



Economic Development and Planning Committee

Tuesday, October 4, 2016, 5:15 pm
City Hall, Council Chambers

<u>Committee Members</u>	<u>Areas of Responsibility</u>	
Councillor P. Deery, Chair	Economic Development Planning	Economic Development Advisory Team
Councillor L. Bursey	Chamber of Commerce	Museum Board
Councillor M. Kalivas	DBIA	Library Board
Councillor D. LeSueur	Heritage Brockville	Arts Centre
Mayor D. Henderson, Ex-Officio		Tourism

Page

COMMITTEE AGENDA

Disclosure of Interest

Delegations and Presentations

- 4 - 22 1. Destination Marketing Program
 Brockville Tourism

Mr. Steve Weir will describe the Destination Marketing Program for the Committee.

Correspondence

Nil.

Staff Reports

- 23 - 33 1. 2016-130-10
 Proposed Amendment to Zoning By-law 050-2014
 Part of Lot 11, Block 31, Plan 67
 City of Brockville, 12 Victoria Avenue
 Owners: Ian & Mary Jean McFall
 Applicant: Brian Kendel

THAT Zoning By-law 050-2014 be amended to rezone lands described as Part of Lot 11, Block 31, Plan 67, City of Brockville, County of Leeds, with municipal address 12 Victoria Avenue, from R4 - General Residential Zone to MD - Mixed Use Downtown Zone.

Economic Development and Planning Committee
October 4, 2016

- 34 - 49 2. 2016-131-10
Proposed Amendment to Official Plan and Zoning By-law 050-2014
800 Stewart Boulevard, Brockville
Owner: Pentecostal Assemblies of Canada
(Highway Pentecostal Church)
Applicant: Brockville Montessori School
1. *THAT Official Plan Amendment No. 5 to modify "Site Specific Policy Area 4.8.4.1" respecting lands described as Concession 2, Part of Lot 16, Parts 1 to 3, RP 28R-3242, City of Brockville, County of Leeds, with municipal address 800 Stewart Boulevard, to permit a private school and a day nursery, in addition to the existing place of worship, be adopted.*
 2. *THAT Zoning By-law 050-2014 be amended to modify the I1-3 General Institutional Special Exception Zone applicable to lands described as Concession 2, Part of Lot 16, Parts 1 to 3, RP 28R-3242, City of Brockville, County of Leeds, with municipal address 800 Stewart Boulevard, to allow for a private school and a day nursery as permitted uses in addition to a place of worship.*
- 50 - 57 3. 2016-132-10
Rockford Forest Subdivision
Pre-Servicing Agreement
Owner: Cathedral Enterprises Ltd.
- THAT the Mayor and Clerk be authorized to execute a Pre-Servicing Agreement between the Corporation of the City of Brockville and Cathedral Enterprises Ltd., for various work on lands described as Part of Lot 11, Concession 2, City of Brockville, County of Leeds, being the Rockford Forest Subdivision, subject to finalization and acceptance by staff of the servicing design and issuance of any required Ministry of the Environment and Climate Change (MOECC) approvals.*
- 58 - 78 4. 2016-133-10
Destination Marketing Fee
Loan Agreement

Economic Development and Planning Committee
October 4, 2016

THAT the Economic Development and Planning Committee recommend that Council enter into a loan agreement (with interest), with a not-for-profit organization, known as Brockville Accommodation and Attraction Partners, in the amount of \$50,000 with milestones and repayment terms to be negotiated and presented to Council.

THAT the subject funds be utilized to establish the governance structure for a Brockville Destination Marketing fee program utilizing the 3% Bed Tax for tourism related programming and tourism product development, and further that the funds be secured from general cash with an appropriate loan receivable account to be established

New Business - Reports from Members of Council

Nil.

Consent Agenda

Brainstorming

Adjournment

THAT the Economic Development and Planning Committee adjourned its meeting until the next regular meeting scheduled for November 1, 2016.

Brockville

Destination Marketing Program



Destination Marketing Program

What is it?

In Ontario, Destination Marketing Programs (DMPs) are voluntary industry-led initiatives that have existed in several destinations at different points in time since 2004.

An amount remitted by providers of transient accommodation in a destination or region, for the purpose of supporting regional tourism marketing and development.

Destination Marketing Program

History

Historically, participating hotels have voluntarily remitted fees (3% of room revenues) to their accommodation industry association who then transferred funds to a local or regional non-profit destination marketing organization to promote their city or region

Participating attractions remit a 50 cent per ticket per paying guest or an annual partnership fee

Destination Marketing Program

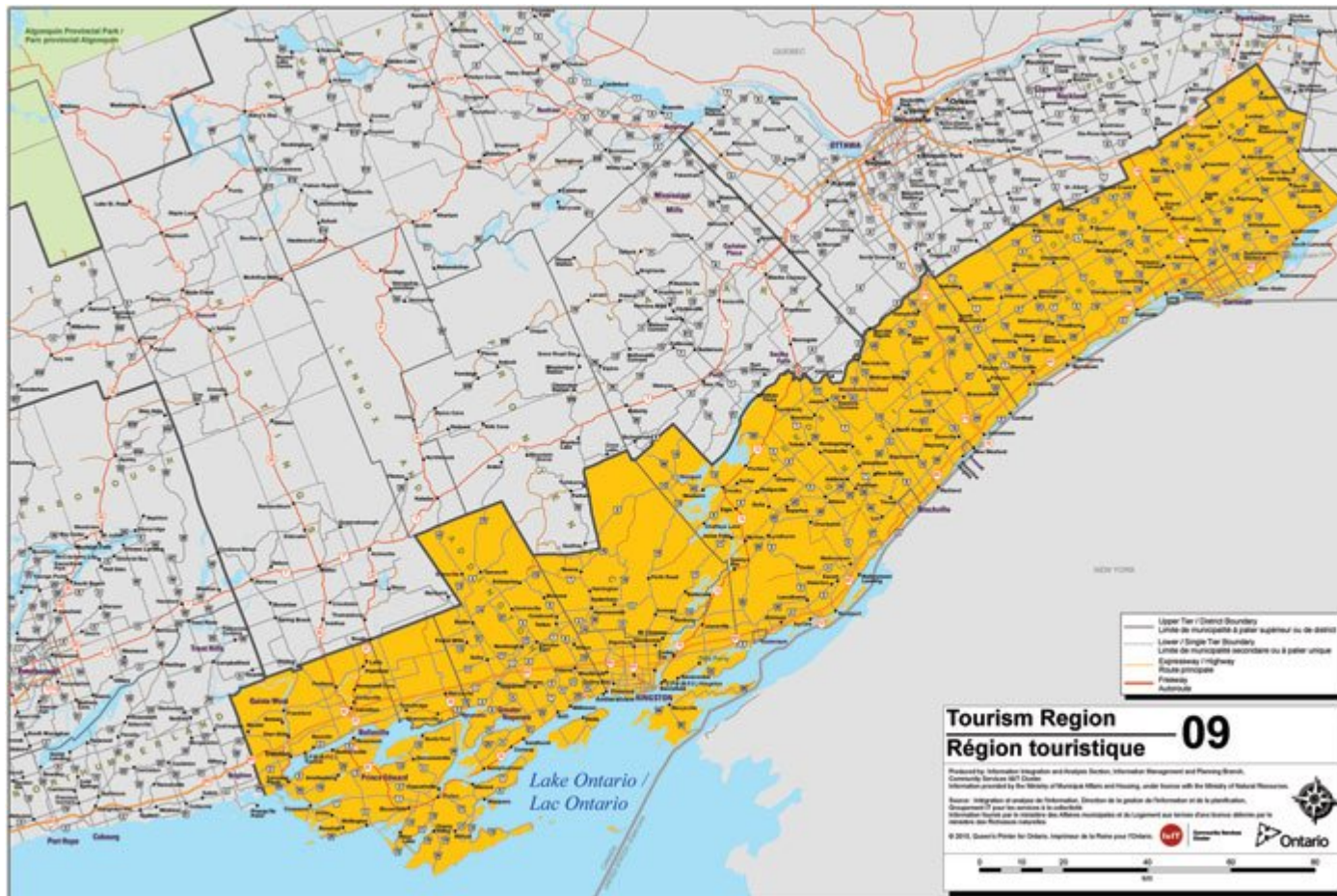
Tourism Funding

In 2012, the Ontario Government established a yearly fund of approximately \$200,000. This fund can be accessed by participating regions within RTO 9 (The Great Waterway) through partnership proposal submission.

Brockville has benefited from these programs through partnership proposals over the past few years:

1. City signs on 401 – East and West
2. Brockville 401 Profile Signs – East and West
3. Brockville Tourism Mobile Friendly Application
4. Garden Tourism Initiative
5. Aquatarium Banner and Billboard Program
6. Search Engine Optimization Programs
7. Downtown Shuttle Bus

Destination Marketing Program



Destination Marketing Program

Today

Cities and regions that have successfully implemented a Destination Marketing Program

Ottawa

Gananoque

Hastings County

Bay of Quinte

Cornwall

Kingston

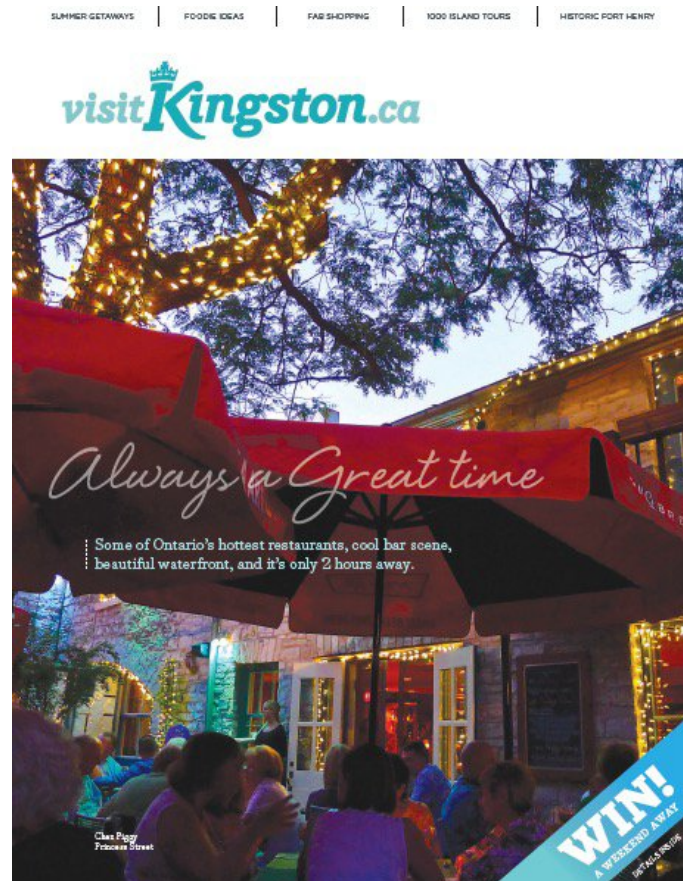
Prince Edward County

Toronto

Destination Marketing Program

Kingston

- DMP 1.2 Million





Destination Marketing Program

Gananoque

- DMP \$250 000



1000 Islands
Gananoque

WIN your own Private Island for a Week!



