



**REVISED: Apr  
3/17 Staff Rpt  
2017-023-03  
Added**

## **Economic Development and Planning Committee**

Tuesday, April 4, 2017, 5:15 pm  
City Hall, Council Chambers

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

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## **COMMITTEE AGENDA**

### **Disclosure of Interest**

### **Motion to Move into Closed Session (5:00 pm)**

*THAT pursuant to Municipal Act, 2001, Section 239, Sub. 2, (c), the Committee resolve itself into Closed Session to consider:*

*a proposed or pending acquisition or disposition of land by the municipality or local board;*

### **Report of the Committee from Closed Session**

*THAT the Committee rise from Closed Session, and the Chairman report that all recommendation(s) adopted in Closed Session, be adopted.*

### **Delegations and Presentations**

1. Nil.

### **Correspondence**

1. Street Festival/Sidewalk Sale - May 27, 2017  
(Downtown Brockville)

*THAT Council hereby declared the Downtown Brockville Street Festival/ Sidewalk Sale on May 27, 2017 as an event of "Municipal Significance" for the purpose of obtaining a Special Occasion Permit*

*from the Alcohol and Gaming Commission of Ontario (AGCO),  
subject to all necessary permits and approvals being obtained and  
compliance with all City of Brockville By-laws.*

## **Reports from Boards and Committees**

Nil.

## **Staff Reports**

- |         |   |
|---------|---|
| 4 - 7   | <p>1. 2017-035-04<br/>Extension of Draft Plan Approval<br/>Part 1, R.P. 28R-12528<br/>Wildwood Crescent - Phase III<br/>Hunters Hill Subdivision<br/>Owner: Spring Valley Homes Ltd.</p> <p><i>THAT Council for the Corporation of the City of Brockville, grant that<br/>draft approval on Wildwood Crescent-Phase III, being described as<br/>Part of Lot 13, Conc. 2, being Part of Part 1, Reference Plan 28R-<br/>12528, save and except Plan 28M-3, City of Brockville, County of<br/>Leeds, be extended to 08 November 2020.</i></p> |
| 8 - 18  | <p>2. 2017-032-04<br/>Proposed Amendments to Sign By-law 84-89<br/>Electronic Message Board Regulations</p> <p><i>THAT Sign By-law 84-89 be amended respecting the use of<br/>electronic message boards within the City.</i></p>  |
| 19 - 20 | <p>3. 2017-023-03<br/>Lease Renewal - Rogers Communications Inc.</p> <p><i>THAT Council authorize the extension of the lease between the<br/>Corporation of the City of Brockville and Rogers Communications<br/>Inc. for an additional five year term commencing on the 27th day of<br/>March 2022 and ending on the 26th day of March 2027 for the<br/>property known as Part Lot 18 Concession II, Township of<br/>Elizabethtown, County of Leeds.</i></p>   |

Economic Development and Planning Committee  
April 4, 2017

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**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 May 2, 2017.*

**29March2017**

**REPORT TO THE ECONOMIC DEVELOPMENT PLANNING COMMITTEE - 04 APRIL 2017**

**2017-035-04**

**EXTENSION OF DRAFT PLAN APPROVAL**

**PART 1, R.P. 28R-12528**

**WILDWOOD CRESCENT – PHASE III**

**HUNTERS HILL SUBDIVISION**

**OWNER: SPRING VALLEY HOMES LTD.**

**AGENT: M. VEENSTRA**

**FILE: 08T-955001(E)**

**D.DICK**

**DIRECTOR OF PLANNING (Acting)**

**J. FAURSCHOU**

**PLANNER I**

**RECOMMENDATION:**

**THAT** Council for the Corporation of the City of Brockville, grant that draft approval on Wildwood Crescent-Phase III, being described as Part of Lot 13, Conc. 2, being Part of Part 1, Reference Plan 28R-12528, save and except Plan 28M-3, City of Brockville, County of Leeds, be extended to 08 November 2020.

