade to the bottom of the sign.

Carried

Councillor Burbach departed the meeting at 8:33 p.m.

6.2 Proposed Exemption from Sign By-law 159-2004, 35 Waterloo Street North (PLA22-015)

Staff Recommendation: THAT the sign variance for five additional ground signs located on municipal property adjacent to 35 Waterloo Street be denied as the signs are not on the applicant's property and the signs

proposed exceed the number and size of a permitted sign in a residential zone.

OR

THAT, should Council choose to grant the exemptions, the following wording is suggested: the sign variance for five additional ground signs located on municipal property adjacent to 35 Waterloo Street be approved, provided the applicant enters into an encroachment agreement with the City for the signs and fence installed on City property and that proper design documents are provided with the sign permit application.

Sub-committee Recommendation: THAT the sign variance for five additional ground signs located on municipal property adjacent to 35 Waterloo Street be approved, provided the applicant enters into an encroachment agreement with the City for the signs and fence installed on City property and that proper design documents are provided with the sign permit application.

Committee Discussion: The Municipal Law Enforcement Officer provided an overview of the report regarding a proposed exemption from the Sign By-law for 35 Waterloo Street North.

A question and answer period ensued between members and staff with respect to:

- the use of the facility and variation in request being the adjustments since the previous decision in 2012 was made related to signage at this property;
- approval of this request being for sign frames and locations only;
- no concerns having been received from neighboring properties;
- concern with taking away the enjoyment of sightlines to the building being that it is a designated heritage property;
- approval of this request setting a precedent for other properties to make the same request;
- the Municipal Act not permitting the regulation of sign content by municipalities; and,
- other properties in the City that have changeable signage copy.

Motion by Councillor Ingram

Seconded by Councillor Vassilakos

Committee Recommendation: THAT the sign variance for five additional ground signs located on municipal property adjacent to 35 Waterloo Street be approved, provided the applicant enters into an encroachment agreement with the City for the signs and fence installed on City property and that proper design documents are provided with the sign permit application.

Discussion continued with respect to:

- signs having been placed on the property in the past without a permit;
- the ability to change sign copy being different than adding several more signs; and,
- needing input from Heritage Stratford before being considered by Council.

Councillor Ingram departed the meeting at 8:50 p.m.

Motion by Councillor Henderson

Seconded by Councillor Clifford

Committee Recommendation: THAT the sign variance for five additional ground signs located on municipal property adjacent to 35 Waterloo Street, be referred to the Heritage Stratford advisory committee for review.

The Chair called the question on the referral motion.

Carried

Councillor Burbach, having declared a pecuniary interest, previously departed the meeting and was not present for the discussion or vote on this matter.

6.3 Proposed Exemption from Sign By-law 159-2004, Section 12.0 Ground Sign, 337 Home Street (PLA22-016)

Councillor Burbach returned to the meeting at 8:52 p.m.

Staff Recommendation: THAT the request for a sign variance at the property known municipally as 337 Home Street for two ground signs be denied as the request does not conform with the intent of the Sign By-law 159-2004, as amended.

Sub-committee Recommendation: THAT the request for a sign variance at the property known municipally as 337 Home Street for two ground signs be denied as the request does not conform with the intent of the Sign By-law 159-2004, as amended.

Committee Discussion: The Municipal Law Enforcement Officer provided an overview of the report regarding a proposed exemption from the Sign By-law for ground signs at 337 Home Street.

Motion by Councillor Vassilakos

Seconded by Councillor Clifford

Committee Recommendation: THAT the request for a sign variance at the property known municipally as 337 Home Street for two ground signs be denied as the request does not conform with the intent of the Sign By-law 159-2004, as amended.

Discussion ensued with respect to:

- signs not having been permitted on the property previously; and,
- only having room to allow one address sign on property.

The Chair called the question on the motion.

Carried

6.4 Sign By-Law Variance for the Avon Maitland School District (PLA22-017)

Staff Recommendation: THAT the request for a sign variance from the Avon Maitland District School Board to install an electric change copy sign on the existing structure be denied as the proposed sign does not meet the required size requirements for an electric change copy sign in the Sign By-law 159-2004, as amended.

Sub-committee Recommendation: THAT the request for a sign variance from the Avon Maitland District School Board to install an electric change copy sign on the existing structure be denied as the proposed sign does not meet the required size requirements for an electric change copy sign in the Sign By-law 159-2004, as amended.

Motion by Mayor Mathieson

Seconded by Councillor Gaffney

Committee Recommendation: THAT the request for a sign variance from the Avon Maitland District School Board to install an electric change copy sign on the existing structure be denied as the proposed sign does not meet the required size requirements for an electric change copy sign in the Sign By-law 159-2004, as amended.

Carried

7. For the Information of Committee

The Chief Administrative Officer recognized Alyssa Bridge, Manager of Planning, as this was her last meeting before departing the City.

7.1 Department Update

Sub-committee Discussion: None.

8. Adjournment

Motion by Councillor Clifford

Seconded by Councillor Burbach

Committee Decision: THAT the Planning and Heritage Committee meeting adjourn.

Carried

Meeting Start Time: 8:06 P.M.

Meeting End Time: 8:57 P.M.



Stratford City Council Regular Council Open Session MINUTES

Meeting #:	4697th
Date:	Monday, August 8, 2022
Time:	7:00 P.M.
Location:	Electronic Meeting
Council Present in Council Chamber:	Mayor Mathieson - Chair Presiding
Council Present Electronically:	Councillor Beatty, Councillor Bunting, Councillor Burbach, Councillor Clifford, Councillor Gaffney, Councillor Ingram, Councillor Ritsma, Councillor Sebben, Councillor Vassilakos
Regrets:	Councillor Henderson
Staff Present in Council Chamber:	Joan Thomson - Chief Administrative Officer, Chris Bantock - Deputy Clerk, Tatiana Dafoe - City Clerk, Karmen Krueger - Director of Corporate Services
Staff Present Electronically:	David St. Louis - Director of Community Services, Kim McElroy - Director of Social Services, John Paradis - Fire Chief, Taylor Crinklaw - Director of Infrastructure and Development Services, Anne Kircos - Acting Director of Human Resources, Jonathan DeWeerd - Chief Building Official, Nancy Roulston - Manager of Engineering, Nathan Bottema – Project Engineer, Michael Mousley – Manager of Transit, Nate Smith – Supervisor of Transit, Stephanie Potter – Corporate Initiatives Lead, Miranda Ivany – Planner, Zac Gribble – Executive Director, Destination Stratford
Also Present:	Members of the Public and Media

1. Call to Order:

Mayor Mathieson, Chair presiding, called the Council meeting to order.

Moment of Silent Reflection

2. Declarations 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 to otherwise comply with the *Act*.

Name, Item and General Nature of Pecuniary Interest

Councillor Vassilakos declared a pecuniary interest on Item 4.1, "Optimism Place Expansion - Request for Financial Support (FIN22-032)," of the Finance and Labour Relations Committee agenda as she is a member of the Capital Campaign Committee for this organization.

Councillor Burbach declared a pecuniary interest on Items 6.1, "Delegation Request from Loreena McKennitt," and 9.2.1, "Proposed Exemption from Sign By-law 159-2004, 25 Waterloo Street North (PLA22-027)," as she is a Board member for one of the tenants at this facility.

3. Adoption of the Minutes:

R2022-304

Motion by Councillor Vassilakos

Seconded by Councillor Beatty

THAT the Minutes of the Regular Meeting of Council of The Corporation of the City of Stratford dated July 11, 2022 be adopted as printed.

Carried

4. Adoption of the Addendum to the Agenda:

R2022-305

Motion by Councillor Clifford

Seconded by Councillor Bunting

THAT the Addendum to the Regular Agenda of Council and Standing Committees dated August 8, 2022, to add receipt of a delegation request and information report to the Regular Council agenda, be added to the Agenda as printed.