Win an exclusive Private Island getaway in the heart of the 1000 Islands plus an unbelievable vacation prize package!

Within view of the shorelines of Gananoque, one lucky winner will have exclusive access to the historic Sampson Island. Take in the beauty, tranquility and breathtaking views of Gananoque and the 1000 Islands.

Destination Marketing Program

Brockville

➤ DMP \$ 0

Destination Marketing Program

Brief History

- In 2009, a DMP was started in Brockville with only one hotel participating.
- In 2010-11, Brockville's DMP was dissolved with the start of RTO9, The Great Waterway.
- Since that time Brockville has been trying to re-establish a DMP for Brockville and 1000 Islands Region **without success**.

Destination Marketing Program

Recognizing the need for and, the value of having a DMP for the Brockville and 1000 Islands Region, **an independent, provincially incorporated not-for-profit group is being set up** to overseeing the implementation and management of the DMP.

The organization will be know as Brockville Accommodation and Attraction Partners (BAAP) and made up of an Executive Director governed by a nine member Board of Directors

Destination Marketing Program

Brockville Accommodation and Attraction Partners – **Remittance Structure**

Accommodation Partner Remittance

- 3% fee PAID by the “Guest”

Attraction Partner Remittance

- 50 cents per ticket sold PAID by “Guest” or an annual partnership fee

Destination Marketing Program

Brockville Accommodation and Attraction Partners – **Partner Benefit**

- Participation in a broader level marketing program
- Participation in advertising, marketing, entertainment and special events development, product development and research activities
- Participation in marketing initiatives that budgets may otherwise limit i.e. Television and Radio Campaigns
- Broader brand recognition
- Have a say in shaping the Brockville and the 1000 Islands Tourism Sector

Destination Marketing Program

Brockville Accommodation and Attraction Partners – **City of Brockville and 1000 Islands Region Benefits**

- More visitors to Brockville and 1000 Islands Region
- More tourism dollars spent with Brockville businesses
- More overnight stays – “more heads in beds”
- More consistent marketing programs resulting in a higher profile for the City of Brockville and the 1000 Islands Region

Destination Marketing Program

Brockville Accommodation and Attraction Partners – Revenue Projections

- ▶ Accommodation Partners: Based on 2014 and 2015 PKF trends DMP revenue for 2017 is projected at \$226,568
- ▶ Attraction Partners:
 - ▶ Aquatarium: Based on a projection of 60 000 visitors, DMP revenue for 2017 is projected at \$30 000.00
 - ▶ Brockville Arts Centre: Based on a projection of 40 000 visitors, DMP revenue for 2017 is projected at \$20 000.00

Destination Marketing Program

Brockville Accommodation and Attraction Partners – **Request to the City of Brockville**

Brockville Accommodation and Attraction Partners is asking the City of Brockville for a short-term start up loan in the amount of \$50,000 to assist with administrative and operating expenses for the first year.

Destination Marketing Program

Brockville Accommodation and Attraction Partners – **Use of Funds**

- Start-up Coop Advertising Fund
- Salary
- Rent
- Office Equipment & Supplies
- Insurance
- Legal Fees
- Brand Development
- Membership Fees – i.e. International Travel Council etc.

Destination Marketing Program

Brockville Accommodation and Attraction Partners

To date, we have a number of accommodation and attraction partners who have signed letters of intent to enter into a term agreement with the Brockville Accommodation and Attraction Partners by January 1, 2017 with more expected in the weeks to come.

26Sept2016

REPORT TO THE ECONOMIC DEVELOPMENT PLANNING COMMITTEE

4 OCTOBER 2016

2016-130-10

PROPOSED AMENDMENT TO ZONING BY-LAW 050-2014 M. PASCOE MERKLEY

PART OF LOT 11, BLOCK 31, PLAN 67

DIRECTOR OF PLANNING

CITY OF BROCKVILLE

ANDREW MCGINNIS

12 VICTORIA AVENUE

PLANNER II

OWNERS: IAN & MARY JEAN MCFALL

APPLICANT: BRIAN KENDEL

FILE: D14-015₍₀₅₀₋₂₀₁₄₎

RECOMMENDATION

THAT Zoning By-law 050-2014 be amended to rezone lands described as Part of Lot 11, Block 31, Plan 67, City of Brockville, County of Leeds, with municipal address 12 Victoria Avenue, from R4 - General Residential Zone to MD – Mixed Use Downtown Zone.

PURPOSE

The purpose of this report is to provide recommendation on an application respecting 12 Victoria Avenue, to amend City of Brockville Zoning By-law 050-2014 as it relates to the subject lands.

BACKGROUND

Mr. Brian Kendel, agent acting on behalf of the owners of lands described as Part of Lot 11, Block 31, Plan 67, City of Brockville, County of Leeds, has filed an application for amendment to City of Brockville Zoning By-law 050-2014. The lands which are the subject of the application are located on the west side of Victoria Avenue and south of Victoria Lane, as shown on **Schedule "A"** attached hereto.

The property measures approximately 287.99 m² in size with frontage on Victoria Avenue of 15.24 m and 18.89 m on Victoria Lane. The application for an amendment to Zoning By-law 050-2014 seeks to rezone this parcel from R4 – General Residential Zone to MD – Mixed Use Downtown Zone to facilitate development of a "Business and Professional Office" within the existing building.

Zoning and Official Plan Information:

Official Plan:	Downtown and Central Waterfront Area – Transitional Area, within the Mixed-Use Node.
Existing Zoning:	R4 – General Residential Zone
Proposed Zoning:	MD – Mixed Use Downtown Zone to permit a "Business and Professional Office" within the existing building.

2016-130-10
Proposed Amendment to Zoning By-Law 050-2014
12 Victoria Avenue, City of Brockville
Owners: Ian and Mary Jean McFall
Applicant: Brian Kendel
Files: D14-015₍₀₅₀₋₂₀₁₄₎

Site Characteristics:

Total Area: 287.99 m²
Frontage (Victoria Ave): 15.24 m
Frontage (Victoria Lane): 18.89 m

The subject land is currently occupied by a 3 storey brick structure and small parking area for two vehicles, accessed off Victoria Lane. The property is currently used as a single detached dwelling. In the past, the building was the home of a physician and his family, and contained his medical office.

Photos of the subject property are attached as **Schedule "B"**.

Surrounding Land Use:

North: Lands to the north are zoned R4 – General Residential Zone and are occupied by a Residential Triplex.
South: Lands to the south are zoned MD – Mixed Use Downtown Zone and are occupied by Spitfire Café and an owner-occupied residential dwelling unit.
East: Lands across Victoria Avenue are zoned MD – Mixed Use Downtown Zone and are occupied by Residential Dwellings containing multiple units.
West: Lands to the west are zoned MD – Mixed Use Downtown Zone and are occupied by Commercial Uses fronting on King Street.

Public Participation

The application for the Zoning By-law Amendment has preceded through the normal review process. On 6 September 2016, a Public Meeting was held by the Economic Development and Planning Committee. Notice of the Public Meeting was advertised in the Brockville Recorder and Times Newspaper on 11 August 2016 and was circulated to property owners within 120.0 metres of the subject property. In addition, a sign was posted on the subject property advising that the lands are the subject of application for Amendment to City of Brockville Zoning By-law 050-2014. Comments from City Departments and affected agencies were also solicited. An excerpt from the minutes of the Public Meeting is attached as **Schedule "C"**.

Comments Received are summarized below:

1. Brent Caskenette, Chief Building Official
 - No concern with the application at this time.

2. Greg Healy, Chief Fire Prevention Officer
 - No concern provided that a Change of Use Permit is obtained and also a Building Permit to separate the commercial from the residential occupancy.
3. Steve Allen, Supervisor of Engineering, Environmental Services Department:
 - No concern

ANALYSIS

Provincial Policy Statement Considerations:

The Provincial Policy Statement 2014 (PPS) issued under section 3 of the *Planning Act* provides policy direction on matters of Provincial interest related to land use planning and development. Section 3 of the Planning Act further directs that Council decisions affecting planning matters “*shall be consistent with*” the Provincial Policy Statement.

Part V of the PPS sets out various policies which describe areas of Provincial interest. Not all policies in the PPS are relevant to the planning matter under consideration, and thus, only those relevant portions will be referenced below.

From a review of the PPS, there are some relevant statements/policies under Part V, Section 1 “Building Strong Communities”. The preamble in this section is a general statement which reads, in part, as follows:

“Ontario’s long-term prosperity, environmental health and social well-being depend on wisely managing change and promoting efficient land use and development patterns. Efficient land use and development patterns support strong, livable and healthy communities, protect the environment and public health and safety, and facilitate economic growth.”

This general statement is followed by more specific policies, including the following references which are of relevance to this application:

Section 1.1 Managing and Directing Land use to Achieve Efficient and Resilient Development and Land use Patterns, includes various policies addressing sustaining “healthy, livable and safe communities” through development/redevelopment within settlement areas which build upon existing services and amenities.

This general statement is followed by more specific policies, promoting intensification of existing building stock with full municipal services located within settlement areas.

"1.1.3.1 *Settlement areas* shall be the focus of growth and their vitality and regeneration shall be promoted."

"1.1.3.2 Land use patterns within *settlement areas* shall be based on:

- a. densities and a mix of land uses which:
 - a. efficiently use land and resources;
 - b. are appropriate for, and efficiently use, the *infrastructure* and *public service facilities* which are planned or available, and avoid the need for their unjustified and/or uneconomical expansion; and
 - c. minimize negative impacts to air quality and climate change, and promote energy efficiency in accordance with policy 1.8; and
- b. a range of uses and opportunities for *intensification* and *redevelopment* in accordance with the criteria in policy 1.1.3.3."

Furthermore, Section 1.1.3.3 also states that "*Planning Authorities shall identify and promote opportunities for intensification and redevelopment where this can be accommodated taking into account existing building stock or areas, including brownfield sites, and the availability of suitable existing or planned infrastructure and public service facilities required to accommodate projected needs*". Additional policies addressing the matter of intensification are found throughout the PPS.

"1.3.1 *Planning authorities shall promote economic development and competitiveness by:*

-
- b) *providing opportunities for a diversified economic base, including maintaining a range and choice of suitable sites for employment uses which support a wide range of economic activities and ancillary uses, and take into account the needs of existing and future businesses:..."*

The proposed "Business and Professional Office" is to be located within an existing building with full municipal services, access to public transit, and located within the Downtown and Central Waterfront Area of the City. Accordingly, the proposed commercial use, together with the ability to have residential occupancy, is consistent with various policies contained within the PPS, as outlined above.

Official Plan Considerations

The Official Plan provides guidance on how to manage future growth, development, and change within the City of Brockville.

The Official Plan's goals are to create a sustainable city in terms of health and vitality, that is economically viable and diverse, has high quality municipal services and amenities, and is well planned.

