



## Economic Development and Planning Committee

Tuesday, October 3, 2017, 5:15 pm  
City Hall, Council Chambers

### Committee Members

Councillor D. LeSueur, Chair  
Councillor J. Baker  
Councillor J. Earle  
Councillor M. Kalivas  
Mayor D. Henderson,  
Ex-Officio

### Areas of Responsibility

Economic Development  
Planning  
Chamber of Commerce  
DBIA  
Heritage Brockville

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## COMMITTEE AGENDA

### Disclosure of Interest

### Delegations and Presentations

Nil.

### Correspondence

Nil.

### Reports from Boards and Committees

1. **Heritage Brockville**  
P. Bullock
- 3 - 5 2. **Brockville Public Library**  
N. Bowman

### Staff Reports

- 6 - 13 1. 2017-101-10  
Proposed Amendment to Sign By-law 84-89, 770 Stewart Blvd.,  
Applicant: Pattison Signs-Dominic Rotundo,  
Owner: 345511 Ontario Ltd.

*THAT the application to amend Sign By-law 84-89 to allow 345511 Ontario Ltd. to install an oversized pylon sign, with a total sign area of 40.18 m2 with a maximum area of 27.75 m2 of the sign be permitted for advertising, at 770 Stewart Boulevard, Brockville, be approved.*

Economic Development and Planning Committee  
October 3, 2017

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- 14 - 15      2.      2017-102-10  
Brockville Arts Centre  
musi-theatre lease

*THAT Council authorize a five year agreement commencing January 1, 2017 between the City of Brockville and the Brockville Theatre Guild and the Brockville Operatic Society with respect to the use of the musi-theatre portion of the Brockville Arts Centre; and*

*THAT rental payments commence January 1, 2017 shall be \$5,643.96 per annum per group.*

**New Business - Reports from Members of Council**

Nil.

**Consent Agenda**

**Adjournment**

*THAT the Economic Development and Planning Committee adjourned its meeting until the next regular meeting scheduled for November 7, 2017.*



**Brockville  
Public Library**

23 Buell Street, P.O. Box 100, Brockville, Ontario K6V 5T7  
Phone: 613-342-3936 • Fax: 613-342-9598 • [www.brockvillelibrary.ca](http://www.brockvillelibrary.ca)

## **Brockville Public Library Community Outreach and Involvement September 2017 Update**

### **New Summer 2017 Outreach/ Initiatives**

1. **Rails to Trails Parade** – Thomas the Tank Engine entry for the Library
2. **Experience Collection Launch** – including fishing rods and geocache kits – outdoor recreation & skill building – donations from Friends of the Library and Canadian Tire
3. **Bartholomew St. Community Hub** – summer block party with Pop Up Library Green Screen
4. **Oh, Canada Art Show** – Friends of the Brockville Public Library initiative and art community engagement
5. **New Perks Businesses** – Shawarma Garden, Ebb & Flo – Discounts at these areas when a Library card is presented. We now have 10 companies involved with our Perks program.
6. **Community Garden** – engagement with the community, teaching children gardening skills and healthy eating habits, promoting local farmer's market



Left: Children learn gardening and healthy eating skills through garden planting, tending and harvesting

Right: Kyla, Library Summer Student, and Victor, Library Page, at the Rails to Trails Parade



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## New Fall 2017 Outreach/ Initiatives

1. **Virtual Reality** – launch of the Library’s new Oculus Rift virtual reality in October. Made possible through Community Foundation Grant
2. **Community & Primary Health Care (CPHC)** – readers club, serving seniors and dementia clients – social, recreational, health & wellness activity
3. **Brockville Police & Stingers After School Program** – in development – youth engagement, technology skills
4. **Brockville 50+ Activity Centre** – community use of space partnership, serving seniors – social, recreational
5. **St. Lawrence College** – Student Orientation Day & Community Resource Day, Pop Up Library Mobile Circulation – new memberships, library services
6. **Canadian Police Memorial Ride** – Pop Up Library Green Screen
7. **Leeds and Grenville Immigration Partnership: We Are Neighbours** – Media conference: We Are Neighbours campaign launch and display
8. **Science Literacy Week** – national event
9. **PD Day Programming** – in development – free PD Day family/ children’s programming
10. **Seed Library** – launch spring 2018 – Library Community Living group will be harvesting seeds from our garden for the seed library start up