Carried

5. Report of the Committee of the Whole In-Camera Session:

5.1 At the August 8, 2022 Session, under the Municipal Act, 2001, as amended, matters concerning the following items were considered:

4.1 Arbitration Update with the Stratford Professional Fire Fighters Association (SPFFA) - Labour relations or employee negotiations (section 239.(2)(d)); Advice that is subject to solicitor-client privilege including communications necessary for that purpose (section 239.(2)(f)); and Litigation or potential litigation, including matters before administrative tribunals affecting the municipality or local board (section 239.(2)(e));

4.2 Draft Accommodation Licensing By-law - Advice that is subject to solicitor-client privilege including communications necessary for that purpose (section 239.(2)(f));

4.3 Draft Site Alteration By-law - Advice that is subject to solicitor-client privilege including communications necessary for that purpose (section 239.(2)(f)).

At the In-camera Session, direction was given on all items.

6. Hearings of Deputations and Presentations:

6.1 Delegation Request from Loreena McKennitt

R2022-306

Motion by Councillor Ingram

Seconded by Councillor Ritsma

THAT the delegation of Loreena McKennitt with respect to a Proposed Exemption from Sign By-law 159-2004, 35 Waterloo Street North (PLA22-027), be heard.

Carried

Loreena McKennitt advised that since purchasing the school and initiating the heritage designation process, they have worked to put the facility back into the service of the community. Ms. McKennitt noted initiatives the center supports and the reason for the sign variance request. As the Falstaff Family Center includes a number of groups, these groups often want to mount signage which led to the application for five (5) change

copy signs to be installed. Ms. McKennitt stated that as the signs will not be permanently affixed and due to their content and themes, they should not be considered in the same category as a commercial enterprise with permanent signs.

Ms. McKennitt provided information on the process followed, noting the financial and time commitment by her team. She stated they worked closely with City staff and adjusted the request to ensure all concerns were addressed. They were also supportive of conditions recommended by the Planning and Heritage and Sub-committee and were willing to compromise and install three signs following receipt of feedback from the Heritage Stratford Advisory Committee. Ms. McKennitt requested that if Council is unable to support the variance request that this matter be deferred so that an alternative arrangement can be identified.

6.2 ADDED - Request for Delegation by Destination Stratford

R2022-307

Motion by Councillor Burbach

Seconded by Councillor Bunting

THAT the Destination Stratford report titled, "2022 Stratford Boathouse Public Washroom Project Report" dated July 4, 2022, be received;

AND THAT the delegation by Zac Gribble, Executive Director of Destination Stratford, regarding Item 7.8, "Boathouse Washroom Project Financing Alternatives (COU22-061)", be heard.

Carried

Zac Gribble, Executive Director of Destination Stratford, provided an update on the boat house public washroom expansion project. Mr. Gribble noted the project commenced over a year ago when Destination Stratford was considering an alternative to installing a second tourism kiosk in the City. The purpose of the expansion project is to modernize the space into a fully accessible, year round washroom with double the number of stalls.

Following the issuance of a request for proposal, the cost of the project significantly increased which was not anticipated. Mr. Gribble noted there is a need to upgrade elements to ensure they last and are safe. To cover the additional costs for the project, Destination Stratford sought additional

federal and provincial grant funding but was unsuccessful due to the inability to stack government grants with the grant received.

Due to the budget gap, Destination Stratford requested the City to invest additional funds into the project for it to be completed. The value of the project and requirements for the grant funding were noted.

It was questioned and confirmed that Destination Stratford had reviewed the management report. Mr. Gribble advised Destination Stratford prefers Option 1 be approved to meet the requirements of the grant funding. It was further questioned and confirmed that Destination Stratford has explored opportunities to reduce the costs of the project and that the costs presented are proposed to meet the minimum requirements of the grant.

It was noted the washroom is to be staffed and it was questioned if there will be a space for staff. Mr. Gribble advised there will be a small supply room to meet the needs of Community Services staff who will be maintaining the washrooms. Mr. Gribble noted that as there will be additional maintenance because of the expansion there will be additional costs which were outlined in the report.

7. Orders of the Day:

7.1 Correspondence - 25th Dragon Boat Festival

Members were advised that organizers requested designation of the 25th Dragon Boat Festival to be held Saturday, September 17, 2022 as a municipally significant event for the purpose of obtaining a liquor licence. The festival will be held in Lower Queen's Park and Tom Patterson Island. The Fire Department, Building Division and Corporate Services did not identify any concerns with the event.

R2022-308

Motion by Councillor Gaffney

Seconded by Councillor Ingram

THAT City Council hereby designates the 25th Dragon Boat Festival to be held September 17, 2022 in Lower Queen's Park and on Tom Patterson Island as having municipal significance for the purpose of obtaining liquor licences from the AGCO, subject to the necessary permits being obtained, compliance with the

City's Municipal Alcohol Risk Policy and the required certificates of insurance being provided.

Carried

7.2 Resolution - Second Extension of Agreement for Integrity Commissioner Services (COU22-057)

Motion by Councillor Clifford

Seconded by Councillor Beatty

THAT the agreement dated December 18, 2018 between Robert J. Swayze and The Corporation of the City of Stratford for provision of Integrity Commissioner services be extended for a further two year term to December 9, 2024.

Support was expressed for issuing a request for proposal for integrity commissioner services.

Mayor Mathieson called the question on the motion.

Defeated

Discussion was held on extending the contract of the Integrity Commissioner to provide time for staff to develop a request for proposal. It was requested that a draft request for proposal be presented to Sub-committee for review and that the role of the Integrity Commissioner, the services provided, the challenges being experienced by other municipal councils and the code of conduct also be reviewed.

Motion by: Councillor Sebben

Seconded by: Councillor Burbach

THAT the agreement dated December 18, 2018 between Robert J. Swayze and The Corporation of the City of Stratford for provision of Integrity Commissioner services be authorized for extension for up to a six (6) month term;

AND THAT a draft request for proposals for the provision of Integrity Commissioner Services for the City of Stratford be presented to the Finance and Labour Relations Sub-committee for review.

It was suggested the new contract could be for a two year period which would provide the new Council with time to review and understand the

role of the Integrity Commissioner. Following the two year period, a new contract could be completed for a term of four years.

It was questioned whether staff have a concern with the proposed timeline and whether eight (8) months would be preferred. The Chief Administrative Officer advised eight (8) months would be preferable and would provide staff with sufficient time to undertake the requested review. It was suggested staff be given direction to extend the contract with the Integrity Commissioner for up to a 12 month period.

Mayor Mathieson called the question on the motion, as amended, as follows:

R2022-309

Motion by Councillor Sebben

Seconded by Councillor Burbach

THAT the agreement dated December 18, 2018 between Robert J. Swayze and The Corporation of the City of Stratford for provision of Integrity Commissioner services be authorized for extension for up to a one year term to December 9, 2023;

AND THAT a draft request for proposals for the provision of Integrity Commissioner Services for the City of Stratford be presented to the Finance and Labour Relations Sub-committee for review.

Carried

7.3 Proclamation - Lung Cancer Awareness Month

R2022-310

Motion by Councillor Vassilakos

Seconded by Councillor Bunting

THAT Stratford City Council hereby proclaims November 2022 as Lung Cancer Awareness Month in the City of Stratford to recognize the need for research in lung cancer affecting women and lung cancer health disparities, and encourage all citizens to learn about lung cancer and early detection through lung cancer screening.

Carried

7.4 Resolution - Proposed Amendments to the Code of Conduct for Members of Council, Local Boards and Committees By-law 133-2018 (COU22-058)

R2022-311

Motion by Councillor Vassilakos

Seconded by Councillor Ritsma

THAT the Code of Conduct for Members of Council, Local Boards and Committees By-law 133-2018, be amended to:

- **Add the following new section:**
 - **"Orientation and Training: Attendance by members of Council, local boards and committees at orientation and training sessions paid for by the City shall be mandatory. Members unable to attend an orientation or training sessions due to illness or bereavement shall notify the City Clerk prior to the session. The City shall make available the resources and a recording of the session to the member. The member shall then be required to complete the form, enclosed as Appendix C declaring they read the materials and/or watched the session."**
- **Delete section 47 and replace with the following new section 47:**

Formal Complaints

47. Any Employee, Member or member of the public who has identified or witnessed behaviour or activity by a Member that appears to be in contravention of this Code may have their concerns addressed through the formal complaint process set out below:

- **all formal complaints must be made in writing, setting out the reasonable and probable grounds for the allegation that a Member has contravened the Code of Conduct on the Complaint Form / Affidavit attached as Appendix B to this Code of Conduct;**

- **all formal complaints must be filed with the Integrity Commissioner to determine if the matter is a complaint with respect to non-compliance with the Code of Conduct and not covered by any other applicable legislation or City policies;**
- **any witnesses in support of the allegation must be identified on the Complaint form;**
- **the formal complaint shall include the name of the Member alleged to have breached the Code of Conduct, the section of the Code of Conduct that was allegedly contravened, the date, time and location of the alleged contravention;**
- **the Integrity Commissioner may request additional information from the complainant.**

An update on the ability to add provisions to the Code of Conduct that could be legally upheld over Freedom of Speech was requested. The Chief Administrative Officer advised staff are reviewing the request.