Section 2.3 outlines strategic planning themes which include “*A Sustainable, Healthy, and Vital City*”, “*An Economically Strong and Diverse City*”, “*A High Quality of City Services and Amenities*”, and “*A Well-Planned Responsive City*”. Specifically, “*A Sustainable, Healthy, and Vital City*” outlines among others, that the City is to “ensure that all citizens have, equitable, accessible, affordable, energy efficient housing choices, which are supportive of a variety of lifestyles at various stages of life.”

Through approved objectives, the City is also to “*revitalize the Downtown and Central Waterfront Area as mixed commercial, residential, cultural, social, tourism and entertainment destinations, while recognizing and conserving its cultural heritage resources*” and “*provide for a variety of housing forms, tenures and levels of affordability through development, redevelopment, intensification and infilling projects.*”

The subject land is designated under Schedule 1 - City Structure, of the Official Plan, as “*Downtown and Central Waterfront Area within the Mixed Use Node*”. In addition, the subject land is subject to the following constraints and considerations:

- Schedule 2 – Design Strategy – Downtown and Central Waterfront Area, of the Official Plan, identifies the subject land as being subject to Policy 4.2.3. Specifically, the property is subject to policies pertaining to the “*Transitional Area*” and “*Intermittent Street Frontage*”. Policy 4.2.3 is discussed further in this report.

Section 3 addresses building a healthy and sustainable City. More specifically, Section 3.2.2.1 states among others that development within the Mixed Use Nodes and Corridors needs to be transit supportive and accommodate a range of uses. This section continues by envisioning the Downtown and Central Waterfront Area as being the primary focus for the greatest mix of commercial, retail, and service opportunities. More specifically, the Downtown and Central Waterfront Area is the primary mixed-use Node and is intended to accommodate residential, office, commercial, community services, cultural activities, main street shops and boutiques, and related uses and activities that reinforce the existing character of the downtown area.

Section 3.2.6 outlines policies for the scope of development within the “Downtown and Central Waterfront Area”, focusing on intensification and redevelopment, revitalization of the Downtown and Central Waterfront Area and which place an emphasis on the urban design and architecture being consistent with the guidelines contained within the Downtown Waterfront Master Plan and Urban Design Strategy.

The general Downtown and Central Waterfront Area policies are further refined under Section 4.2.2 where, in addition to residential dwelling units being permitted, commercial uses such as business and professional offices, eating establishments, service and convenience retail and similar types of uses shall also be permitted.

Section 4.2.3, subsection 5, states that *"All required parking shall be provided on the site or in a shared facility having adequate capacity within 150 metres of the subject lands. Appropriate parking standards for the Downtown and Central Waterfront shall be established in the Zoning By-law"*.

Section 4.2.3, subsection 11, states that for lands *"Within transitional areas of the Downtown and Central Waterfront Area identified on Schedule 2, the height, density and massing of the development shall be compatible with the adjacent low density residential uses through the use of appropriate transitions including but not limited to lower building heights, additional setbacks and buffers, building treatments, location of parking, and landscaping"*.

Based on policies above, review of Schedule 1 – City Structure and Schedule 2 – Design Strategy – Downtown and Central Waterfront, as well as comments received, planning staff are of the opinion that the proposal to permit the current residential use to be converted, in part, to commercial occupancy for an interior design business will have little to no impact on abutting properties. The proposed commercial use of the property is considered compatible with the neighbourhood and therefore conforms to policies contained within the Official Plan.

Zoning By-law Considerations:

The current zoning on the property with municipal address 12 Victoria Avenue is R4 – General Residential Zone under City of Brockville Zoning By-law 050-2014. The requested Amendment to City of Brockville Zoning By-law 050-2014 would, if approved, rezone the subject lands from the current R4 – General Residential Zone to MD – Mixed Use Downtown Zone to facilitate development of a "Business and Professional Office" within the existing building.

Staff have examined the request, looked at the current uses within the surrounding area as well as previous files regarding requests for rezoning to properties on the fringe of the MD – Mixed Use and Downtown Zone and have no concern with the proposed use which would occupy an underutilized downtown building. The property immediately south (10 Victoria Avenue) and properties directly across Victoria Avenue are zoned MD – Mixed Use Downtown Zone. By permitting the requested rezoning, development patterns along Victoria Avenue would be more uniform and following the natural division line that Victoria Lane establishes.

It also should be reiterated that this building did previously contain a commercial component when the house was occupied by a doctor, his family and his medical practice.

Respecting on-site parking, Zoning By-law 050-2014 permits the conversion of part or all of a residential unit to a commercial use permitted in the Downtown and Central

2016-130-10
Proposed Amendment to Zoning By-Law 050-2014
12 Victoria Avenue, City of Brockville
Owners: Ian and Mary Jean McFall
Applicant: Brian Kendel
Files: D14-015₍₀₅₀₋₂₀₁₄₎

Waterfront Area. If the new commercial use will occupy part or all of the ground floor area of the building, there is an exemption for a maximum of three (3) parking spaces. As the site currently contains two (2) parking spaces to the rear of the dwelling and the proposed change requires three (3) additional spaces, the net result is that no additional spaces are required for the proposed use of the building.

On balance, the requested rezoning to MD Mixed Use Downtown Zone is appropriate, and no special exceptions are required to be included for purposes of the conversion of 12 Victoria Avenue to the mixed use of the existing building as proposed.

POLICY IMPLICATIONS

A review of applicable P.P.S. and Official Plan policies appears in the Analysis section of this report.


FINANCIAL CONSIDERATIONS


A complete application for amendment to the City of Brockville Zoning By-law 050-2014 has been received, including all applicable fees. All costs associated with the proposed Zoning By-law Amendment are the responsibility of the Owners.

CONCLUSION

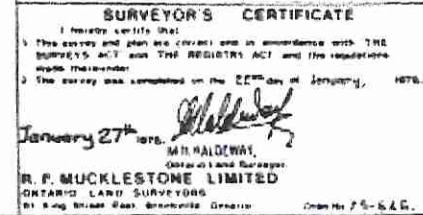
Following review of the PPS, the Official Plan, Zoning By-law 050-2014, as well as submissions received respecting the request for Zoning By-law amendment for 12 Victoria Avenue, it is reasonable to rezone the subject property to MD-Mixed Use Downtown Zone. The proposed rezoning will intensify the use of an existing building, utilize existing services/infrastructure and add to the mixed-use nature of buildings within the Downtown and Central Waterfront Area. With its proximity to King Street, by encouraging the conversion of the property and utilization of the space as proposed by the applicant represents good planning. This conclusion is reflected in the recommendation at the beginning of this report.


M. Pascoe Merkley, MCIP, RPP
Director of Planning


Bob Casselman
City Manager


Andrew McGinnis, MCIP, RPP, Dipl.M.M.
Planner II

Page 30 of 78



SCHEDULE "B" TO REPORT 2016-130-10



SCHEDULE "C" TO REPORT 2016-130-10



Public Meeting Economic Development & Planning Committee

Tuesday, September 06, 2016, 6:00 pm
City Hall, Council Chambers

COMMITTEE MINUTES

Committee Members:

Councillor P. Deery, Chair
Councillor L. Bursey
Councillor M. Kalivas
Councillor D. LeSueur
Councillor Mayor D. Henderson, Ex-Officio

Staff:

Mr. J. Faurschou, Planner I
Mr. A. McGinnis, Planner II
Ms. S. MacDonald, City Clerk (Recording Secretary)
Ms. M. Pascoe Merkley, Director of Planning

The Chair called the meeting to order at 6:00 pm.

ITEM

1. 2016-115-09
Proposed Amendment to Zoning
By-law 050-2014, 12 Victoria Avenue
Owners: Ian & Mary McFall
Applicant: Brian Kendel

Moved by: Councillor Kalivas

THAT Report 2016-115-09 be received as information and that a report on this matter be prepared by staff for consideration of the Economic Development Planning Committee at a future meeting.

CARRIED

Councillor Deery, Chair, introduced the public meeting and read from the prepared required comments.

Economic Development and Planning Committee Public Meeting Minutes
Tuesday, September 06, 2016

Mr. McGinnis announced that notice of the Public Meeting was advertised in the Brockville Recorder and Times Newspaper on August 11, 2016 and was circulated to property owners within 120.0 metres (400.0 feet) of the subject property. In addition, signs were posted on the subject property advising that the lands are the subject of an Application for Amendment to the City of Brockville Zoning By-law 050-2014.

Councillor Deery, Chair, asked that any person wanting further notice of the passage of the proposed amendment should give their full name, address and postal code to the Secretary prior to leaving the meeting.

Councillor Deery reviewed the procedures for the Public Meeting.

Mr. McGinnis provided an overview of the proposed zoning amendment.

Mr. Kendel who is the applicant, was in attendance to answer questions.

No persons completed the "Request for Information"

The meeting adjourned at 6:08 pm.

The meeting was called to order at 6:09 pm.

<p>2016-116-09 Proposed Amendment to Official Plan and Zoning By-law 050-2014 800 Stewart Boulevard, Brockville Owner: Pentecostal Assemblies of Canada (Highway Pentecostal Church) Applicant: Brockville Montessori School</p> <p>Moved by: Councillor LeSueur</p> <p>THAT Report 2016-116-09 be received as information and that a report on this matter be prepared by staff for consideration of the Economic Development Planning Committee at a future meeting.</p> <p>CARRIED</p> <p>Councillor Deery, Chair, introduced the public meeting and read from the prepared required comments.</p>

20 September 2016

REPORT TO THE ECONOMIC DEVELOPMENT PLANNING COMMITTEE – 04 OCTOBER 2016

2016-131-10

**PROPOSED AMENDMENT TO OFFICIAL PLAN
AND ZONING BY-LAW 050-2014
800 STEWART BOULEVARD, BROCKVILLE
OWNER: PENTECOSTAL ASSEMBLIES OF CANADA
(HIGHWAY PENTECOSTAL CHURCH)
APPLICANT: BROCKVILLE MONTESSORI SCHOOL
FILE: D09-05 & D14-016₍₀₅₀₋₂₀₁₄₎**

**M. PASCOE MERKLEY
DIRECTOR OF PLANNING
J. FAURSCHOU
PLANNER I**

RECOMMENDATION

1. THAT Official Plan Amendment No. 5 to modify "Site Specific Policy Area 4.8.4.1" respecting lands described as Concession 2, Part of Lot 16, Parts 1 to 3, RP 28R-3242, City of Brockville, County of Leeds, with municipal address 800 Stewart Boulevard, to permit a private school and a day nursery, in addition to the existing place of worship, be adopted.
2. THAT Zoning By-law 050-2014 be amended to modify the I1-3 General Institutional Special Exception Zone applicable to lands described as Concession 2, Part of Lot 16, Parts 1 to 3, RP 28R-3242, City of Brockville, County of Leeds, with municipal address 800 Stewart Boulevard, to allow for a private school and a day nursery as permitted uses in addition to a place of worship.