**PURPOSE:**

The purpose of this report is to make recommendation respecting extension of the date on which the Draft Plan Approval for build out of Hunters Hill Subdivision-Wildwood Crescent, Phase III expires.

**ORIGIN:**

Michael Veenstra, acting as Agent for Spring Valley Homes Ltd., Owner of the subject lands described as Part of Lot 13, Conc. 2, being Part of Part 1, Reference Plan 28R-12528, save and except Plan 28M-3, City of Brockville, County of Leeds, has requested extension of Draft Plan Approval for Hunters Hill Subdivision-Wildwood Crescent, Phase III. The letter of request has been attached as Schedule "A" attached to this report. Phase II is highlighted on Schedule "B" to this report.

Hunters Hill Subdivision has been developing in phases since 1995. The most recent phase of development, being Hunters Hill Subdivision-Wildwood Crescent, Phase II, was approved in 2013 and has one (1) undeveloped lot remaining.

The next phase of the Hunters Hill Subdivision, being Wildwood Crescent - Phase III, is the last parcel remaining within those lands under draft approval. Phase III is proposed to accommodate ten (10) single detached dwelling lots.

2017-035-04

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**EXTENSION OF DRAFT PLAN APPROVAL****PART 1, R.P. 28R-12528****WILDWOOD CRESCENT – PHASE III****HUNTERS HILL SUBDIVISION****OWNER: SPRING VALLEY HOMES LTD.****AGENT: M. VEENSTRA****FILE: 08T-955001(E)**

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**ANALYSIS:**

Draft Plan approval for Phase II and Phase III of the Wildwood portion of Hunters Hill Subdivision was granted on 08 November 2011 (Report 2011-117-11). Condition No. 11 of the draft approval states 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. Accordingly, the lapse date was 08 November 2014.

The date for Final Approval of the Draft Plan was subsequently extended in 2013 to 08 November 2017. The Applicant has requested that this date be further extended to 08 November 2020 to permit completion of Phase II while retaining the ability to engage in development of Phase III without the need to re-apply for a new draft plan of subdivision.

The Environmental Services Department, Operations Department and Planning Department have no concerns with extension of draft approval to 08 November 2020.

**FINANCIAL IMPLICATIONS:**

The applicant is responsible for all costs associated with extension of Draft Plan Approval to 08 November 2020. The City of Brockville does not have any financial responsibility concerning development of the subdivision.

**CONCLUSION:**

Based on the fore-going information and evaluation, the Planning Department has no objection to extension of Draft Plan Approval to 08 November 2020.



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**D. Dick, CPA, CA**  
**Director of Planning (Acting)**



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**B. Casselman**  
**City Manager**



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**J. Faurschou, MCIP, RPP**  
**Planner I**

March 22<sup>nd</sup>, 2017

**Mr. Jonathan Faurschou**  
Planner I  
City of Brockville



Dear Sir,

**Subject: Extension of Draft Plan Approval request | Phase III Wildwood**

Due to the uncertainty of the housing market and the time frame required to arrange financing, we kindly request an additional three (3) year extension of the draft plan approval for Wildwood Phase III.

The land in question is described as Part of Lot 13, Conc 2, being Part of Part 1, Reference Plan 28R-12528.