A request was made for travel to be included, along with bereavement and illness, as a reason for a member of Council to miss an orientation or training session.

R2022-312

Motion by Councillor Clifford

Seconded by Councillor Sebben

THAT the motion be amended to include travel, along with bereavement and illness, as a reason for a member of Council to miss an orientation or training session.

A member questioned whether it was necessary to include this provision since travel and holidays are often planned in advance.

Mayor Mathieson called the question on the motion to amend the main motion.

Carried

Discussion was held on other reasons which could result in a member missing an orientation or training session. Support was expressed with making attendance at orientation and training sessions mandatory by members of Council.

Mayor Mathieson called the question on the main motion as amended.

Carried

7.5 Proclamation - Childhood Cancer Canada

R2022-313

Motion by Councillor Gaffney

Seconded by Councillor Burbach

THAT Stratford City Council hereby proclaims September 2022 as Childhood Cancer Canada month in the City of Stratford.

Carried

7.6 Resolution - Assumption of Avon West Phase 2 and Avon West Phase 3 Subdivision (COU22-059)

R2022-314

Motion by Councillor Ingram

Seconded by Councillor Vassilakos

THAT Council authorize the assumption of the completed public services in the Avon West Subdivision, Phase 2 and Phase 3 as described in the Subdivision Agreement with Werner Bromberg Limited, registered as Instrument PC81629, the First Amending Agreement registered as Instrument PC132360 and the Second Amending Agreement registered as Instrument PC132361, for Ahrens Street, Brown Street, Thomas Street, Riddell Street, Lots 11-40, 99-102, 143-150, 161-174, Plan 44M-39, Blocks 194, 195, 196, 197, 199, and 200 Plan 44M-39, Parts 1-41 Plan 44R-5258, and Parts 1-44 Plan 44R-5376.

Carried

7.7 Resolution - McCarthy Road West 0.3m Reserve (COU22-060)

R2022-315

Motion by Councillor Ritsma

Seconded by Councillor Ingram

THAT the City of Stratford declare Part 2 Plan 44R-6008 as public highway and dedicate it as forming part of McCarthy Road West.

Carried

7.8 Resolution - Boathouse Washroom Project Financing Alternatives (COU22-061)

R2022-316

Motion by Councillor Bunting

Seconded by Councillor Beatty

THAT the report entitled "Boathouse Washroom Project Financing Alternatives" (COU22-061) be received for information;

AND THAT funding support be provided as the project manager to Destination Stratford, in the amount up to \$198,925 from the Tax Stabilization Reserve.

Support was expressed for this initiative, but concern was noted that it was not included or funded in the 2022 budget. Support was also expressed with pursuing Option 2 with the City issuing a new request for proposal. Additional support was expressed with issuing a request for proposal as it could lower the overall cost of the project.

Mayor Mathieson called the question on the motion.

Carried

7.9 Correspondence - Special Occasion Permit Request

Members were advised the Stratford Slo-Pitch Year-end Tournament will be held on September 9-11, 2022 at the Packham Road Sports Complex and the organizer has applied for a special occasion permit liquor licence.

The Fire Department, Corporate Services Department and the Community Services Department indicated they have no concerns with the event.

R2022-317

Motion by Councillor Clifford

Seconded by Councillor Ingram

THAT City Council does not express concern with the issuance of a special occasion permit for the Stratford Slo-Pitch Year-end tournament to be held September 9-11, 2022 at the Packham Road Sports Complex, subject to the necessary permits being

obtained, compliance with the City's Municipal Alcohol Risk Policy and the required certificates of insurance being provided.

Carried

8. Business for Which Previous Notice Has Been Given:

None scheduled.

9. Reports of the Standing Committees:

9.1 Report of the Infrastructure, Transportation and Safety Committee:

R2022-318

Motion by Councillor Vassilakos

Seconded by Councillor Burbach

THAT the Report of the Infrastructure, Transportation and Safety Committee dated August 8, 2022 be adopted as printed.

Carried

9.1.1 Stratford Landfill Public Input Invited June 2022 (ITS22-018)

THAT Council consider any comments received;

AND THAT the report titled, "Stratford Landfill Public Input June 2022" (ITS22-018), be received for information.

9.2 Report of the Planning and Heritage Committee:

R2022-319

Motion by Councillor Ritsma

Seconded by Councillor Clifford

THAT the Report of the Planning and Heritage Committee dated August 8, 2022 be adopted as printed.

A request was made to take Items 9.2.1 and 9.2.3 separately.

Mayor Mathieson called the question on the Items 9.2.2 and 9.2.4.

Carried

On Item, 9.2.1, it was questioned whether the motion made at the Planning and Heritage Committee could be made. It was confirmed it could be or that a motion to defer the matter could be made, as requested by the applicant.

R2022-320

Motion by Councillor Ritsma

Seconded by Councillor Ingram

THAT the report titled "Proposed Exemption from Sign By-law 159-2004, 35 Waterloo Street North" (PLA22-027), be deferred for staff to discuss further options with the applicant for possible signage on the property.

Support was expressed for the deferral and for discussing alternative options.

Mayor Mathieson called the question on the motion.

Carried

Councillor Burbach, having declared a pecuniary interest on this item, did not participate in the discussion or vote on this matter.

Mayor Mathieson called the question on Item 9.2.3.

Carried

9.2.1 Proposed Exemption from Sign By-law 159-2004, 35 Waterloo Street North (PLA22-027)

That the matter of a Proposed Exemption from Sign By-law 159-2004 for 35 Waterloo Street North be filed.

9.2.2 Heritage Stratford Recommendation Regarding the Intent to Designate 86 John Street South and 90 John Street South under Part IV, Section 29 of the Ontario Heritage Act (PLA22-025)

THAT the Report titled, "Follow up to Report PLA22-025" (PLA22-028), be received.

9.2.3 Heritage Stratford Recommendation Regarding the Intent to Designate 86 John Street South and 90 John Street South under Part IV, Section 29 of the Ontario Heritage Act (PLA22-025)

THAT the Heritage Stratford request for Council to issue a Notice of Intent to Designate 86 John Street S and 90 John Street S, under Part IV, Section 29 of the Ontario Heritage Act, as amended, be filed.

9.2.4 City of Stratford Municipal Heritage Registry – Non-Designated Properties Proposed for Inclusion (PLA22-026)

THAT Council direct Staff to notify the 30 property owners of the Heritage Stratford resolution and inform them of the upcoming virtual public open house;

THAT Staff hold a virtual public open house to educate and inform affected property owners and the public on the objectives of including non-designated properties on the Municipal Heritage Register;

AND THAT following the virtual public open house, staff forward a final recommended list of properties to be included on the Municipal Heritage Registry as non-designated properties for Council's consideration.

9.3 Report of the Finance and Labour Relations Committee:

R2022-321

Motion by Councillor Gaffney

Seconded by Councillor Bunting

THAT the Report of the Finance and Labour Relations Committee dated August 8, 2022 be adopted as printed.

A request was made to take Item 9.3.5 separately.

Mayor Mathieson called the question on Items 9.3.1 to 9.3.4

Carried

Mayor Mathieson called the question on Item 9.3.5.

Carried

9.3.1 Destination Stratford Update 2 (FIN22-027)

THAT the Destination Stratford Q2 Update dated June 21, 2022, be received for information.

