



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

Date: Monday, February 10, 2025
Time: 10:48 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: Joan Thomson - Chief Administrative Officer, Audrey Pascual - Deputy Clerk, Taylor Crinklaw - Director of Infrastructure and Development Services, Adam Betteridge - Director of Building and Planning Services, Karmen Krueger - Director of Corporate Services, Tim Wolfe - Director of Community Services, Kim McElroy - Director of Social Services, Neil Anderson - Director of Emergency Services/Fire Chief, Dave Bush - Director of Human Resources, Shannon Archer - Business Integration Manager, Miranda Franken - Council Clerk Secretary, Krista Robinson - Chief Executive Officer, Stratford Public Library, Zac Gribble - Executive Director, Destination Stratford

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

No disclosures of pecuniary interest were made a member at the February 10, 2025, Planning and Heritage Committee meeting.

3. Sub-committee Minutes

Sub-committee minutes were provided for background regarding the discussion held at the January 30, 2025, Sub-committee meeting.

4. Delegations

None scheduled.

5. Reports

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

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

- The nine (9) temporary sidewalk signs and one (1) cow statue be permitted for the temporary period of March 28, 2025 to April 7, 2025, on City property at the following locations:
 - Mornington Street at the City's northerly limits;
 - McCarthy Road West at Mornington Street (2 signs);
 - McCarthy Road East at Romeo Street;
 - Ontario Street at the City's easterly limits (2 signs);
 - Huron Street at the City's westerly limits;
 - Downie Street (Road 112) at the City's southerly limits;
 - Erie Street at Line 32; and

- Northeast corner of McCarthy Road West and Mornington Avenue (Cow Statue).
- The two (2) banner signs, one (1) cow statue and five (5) directional signs be permitted for the temporary period of April 1, 2025 to April 4, 2025 on the City's Rotary Complex property (353 McCarthy Road West).

Motion by Mayor Ritsma

Seconded By Councillor Henderson

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

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

AND THAT the use of sponsorship signs be limited to the two (2) banner signs.

Committee Discussion: Committee members and staff held a discussion regarding the following:

- the event being carried out by the Canadian Dairy Expo every year and exemptions from the Sign By-law are being sought to allow for the installation of signs related to the event;
- there being an inquiry at the Sub-Committee meeting regarding the inclusion of brands on the signs for sponsorship purposes; and,
- the limitation being included with respect to the use of sponsorship signs.

The Chair called the question on the motion.

Carried

6. For the Information of Committee

6.1 Department Update

It was noted that the Director of Building and Planning Services provided an update at the January Sub-committee meeting.

6.2 Advisory Committee/Outside Board Minutes

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

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

7. Adjournment

Motion by Councillor Burbach

Seconded By Councillor Henderson

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

Carried

Meeting Start Time: 10:48 P.M.

Meeting End Time: 10:54 P.M.