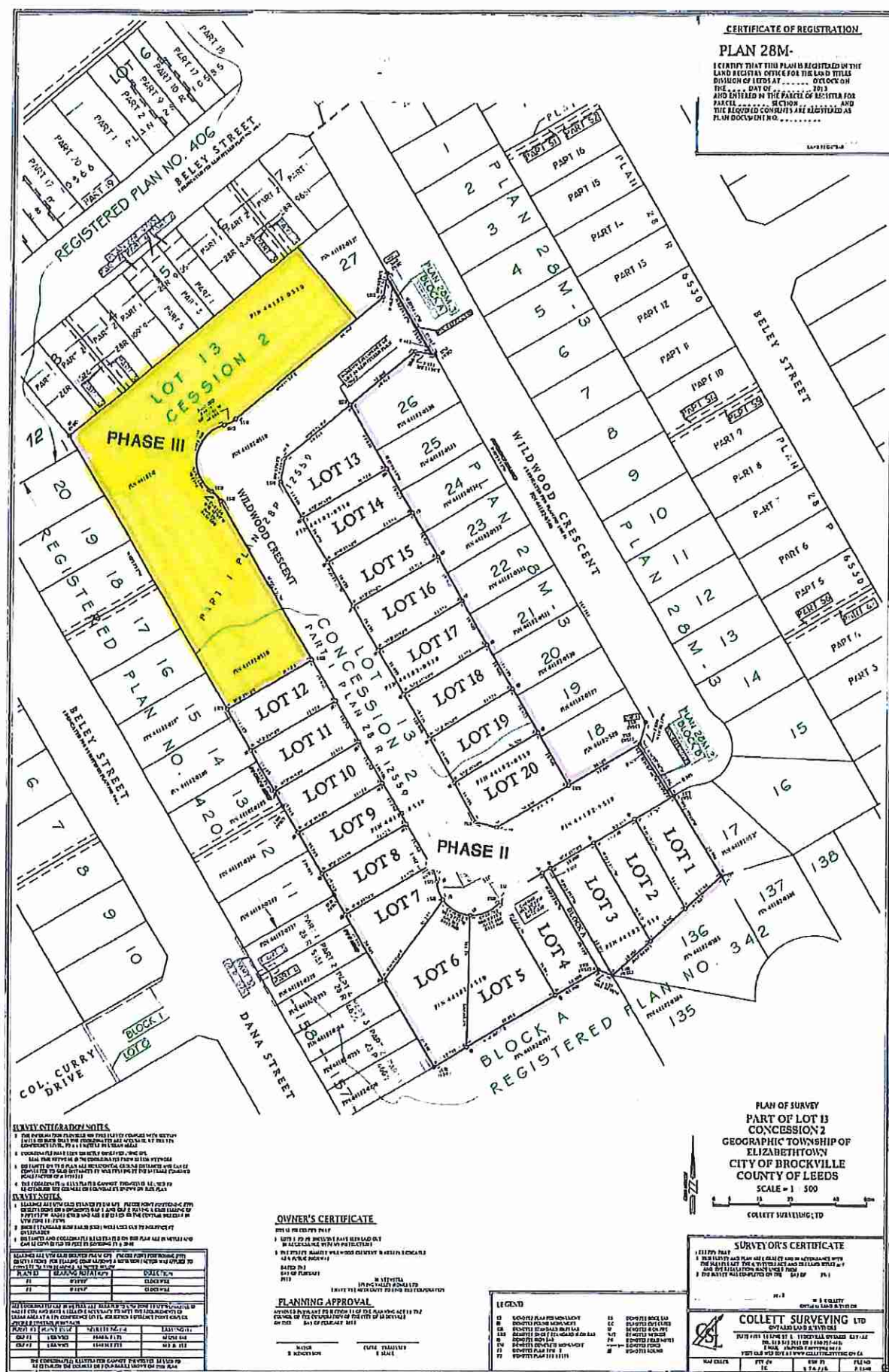
Thank you for your assistance in this matter.

Sincerely,

Michael Veenstra  
President

Spring Valley Homes Ltd. | PO Box 1543 Brockville, ON, K6V 6E6  
tel 613.341.1383 | email: wildwoodcrescent@gmail.com





28 March 2017

**REPORT TO THE ECONOMIC DEVELOPMENT PLANNING COMMITTEE -  
04 APRIL 2017**

2017-032-04

**PROPOSED AMENDMENTS TO SIGN  
BY-LAW 84-89 - ELECTRONIC  
MESSAGE BOARD REGULATIONS**

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

**RECOMMENDATION:**

THAT Sign By-law 84-89 be amended respecting the use of electronic message boards within the City.

**PURPOSE:**

To provide recommendation regarding a general amendment to City of Brockville Sign By-law 84-89 respecting the implementation of new policies pertaining to Electronic Message Boards and permitting them within the City of Brockville as an additional advertising option.