9.3.2 Purchasing Policy Exemption for Crane/Service Body Retrofit (FIN22-028)

THAT Council approve an exemption from the Purchasing Policy to sole source the Crane/Service Body Retrofit to Eloquip Ltd.

9.3.3 Electricity Procurement – City of Stratford (FIN22-025)

THAT the report titled, “Electricity Procurement – City of Stratford” (FIN22-025), be received for information.

9.3.4 Treasurer’s Statement for Development Charges and Parkland Reserve Funds 2021 (FIN22-026)

THAT the 2021 Treasurer’s Statement for City of Stratford Development Charges Reserve Funds be received for information;

AND THAT the 2021 Treasurer’s Statement for City of Stratford Cash In Lieu of Parkland Reserve Fund be received for information.

9.3.5 2022 Community Grant Appeal Request (FIN22-024)

THAT the matter of the appeal of Council’s decision regarding denial of a 2022 community grant to ONE CARE Home and Community Support Services be filed.

10. Notice of Intent:

None scheduled.

11. Reading of the By-laws:

The following By-laws required First and Second Readings and Third and Final Readings and were taken collectively upon unanimous vote of Council present:

R2022-322

Motion by Councillor Ritsma

Seconded by Councillor Ingram

THAT By-laws 97-2022 to 100-2022 be taken collectively.

Carried unanimously

R2022-323

Motion by Councillor Vassilakos

Seconded by Councillor Burbach

THAT By-laws 97-2022 to 100-2022 be read a First and Second Time.

Carried two-thirds support

R2022-324

Motion by Councillor Gaffney

Seconded by Councillor Beatty

THAT By-laws 97-2022 to 100-2022 be read a Third Time and Finally Passed.

Carried

11.1 Assumption of Completed Public Services in the Avon West Subdivision, Phases 2 and 3 - By-law 97-2022

To assume the completed public services in the Avon West Subdivision, Phase 2 and Phase 3 as described in the Subdivision Servicing Agreement with Werner Bromberg Limited registered as Instrument PC81629, the First Amending Agreement registered as Instrument PC132360 and the Second Amending Agreement registered as Instrument PC132361, for Ahrens Street, Brown Street, Thomas Street, Riddell Street, Lots 11-40, 99-102, 143-150, 161-174, Plan 44M-39, Blocks 194, 195, 196, 197, 199, and 200 Plan 44M-39, Parts 1-41 Plan 44R-5258, and Parts 1-44 Plan 44R-5376.

11.2 Contribution Agreement for the Electric Vehicle Charging Station Expansion Project - By-law 98-2022

To authorize the entering into and execution of a Contribution Agreement, and any other necessary documentation, between Her Majesty the Queen in Right of Canada as represented by the Minister of Natural Resources and The Corporation of the City of Stratford to carry out the City of Stratford Electric Vehicle Charging Station Expansion Project.

11.3 Amend Code of Conduct for Members of Council, Local Boards and Committees - By-law 99-2022

To amend By-law 133-2018, to make changes to the Code of Conduct for Members of Council, Local Boards and Committees regarding attendance at orientation and training sessions, as well as formal complaint procedures.

11.4 Dedication of Part of McCarthy Road West as Public Highway - By-law 100-2022

To dedicate Part 2 on Reference Plan 44R-6008, as a public highway forming part of McCarthy Road West in the City of Stratford.

12. Consent Agenda: CA-2022-081 to CA-2022-095

12.1 CA-2022-091

R2022-325

Motion by Councillor Ingram

Seconded by Councillor Burbach

THAT CA-2022-091, being a resolution from the Town of Aurora regarding Private Member's Bill C-233, "Keira's Law", be endorsed.

Carried

13. New Business:

13.1 Municipal Accommodation Tax By-law Amendment Process

A member advised several residents have questioned whether accommodators which have a certain number of rooms could be exempt from the by-law. It was questioned whether this amendment would require a motion to reconsider the by-law. The Chief Administrative Officer advised that as Council has adopted the Municipal Accommodation Tax By-law, in order to consider an amendment a motion to reconsider would be required.

14. Adjournment to Standing Committees:

The next Regular Council meeting is September 12, 2022.

R2022-326

Motion by Councillor Ingram

Seconded by Councillor Ritsma

THAT the Council meeting adjourn to convene into Standing Committees as follows:

- **Social Services Committee [7:05 p.m. or thereafter following the Regular Council meeting];**
- **Infrastructure, Transportation and Safety Committee [7:10 p.m. or thereafter following the Regular Council meeting]; and**
- **Finance and Labour Relations Committee [7:15 p.m. or thereafter following the Regular Council meeting];**
- **Planning and Heritage Committee [7:20 p.m. or thereafter following the Regular Council meeting];**

and to Committee of the Whole if necessary, and to reconvene into Council.

Carried

15. Council Reconvene:

15.1 Declarations of Pecuniary Interest made at Standing Committees

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.

Declarations of Pecuniary Interest made at Standing Committee meetings held on August 8, 2022 with respect to the following Items and re-stated at the reconvene portion of the Council meeting:

Name, Item and General Nature of Pecuniary Interest

Councillor Vassilakos declared a pecuniary interest on Item 4.1, "Optimism Place Expansion - Request for Financial Support (FIN22-032)," of the Finance and Labour Relations Committee agenda as she is a member of the Capital Campaign Committee for this organization.

Councillor Burbach declared a pecuniary interest on Item 9.2.1, "Proposed Exemption from Sign By-law 159-2004, 25 Waterloo Street North (PLA22-027)," as she is a Board member for one of the tenants at this facility.

15.2 Committee Reports

15.2.1 Social Services Committee

R2022-327

Motion by Councillor Bunting

Seconded by Councillor Burbach

THAT Items 5.2 and 7.1 of the Social Services Committee meeting dated August 8, 2022 be adopted as follows:

5.2 Identified Need within the Homelessness Portfolio for Enhanced Staffing (SOC22-012)

THAT the report titled, "Identified Need within the Homelessness Portfolio for Enhanced Staffing" (SOC22-012), be received for information;

AND THAT Council approve the hiring of one FTE Supervisor of Homelessness and Housing Stability position.

7.1 Homemakers and Nurses Services Contract Renewal 2022-24 (SOC22-011)

THAT the Director of Social Services be authorized to renew the Agreement with One Care Home and Community Support Services, for Homemakers and Nurses Services for the period from June 1, 2022, to May 31, 2024.

Carried

15.2.2 Infrastructure, Transportation and Safety Committee

R2022-328

Motion by Councillor Burbach

Seconded by Councillor Vassilakos

THAT Items 7.1 and 9.1 of the Infrastructure, Transportation and Safety Committee meeting dated August 8, 2022 be adopted as follows:

7.1 Blue Box Services with Circular Materials Ontario for the Transition Period of May 1, 2024 to December 31, 2025 (ITS22-021)

THAT the Chief Administrative Officer be authorized to negotiate and enter into a contractual agreement for Blue Box Services with Circular Materials Ontario for the Transition Period of May 1, 2024, to December 31, 2025.

9.1 Overnight Parking Strategy (ITS22-019)

THAT the Clerk be directed to bring forward a by-law to amend Section 8(1) - No Parking In Unposted Locations - of the Traffic and Parking By-law 159-2008, as amended, to add the following:

- **in a manner that obstructs municipal snow clearing operations.**

AND THAT staff be directed to undertake an application to the Ministry of the Attorney General, pursuant to the Provincial Offences Act, for Part II set fines to be utilized as follows:

- 1. \$60 voluntary payment within 7 days and \$80 set fine for parking on a roadway or shoulder between 2:00 a.m. and 6:00 a.m.; and,**
- 2. \$60 voluntary payment within 7 days and \$80 set fine for parking in a manner that obstructs municipal snow clearing operations.**

Carried

15.2.3 Finance and Labour Relations Committee

R2022-329

Motion by Councillor Gaffney

Seconded by Councillor Clifford

THAT Item 5.2 of the Finance and Labour Relations Committee meeting dated August 8, 2022 be adopted as follows:

5.2 Long-Term Debt and Borrowing Draft Policy, Lease Financing Draft Policy, and Update of Banking Signing Authorities, (FIN22-031)

THAT the report titled "Long-Term Debt and Borrowing Draft Policy, Lease Financing Draft Policy, and Update of Banking Signing Authorities", (FIN22-031), be received for information;

THAT a new Policy F.1.19 "Long-Term Debt and Borrowing", be approved;

THAT the amended Policy F.1.10 "Lease Financing", be approved;

AND THAT section 4.13 of the Delegation of Authority By-law 135-2017, as amended, be further amended to include the Manager of Revenue and Taxation and the requirement for two signatures, one of which

must be the Chief Administrative Officer or the Director of Corporate Services and Treasurer.