## Library in the News

September 14, 2017: Meeting our neighbours (The Recorder and Times)

<http://www.recorder.ca/2017/09/14/meeting-our-neighbours>

August 27, 2017: Meet Wendy Jean MacLean at Brockville Public Library (St. Lawrence News)

<https://www.insidebrockville.com/news-story/7523105-meet-wendy-jean-maclean-at-brockville-public-library/>

August 14, 2017: Deanna MacDonald from the Kingston Frontenac Public Library chats about the interesting programs offered by the libraries in the eastern Ontario region (Global News: CKWS)



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<https://globalnews.ca/video/3668099/deanna-macdonald-from-the-kingston-frontenac-public-library-chats-about-interesting-programs-offered-by-the-libraries-in-the-eastern-ontario-region>

August 10, 2017: People choose Canada art winners at Brockville Public Library (St. Lawrence News)  
<https://www.insidebrockville.com/community-story/7495716-people-choose-canada-art-winners-at-brockville-public-library/>

July 14, 2017: Sharing a discrimination-free vision (The Recorder and Times)  
<http://www.recorder.ca/2017/07/14/sharing-a-discrimination-free-vision>

July 9, 2017: Brockville Pride Week is all about embracing differences (St. Lawrence News)  
<https://www.insidebrockville.com/whatson-story/7414123-brockville-pride-week-is-all-about-embracing-differences/>

July 7, 2017: Sign out fishing rods, tackle boxes at Brockville Public Library (St. Lawrence News)  
<https://www.insidebrockville.com/community-story/7411747-sign-out-fishing-rods-tackle-boxes-at-brockville-public-library/>

Above is a summary of the new programs and services we are offering this summer and fall. It is important for us to connect with people of all ages and we are always looking for ways to meet their ever-changing needs. For more information about all of our programs and services or to share ideas, visit us at [www.brockvillelibrary.ca](http://www.brockvillelibrary.ca).

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**Brockville Public Library**

Emily Farrell, CEO

23 Buell St., P.O. Box 100

Brockville, ON K6V 5T7

613-342-3936 ext.6427

[emily@brockvillelibrary.ca](mailto:emily@brockvillelibrary.ca)

25Sept2017

**REPORT TO THE ECONOMIC DEVELOPMENT PLANNING COMMITTEE – 03 OCTOBER 2017**

2017-101-10

**PROPOSED AMENDMENT**

**TO SIGN BY-LAW 84-89**

**770 STEWART BOULEVARD**

**APPLICANT: PATTISON SIGNS – DOMINIC ROTUNDO**

**OWNER: 345511 ONTARIO LTD.**

**FILE: 84-89-54**

**D. DICK**  
**DIRECTOR OF PLANNING (Acting)**  
**ANDREW MCGINNIS**  
**PLANNER II**

**RECOMMENDATION:**

THAT the application to amend Sign By-law 84-89 to allow 345511 Ontario Ltd. to install an oversized pylon sign, with a total sign area of 40.18 m<sup>2</sup> with a maximum area of 27.75 m<sup>2</sup> of the sign be permitted for advertising, at 770 Stewart Boulevard, Brockville, be approved.

**PURPOSE:**

The purpose of this report is to provide recommendation on an application to consider a site-specific amendment to Sign By-law 84-89 respecting the property with municipal address 770 Stewart Boulevard, Brockville, to permit an oversized pylon sign with an overall sign area of 40.18 square metres.

**BACKGROUND:**

An Application for Amendment to City of Brockville Sign By-law 84-89 has been received from Mr. Dominic Rotundo, Pattison Sign Group, acting as Agent for 345511 Ontario Ltd., owner of the property with municipal addresses 770 Stewart Boulevard, Brockville.

The Application for Amendment came after the applicant, at that time Eastern Engineering Group Inc., was advised (29 March 2017) that the sign exceeded the maximum allowable sign area within the Sign By-law. Since that date, no further discussions occurred until the current applicant, Mr. Rotundo asked staff to review the proposed sign for compliance. It was at that time that Mr. Rotundo was advised that the sign exceeded the maximum area permitted and a copy of the e-mail sent to Eastern Engineering Group Inc. (from March 2017) was provided.