PURPOSE

The purpose of this report is to provide recommendation on applications respecting 800 Stewart Boulevard, to amend City of Brockville Official Plan and to amend City of Brockville Zoning By-law 050-2014 to permit, on private services, a day nursery and a private school in addition to the currently permitted place of worship.

BACKGROUND

The subject property, 800 Stewart Boulevard, was originally developed in 1986 as the Highway Pentecostal Church. The current use of the building is as the Highway Pentecostal Church. **Schedule "A"** to this report is a site plan of the subject property.

An Application for Amendment to the Official Plan for the City of Brockville and for amendment to City of Brockville Zoning By-law 050-2014 was submitted by Mary Jane Leslie – Brockville Montessori School, acting as Agent for the property Owner, Pentecostal Assemblies of Canada, for lands legally described as Concession 2, Part of Lot 16, Parts 1 to 3, RP 28R-3242, City of Brockville, County of Leeds known municipally as 800 Stewart Boulevard.

The application requests amendments to permit a day nursery and a private school to be permitted to operate from 800 Stewart Boulevard. The building is currently owned by the Pentecostal Assemblies of Canada and occupied by the Highway Pentecostal Church. The proposed day nursery and school would be operated by Brockville Montessori School. The Applicant has submitted a detailed background and rationale for the relocation and expansion of the Montessori School from 80 Pine Street (St. Lawrence Anglican Church), to 800 Stewart Boulevard which has been attached as **Schedule "B"** to this report. In brief, the current location at 80 Pine Street cannot accommodate the proposed expansion of the day nursery and creation of a new private elementary school. Over an extended period of time, the Applicants have investigated various locations but have been unsuccessful until finding available space at 800 Stewart Boulevard.

800 Stewart Boulevard is designated as "Institutional" with a site specific policy allowing for development on private services and to be occupied by a place of worship only. The application for amendment to the Official Plan would, if approved, amend the policy such that a private school and a day nursery would be permitted in addition to the existing church use and the site may continue with private services.

The subject land is zoned as I1-3 General Institutional Special Exception Zone which restricts the use of 800 Stewart Boulevard to a church only on private services. The application for amendment to Zoning By-law 050-2014 would, if approved, change the I1-3 General Institutional Special Exception Zone to allow for a private school and a day nursery as permitted uses in addition to the existing church use and the site may continue with private services.

Summary of Zoning and Official Plan Information:

Official Plan:	"Institutional Area" with a "Site Specific Policy Area 4.8.4.1" allowing for a place of worship only.
Proposed Official Plan:	"Institutional Area" with amended "Site Specific Policy Area 4.8.4.1" allowing for a "Place of Worship", "Day Nursery" and "Private School" only.
Existing Zoning:	I1-3 General Institutional Special Exception Zone
Proposed Zoning:	I1-3 General Institutional Special Exception Zone to permit a place of worship, a day nursery and a private school without the requirement of being connected to municipal services.

Site Characteristics:

The subject property is located on the west side of Stewart Boulevard approximately mid-way between Victoria Road to the south and Centennial Road to the north. The total lot area is approximately 4.37 hectares (10.8 acres). The property is occupied by the Highway

Pentecostal Church. The site is serviced by private services (holding tank and private well) approved by the Lanark, Leeds and Grenville District Health Unit.

Surrounding Land Use:

North: Lands located to the north are zoned RU-6 Zone and RU-Rural Zone; occupied by Ford Electric, including a dwelling, and a single detached dwelling, respectively.

East: Lands located to the east (opposite side of Stewart Boulevard) are zoned RU-Rural Zone; occupied by residential dwellings.

West: Lands located to the west are zoned RU-Rural Zone; primarily vacant interior lands and for residential dwellings fronting on Victoria Road.

South: Lands located to the south-west are zoned RU-Rural Zone; primarily vacant interior lands and primarily residential dwellings fronting on Victoria Road.

Lands located to the south-east are vacant and zoned C4-3 Highway Commercial Special Exception Zone to allow for a future "Automobile Sales Establishment".

Public Participation:

The application for the Official Plan Amendment and the application for Zoning By-law Amendment have proceeded through the normal review process. On 06 September 2016, a Public Meeting was held by the Economic Development and Planning Committee. Notice of the Public Meeting was advertised in the Brockville Recorder and Times Newspaper on 11 August 2016 and was circulated to property owners within 120.0 metres of the subject property. In addition, a sign was posted on the subject property, one at each of the two entrances, advising that the lands are the subject of application for amendment to the City of Brockville Official Plan and application for amendment to City of Brockville Zoning By-law 050-2014. Comments from City Departments and affected agencies were also solicited. An excerpt from the Minutes of the Public Meeting is attached as **Schedule "C"**.

Comments Received are summarized below and attached as indicated as **Schedule "C"**:

Departments and Agencies:

1. Planning Department - Building Services Division, B Caskenette, CBO: (e-mail dated 12 September 2016) - *"No concerns."*
2. Environmental Services Department, S. Allen, Supervisor of Engineering: (memo dated 29 August 2016)

"The Environmental Services Department has reviewed the request for a zoning by-law amendment dated August 28, 2016 that would allow for the change in rezoning to I1-3

Gnarls Institutional Special Exception Zone to allow for a Private School and Nursery” and we are not opposed to the application.”

3. Fire Prevention Office – Greg Healy, Chief Fire Prevention Officer (memo dated 29 August 2016)

“After reviewing the above-noted amendment proposal the Fire Department has no concerns. However, due to the proposed use of the property Fire Code requirements may apply, therefore an inspection by this Department should be carried out prior to occupancy.”

4. Economic Development – David Paul, Director of Economic Development (e-mail dated 25 August 2016)

“Economic Development is supportive of the 800 Stewart Blvd. application and has been working with the client for almost 12 months reference to seeking relocation of the working business.”

5. Ministry of Tourism Culture and Sport – Robert Von Bitter (e-mail dated 20 July 2016)

“No reported archaeological sites are showing up in the immediate vicinity of that location...”

6. Leeds, Grenville & Lanark District Health Unit – Courtney Shaffer, Public Health Inspector, Infectious Disease Program (See attached letter received August 4, 2016):

- Confirmation of history of compliance under O. Reg 319 of the Health Protection and Promotion Act for the current drinking water system at the Highway Pentecost’s Church.
- A licensed child care center is considered an institution and will be subject to inspection and regulation by the Ministry of Environment and Climate Change under O. Reg. 170 of the Safe Drinking Water Act. MOECC may have additional requirements regarding sampling and modifications to the system.
- Food preparation for children requires compliance with O. Reg. 562 Food Premises Regulation of the Health Protection and Promotion Act. The kitchen is not currently inspected by the Health Unit. A request for a “Maintenance Inspection” is required.

7. Leeds, Grenville & Lanark District Health Unit – Mark Greene, CBO-Part VIII Program: (See attached letter received 01 September 2016):

“... Comments will be provided once an inspection of the site has been completed. We have notified the property owner of the need to complete and submit an application for a Maintenance Inspection to our office.”

8. Cataraqui Region Conservation Authority (CRCA) – Michael Dakin, Resource Planner.(e-mail received 17 August 2016):

“CRCA staff have reviewed the Notices of Official Plan and Zoning By-law amendments that were recently circulated to us of the properties at 800 Stewart Boulevard ... This is to confirm we have no concerns/objections with these applications. We will not provide formal comment letters and there are no fee requirements from us.”

9. Ministry of Housing (MOH) – Morgan Alger, Planner (E-mail received 12 September 2016):

“The Ministry has no comments on the proposed OPA No. D09-5.”

Comments Received – Public Meeting: None.

ANALYSIS:

Provincial Policy Statement Considerations:

The Provincial Policy Statement 2014 (PPS) issued under Section 3 of the Planning Act provides policy direction on matters of Provincial interest related to land use planning and development. Section 3 of the Planning Act further directs that Council decisions affecting planning matters *“shall be consistent with”* the Provincial Policy Statement.

Part V of the PPS sets out various policies which describe areas of Provincial interest. Not all policies in the PPS are relevant to the planning matter under consideration, and thus, only those relevant portions will be referenced below.

The PPS defines “Intensification”, as follows:

“Intensification: means the development of a property, site or area at a higher density than currently exists through:

- a) redevelopment, including the reuse of brownfield sites;*
- b) the development of vacant and/or underutilized lots within previously developed areas;*
- c) infill development; and*
- d) the expansion or conversion of existing buildings.”*

From a review of the PPS, there are some relevant statements/policies under Part V, Section 1 “Building Strong Healthy Communities”. The preamble in this section is a general statement which reads, in part, as follows:

“Ontario's long-term prosperity, environmental health and social well-being depend on wisely managing change and promoting efficient land use and development patterns. Efficient land use and development patterns support strong, livable and healthy communities, protect the environment and public health and safety, and facilitate economic growth.”

This general statement is followed by more specific policies, including the various references which are of relevance to this application for Official Plan and Zoning By-law amendment. In summary, intensification is encouraged where such action represents efficient use of lands and resources and where such use is appropriate for, and efficiently uses, available or planned public infrastructure and services.

In the case of 800 Stewart Boulevard, the existing building is a previously approved development located on an Arterial roadway, being Stewart Boulevard, and represents an opportunity for intensification of an existing use with additional complementary institutional uses, being a day nursery and a private school. No additional services are required to accommodate the proposed uses. However, the continuation of private services at 800 Stewart Boulevard requires the owner/applicant to meet additional applicable legislation which is discussed elsewhere in this report.

Official Plan Considerations:

The Official Plan for the City of Brockville provides guidance on how to manage future growth, development, and change within the City of Brockville.

The Official Plan's goals are to create a sustainable City in terms of health and vitality, that is economically viable and diverse, has high quality city services and amenities, and is well planned.

Section 2.3 outlines strategic planning themes that include a “Sustainable, Healthy, and Vital City – Objectives”, “An Economically Strong and Diverse City”, “A High Quality of City Services and Amenities”, and “A Well-Planned Responsive City”.

Institutional Area Policies:

Section 4.8.1 recognises “the important contribution of the City's institutions and their role in community based initiatives as significant in the City of Brockville. In addition, it recognises the primary use of Institutional areas for institutional uses that are of a community or regional nature including, but not limited to, educational facilities and furthermore recognises that small-scale institutional uses are permitted within the Institutional designation.

The current designation on 800 Stewart Boulevard under the Official Plan for the City of Brockville, as amended, is “Institutional Area” with a “Site Specific Policy Area 4.8.4.1”. Site Specific Policy Area 4.8.4.1 reads as follows:

"4.8.4.1 SSPA – 800 Stewart Boulevard

1. *SSPA 4.8.4.1 is identified in Schedule 6 and relates to those lands at 800 Stewart Boulevard. SSPA 4.8.4.1 shall permit a place of worship. This use shall be permitted on existing individual private services. Additional uses, or the intensification of an existing use, shall not be permitted.*
2. *SSPA 4.8.4.1 shall be zoned in an appropriate category in the Zoning By-law to permit the existing uses."*

The requested Amendment to the Official Plan for the City of Brockville would, if approved, amend Policy 4.8.4.1 to permit a "Day Nursery" and a "Private School" in addition to the existing church use while retaining the remaining text.