Carried

15.2.4 Planning and Heritage Committee

R2022-330

Motion by Councillor Ritsma

Seconded by Councillor Ingram

THAT Item 5.1 of the Planning and Heritage Committee meeting dated August 8, 2022 be adopted as follows:

5.1 Proposed Site Alteration By-law (PLA22-030)

THAT the Site Alteration By-law as presented, be adopted by Council to regulate the filling, grading and excavation of soil;

THAT Fees and Charges By-law 172-2021 as amended, be further amended to establish fees and charges under the Site Alteration By-law;

AND THAT City Construction Inspectors be appointed as Enforcement Officers under By-law 60-2003 as amended for the purpose of enforcing the Site Alteration By-law in addition to existing Enforcement Officers.

Carried

15.3 Reading of the By-laws (reconvene):

The following By-laws required First and Second Readings and Third and Final Readings and were taken collectively upon unanimous vote of Council present:

R2022-331

Motion by Councillor Bunting

Seconded by Councillor Burbach

THAT By-laws 101-2022 to 106-2022 be taken collectively.

Carried unanimously

R2022-332

Motion by Councillor Clifford

Seconded by Councillor Beatty

THAT By-laws 101-2022 to 106-2022 be read a First and Second Time.

Carried two-thirds support

R2022-333

Motion by Councillor Gaffney

Seconded by Councillor Ingram

THAT By-laws 101-2022 to 106-2022 be read a Third Time and Finally Passed.

Carried

15.3.1 Amend Traffic and Parking By-law - By-law 101-2022

To amend Section 8(1), No Parking in Unposted Locations, of the Traffic and Parking by-law 159-2008, as amended.

15.3.2 Site Alteration By-law - By-law 102-2022

To prohibit and regulate the placing or dumping of fill, removal of topsoil and the alteration of the grade of land in the City of Stratford.

15.3.3 Amend Fees and Charges By-law to Establish Fees under the Site Alteration By-law - By-law 103-2022

To amend Schedule "E" of the Fees and Charges By-law 172-2021, to establish fees and charges under the Site Alteration By-law.

15.3.4 Appoint Enforcement Officers for the Purpose of Enforcing the Site Alteration By-law - By-law 104-2022

To amend By-law 60-2003 as amended, to appoint Enforcement Officers for the purpose of enforcing the Site Alteration By-law.

15.3.5 Amend Delegation of Authority By-law - By-law 105-2022

To amend By-law 135-2017, as amended, to delegate Council's authority to the Manager of Taxation and Revenue

and to add the requirement for two authorized signatures to complete various banking matters.

15.3.6 Confirmatory By-law - By-law 106-2022

To confirm the proceedings of Council of The Corporation of the City of Stratford at its meeting held on August 8, 2022.

15.4 Adjournment of Council Meeting

R2022-334

Motion by Councillor Ritsma

Seconded by Councillor Sebben

THAT the August 8, 2022 Regular Council meeting adjourn.

Carried

Meeting Start Time: 7:00 P.M.

Meeting End Time: 8:00 P.M.

Reconvene Meeting Start Time: 9:28 P.M.

Reconvene Meeting End Time: 9:33 P.M.

Mayor - Daniel B. Mathieson

Deputy Clerk – Chris Bantock



MANAGEMENT REPORT

Date: May 25, 2023
To: Planning and Heritage Sub-committee
From: Kelton Frey, Municipal Law Enforcement Officer
Report #: PLA23-007
Attachments: 30 Queensland Sign Variance Application

Title: Proposed Exemption from Sign By-law 159-2004

Objective: To consider an exemption to the City of Stratford's Sign By-law 159-2004 for a construction site sign at 30 Queensland Road.

Background: Staff conducted a site inspection of an erected ground sign at 30 Queensland Road. Construction site signs do not need a Sign Permit but there are requirements in the size and location as per Sign By-law 159-2004. During the Site inspection the sign location was determined to conform with the requirements of the Sign By-law and is outside of the 12 m by 12 m visibility triangle. The size of the sign exceeds what is permitted in a residential zone.

Section 21.5 (b) of the sign bylaw state; "A construction site sign in areas zoned R1, R2, R3, R4, R5, MUR or A shall be non-illuminated with a sign area not exceeding 1.5m² (16 sq. ft.), shall be set back 1m from the street line and shall be removed from the construction site with sixty days of the completion of the project."

The sign face measures 8.93 m², a total of 7.43 m² over the allotted area. The applicant is seeking to have an amendment to the by-law for their sign's maximum sign area to be 8.93 m² per sign face.

Analysis: The sign is located on a large vacant parcel of land and is advertising the future development of the site. Staff do not have any concern with the sign location or size but recommend that a building permit would be required for this type of sign due to the height and size of the sign.

Financial Implications: There will be no financial implications should the staff recommendation be approved. Schedule "A" to the Sign By-law sets out fees for Sign Permits and Sign Variances. A total of \$654.00 has been collected as part of the variance application. There are no permit fees for construction site signs.

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 sign variance for one (1) Construction sign located at 30 Queensland Road be approved, subject to the owner applying and receiving a building permit for the sign as required in the Ontario Building Code.

Prepared by:

Kelton Frey, Municipal Law Enforcement Officer
Jonathan DeWeerd, Chief Building Official

Recommended by:

Taylor Crinklaw, Director of Infrastructure and
Development Services
Joan Thomson, Chief Administrative Officer



**CITY OF STRATFORD
APPLICATION FOR SIGN
VARIANCE**

NOTE TO APPLICANTS: A Sign Permit will be required if the Sign Variance is approved.

This mandatory information must be provided with the appropriate fee or it will not be accepted.

1. PROPERTY OWNER:

HIP QUEENSLAND INC.		
Address:		
74 GRAND AVENUE SOUTH, SUITE 201		
Postal Code: N1S 0B7	Phone: 519 886 8855	Fax:
Email: Wesley@hipdevelopments.com		

2. APPLICANT OR AGENT OR TENANT (If any)

Address:		
Postal Code:	Phone:	Fax:
Email:		

3. NAME OF ERECTING COMPANY:

FASTSIGNS KITCHENER

4. PROPOSED SIGN LOCATION (ADDRESS):

30 QUEENSLAND ROAD, STRATFORD

5. WHICH SECTION OF THE SIGN BY-LAW IS THE PROPOSED SIGN NOT IN COMPLIANCE WITH?

MAXIMUM SIZE FOR A CONSTRUCTION SIGN

**6. WHY IS IT NOT POSSIBLE TO COMPLY WITH THE PROVISIONS OF THE BY-LAW?
(Attach Additional Information if Required)**

TEMPORARY SIGN INFORMING PASSING TRAFFIC ABOUT THE NEW RESIDENTIAL DEVELOPMENT MUST BE LEGIBLE FROM THE STREET

7. IS THE PROPERTY LOCATED WITHIN THE HERITAGE CONSERVATION DISTRICT?

NO

8. SITE PLAN DRAWING

The application shall be accompanied by a site plan drawing showing the following:

- The location of all existing buildings and their entrances;
- The location of all driveways and parking areas on the property;
- The location and dimensions of the frontage and all boundaries of the property on which the sign is proposed to be erected;
- The location of the proposed sign on the property;

9. PROPOSAL OF SIGN TO BE ERECTED

The application shall be accompanied by a photograph or drawing of the sign showing the following:

- Details of the sign drawn to scale, including dimensions, materials, colours, text, graphics, sign area and any other information as may be required to determine compliance with the By-law;


APPLICANTS CHECKLIST

(This checklist must be completed for the application to be processed)

Have you included:

- The application fee
- One copy of the completed application form
- One copy of the site plan drawing required in Section 8
- One copy of the proposed sign required in Section 9



SIGNATURE OF APPLICANT	
<i>I declare that the information in this application is true and made with a full knowledge of the circumstances connected with same.</i> <i>I agree to conform to the regulations for encroachments to which this application pertains.</i> <i>I have read the Encroachment Policy for the City of Stratford.</i> <i>I am the owner or authorized agent.</i> <i>I have read the Notice of Collection on the bottom of this form.</i>	
SIGNATURE: 	DATE: <i>March 21, 2023</i>

NOTICE OF COLLECTION

The personal information collected on this form is collected under the authority of the *Municipal Act, 2001* and will be used by Development Services staff for the purpose of making a decision on this application and for administrative purposes. Questions about the collection and use of this information may be made to the City Clerk, P.O. Box 818, Stratford, ON, N5A 6W1 or by telephone 519-271-0250 ext. 235 during business hours.