The property which is the subject of this application is located on the west side of Stewart Boulevard, south of Centennial Road and north of Victoria Road and is currently under construction for a new Automobile Sales Establishment under the Hyundai branding. A plan of the proposed sign location has been attached as **Schedule "A"**. Photos of the subject property are attached as **Schedule "B"**.

**ANALYSIS:**

Signs within the City of Brockville are regulated under City of Brockville By-law 84-89, as amended, known as the Sign By-law.

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Proposed Amendment to Sign By-law 84-89

770 Stewart Boulevard, Brockville

Applicant: Pattison Signs – Dominic Rotundo

Owner: 345511 Ontario Ltd.

File: 84-89-54

The application requests that City of Brockville Sign By-law 84-89 be amended to grant a site specific exemption to permit a ground sign that exceeds the maximum area parameters set out in Sign By-law 84-89. The sign is proposed to be located on the west side of Stewart Boulevard at the new Hyundai Dealership. A concept plan of the site is attached to this report as **Schedule "C"**, with the proposed sign location indicated. The proposed sign details are shown on **Schedule "D"** to this report.

MAXIMUM SIGN AREA BY-LAW 84-89 COMMERCIAL ZONE	PROPOSED SIGN AREA	EXCESS OVER MAXIMUM PERMITTED DIMENSIONS
27.75 m <sup>2</sup> Note: Sign area is defined as being the total area of the sign face plus frame and border.	Sign Area (including frame) One Side: 20.09 m <sup>2</sup> Both Sides <sub>(Total)</sub> : 40.18 m <sup>2</sup>	+44.8 % over (12.43 m <sup>2</sup> )

In order to bring perspective to the size of the proposed sign, the following tables have been prepared to demonstrate other oversized signs within the City of Brockville as permitted by amendment to the Sign By-law as approved.

### Brockville Croos-Roads

MAXIMUM SIGN AREA BY-LAW 84-89 COMMERCIAL ZONE	PROPOSED SIGN AREA	EXCESS OVER MAXIMUM PERMITTED DIMENSIONS
27.75 m <sup>2</sup> Note: Sign area is defined as being the total area of the sign face plus frame and border.	Sign Area (excluding frame) One Side: 30.95 m <sup>2</sup> Both Sides <sub>(Total)</sub> : 61.9 m <sup>2</sup>	+123 % over (34.15 m <sup>2</sup> )

Note: Against staff's recommendation the sign was approved. The area approved at 61.9 m<sup>2</sup> was excluding the frame as the applicant request for an amendment to the definition of "Sign Area".

### Winners

MAXIMUM SIGN AREA BY-LAW 84-89 COMMERCIAL ZONE	SIGN AREA	EXCESS OVER MAXIMUM PERMITTED DIMENSIONS
27.75 m <sup>2</sup> Note: Sign area is defined as being the total area of the sign face plus frame and border.	Sign Area (excluding frame) One Side: 20.25 m <sup>2</sup> Both Sides <sub>(Total)</sub> : 40.5 m <sup>2</sup>	+45.9 % over (12.75 m <sup>2</sup> )

Note: Against staff's recommendation Winner's sign was approved, conditional upon no other pylon sign being permitted.

### Home Depot

MAXIMUM SIGN AREA BY-LAW 84-89 COMMERCIAL ZONE	SIGN AREA	EXCESS OVER MAXIMUM PERMITTED DIMENSIONS
27.75 m <sup>2</sup> Note: Sign area is defined as being the total area of the sign face plus frame and border.	Sign Area (including frame) One Side: 30.95 m <sup>2</sup> Both Sides <sub>(Total)</sub> : 61.9 m <sup>2</sup>	+123 % over (34.15 m <sup>2</sup> )

Note: Against staff's recommendation The Home Depot sign was approved in 2005 with a sign area of 61.9 m<sup>2</sup> representing an oversizing of 123%.

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Proposed Amendment to Sign By-law 84-89

770 Stewart Boulevard, Brockville

Applicant: Pattison Signs – Dominic Rotundo

Owner: 345511 Ontario Ltd.