Should the recommendation above be accepted by Council, Policy 4.8.4.1 would read similar to the following:

"4.8.4.1 SSPA – 800 Stewart Boulevard

1. *SSPA 4.8.4.1 is identified in Schedule 6 and relates to those lands at 800 Stewart Boulevard. SSPA 4.8.4.1 shall permit a place of worship, day nursery and private school. This use shall be permitted on existing individual private services. Additional uses, or the intensification of an existing use, shall not be permitted.*
2. *SSPA 4.8.4.1 shall be zoned in an appropriate category in the Zoning By-law to permit the existing uses."*

The uses sought through the requested amendment to the Official Plan are consistent with policies under the PPS and the Official Plan, Section 4.8-Institutional Area. In addition the matter of accommodating the proposed new uses within the existing individual private services has been addressed with the local Health unit and, subject to further inspection and potential revisions to the maintenance and monitoring of the system. Accordingly, the proposal represents a reasonable opportunity for intensification of an existing building.

Zoning By-law Considerations:

The current zoning on the property with municipal address 800 Stewart Boulevard is zoned under City of Brockville Zoning By-law 050-2014, as amended, as I1-3 General Institutional Special Exception Zone which reads as follows:

"7.3.7.3 I1-3 Zone (800 Stewart Blvd.)

The uses permitted in the I1-3 Zone shall be restricted to a church.

Notwithstanding Subsection 3.30 (Municipal Services Required), a place of worship may be constructed, altered or enlarged without the necessity of being connected to municipal water and sewer services."

The current zone was placed on the site at the time of construction of the main building in 1986. Municipal services were not available in 1986. However, development was permitted to proceed with servicing in the form of a private well and holding tank, subject to appropriate approvals and monitoring. On-going successful monitoring has been confirmed by the local Health Unit.

Municipal services have not been extended since 1986 and are therefore not currently available. Accordingly, the applicant has consulted with the local Health Unit and has received direction on how to proceed with obtaining appropriate approvals and monitoring in order to permit the proposed additional uses. Confirmation of receipt of applicable approvals is required prior to occupancy of 800 Stewart Boulevard for the proposed uses.

No additional parking spaces are required to be provided on-site as the site has 114 paved parking spaces and 53 graveled parking spaces for a total of 161 parking spaces. The current place of worship and the proposed private school and day nursery require a total of 93 parking spaces.

As only an outdoor play area is proposed in the way of exterior site changes, no other zone provisions need to be addressed other than those under the current I1-3 Zone provisions.

The requested Amendment to City of Brockville Zoning By-law 050-2014 would, if approved, delete the current wording for the I1-3 General Institutional Special Exception Zone and replace it with new wording for a General Institutional Special Exception Zone to permit a "Day Nursery" and a "Private School" in addition to the existing church use on private services. The proposed zoning would be brought into conformity with terminology under Zoning By-law 050-2014 by removing the term "Church" and replacing it with the term "Place of Worship" which is defined as follows:

***"186. Place of Worship,** means a building dedicated to religious worship and may include a mosque, synagogue, church or other such religious institution and may include accessory uses such as an assembly hall, auditorium, school, convent, parish hall and/or manse, if the manse is located on the same lot as the place of worship."*

Should the recommendation above be accepted by Council, the zone would read similar to the following:

"7.3.7.3 I1-3 Zone (800 Stewart Blvd.)

The uses permitted in the I1-3 Zone shall be restricted to a place of worship, a day nursery and a private school.

Notwithstanding Subsection 3.30 (Municipal Services Required), the existing building may be altered or enlarged without the necessity of being connected to municipal water and sewer services, subject to approvals being obtained from the appropriate Departments and Agencies."

Site Plan Considerations:

All lands within the limits of the City for Brockville are subject to development approval under Site Plan as established by City of Brockville By-law 33-86, as amended. 800 Stewart Boulevard is subject to terms and conditions of Site Plan Control Agreement, File 609-093.

Given the current application for amendment to City of Brockville Zoning By-law 050-2014 and prior to further development of the subject lands, including but not limited to a new play area, fencing, etc. associated with the proposed uses, an application for Minor Change to Site Plan, including all applicable drawings to illustrate the proposed changes, must be submitted for review and approval. This process ensures that the required building and site changes remain in compliance with all applicable zone provisions and appropriate design and engineering standards.

Consideration of Issues Raised through Public and Agency Submissions:

There were no issues raised by the public at the Public Meeting held on 06 September 2016. The following potential concerns were brought forward in general discussion at the Public Meeting held on 06 September 2016:

1. Appropriateness of the Requested Zoning:

The requested zoning is considered appropriate for the site as the zone recognizes the building location and current use and the introduction of a Day Nursery and a Private School within the existing building and being subject to meeting various Health Unit standards and Building Code requirements does not represent an inappropriate use of the site. Accordingly, the proposed additional uses are considered appropriate.

2. Potential for Increased Tax:

The Applicant and Owner have confirmed that they are aware that there may be tax implications associated with the proposed new uses within the building given the property currently enjoys tax exempt status.

3. Approval for School Use:

The Applicant has confirmed that they are aware of approvals required as related to a new private school.

4. Suitability of Lands with Private Services for Proposed Uses:

The Applicant has confirmed that they have been in consultation with the local health unit and are aware of the requirements associated with the introduction of the additional proposed uses to an existing well and holding tank and food preparation areas and the need for an inspection once the site is completed, as identified in correspondence from the Leeds, Grenville & Lanark District Health Unit dated 04 August 2016 and 01 September

2016. As the fore-going requirements are mandatory, proof of approvals is required to ensure compliance with applicable legislation. Compliance will be shared between the Health Unit and the Planning Department as part of the overall review process.

POLICY IMPLICATIONS

Policy implications associated with the proposed new uses at 800 Stewart Boulevard are limited to amendment of Official Plan Policy 4.8.4.1 Site Specific Policy Area – 800 Stewart Boulevard as they relate to additional uses on private services.

FINANCIAL CONSIDERATIONS

Complete applications for amendment to the Official Plan and to City of Brockville Zoning By-law 050-2014 have been received, including all applicable fees. There are no other financial considerations at this time. All costs associated with the use of the property are the responsibility of the Owner/Applicant.


CONCLUSION

Following review of the PPS, the Official Plan, Zoning By-law 050-2014, as well as submissions received, and discussion at the Public Meeting respecting the request for Official Plan amendment and Zoning By-law amendment for 800 Stewart Boulevard, it is reasonable to amend the Site Specific Policy 7.3.7.3 and to rezone the subject property to intensify its use and to accommodate a day nursery and private school as compatible uses.


Accordingly, it is the recommendation of this report to support the requested amendment to the City of Brockville Official Plan and the requested amendment to City of Brockville Zoning By-law 050-2014.



M. Pascoe Merkley, MCIP, RPP
Director of Planning

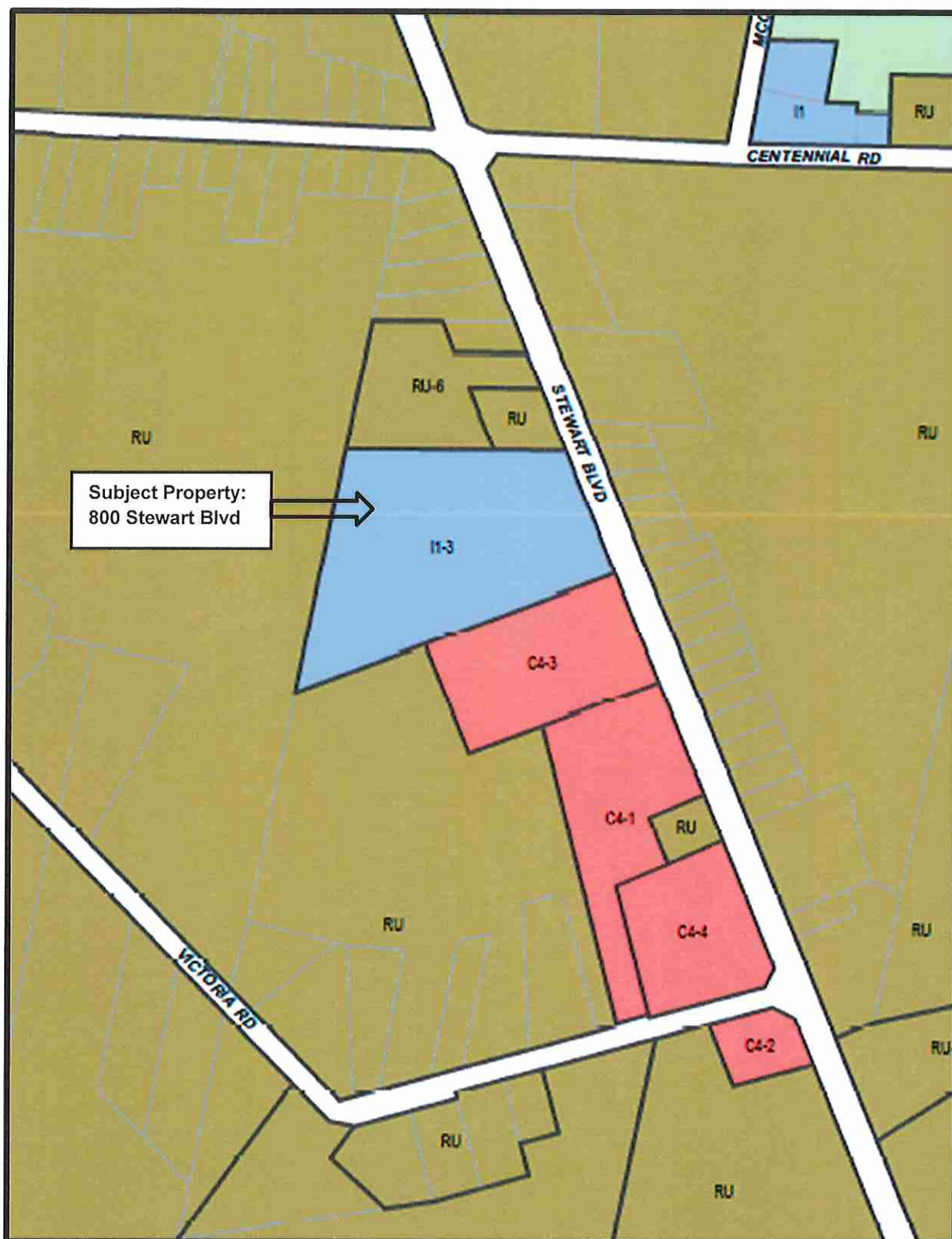


J. Faurischou, MCIP, RPP
Planner I



B. Casselman
City Manager

SCHEDULE "A" - REPORT 2016-131-10



Excerpt from: Schedule "A", Map 16, to City of Brockville Zoning By-law 050-2014, as amended, indicating the location of the subject property

SCHEDULE "B" - REPORT 2016-131-10

Brockville Montessori School is in the process of expanding from its current one classroom school (kindergarten program) to include a Toddler Program and eventually Elementary. We began our search for a new space, despite being very happy in our current location, due to the desire from the community and our parents to provide more Montessori Education and child care for children. The school is currently one classroom for 2.5-6 year olds located downtown in St Lawrence Anglican Church. In order to expand the school we require more space. Many of our families would like an Elementary Program so their children can continue with their studies in our curriculum. As there are currently no other private school options in Brockville, we think this would be a great asset to the community and families in the area. We also see a demand for a Toddler Program as we have calls for spaces for Toddlers regularly despite not offering it yet. There are many families interested in a Toddler Program if we could provide it. Being in a smaller community does not mean that families should be limited in their choices for childcare. Being a parent of a young child myself, I know how difficult it has been to find appropriate child care or private school options. All families should have options for their children's education and we think this would be a great enhancement and draw to the area to promote young families.

