



**The Corporation of the City of Stratford  
Planning and Heritage Sub-committee  
Open Session  
AGENDA**

**Date:** Thursday, January 25, 2018  
**Time:** 4:30 P.M.  
**Location:** Council Chamber, City Hall  
**Sub-committee Present:** Councillor Ritsma - Chair Presiding, Councillor Ingram - Vice Chair, Councillor Brown, Councillor Henderson, Councillor Vassilakos  
**Staff Present:** Ed Dujlovic - Director of Infrastructure and Development Services, Jeff Leunissen - Manager of Development Services, Jodi Akins - Council Clerk Secretary, Joan Thomson - City Clerk

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. Delegations

None scheduled.

### 4. Report of the Director of Infrastructure and Development Services

#### 4.1 Sign By-law Variance for the Royal Canadian Legion Branch 8 (Stratford Legion) (PLA18-001)

3 - 6

Motion by \_\_\_\_\_

**Staff Recommendation:** THAT the Royal Canadian Legion Branch 8 be granted a sign variance for permission to erect two fascia signs on the existing mounting brackets/designated spaces on City Hall for a maximum of fourteen days for Remembrance Day activities provided they obtain a sign permit;

**AND THAT** the sign variance noted above remain in effect until December 1, 2022.

### 5. Project Update

The Manager of Development Services to provide an update on ongoing projects.

### 6. Advisory Committee/Outside Board Minutes

7 - 9

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

Heritage Stratford Committee minutes of October 4, 2017

### 7. Next Sub-committee Meeting

The next Planning and Heritage Sub-committee meeting is March 1, 2018 at 4:30 p.m. in the Council Chamber, City Hall.

### 8. Adjournment

Meeting Start Time:

Meeting End Time:

Motion by \_\_\_\_\_

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



## MANAGEMENT REPORT

**Date:** January 25, 2018  
**To:** Planning and Heritage Sub-committee  
**From:** Rob Reinecker, Municipal By-law Enforcement Officer  
**Report#:** PLA18-001  
**Attachments:** None

**Title:** Sign By-law Variance for the Royal Canadian Legion Branch 8 (Stratford Legion)

**Objective:** To consider a sign variance to allow two fascia signs to be erected on City Hall by the Royal Canadian Legion Branch 8.

**Background:** On October 12, 2004, the City of Stratford Council passed a comprehensive Sign By-law. Section 4.2 of the Sign By-law prohibits signs that are located on, or encroach on, property owned by the City without the formal approval of the City. Section 23 of the Sign By-law sets out the process and criteria on which sign variances are to be approved. When considering a sign variance, Planning and Heritage Sub-Committee, Planning and Heritage Committee and Council shall have regard for:

- (i) Special circumstances or conditions applying to the land, building or use referred to in the application;
- (ii) Whether strict application of the provisions of this By-law in the context of the special circumstances applying to the land, building, or use, would result in practical difficulties or unnecessary and unusual hardship for the applicant, inconsistent with the general intent and purpose of this By-law;
- (iii) Whether the special circumstances or conditions are preexisting and not created by the owner or the applicant; and
- (iv) Whether the sign that is the subject of the variance will alter the essential character of the area.

On May 28, 2013, Council adopted the following resolution to provide greater clarity regarding signs on City Hall:

That signs be permitted on City Hall only in accordance with the following provisions:

- A maximum of two signs be displayed that must be positioned in the designated spaces on either side of the front door for a maximum period of 14 days;

- That the signs be a maximum size of 4 feet by 8 feet which would allow them to affix to the existing fasteners;
- That the individual/group requesting permission to display their sign/banner must apply for a minor variance to the Sign By-law and for a sign permit, if necessary;
- That the banner/sign shall not advertise commercial enterprises or logos and the content must be restricted to those advertising special municipal events or other matters of municipal interest within the City of Stratford;
- That the content of each banner/sign must be reviewed and approved by City Council;
- That the installing and removal of the banner be done by a contractor approved by the Director of Engineering and Public Works or designate;
- That banners or signs cannot be displayed over the front door of City Hall effective immediately; and
- That staff revise the City Hall Auditorium Rental Agreement and Contract to reflect these changes;

Following the adoption of policies regarding signs on City Hall, the Royal Canadian Legion Branch 8 submitted a sign variance and on September 23, 2013, Council approved the following:

That the request by the Royal Canadian Legion Branch 8, to erect two approved signs on City Hall for a maximum of fourteen days from existing mounting brackets/designated spaces on an annual basis, for the next five years (2013 to 2017) be granted.

The Royal Canadian Legion Branch 8 has continued to use the same signs (see next page) that were approved in 2013 and have always adhered to the City Hall Sign By-law provisions.

**Analysis:** In September 2013, Council determined the request by the Royal Canadian Legion Branch 8 to erect two signs on City Hall for a maximum of fourteen days from existing mounting brackets/designated spaces met the sign variance provisions of the Sign By-law and granted a sign variance for a period of five years. The timeframe for that variance is due to expire prior to the 2018 Remembrance Day activities. Nothing has changed from Council's determination in 2013 that a sign variance is warranted, the Legion has used the same signs and placed them on existing brackets on City Hall. As there have been no issues with the placement of signs by the Legion on City Hall since the 2013, staff is recommending the sign variance for the Legion be extended until December 1, 2022.

No change is proposed to the requirement that the Legion continue to obtaining a sign permit on an annual basis.



**Financial Impact:** Schedule "A" to the Sign By-law sets out fees for Sign Permits and Sign Variances. The fee in 2018 for a sign permit is \$211 and \$571 for a sign variance. Staff initiated this sign variance and have not collected any fees in association with this report.