**BACKGROUND:**

On 07 June 2016 the Economic Development and Planning Committee requested that staff review Sign By-law 84-89 as it pertains to Electronic Message Boards (EMB's) and to develop provisions to permit this type of signage within the City of Brockville. Currently, Sign By-law 84-89 does not permit EMB's without an amendment to the By-law at a current application fee of \$550.00 (2016 fee) and a processing time of approximately 30 days.

This request was referred to staff due to the increase in Sign By-law Amendment applications for EMB's that were being received over the last few years and being presented to Council for approval on multiple occasions. To date, thirteen (13) EMB's have been approved around the city, nine (9) of which have been since 2012.

**ANALYSIS/OPTIONS:**

Various sections of the Municipal Act provide municipalities with the authority to pass by-laws to control signage and other advertising devices. Signs within the City of Brockville are regulated under City of Brockville By-law 84-89, as amended, known as the "Sign By-law".

The current sign by-law specifically excludes the use of electronic signs under **Section 5 – General Regulations Applicable to All Signs in All Zones, Sub-Section 5.10** which states "*illuminated or luminous signs of an animated and/or flashing nature shall not be permitted*". In addition, EMB's are not currently defined under Section 2.0 and the By-law contains no regulations relating to EMB's.



Since the initial request by the EPD Committee, Staff has been compiling EMB regulation information from other comparable municipalities. From the information gathered, Staff reviewed maximum sign area, location criteria established in each municipality (zones permitted), colours and timing between transitions of screens. Based on our review, staff are proposing amendments to City of Brockville Sign By-law 84-89 in order to permit the use of EMBs without the need for Council approval of each individual sign provided the application fits within the specifications of the by-law.

The proposed EMB provisions outlined below have been circulated to internal Departments for comment. Recommendations from these departments have been incorporated in the below proposed provisions. Departments that were circulated included the Operations Department, Environmental Services Department, the Brockville Police Department, Brockville Fire Department and the Planning Department - Building Services Division.

In addition to the below recommended amendments, Staff have provided an example of the maximum size proposed for an EMB, attached as **Schedule "A"** to this report. **Schedule "B"** to this report are photos and maximum areas permitted for existing EMBs that are located around the City which were approved by amendment. Information from these approvals was used when formulating the proposed by-law provisions.

When reviewing the proposed amendments, **"Area"** is defined as *"the number of square metres on the surface of a sign including the border and frame, and where there is no border shall include all the area of the surface lying within the extremities of the sign. In the case of a sign having more than one face, the area of the sign shall be the total area of all sign faces"*, within Sign By-law 84-89.

### **Proposed amendments to Sign By-law 84-89**

#### **Section 2 - Definitions**

Section 2.0 – Definitions, of Sign By-law 84-89 does not contain a definition for Electronic Message Boards. The following definition should be added and the subsequent sections renumbered:

New definition for EMB's to read as follows:

**"2.15 Electronic Message Board** means an illuminated sign or part thereof which electronically generates and displays letters, words, light patterns, images or shapes to the public in a pre-arranged or variable sequence, and on which the intensity of the illumination is maintained at a consistent level".

In addition to the above, the current definition for a "Flashing Sign" states that a *"Flashing Sign means an illuminated or luminous sign, fixed or rotating, upon which the source of artificial light is not stationary or the intensity of colour is not constant, but does not include an automatic changing sign such as time or temperature sign or electrically/electronically*

*controlled message centre*". Staff are recommending that this definition be amended to remove the reference to the "*electrically/electronically controlled message centre*" and replace the reference with "an Electronic Message Board". The revised definition would read as follows:

**"2.17 Flashing Sign** means an illuminated or luminous sign, fixed or rotating, upon which the source of artificial light is not stationary or the intensity of colour is not constant, but does not include an automatic changing sign such as time or temperature sign or an Electronic Message Board (EMB)."