The school is proposing to use two rooms in the Highway Pentecostal Church as classrooms; one for Kindergarten and one for Toddlers as well as a designated room for an office space. The rooms are currently not being used by the Church and/or have storage that can be moved to other locations. A fenced yard will be used as outdoor play space for the children. The yard space is not currently being used by the Church. The facility provides ample parking for the school. The parking lot provides 130 spaces which is ample parking for what we require. School drop off time is Monday- Friday 8:30-8:45am and pick up at 3:15-3:30pm, as well as a few 11:45am (half day) pick up's. This will not affect parking space or traffic for the Church as their busiest time is the weekend when school is not in session. Our current kindergarten classroom has a maximum of 16 children and a Toddler Room would have a maximum of 12 children. Several of these spaces are siblings and therefore arrive and leave in one car. The school is not a large facility that would affect the traffic or parking of the facility.

The rezoning request would be to keep the zoning as institutional and take out the stipulation that it is for Church use only. We are requesting this change in zoning because the school has been looking for an adequate space for over a year and have been unable to find anything suitable until now. We were under the impression, as was the Church, that the zoning was fine as it was institutional. All parties were unaware of the stipulation. Due to time constraints and the effort and time put into finding a suitable space the school will be unable to offer a Toddler Program in September 2016 as planned but we are requesting rezoning so we can continue the process of expanding and offer a Toddler Program as soon as possible to those families waiting.



SCHEDULE "C" - REPORT 2016-131-10

"The meeting was called to order at 6:09 pm.

2016-116-09

Proposed Amendment to Official Plan and Zoning By-law 050-2014

800 Stewart Boulevard, Brockville

Owner: Pentecostal Assemblies of Canada (Highway Pentecostal Church)

Applicant: Brockville Montessori School

Moved by: Councillor LeSueur

THAT Report 2016-116-09 be received as information and that a report on this matter be prepared by staff for consideration of the Economic Development Planning Committee at a future meeting.

CARRIED

Councillor Deery, Chair, introduced the public meeting and read from the prepared required comments.

Mr. Faurschou announced that notice of the Public Meeting was advertised in the Brockville Recorder and Times Newspaper on August 11, 2016 and was circulated to property owners within 120.0 metres (400.0 feet) of the subject property. In addition, signs were posted on the subject property advising that the lands are the subject of an Application for Amendment to the City of Brockville Official Plan and Zoning By-law 050-2014.

Councillor Deery, Chair, asked that any person wanting further notice of the passage of the proposed amendment should give their full name, address and postal code to the Secretary prior to leaving the meeting.

Councillor Deery reviewed the procedures for the Public Meeting.

Mr. Faurschou provided an overview of the proposed zoning amendment.

Mrs. Mary Jane Leslie and Ms. Erica Swirsky, Brockville Montessori School were in attendance to answer questions.

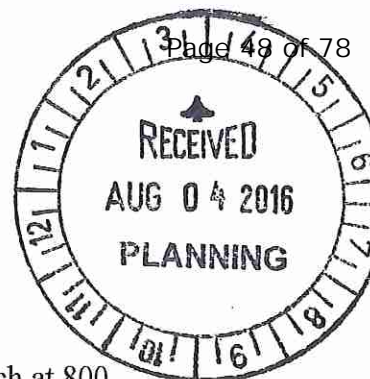
No persons completed the "Request for Information"

The meeting adjourned at 6:21 pm."

Excerpt from: City of Brockville
Economic Development and Planning Committee Public Meeting Minutes,
Tuesday, September 06, 2016

SCHEDULE “D” - REPORT 2016-131-10

COMMENTS RECEIVED



Hello Mary Jane,

I have looked into the drinking water system at the Highway Pentecostal Church at 800 Stewart Blvd. Currently it is being inspected by this agency as a small drinking water system under [O. Reg 319](#) of the Health Protection and Promotion Act. Their directive states that they must sample the water for bacteriological parameters (total coliform and E. coli) every 3 months. Their sampling history was reviewed and they have been compliant with their requirements and there are no significant concerns about the safety of the water at that location at this time

As mentioned in our discussion on July 7th, a licensed child care center is considered an institution and as such will be subject to inspection and regulation by the Ministry of Environment and Climate Change under [O. Reg 170](#) of the Safe Drinking Water Act. The MOECC may have additional requirements regarding sampling and modifications to the system if you proceed with the child care centre at this location.

Also of importance, if you plan to prepare food for the children at this location, the kitchen must comply with [O. Reg 562](#) Food Premises Regulation of the Health Protection and Promotion Act. The church kitchen is not currently inspected by this agency. We request that you provide the health unit with floor plans including location and number of sinks, dishwasher, equipment etc. if you decide to proceed. Please refer to the health unit's [Guide to Opening a Food Premises](#) for more information.

Regards,

Courtney Shaffer, BSc, BASc, CPHI(C)

Public Health Inspector

Infectious Diseases Program

Leeds, Grenville & Lanark District Health Unit

Phone: [\(613\) 345-5685](tel:(613)345-5685) ext 2311

Fax: [\(613\) 345-5777](tel:(613)345-5777)



September 1, 2016

Director of Planning
City of Brockville
1 King St West
Brockville ON K6V 7A5



Dear Sir/Madam:

Re: Zoning Application: D09-05 and D14-016
Owner: Highway Pentecostal Church
Location: 800 Stewart Blvd
Our File: 11149

Please be advised that our comments will be provided once an inspection of the site is completed. We have notified the property owner of the need to complete and submit an application for a Maintenance Inspection to our office.

If you have any questions, please do not hesitate to contact me.

Your Partner in Public Health,

THE CORPORATION OF THE LEEDS, GRENVILLE
AND LANARK DISTRICT HEALTH UNIT

A handwritten signature in black ink, appearing to read "Mark Green".

Mark Green, BA, CPHI(C)
Chief Building Official
Part VIII Program
(613) 345-5685 – Office
(613) 345-7148 – Fax

MG/lm

26 September 2016

REPORT TO ECONOMIC DEVELOPMENT PLANNING COMMITTEE – 04 OCTOBER 2016

2016-132-10

**ROCKFORD FOREST SUBDIVISION
PRE-SERVICING AGREEMENT
OWNER: CATHEDRAL ENTERPRISES LTD.
FILE: 08T-14501**

**M. PASCOE MERKLEY
DIRECTOR OF PLANNING
ANDREW MCGINNIS
PLANNER II**

RECOMMENDATION:

THAT the Mayor and Clerk be authorized to execute a Pre-Servicing Agreement between the Corporation of the City of Brockville and Cathedral Enterprises Ltd., for various work on lands described as Part of Lot 11, Concession 2, City of Brockville, County of Leeds, being the Rockford Forest Subdivision, subject to finalization and acceptance by staff of the servicing design and issuance of any required Ministry of the Environment and Climate Change (MOECC) approvals.

PURPOSE:

To consider and make recommendation on a request to allow for pre-servicing of the Rockford Forest Subdivision.

ORIGIN/BACKGROUND:

Matthew Eyre, acting as Agent for Cathedral Enterprises Ltd., owner of lands described as Part of Lot 11, Concession 2, City of Brockville, County of Leeds, has requested that the City consider entering into a Pre-Servicing Agreement to permit construction of various work within the subdivision as described in detail elsewhere in this report prior to obtaining final Subdivision Approval.

A sketch showing the total area of Rockford Forest Subdivision with the subject area identified in red is attached to this report as **Schedule "A"**.

Once all approvals are in place, the area will be developed as four (4) single detached residential dwelling units, eight (8) semi-detached residential dwelling units, and eleven (11) townhouse dwelling units.

ANALYSIS:

On 09 June 2015, Council approved Resolution 2015-062-06 wherein Draft Approval was granted for the subdivision of lands described as Part of Lot 11, Concession 2, City of Brockville, County of Leeds. This area is part of what is known as the extension of Flanders Road Phase I and will connect the extension of Flanders Road to Laurier Boulevard. A copy of Resolution 2015-062-06 indicating conditions of draft approval for

2016-132-10
Proposed Pre-Servicing Agreement
Rockford Forest Subdivision
Owner: Cathedral Enterprises Ltd.
File: 08T-14501

Page 2

Rockford Forest Subdivision has been attached to this report as **Schedule "B"**.

On 30 June 2015, an appeal of Council's decision to the Ontario Municipal Board (OMB) was received. Various reasons were provided. On 15 October 2015, the OMB held a pre-hearing conference by teleconference call. For this pre-hearing, there was no representation by the appellant. Subsequently, the OMB ordered the dismissal of the appeal of the City's decision to approve the draft plan of subdivision proposed by Cathedral Enterprises Ltd. on 20 January 2016.

As the developer may now proceed with the subdivision approval process, there are some conditions of approval that need to be satisfied prior to any commencement of work. Specifically, there were butternut trees, one being identified through the Environmental Impact Statement as "Archivable" that needed to be reviewed and examined by the Ministry of Natural Resources and Forestry (MNRF). Based on information received by this office, the Ministry has completed its review, scions were obtained and a C-Permit has been drafted and sent to the Minister for execution. Once the C-Permit is issued, the developer may remove the tree. Until such time that a C-Permit is issued, a 25 metres buffer, as shown on **Schedule "C"** must be maintained and "Best Management Practices" must be followed, specifically, but not limited to, no tree harvesting during April 15 to July 15 in order to comply with the requirements of the Migratory Birds Conservation Act.

Mr. Eyre is concurrently working towards meeting all draft conditions to receive Final Approval for the Rockford Forest Subdivision. In order to facilitate the construction of the subdivision, the matter of a Pre-Servicing Agreement has been put forward.

The owner/developer has advised the Planning Department that due to time constraints, he wishes to proceed with the installation of services and associated works prior to obtaining Final Subdivision Approval for Rockford Forest. This approach would enable work on the site to be undertaken by the owner while concurrently working towards meeting other conditions of Final Subdivision Approval.