If you require this form in an alternate format, contact Development Services at 519-271-0250x345 or TTY at 519-271-5241





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Heritage Stratford Advisory Committee

MINUTES

A meeting of the Heritage Stratford Advisory Committee (HS) was held on Tuesday, September 13, 2022 at 7:00 p.m., electronically.

Committee Members Present: Brian Johnson – Vice-Chair Presiding, Barb Cottle, Jeff Atchison, Laura Dent, Councillor Danielle Ingram, Cambria Ravenhill, Jacob Vankooten, Howard Shubert

Staff Present: Andrea Hachler – Manager of Planning, Miranda Ivany – Planner, Casey Riehl – Recording Secretary

Regrets: Jack West, Robin Thornrose

1.0 Call to Order

Brian Johnson, Vice-Chair called the meeting to order at 7:09 p.m.

2.0 Declarations of Pecuniary Interest and The General Nature Thereof

None declared.

3.0 Adoption of Previous Minutes

Motion by Cambria Ravenhill

Seconded by Jeff Atchison

THAT the minutes from the Heritage Stratford Advisory Committee meeting dated June 14, 2022, be adopted as printed. Carried

4.0 Business Arising from Previous Minutes

4.1 Blue Plaque & James Anderson Award Update

Cambria Ravenhill reported that the two Blue Plaque presentations took place earlier this summer and the James Anderson Award presentation also took place in July. HS will advertise again for nominations for both these awards later this year.

4.2 Destination Stratford Audio Tours Update

The videos of the Blue Plaque recipients have been sent to Destination Stratford. There is no update on any heritage tours.

4.3 Community Partners & Projects – Cambria Ravenhill

Cambria Ravenhill updated HS that the Friends of the Shakespearean Gardens have been replacing rose bushes in the garden. Next, they will be working on planting peonies that they also received as a donation.

The Downtown Stratford BIA is working with an organization that promotes public art within municipalities (STEPS). They want to align with HS to understand the specific rules of the Heritage Conservation District and any art installations in that area.

Ms. Ravenhill reported that there is a new citizen group that has formed to try to spearhead a development of the Grand Trunk property. They may be in touch with HS in the future.

4.4 Update on Former Perth County Registry Office

Miranda Ivany, Planner, updated HS that the County is exploring options for the building as opposed to demolishing it.

4.5 265 St. David Street Permit Update

This project is currently at an impasse. On June 3, 2022 staff had requested a new application be submitted for a permit. The property owners indicated they no longer want to engage in this process as they have replaced the windows with doors that were not original. Staff will be exploring options and reaching out to the Province for guidance.

5.0 Designation Sub-Committee Update

5.1 Avoncrest Property Designation – 86 & 90 John Street South

Cambria Ravenhill reported that Council voted against designating the Avoncrest property. HS has met with the Hospital and discussed plans and the possibility of maintaining the façade. However, the Hospital would like to move forward with developing the site. Once all the current facilities have been moved out of the building, the Hospital will be looking to obtain a demolition permit.

Howard Shubert reported that a group has been formed to try and save Avoncrest and have permission from the HPPH to make a presentation to their Board this week. The group will try to present the option that there is a middle ground to ultimately find a use for the building.

Laura Dent noted that there is an archaeological component of the Official Plan, which does require archaeological assessments for sites that are within 300 meters of water. It is not clear what would trigger that

assessment, however soil disturbance does occur with demolition activity. HS may want to take a closer look at these particular criteria.

5.2 Non-Designated Properties Register

Miranda Ivany, Planner, reported that the opt-out period for Phase 2 of the non-designated properties register has closed. Of the 63 original properties, 13 have opted out, leaving 50 properties for the register.

HS will explore the idea of re-naming the Non-Designated Properties Register to reflect the significance of the properties. Laura Dent suggested that Stratford could follow London in the naming of the register as a Register of Cultural Heritage Resources, which indicates even properties that are non-designated, have some degree of heritage status. This would be one register that includes non-designated properties and properties designated under Part IV and V. Councillor Ingram noted that there is not a specific outline of how a municipality sets up their register. Waterloo and Kitchener both have two separate registers. One for designated and one for non-designated. The Ontario Heritage Act does not specify how the registers need to be set up, it is up to the individual municipalities. HS will have further discussions regarding the name of the register or registers and whether combining them for Stratford make sense. The lists will require Council approval and be in conformity with the Ontario Heritage Act.

5.3 Update from Designation Sub-Committee

No new updates to be reported.

6.0 Development Services Report

Miranda Ivany, Planner, submitted the September 2022 Development Services Report for HS's information.

7.0 New Business

7.1 Designation Plaque Mounting at Fairgrounds Gate – Cambria Ravenhill

Cambria Ravenhill reported that when the Fairgrounds Gate was designated in 2019, a plaque was ordered and received, however was never installed due to the pandemic. She would like to decide where to have the plaque mounted during the Fall Fair this year. Staff has put in a request to the Public Works Division to set up a meeting at the site for approval to mount the plaque.

Heritage Stratford Advisory Committee
September 13, 2022

7.2 2023 Heritage Stratford Budget

Motion by Barb Cottle

Seconded by Laura Dent

THAT the Heritage Stratford Advisory Committee requests a 2023 budgetary figure of \$7,725.00 from the City of Stratford, as follows:

- **Heritage Research/Service Contracts (to provide research/writing for property designations, at-risk buildings, properties of interest list, other specific research reports & photography): \$5,000.00**
- **Awards, Plaques, Event & Conference Expenses: 2,500.00**
- **Educational & Outreach expenses Memberships: 225.00**

Carried

7.3 Reminder of Membership Terms Ending on November 14, 2022

Staff reminded Howard Shubert, Cambria Ravenhill, Robin Thornrose, Barb Cottle, and Jack West that their current terms will be ending in November. If members wish to re-apply, application forms are available on the City's website or can be picked up at the Clerk's Office at City Hall.

Cambria Ravenhill thanked Councillor Ingram for all her help and advice as the Council representative for HS. Her support as the Council representative and background as a planner has been very much appreciated and her presence on HS will be missed.

8.0 Date of Next Meeting

The next meeting of Heritage Stratford will be held on Tuesday, December 13, 2022 at 7:00 p.m.

9.0 Adjournment

Motion by Barb Cottle

Seconded by Jacob Vankooten

THAT the September 13, 2022 Heritage Stratford Advisory Committee meeting adjourn. Carried

Start Time: 7:09 P.M.

End Time: 8:07 P.M.



Heritage Stratford Advisory Committee

MINUTES

A meeting of the Heritage Stratford Advisory Committee (HS) was held on Tuesday, February 14, 2023 at 7:00 p.m., electronically.

Committee Members Present: Brian Johnson, Barb Cottle, Jeff Atchison, Jacob Vankooten, Andy Bicanic, Councillor Larry McCabe

Staff Present: Jonathan DeWeerd – Chief Building Official, Miranda Ivany – Planner, Casey Riehl – Recording Secretary

Also Present: Loreena McKennitt – Falstaff Centre, Errol Fischer – Falstaff Centre

Regrets: Jack West, Laura Dent

1. Call to Order

Brian Johnson, Vice-Chair called the meeting to order at 7:07 p.m.

