



MANAGEMENT REPORT

Date: January 30, 2025
To: Mayor and Council
From: Kelton Frey, By-law Enforcement Officer, Connor Occleston –
Deputy Chief Building Official
Report Number: PLA25-001
Attachments: None

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

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

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

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

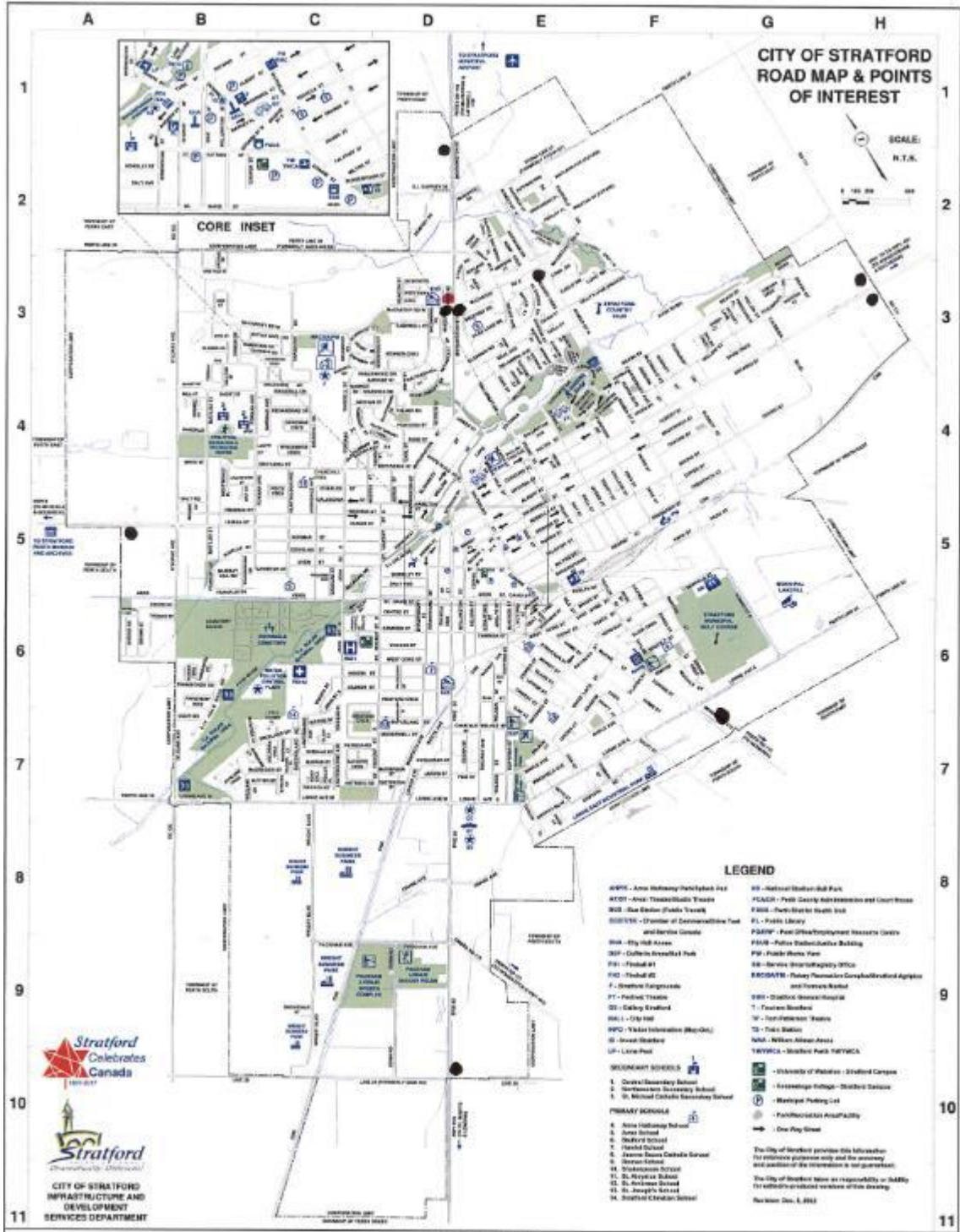
THAT the Canadian Dairy Expo Sign Variance Application to Sign By-law #159-2004 be approved as follows:

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

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

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

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



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

Stratford Rotary Complex sign Map



- Pride seeds banners
- Cow
- Entrance 1/2 sandwich board
- Junior farmers parking sandwich board
- John Deere Welcome banner

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

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

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

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

Financial Implications:

Not applicable:

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

Alignment with Strategic Priorities:

Strengthening our Plans, Strategies and Partnerships

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

Developing our Resources

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

Widening our Economic Opportunities

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

Alignment with One Planet Principles:

Equity and Local Economy

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

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

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

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

Prepared by: Kelton Frey, By-law Enforcement Officer
Connor Occeston, Deputy Chief Building Official

Recommended by: Adam Betteridge, Director of Building and Planning Services
Joan Thomson, Chief Administrative Officer