**Staff Recommendation:** THAT the Royal Canadian Legion Branch 8 be granted a sign variance for permission to erect two fascia signs on the existing mounting brackets/designated spaces on City Hall for a maximum of fourteen days for Remembrance Day activities provided they obtain a sign permit;

**AND THAT** the sign variance noted above remain in effect until December 1, 2022.

---

Rob Reinecker, Municipal Law Enforcement Officer



---

Ed Dujlovic, Director of Infrastructure and Development Services



---

Rob Horne, Chief Administrative Officer

January 4, 2018



A meeting of the **Heritage Stratford Committee** was held on the above date at 7:00 p.m., City Hall Annex (Avon Room), 82 Erie Street, Stratford ON

**Present:** Wayne Graham – Chair Presiding, Patrick O'Rourke, Dave Gaffney, Pat Bolton, Jacob Vankooten, Amanda Langis, Nancy Murie, Councillor Danielle Ingram, Cambria Ravenhill

**Staff Present:** Jeff Leunissen – Manager of Development Services, Casey Riehl – Recording Secretary

**Absent:** Rachel Tucker - Planner

---

## MINUTES

### 1.0 CALL TO ORDER

Wayne Graham called the meeting to order at 7:04 p.m.

### 2.0 DISCLOSURE OF PECUNIARY INTEREST

None declared.

### 3.0 ADOPTION OF PREVIOUS MINUTES – September 12, 2017

**Motion by Patrick O'Rourke, seconded by Cambria Ravenhill to adopt the minutes dated September 12, 2017 as printed. Carried.**

### 4.0 BUSINESS ARISING FROM PREVIOUS MINUTES

#### (a) Non-Designated Properties List – Pat O'Rourke

Patrick O'Rourke discussed with the committee what direction they would like to take moving forward with the non-designated list that Margaret Rowell has almost completed. Should the HS committee take the completed list to Council or Sub-committee to make them aware of the list and that the committee intends to reach out to homeowners about being on the list. He is suggesting this step, to ensure that before the committee spends more time and money on the project, making sure Council wants HS to continue further. If Council approves, they can revisit with the final list, letter to homeowners, demolition details, legalities, process, etc. Nancy Murie questioned if homeowners would feel this list is too invasive and would rather their property not be on the list.

Mr. O'Rourke stated that this would be something Council would need to decide. If Council did not approve registering the list, the HS committee could use it as an unofficial internal list to consider future designations.

Patrick O'Rourke will send Jeff Leunissen information to include in two management reports for the Planning and Heritage Sub-committee. The first report to approve in principle the non-designated list and a second report on the details and the process of how to get on the non-designated list.

**(b) Heritage Stratford Web Page Update – Danielle Ingram**

No new updates.

**(c) Reminder of Membership Terms Ending**

Staff reminded Jacob Vankooten, Patrick O'Rourke, Amanda Langis and Nancy Murie that their terms with HS will be ending November 30, 2017. The deadline to re-apply is October 20, 2017.

## **5.0 DESIGNATION UPDATES**

**Stratford Fairgrounds** – Jeff Leunissen updated the committee that bids have been received for the Fairgrounds RFP. A steering committee will be set up in the near future to review the bids. Once this has been completed, the reference plan will be addressed.

## **6.0 BUILDING DEPARTMENT REPORT (June-October 2017) – Jeff Leunissen**

Jeff Leunissen distributed the report to committee members and reviewed the status of recent permit and site plan applications.

## **7.0 BLUE PLAQUE UPDATE**

No new update.

## **8.0 NEW BUSINESS**

**(a) Recognition of Land on the Heritage Stratford Website – A. Langis**

Amanda Langis distributed some information regarding land acknowledgement and putting the information on the Heritage Stratford web page. She has done some initial research on the land on which Stratford was founded on and has suggested that the traditional territories be recognized on the website. Dave Gaffney volunteered to assist Ms. Langis with the wording for a statement to put on the website. He worked on a similar project for the Sesquicentennial Committee. Once the wording is complete, HS can adopt a resolution to send to Sub-committee to consider before it is posted on the website.



**(b) 2016 James Anderson Award**

The committee discussed advertising for this year's James Anderson Award, as well as a submission deadline for nominee's.

**Motion by Dave Gaffney, seconded by Patrick O'Rourke that the Heritage Stratford Advisory Committee accepts 2016 James Anderson Nominations until Tuesday, January 2, 2018. Carried**

Staff will contact Mike Beitz to have a press release sent out, as well as to advertise the nominations on social media. Staff will also have it listed in the Town Crier.

**(c) Plaques at City Hall – Dave Gaffney**

Dave Gaffney reported that at a previous Sub-committee meeting, there was discussion regarding hanging plaques in City Hall commemorating the new Market Square. As parts of the interior of City Hall are designated, his hope is that HS will be consulted prior to anything being hung. Jeff Leunissen stated that the exterior is designated as part of the Heritage Conservation District and council chambers, rotunda and auditorium are subject to a heritage easement. Mr. Gaffney inquired if entranceways, hallways and public spaces are part of the easement also. Staff will research the exact details and report back. Councillor Ingram stated she was not aware of any current plans to hang plaques inside City Hall.

**(d) Ministry of Tourism, Culture and Sport – Environmental Registry**

Jeff Leunissen circulated an e-mail from the MTCS inviting input into their proposed guide. The document aims to assist municipalities and other partners when considering cultural heritage resources and land use planning. HS members can send in their comments by November 17, 2017.

**9.0 NEXT MEETING DATE** – Thursday, November 14, 2017 at 7:00 p.m. – Avon Rm.

**10.0 ADJOURNMENT**

**Motion by Pat Bolton, seconded by Amanda Langis to adjourn the meeting. Carried.**

Time: 8:58 p.m.