2. Declarations of Pecuniary Interest and The General Nature Thereof

Name, Item and General Nature of Pecuniary Interest

Councillor McCabe declared a pecuniary interest on Item 4, "Sign By-law Exemption Request for 35 Waterloo Street", as his spouse's theatre company is mentioned in the presentation.

3. Introduction of New Members

Brian Johnson welcomed new members Andy Bicanic and Councillor Larry McCabe to the Heritage Stratford Advisory Committee and introduced all the members and staff.

4. Delegation: Sign By-law Exemption Request for 35 Waterloo Street – Loreena McKennitt

Ms. McKennitt, owner of the Falstaff Centre located at 35 Waterloo Street, presented to the Committee a proposal to hang five various sizes of "change

Heritage Stratford Advisory Committee Meeting
February 14, 2023

copy" signs on the fences at the corner of William/Waterloo Street, along Waterloo Street, and the corner of Elizabeth/Waterloo Street. The signs would be changeable depending on the activity taking place. At times, the signs may not be used. The owners have delivered 80 letters to their surrounding neighbours to inform them of their request and allow them to submit feedback with any concerns. They have worked with City staff to make adjustments and ensure that visibility was not an issue.

5. Delegation: Sign By-law Exemption Report for 35 Waterloo Street – Jonathan DeWeerd, Chief Building Official – City of Stratford

Jonathan DeWeerd, Chief Building Official (CBO) explained the Management Report staff has prepared for the Sign By-law exemption for 35 Waterloo Street. Staff is requesting input from Heritage Stratford on the request to erect the five ground signs. The variance would be to allow the five signs in a residential area. Currently, there is only one ground sign permitted in this zone. The owners had previously applied for an exemption in 2022, however Heritage Stratford indicated at that time that they had concerns with the number of signs being requested. The CBO stated that staff is currently not in support of the exemptions, as the signs do not adhere to the Sign By-law and these signs would be located on City property and require an encroachment agreement. Exceptions could influence future applications and are not in compliance with the Sign By-law but are collaborating with the applicant to bring the application through.

Brian Johnson inquired if the site plan submitted was to increase the previously recommended three signs from Heritage Stratford up to five signs. The CBO stated that the current application is back to the original request for five additional signs, plus the existing wooden ground sign that is currently located on the corner of William and Waterloo Streets.

Brian Johnson noted that the documents state that any sign measuring over 1.6 meters in height would be required to be approved and signed by an engineer. He inquired if they would be open to reducing the size of the two signs that would be required to be approved by an engineer. If they would change from a Type B sign to a Type C sign, they would not need to be approved by a professional engineer. Ms. McKennitt stated they would be open to reducing the sizes.

Errol Fischer now present at the meeting at 7:37 p.m.

Brian Johnson noted that on the site plan drawings, there are six signs plus the existing ground sign. He inquired if this is correct. Errol Fischer clarified that they are requesting five additional signs. The original application did identify two taller Type C signs at Elizabeth and Waterloo Streets, however, were removed as they were deemed to be in the sight triangle. They are now requesting two Type C signs and three Type A signs. With these sizes, no engineering approval would

Heritage Stratford Advisory Committee Meeting
February 14, 2023

be required. Mr. Fischer noted that they have had an engineer review all the signs regardless of their size to ensure the signs are safe and properly constructed.

Andy Bicanic stated that the elevation difference from the fence to the building is significant enough, that it does not take away from the heritage significance of the building. He also stated that the owners have taken steps to ensure that the signs are not interfering with sight lines. He noted that it was a positive step that the owners did not receive any opposition letters from the neighbours regarding any of the signs. The main factor in the request is setting a precedence on the number and size of signs to be permitted.

Barb Cottle inquired if the owners would be open again to a reduction in the number of signs they are requesting. Ms. McKennitt stated they would be open to compromise on the number of signs.

Motion by Andy Bicanic

Seconded by Jacob Vankooten

THAT the Heritage Stratford Advisory Committee recommends Stratford City Council support the granting of an exemption from the Sign By-law 159-2004 at 35 Waterloo Street to allow for a total of four (4) change copy signs on the surrounding fence as follows:

- **one (1) sign located on Elizabeth Street next to the beveled corner (Type C design),**
 - **one (1) sign located on Waterloo Street next to the beveled corner at Elizabeth Street (Type A design), and**
 - **two (2) signs located on the beveled corner of William and Waterloo Street (one a Type A design and one a Type C design).**
- Carried**

6. Election of the 2023 Chair and Vice-Chair

Staff declared nominations open for the 2023 Chair of the Heritage Stratford Advisory Committee.

- Brian Johnson nominated Jacob Vankooten
- Andy Bicanic nominated Brian Johnson

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

Heritage Stratford Advisory Committee Meeting
February 14, 2023

Motion by Andy Bicanic
Seconded by Barb Cottle

THAT the nominations for the 2023 Heritage Stratford Advisory Committee Chair be closed. Carried

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

Motion by Andy Bicanic
Seconded by Jeff Atchison

THAT Brian Johnson be elected as the 2023 Chair of the Heritage Stratford Advisory Committee. Carried

Staff declared nominations for the 2023 Vice-Chair of the Heritage Stratford Advisory Committee open.

- Brian Johnson nominated Jacob Vankooten

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

Motion by Barb Cottle
Seconded by Councillor McCabe

THAT nominations for the 2023 Heritage Stratford Advisory Committee Vice-Chair be closed. Carried

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

Motion by Andy Bicanic
Seconded by Barb Cottle

THAT Jacob Vankooten be elected as the 2023 Vice-Chair of the Heritage Stratford Advisory Committee. Carried

7. Adoption of Previous Minutes

There were no minutes to be considered at the February 14, 2023 meeting. The September 13, 2022, minutes will be listed on the March 14, 2023, Heritage Stratford agenda for consideration.

8. Business Arising from Previous Minutes

8.1 Destination Stratford Audio Tours – Barb Cottle/Brian Johnson

Barb Cottle advised she has completed the write-ups for each of the properties. The Committee will revisit this project at a later date to edit the write-ups and plan for next steps.

Heritage Stratford Advisory Committee Meeting
February 14, 2023

8.2 Community Partners & Projects

No new updates.

8.3 Update on former Perth County Registry Office – Miranda Ivany

No new updates to report. The County is exploring options for the building.

8.4 Update on 265 St. David Street Permit – Miranda Ivany

The Planner advised staff have been in contact with the City's Solicitor and are reviewing paths forward for the permit. Upon review of the Council resolution relating to this matter, it appears that they have met that resolution, however they did not follow the proper process and it is anticipated a report will be brought to Council in the coming months.

9. Designation Sub-Committee Update

9.1 Update on Non-Designated Properties Register – Miranda Ivany

The Planner reported that staff is in the process of reviewing the changes made to the Ontario Heritage Act by Bill 23 to determine a path forward. It is anticipated that the properties that were recommended in the 2nd and 3rd phase of the project, will require additional review to determine if they meet the increased threshold to list them on the register. It is further anticipated that additional communication and mail-outs will be required for the affected property owners. The changes require that properties listed on the register must be designated by the City within three years.

10. Development Services Report

Miranda Ivany, Planner, submitted the February 2023 Development Services Report for the Committee's information.

11. New Business

11.1 2022 James Anderson Award and 2023 Blue Plaque Awards

The Committee will be advertising for the annual James Anderson Award to collect nominations.

Motion by Andy Bicanic
Seconded by Jacob Vankooten

THAT the Heritage Stratford Advisory Committee advertises for nominations for the annual James Anderson award with a deadline date of March 31, 2023 for submissions. Carried

Heritage Stratford Advisory Committee Meeting
February 14, 2023

The Committee will be advertising for the annual Blue Plaque Awards to collect nominations for this year's recipients.

Motion by Barb Cottle

Seconded by Andy Bicanic

THAT the Heritage Stratford Advisory Committee advertises for nominations for the annual Blue Plaque awards with a deadline date of March 31, 2023 for submissions. Carried

11.2 Shakespearean Gardens – Heritage Designation Possibilities

Brian Johnson reported that the Friends of the Shakespearean Gardens have contacted him to inquire if there is a way that they can protect the gardens, possibly by designating them under the Ontario Heritage Act. The Shakespearean Gardens are included in Stratford's Heritage Conservation District. Heritage protection for the gardens may already be achieved by being located within the HCD. It was noted this matter requires further discussion at the next meeting.