File: 84-89-54

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Based on available records, the proposed sign, if approved, would coincide with multiple signs already located within the City of Brockville. A key point that staff would like to bring attention to is that this sign is proposed to advertise one (1) tenant, not multiple tenants as the other permitted signs within the City are (excluding Home Depot).

As the proposed sign does exceed the maximum sign area permitted, it should be noted that the base/support of the sign is cladded to match the upper sign text area, technically increasing the area of the sign. The "message" area of the sign would be in compliance should the advertising area be considered on its own.

Should Council determine that the advertising area should be considered separately, the area of advertising as shown measures 10.4 square metres, 25.8% of the proposed sign. It is therefore staff's recommendation that a maximum advertising area be imposed should the proposed sign be approved. This restriction on advertising area is outlined in the recommendation section at the beginning of this report. Alternatively, should Council not be in agreement with staff regarding the proposed recommendation, one (1) or two (2) of the cladded panels could be removed to satisfy the by-law requirements. As Hyundai has a corporate image that they wish to maintain, staff are unaware if this would cause any issues with their corporate branding policies.

This application has been circulated for comment with the following results:

- Planning Department-Building Division: no objection to the proposal. A permit is required prior to work commencing.
- Operations Department: no objection.
- Brockville Fire Department: no concern (verbal).

#### **POLICY IMPLICATIONS:**

None.

#### **FINANCIAL CONSIDERATIONS:**

All costs for actions addressed under this report are the responsibility of the Developer.

#### **CONCLUSION:**

The amendment is to permit an oversized ground sign with a maximum sign area of 40.18 m<sup>2</sup>. As the proposed sign is advertising only one (1) tenant, staff believes that a maximum advertising area on the sign should be imposed that satisfies the by-law requirements measuring 27.75 m<sup>2</sup>. In addition, as the proposed ground sign is similar to other approved ground signs on lands within the City, staff have no concern with the proposed increase. This conclusion is provided in the recommendations section of this report.



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Proposed Amendment to Sign By-law 84-89

770 Stewart Boulevard, Brockville

Applicant: Pattison Signs – Dominic Rotundo

Owner: 345511 Ontario Ltd.

File: 84-89-54

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It is recommended that the proposed amendment to City of Brockville Sign By-law 84-89 be approved.



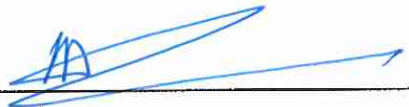
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David Dick, CPA, CA  
Director of Corporate Services and  
Director of Planning (Acting)



