



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.