No financial security is required for pre-servicing and all work is done at the sole risk of the developer. Construction typically is undertaken and inspected as per City requirements. This approach ensures a smooth transition to final subdivision approval and ultimately to City assumption of the work as detailed in the final Subdivision Agreement. The developer will also be completing work required under the previous phase being Flanders Road, Phase I. This work is being done under prior approvals to enable completion of said phase as a logical progression of development.

Under a Pre-Servicing Agreement, the lands may be fully or partially serviced while still under ownership of the developer and before public highways are established which

2016-132-10
Proposed Pre-Servicing Agreement
Rockford Forest Subdivision
Owner: Cathedral Enterprises Ltd.
File: 08T-14501

Page 3

occurs at the time of registration of the plan of subdivision.

If supported, a Pre-Servicing Agreement would be prepared for execution by Cathedral Enterprises Ltd. and the City which would provide Cathedral Enterprises Ltd. with permission to commence the construction of underground services and base roadway, to be completed in accordance with the design drawings issued by Eastern Engineering Group, set out requirements with respect to inspection of work, and establish an appropriate stage for final approval and registration of the Plan of Subdivision. Upon registration of the Plan of Subdivision, the Subdivision Agreement would replace the Pre-Servicing Agreement, and financial security in the form of a Letter of Credit in the value of the remaining work would be posted by the developer as a condition of the Subdivision Agreement.

The concept of a Pre-Servicing Agreement has been utilized for some previous subdivisions (Wildwood Subdivision - Phases I and II). If the Pre-Servicing Agreement is endorsed, the developer would proceed with underground servicing and base road construction as soon as possible.


FINANCIAL CONSIDERATIONS:


The developer is responsible for all costs associated with the Pre-Servicing Agreement, including associated fees per the City's User Fee By-law. All other costs associated with servicing of the lands within the proposed subdivision are the responsibility of the developer.

CONCLUSIONS:

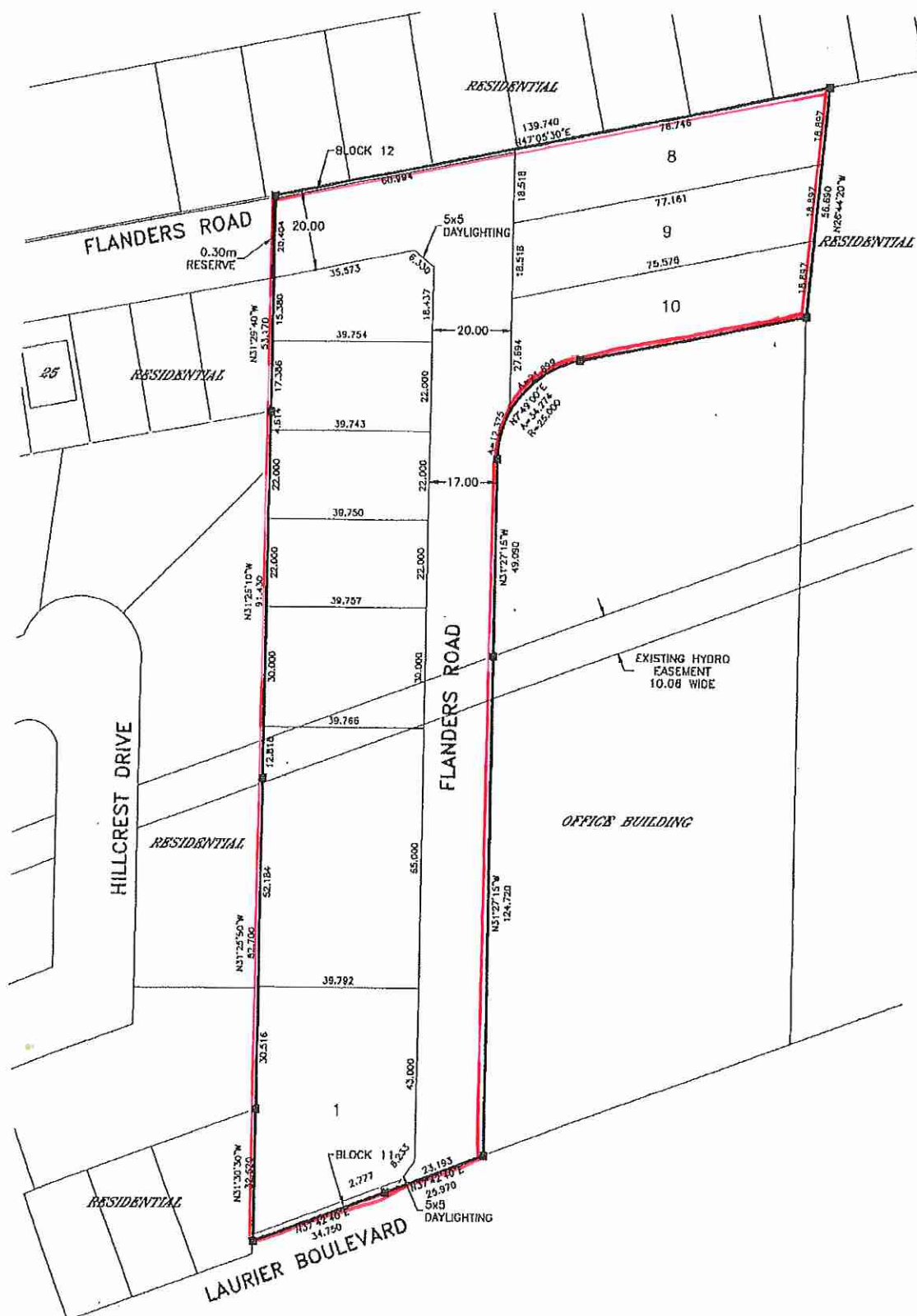
The developer's request for a Pre-Servicing Agreement to provide for the installation of services and other works on the future extension of Flanders Road in the Rockford Forest Subdivision in advance of the Final approval for Plan of Subdivision is supportable.


M. Pascoe Merkley, MCIP, RPP
Director of Planning


Andrew McGinnis, MCIP, RPP, Dipl.M.M.
Planner II


Bob Casselman
City Manager

SCHEDULE "A" TO REPORT 2016-132-10



Schedule "B" – Report 2016-132-10

Excerpt from City of Brockville Council Minutes of June 9, 2016

1. **2015-062-06**
Draft Approval, Proposed Plan of Subdivision
Part Lot 11, Concession 2, City of Brockville
Rockford Forest Subdivision
Owner: Cathedral Enterprises Ltd.
Agent: Eastern Engineering Group Inc.
File: 08T-14501

Moved by: Councillor Kalivas

THAT approval be granted to the Draft Plan of Subdivision on lands described as Part of Lot 11, Concession 2, City of Brockville, County of Leeds, subject to the following conditions:

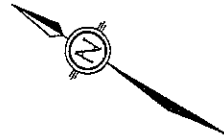
- i) That these conditions shall apply to the Draft Plan prepared by Robert J. Jordan, O.L.S., dated 22 July 2014, showing one street, Flanders Road, and Blocks 1 through 12, inclusive, said Road and Blocks being delineated as to use on the afore-mentioned Draft Plan;
- ii) That the proposed Street shown on this Draft Plan shall be dedicated as a public highway to be named "Flanders Road";
- iii) That prior to final approval of the Plan, the Owner shall enter into a Subdivision Agreement with the City of Brockville which shall specify, among other things:
 1. All of the requirements, financial and otherwise, of the City of Brockville concerning, but not limited to, the provision of roads, street lighting, easements and the installation of services, drainage facilities, as well as:
 - a) the provision of screening of dwellings located on Fitzsimmons Drive which back onto Flanders Road, and
 - b) cash-in-lieu of parkland dedication.
 2. The requirement of the Brockville Fire Department for an acceptable number of hydrant locations and capacity and location to ensure emergency services access and firefighting capabilities;

3. The requirements of Canada Post with respect to the location, installation of Community Mailboxes and associated easement(s) and consideration of various conditions as set out by Canada Post. In addition, all such work must comply with current Canada Post requirements as provided by Canada Post at the time of start of construction;
 4. The requirements of Enbridge Gas Distribution Inc., with respect to the provision of easement(s), installation and clearance requirements, a composite utility plan, street grading requirements, field survey information, road cross-sections, and consideration of various other conditions as set out by Enbridge Gas Distribution Inc.;
 5. The requirements of Hydro One Networks Inc. with respect to the installation of electrical servicing, associated easement(s) and restriction of development on the existing 10.06 m easement;
 6. The requirements of Cogeco Cable Canada Inc. with respect to the provision of easement(s) and installation of Cable servicing and associated easement(s);
 7. The requirements of Bell with respect to the provision of easement(s) and installation of communication/telecommunication infrastructure and consideration of various other conditions as set out by Bell;
 8. The developer's responsibility to prepare a Tree Saving Plan and Tree Planting Schedule for each lot for review and approval by the City of Brockville prior to development of each lot.
 9. Placement of a 25 metre buffer around the "Archivable" tree on Lot 6. Removal and subsequent development of the lots affected by the buffer is subject to obtaining written approval from the Ontario Ministry of Natural Resources and Forestry (MNRF).
- iv) That prior to final approval of the Plan, lot grading, drainage, erosion and sediment control, and services plan with best management practices be prepared by a qualified Professional Engineer for the Owner, to the satisfaction of the City of Brockville and the Cataraqui Region Conservation Authority, and that appropriate text to implement its findings shall be included in the Subdivision Agreement;
- v) That prior to the final approval of the Plan, a detailed Stormwater Management Brief shall be prepared by a qualified Professional Engineer for the Owner, to the satisfaction of the City of Brockville and the Cataraqui Region Conservation Authority, and that appropriate text to implement its findings shall be included in the Subdivision Agreement;