11.3 Updated Members for Sub-Committees

Permit Review & Heritage Sign Review Sub-Committee: Brian Johnson, Jacob Vankooten, Jeff Atchison

Further discussion at the March meeting to fill the remaining positions on all three sub-committees.

12. Date of Next Meeting

The next meeting of Heritage Stratford will be held on Tuesday, March 14, 2023 at 7:00 p.m., in the Mansbridge Room at the Stratford Rotary Complex.

13. Adjournment

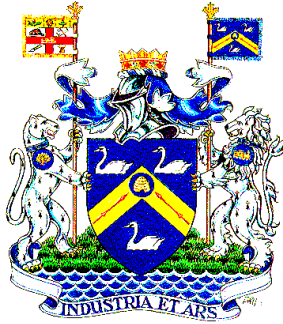
Motion by Jacob Vankooten

Seconded by Councillor McCabe

THAT the February 14, 2023 Heritage Stratford Advisory Committee meeting adjourn. Carried

Start Time: 7:07 P.M.

End Time: 8:29 P.M.



Heritage Stratford Advisory Committee

MINUTES

A meeting of the Heritage Stratford Advisory Committee (HS) was held on Tuesday, March 14, 2023 at 7:00 p.m., Stratford Rotary Complex – Mansbridge Room

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

Staff Present: Miranda Ivany – Planner, Casey Riehl – Recording Secretary

Also Present: Jane Marie Mitchell

1. Call to Order

The Chair called the meeting to order at 7:10 p.m.

2. Declarations of Pecuniary Interest and The General Nature Thereof

None declared.

3. Adoption of Previous Minutes

Motion by Andy Bicanic

Seconded by Jacob Vankooten

THAT the minutes from the Heritage Stratford Advisory Committee meetings dated September 13, 2022 and February 14, 2023, be adopted as printed. Carried

4. Business Arising from Previous Minutes

4.1 Community Partners & Projects

No new updates.

4.2 Update on 265 St. David Street Permit – Miranda Ivany

Miranda Ivany, Planner, reported that staff is in the process of drafting a report for Council's consideration.

4.3 James Anderson & Blue Plaque Awards Update – Brian Johnson

Ads in the Town Crier and social media posts have been posted with a deadline for nominations of March 31, 2023 for both.

4.4 Shakespearean Garden – Heritage Designation – Brian Johnson

Reg White, a representative of the Friends of the Shakespearean Garden, addressed Heritage Stratford in February 2022 about the significance of the garden. Recently, they have inquired with Heritage Stratford if the Shakespearean Garden could be preserved by a designation. Brian Johnson noted that the garden is within Stratford's Heritage Conservation District, so the garden may already have some protection. The property is owned by the City of Stratford.

Jeff Atchison volunteered to consult with Laura Dent, to research the designation request to see if it is necessary to protect the garden with a designation or if it is even possible. Mr. Atchison stated that historical gardens can be designated, but perhaps looking into certain aspects of the garden, such as the landscape design, perhaps the rose garden and herb garden.

4.5 Sub-Committee Members

Brian Johnson reviewed the duties of the three sub-committees and opened the floor up for anyone who wanted to volunteer.

Permit Review & Heritage Sign:

Brian Johnson, Jacob Vankooten, Jeff Atchison, Andy Bicanic, Councillor McCabe volunteered for this Sub-committee.

Designations:

Barb Cottle, Jeff Atchison, Laura Dent volunteered for this Sub-committee.

Awards:

Brian Johnson and Barb Cottle volunteered for this Sub-committee.

5. Designation Sub-Committee Update

5.1 Update on Non-Designated Properties Register – Miranda Ivany

Staff is currently working on the updates including the review of heritage properties in Stratford through the Official Plan Update. Laura Dent inquired if Heritage Stratford will be consulted as part of the Official Plan Update process. The Planner stated that it is very likely they will but will consult with her Director who is organizing the review. The Planner noted that this review is a comprehensive update, not a consolidation.

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6. Development Services Report

Miranda Ivany, Planner, submitted the March 2023 Development Services Report for the Committee's information and was available for questions.

7. New Business

None noted.

8. Date of Next Meeting

The next meeting of Heritage Stratford will be held on Tuesday, April 11, 2023 at 7:00 p.m., in the Mansbridge Room at the Stratford Rotary Complex.

9. Adjournment

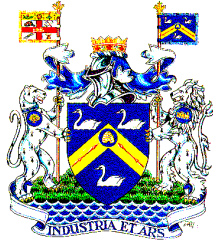
Motion by Jacob Vankooten

Seconded by Andy Bicanic

THAT the March 14, 2023 Heritage Stratford Advisory Committee meeting adjourn. Carried

Start Time: 7:10 P.M.

End Time: 7:38 P.M.



Heritage Stratford Advisory Committee

MINUTES

A meeting of the Heritage Stratford Advisory Committee (HS) was held on Tuesday, April 11, 2023 at 7:00 p.m., Stratford Rotary Complex – Mansbridge Room

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

Staff Present: Miranda Ivany – Planner, Casey Riehl – Recording Secretary

Regrets: Councillor Larry McCabe

1. Call to Order

The Chair called the meeting to order at 7:00 p.m.

2. Declarations of Pecuniary Interest and The General Nature Thereof

None declared.

3. Adoption of Previous Minutes

Motion by Jacob Vankooten

Seconded by Barb Cottle

THAT the minutes from the Heritage Stratford Advisory Committee meetings dated March 14, 2023 be adopted as printed. Carried

4. Business Arising from Previous Minutes

4.1 Community Partners & Projects

No new updates.

4.2 Update on 265 St. David Street Permit – Miranda Ivany

Miranda Ivany, Planner, stated that staff is preparing a report for Council's consideration.

4.3 James Anderson & Blue Plaque Awards Update – Brian Johnson

Brian Johnson reported that as of the March 31, 2023 deadline, the sub-committee has received several nominations for both the James Anderson Award and the Blue Plaque Award. The sub-committee has narrowed down

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the lists and will do some background research for each of the nominees prior to making any decisions on the awards.

4.4 Shakespearean Garden – Heritage Designation – Brian Johnson

Jeff Atchison reported that he has contacted Reg White to discuss the designation of the Shakespearean Garden or elements within the park. They plan on meeting with the Parks & Forestry Manager at the garden to discuss various options and a plan moving forward. Mr. Atchison and Laura Dent will continue to work on the project and provide an update at a future meeting.

Jack West suggested that if the garden does not get designated, perhaps a blue plaque could be awarded for the original factory owner. Jeff Atchison noted that there is a plaque near the smokestack, perhaps one placed by the Architectural Conservancy of Ontario (ACO). Mr. Atchison also suggested that one of the information signs that you see in other Stratford parks could be placed in the garden.

5. Designation Sub-Committee Update

5.1 Update on Non-Designated Properties Register – Miranda Ivany

Miranda Ivany will work with the designation sub-committee to prepare letters for property owners to inquire if they would be interested in pursuing a heritage designation for their property. Sub-committee members to prepare a draft letter that Planning staff will e-mail out. Barb Cottle confirmed that Stratford-Perth Archives staff is available to do research on any of the properties on the list.

6. Development Services Report

Miranda Ivany, Planner, submitted the April 2023 Development Services Report for the Committee's information and was available for questions.

7. New Business

7.1 Community Heritage Ontario Annual Membership

Motion by Jacob Vankooten

Seconded by Andy Bicanic

THAT the Heritage Stratford Advisory Committee spends \$75.00 from their 2023 Committee Budget for the annual membership fee for Community Heritage Ontario. Carried

8. Date of Next Meeting

The next meeting of Heritage Stratford will be held on Tuesday, May 9, 2023 at 7:00 p.m., in the Mansbridge Room at the Stratford Rotary Complex.

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9. Adjournment

Motion by Jeff Atchison

Seconded by Barb Cottle

THAT the April 11, 2023 Heritage Stratford Advisory Committee meeting adjourn. Carried

Start Time: 7:00 P.M.

End Time: 7:21 P.M.