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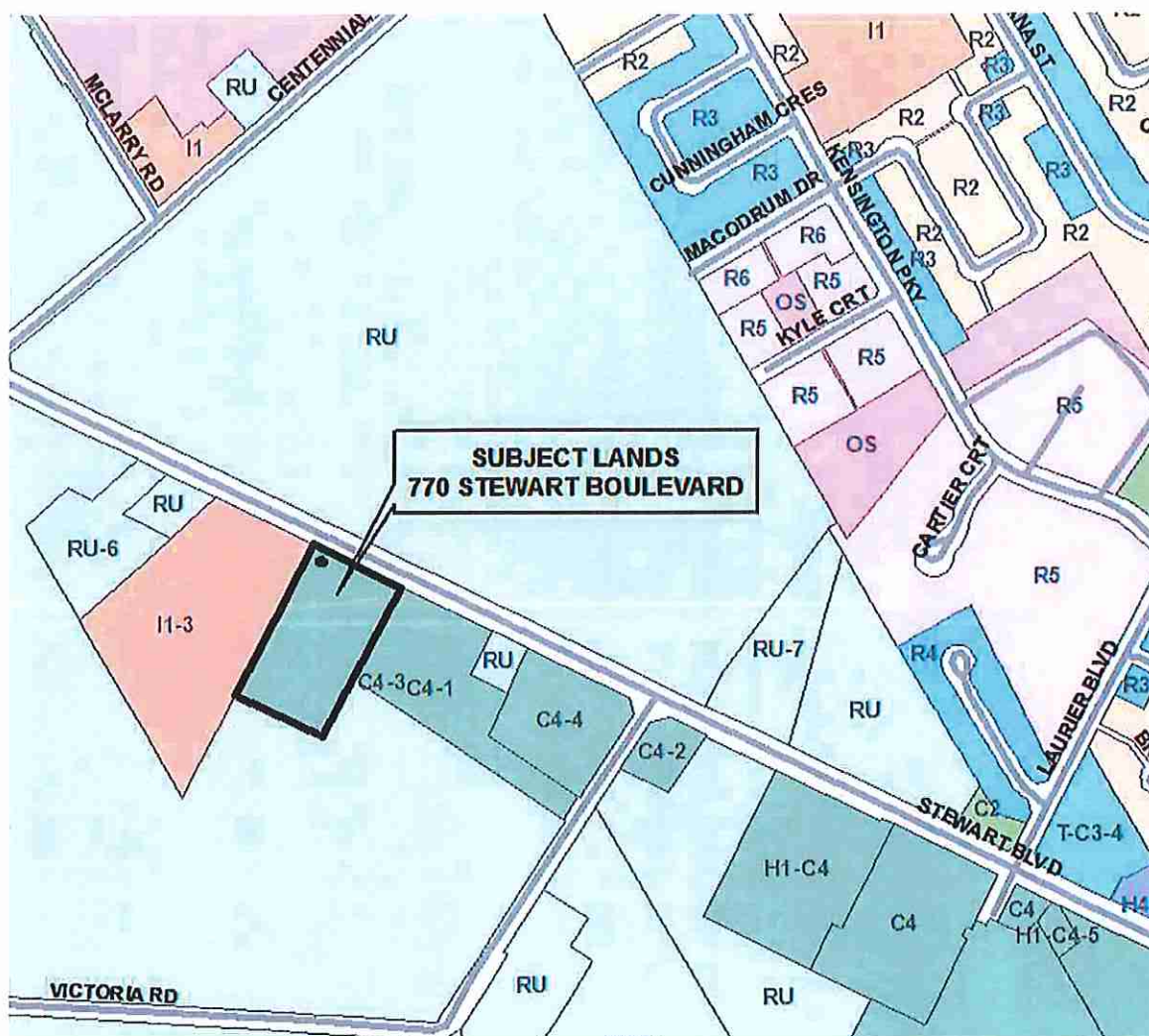
Andrew McGinnis, MCIP, RPP, Dipl.M.M.  
Planner II