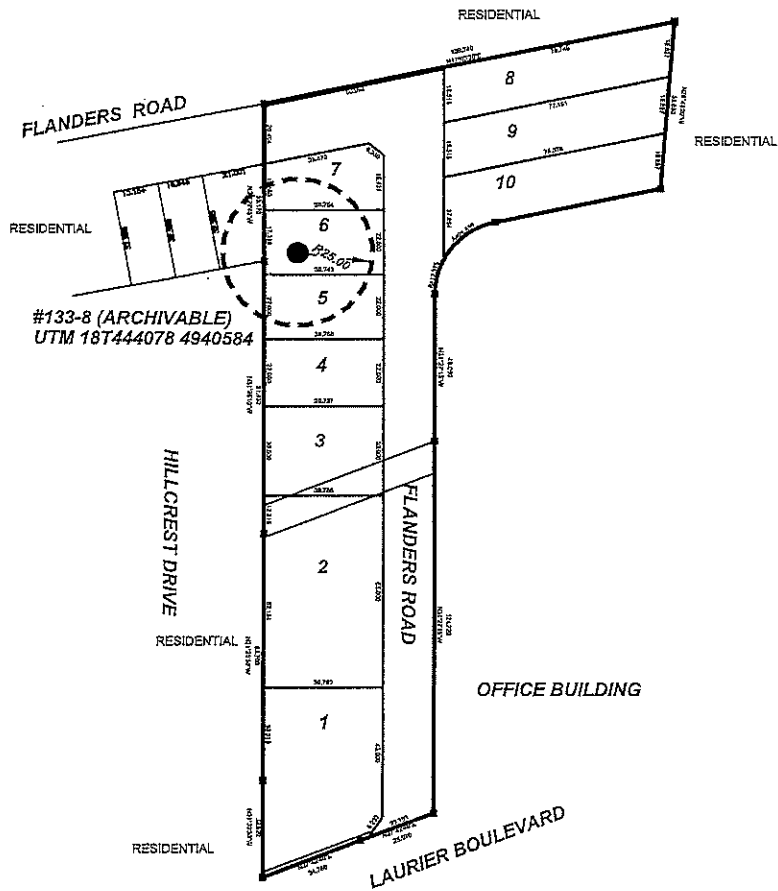
- vi) That in conjunction with the proposed construction plan, the Owner shall provide specific locations and dates (i.e. set-up and removal) for all construction/sales buildings, structures and/or trailers, outdoor toilets, etc. Said locations shall be to the satisfaction of the City of Brockville prior to placement. Any and all such temporary structures shall be located only for so long as is necessary for the work in progress.
- vii) That no tree clearing shall be permitted until approval of a Tree Saving Plan for each lot or block is approved by the City of Brockville.
- viii) That "Best Management Practices" respecting woodlands, and in particular, Butternut trees as specified in the Environmental Impact Statement (EIS) by Ecological Services be followed. Said practices to include, but not be limited to, continuing the process to address remediation, avoidance measures and removal measures as they apply to Butternut trees identified under the EIS and as confirmed by various applications submitted under the Endangered Species Act as managed by MNRF.
- ix) That the Owner shall be responsible for all costs involved with lands required to be dedicated, conveyed or granted, including but not limited to, easement(s) over, or under, to the City of Brockville and/or the appropriate authority or authorities, and the conveyances to the City of Brockville of Blocks 11 and 12 as 0.3 metre reserves.
- x) That prior to Final approval of this Plan, the owner shall pay any and all outstanding taxes levied against the Plan;
- xi) That, if final approval of the Plan is not granted within three (3) years of the date of approval of the Draft Plan, and no extensions have been granted, Draft Plan approval shall lapse in accordance with Section 51(32) of the Planning Act, R.S.O. 1990, c.P.13. It is the sole responsibility of the Owner to make such application for extension of Draft Plan approval; and
- xii) That the Final Plan, as approved by the City of Brockville, must be registered within sixty (60) days of the date of final approval or the City's approval may be withdrawn in accordance with Section 51(59) of the Planning Act, R.S.O. 1990, c.P.13.

CARRIED

SCHEDULE "C" TO REPORT 2016-132-10



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Horizontal:



EASTERN
ENGINEERING GROUP INC.
CONSULTING ENGINEERS

Brookville Centre
135 Glenora Blvd. Suite 212
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Telephone: (513) 945-0400
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Web Site: www.easteng.com

Project Title:

**ROCKFORD FOREST
SUBDIVISION**

Drawing No.:

1

Drawing No: 3003_0001 with Description

September 28th, 2016

REPORT TO ECONOMIC DEVELOPMENT AND PLANNING – TUESDAY October 4, 2016

**2016-133-10
DMF LOAN AGREEMENT**

**DAVID C. PAUL
DIRECTOR OF ECONOMIC
DEVELOPMENT AND TOURISM**

RECOMMENDATION

THAT the Economic Development and Planning Committee recommend that Council enter into a loan agreement (with interest), with a not-for-profit organization, known as Brockville Accommodation and Attraction Partners, in the amount of \$50,000 with milestones and repayment terms to be negotiated and presented to Council.

THAT the subject funds be utilized to establish the governance structure for a Brockville Destination Marketing fee program utilizing the 3% Bed Tax for tourism related programming and tourism product development, and further that the funds be secured from general cash with an appropriate loan receivable account to be established.

PURPOSE

The purpose is to provide loan funding to establish a DMF program for Brockville.

BACKGROUND

- Since 2010, the City has been desirous to establish a DMF for the purpose of enhancing marketing exposure of Brockville and area tourism attractions and industry products and services.
- The DMF recommendation has been duly noted in both internal/external City service reviews and included in the work plans of the Economic Development office.
- The City and the Brockville Chamber of Commerce has not been successful in convincing the local accommodation properties to participate in such a program.
- Brockville is one of the only corridor communities not participating in a DMF with all local neighboring communities of Cornwall, Gananoque, and Kingston, experiencing successful operating organizations.
- The proposed not-for-profit structure has secured the support of both the local accommodation and attraction operators, yet requires seed funding on a loan basis to execute the work plan and process.

ANALYSIS

- The proposed not-for-profit structure represents the best-case scenario to implement a DMF with Brockville accommodation and attraction operators.
- Based on total annual room nights rented in Brockville and attraction ticket sales, a projected revenue in excess of \$175,000 is a realistic Year One target, as supplementary funding towards enhanced advertising promotion of the City's tourism products.
- The increased Brockville attraction base with the Aquatarium and the future Tunnel project provide for the rationale regarding the preferred timing to launch such an initiative.
- The DMF will assist in establishing Brockville competitive positioning with other Eastern Ontario communities who currently enjoy this supplementary revenue from the guest receipts.
- The PowerPoint attached, Appendix A, outlines further details on the benefits of a DMF, including the process and governance recommendation.
- The revenues from a DMF will provide capacity and leverage for funding with the provincial Great Waterway programming on a 1:1 basis.
- The written letters of intent from accommodation and attraction operators represent the most successful response to establish a DMF for the community.

CONCLUSION

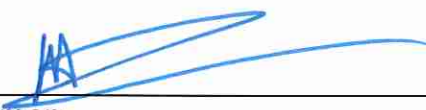
A loan agreement will facilitate the operation of a DMF for Brockville by January, 2017.



D. Paul
Director of Economic Development



D. Dick, CA
Director of Corporate Services



B. Casselman
City Manager

Brockville

Destination Marketing Program



Destination Marketing Program

What is it?

In Ontario, Destination Marketing Programs (DMPs) are voluntary industry-led initiatives that have existed in several destinations at different points in time since 2004.

An amount remitted by providers of transient accommodation in a destination or region, for the purpose of supporting regional tourism marketing and development.

Destination Marketing Program

History

Historically, participating hotels have voluntarily remitted fees (3% of room revenues) to their accommodation industry association who then transferred funds to a local or regional non-profit destination marketing organization to promote their city or region

Participating attractions remit a 50 cent per ticket per paying guest or an annual partnership fee

Destination Marketing Program

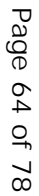
Tourism Funding

In 2012, the Ontario Government established a yearly fund of approximately \$200,000. This fund can be accessed by participating regions within RTO 9 (The Great Waterway) through partnership proposal submission.

Brockville has benefited from these programs through partnership proposals over the past few years:

1. City signs on 401 – East and West
2. Brockville 401 Profile Signs – East and West
3. Brockville Tourism Mobile Friendly Application
4. Garden Tourism Initiative
5. Aquatarium Banner and Billboard Program
6. Search Engine Optimization Programs
7. Downtown Shuttle Bus

100



Destination Marketing Program

Today

Cities and regions that have successfully implemented a Destination Marketing Program

Ottawa

Gananoque

Hastings County

Bay of Quinte

Cornwall

Kingston

Prince Edward County

Toronto

Destination Marketing Program

Kingston

- DMP 1.2 Million





Destination Marketing Program

Gananoque

- DMP \$250 000



WIN your own Private Island for a Week!



Win an exclusive Private Island getaway in the heart of the 1000 Islands plus an unbelievable vacation prize package!

Within view of the shorelines of Gananoque, one lucky winner will have exclusive access to the historic Sampson Island. Take in the beauty, tranquility and breathtaking views of Gananoque and the 1000 Islands.

Destination Marketing Program

Brockville

➤ DMP \$ 0

Destination Marketing Program

Brief History

- In 2009, a DMP was started in Brockville with only one hotel participating.
- In 2010-11, Brockville's DMP was dissolved with the start of RTO9, The Great Waterway.
- Since that time Brockville has been trying to re-establish a DMP for Brockville and 1000 Islands Region **without success**.

Destination Marketing Program

Recognizing the need for and, the value of having a DMP for the Brockville and 1000 Islands Region, **an independent, provincially incorporated not-for-profit group is being set up** to overseeing the implementation and management of the DMP.

The organization will be know as Brockville Accommodation and Attraction Partners (BAAP) and made up of an Executive Director governed by a nine member Board of Directors

Destination Marketing Program

Brockville Accommodation and Attraction Partners – **Remittance Structure**

Accommodation Partner Remittance

- 3% fee PAID by the “Guest”

Attraction Partner Remittance

- 50 cents per ticket sold PAID by “Guest” or an annual partnership fee

Destination Marketing Program

Brockville Accommodation and Attraction Partners – **Partner Benefit**

- Participation in a broader level marketing program
- Participation in advertising, marketing, entertainment and special events development, product development and research activities
- Participation in marketing initiatives that budgets may otherwise limit i.e. Television and Radio Campaigns
- Broader brand recognition
- Have a say in shaping the Brockville and the 1000 Islands Tourism Sector

Destination Marketing Program

Brockville Accommodation and Attraction Partners – **City of Brockville and 1000 Islands Region Benefits**

- More visitors to Brockville and 1000 Islands Region
- More tourism dollars spent with Brockville businesses
- More overnight stays – “more heads in beds”
- More consistent marketing programs resulting in a higher profile for the City of Brockville and the 1000 Islands Region

Destination Marketing Program

Brockville Accommodation and Attraction Partners – Revenue Projections

- ▶ Accommodation Partners: Based on 2014 and 2015 PKF trends DMP revenue for 2017 is projected at \$226,568
- ▶ Attraction Partners:
 - ▶ Aquatarium: Based on a projection of 60 000 visitors, DMP revenue for 2017 is projected at \$30 000.00
 - ▶ Brockville Arts Centre: Based on a projection of 40 000 visitors, DMP revenue for 2017 is projected at \$20 000.00

Destination Marketing Program

Brockville Accommodation and Attraction Partners – Request to the City of Brockville

Brockville Accommodation and Attraction Partners is asking the City of Brockville for a short-term start up loan in the amount of \$50,000 to assist with administrative and operating expenses for the first year.

Destination Marketing Program

Brockville Accommodation and Attraction Partners – **Use of Funds**

- Start-up Coop Advertising Fund
- Salary
- Rent
- Office Equipment & Supplies
- Insurance
- Legal Fees
- Brand Development
- Membership Fees – i.e. International Travel Council etc.

Destination Marketing Program

Brockville Accommodation and Attraction Partners

To date, we have a number of accommodation and attraction partners who have signed letters of intent to enter into a term agreement with the Brockville Accommodation and Attraction Partners by January 1, 2017 with more expected in the weeks to come.