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B. Casselman  
City Manager

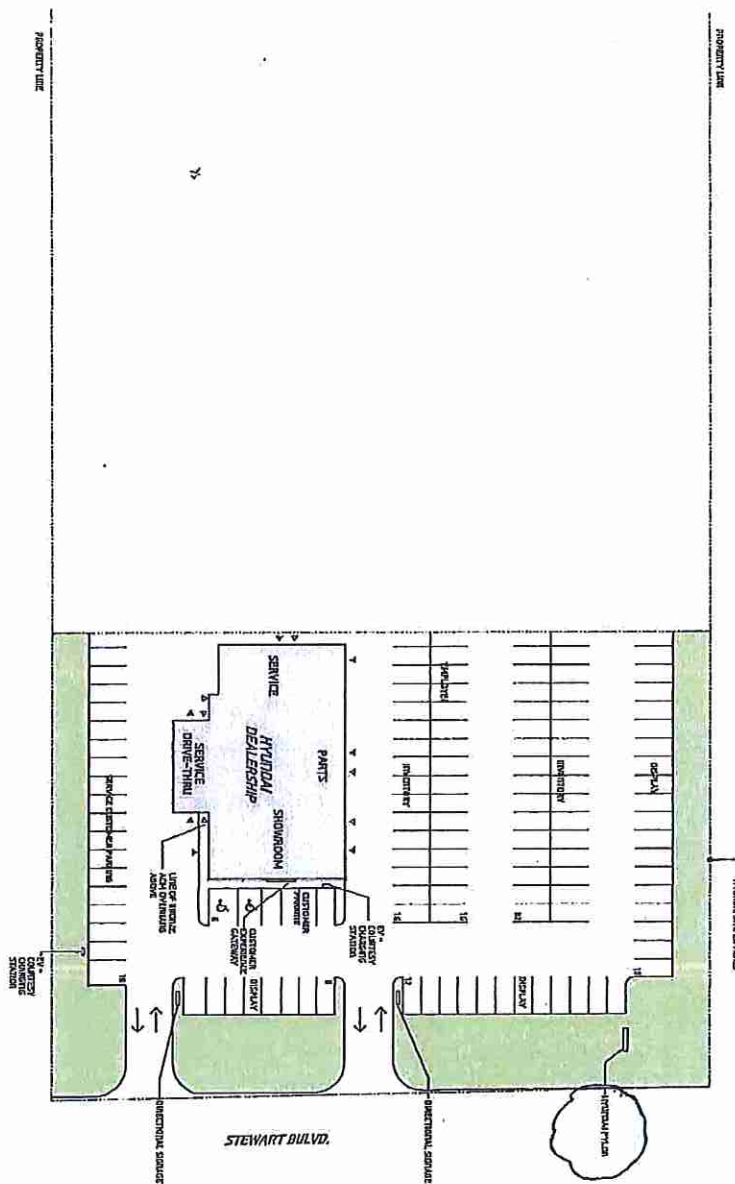
# SCHEDULE "A" TO REPORT 2017-101-10



## SCHEDULE "B" TO REPORT 2017-101-10



# SCHEDULE "C" TO REPORT 2017-101-10



NOTES:  
1. FINAL QUANTITY AND POSITION OF EX STATIONING TO BE COORDINATED WITH HACC.

DISCLAIMER:  
THESE DRAWINGS ARE INTENDED TO CONVEY A GENERAL DESIGN INTENT ONLY AND ARE NOT TO BE USED FOR PERMIT, CONSTRUCTION OR FABRICATION PURPOSES.  
CRAK, CARTER ARCHITECTS INC.



**BRCKVILLE HYUNDAI**  
BRCKVILLE, ON  
SITE PLAN

**R.J. CARTER ARCHITECTS INC.**  
1000 10th Avenue, Suite 100, Oakville, ON L6H 6H9  
905.335.1111

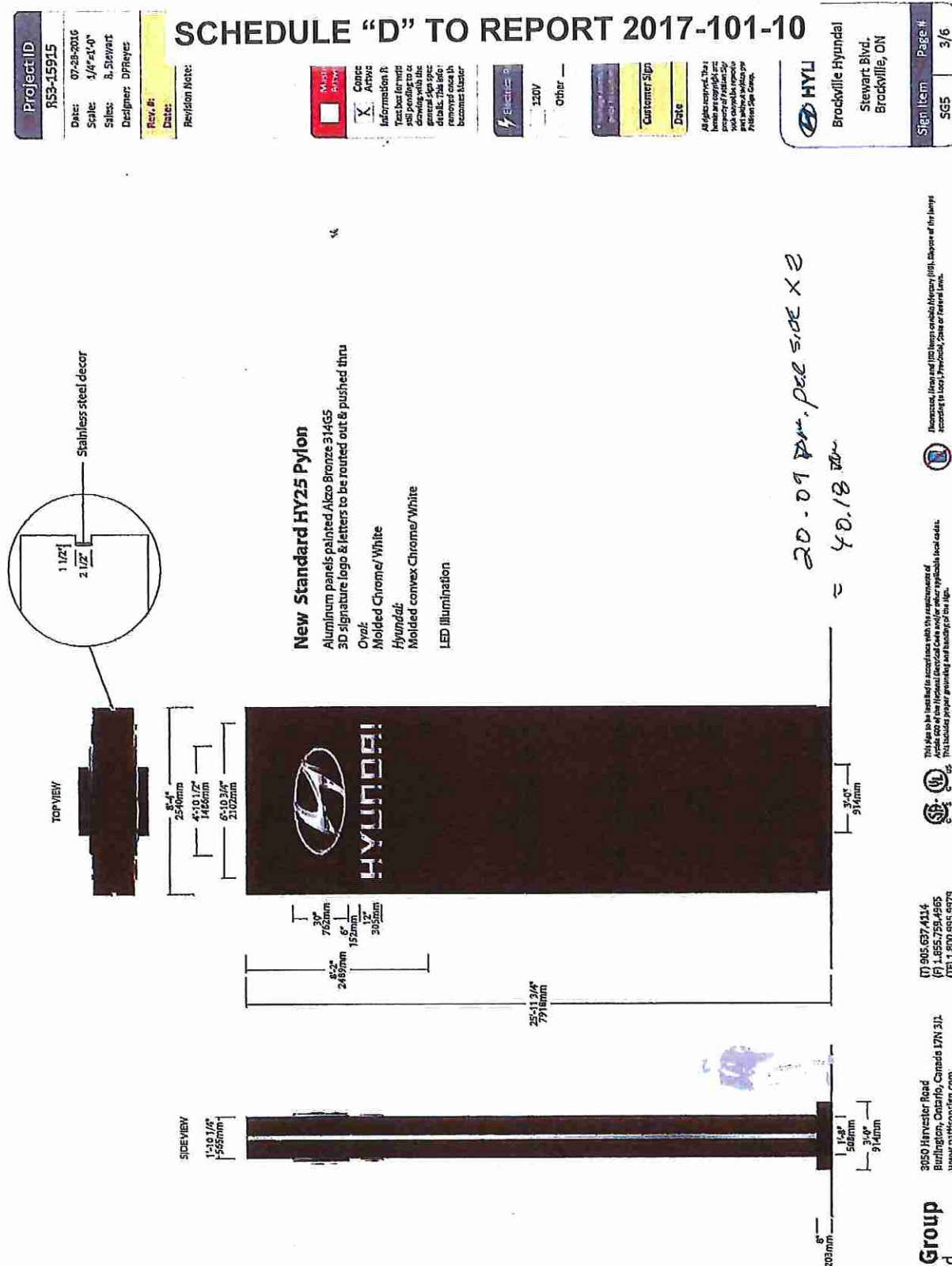
ISSUED:  
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2016/07/26

PROJECT: S900275  
SCALE: 1"=50'-0"

1.0





**REPORT TO ECONOMIC DEVELOPMENT AND PLANNING**  
**October 3, 2017**

**2017-102-10**  
**Brockville Arts Centre – musi-theatre lease**

**R NOLAN, DIRECTOR OF ECON. DEV.**  
**P.DUNN, ADMINISTRATOR**  
**BROCKVILLE ARTS CENTRE**

**RECOMMENDED**

THAT Council authorize a five year agreement commencing January 1, 2017 between the City of Brockville and the Brockville Theatre Guild and Brockville Operatic Society with respect to the use of the musi theatre portion of the Brockville Arts Centre: and,

THAT rental payments commence January 1, 2017 shall be \$5,643.96 per annum per group.

**PURPOSE**

The musi theatre area is used by both organizations for a rehearsal space, set construction and a storage space for props and wardrobe. Both organizations have staged annual community theatre productions at the Brockville Arts Centre for 50+ years. Their productions are a great source of community pride and help engage local citizens in arts and cultural activities.

**BACKGROUND**

Since 1982, Council has authorized 5 year agreements with the Brockville Theatre Guild and Brockville Operatic Society for the musi theatre portion of the Brockville Arts Centre. The rental rate in 2016 was \$5,533.31 for each group per annum.

The Arts Centre Administrator has met with the user groups and has reviewed the existing agreement. Essentially, the agreement details the use of the facility by each group, maintenance responsibility, insurance and payment requirements associated with the lease.

The lease agreement calls for a regular CPI increase to be determined in September each year for the following year's rental amount. Payments are to be paid semi annually on January 1 and July 1 of each year.

**ANALYSIS**

Based on the proposed lease agreement and other rental revenues generated from other user groups full operational cost recovery is expected.

Report – 2017-102-10  
Brockville Arts Centre – musi-theatre lease

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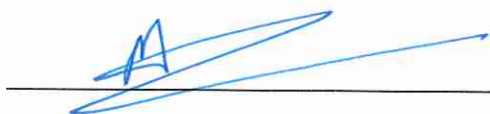
R. Nolan  
Director of Economic Development



P. Dunn  
Administrator–Brockville Arts  
Centre



D. Dick, CPA, CA  
Director of Corporate Service



B. Casselman - City Manager