## **Section 5 – General Regulations Applicable to all signs in all zones**

As stated previously in this Report, Section 5.0, Sub-section 5.10 clearly excludes the use of electronic message boards by stating "*illuminated or luminous signs of an animated and/or flashing nature shall not be permitted*". City staff are of the opinion that Section 5.0, Sub-section 5.10 should be removed and replaced with the following provisions pertaining to Electronic Message Boards (EMB's):

### **"5.10 Electronic Message Board**

*Electronic Message Boards (EMB's) are permitted to be incorporated within a fascia sign, ground sign or standard sign which is lawfully erected as per provisions contained herein based on sign type; and located or displayed subject to the following:*

- a) *static alphanumeric text messages and images are permitted provided there is no scrolling text or any flashing text, characters, images, or video;*
- b) *a maximum of one (1) electronic message board may be permitted per lot or property;*
- c) *the minimum display time for any electronic message, without movement or change in colour, shall be 8.0 seconds.*
- d) *No off-site advertising shall be permitted on the EMB;*
- e) *EMB's are not permitted within 15.0 metres of a traffic light/signal;*
- f) *EMB's are not permitted to be used as, or as part of a Portable Sign.*
- g) *EMB's are not permitted on a lot containing a building designated under the Ontario Heritage Act; and,*
- h) *EMB's shall only be permitted within Commercial, Industrial and Institutional Zones and not within the Downtown Core Area or Rural Zones as defined herein.*
- i) *EMB sign area shall be considered as part of the maximum permitted sign area when utilized individually or incorporated in any fascia sign, ground sign or standard sign."*

## **Section 8 - Signs in Commercial and Industrial Zones**

Section 8 provides details applying specifically to each type of sign permitted within the zone. Adding a new sub-section to each sign type would allow the use of EMB's without an amendment.

### **Add to Section 8, Sub-section 1. Fascia Signs, the following:**

- (g) *a maximum of 50% of the sign area or 5.0 square metres (53.8 sq. ft.), whichever is lesser, may be used for the purpose of an Electronic Message Board.*

### **Add to Section 8, Sub-section 2. Standard or Ground Signs, the following:**

- (e) *In the case of a single faced sign, a maximum of 50% of the sign area or 5.0 square metres (53.8 sq. ft.), whichever is lesser, may be used for the purpose of an EMB.*
- (f) *In the case of a double faced sign, a maximum of 50% of the sign area or 10.0 square metres (107.6 sq. ft.), whichever is lesser, may be used for the purpose of an EMB;*

## **Section 9 - Signs in Institutional Zones**

Section 9 provides details applying specifically to each type of sign permitted within the zone. Adding a new sub-section to the *Fascia Sign* regulations and replacing the "Standard or Ground Signs" section would allow the use of EMB's without an amendment.

### **Add to Section 9, Sub-section 1. Fascia Signs, the following:**

- (g) *a maximum of 50% of the sign area or 5.0 square metres (53.8 sq. ft.), whichever is lesser, may be used for the purpose of an Electronic Message Board.*

### **Remove and Replace Section 9, Sub-section 2. Ground Signs, with the following:**

#### ***"2. Ground Signs***

*One ground sign may be erected on a lot in an Institutional Zone provided:*

- (a) *The height of the sign shall not exceed a maximum of 2.4 metres (8.0 ft);*

- (b) The area of the sign shall not exceed 10.0 sq. metres (107.6 sq. ft.);*
- (c) The sign has no more than two (2) faces parallel to each other;*
- (d) In the case of a single faced sign, a maximum of 3.0 square metres (32.3 sq. ft.) may be used for the purpose of an EMB; and,*
- (e) In the case of a double faced sign, a maximum of 6.0 square metres (64.6 sq. ft.) may be used for the purpose of an EMB."*

The above proposed amendments are to remove the need for an application to amend Sign By-law 84-89 should a property owner wish to utilize an Electronic Message Board as a means of advertising for their property.

#### **POLICY IMPLICATIONS:**

None.

#### **FINANCIAL CONSIDERATIONS:**

The loss of revenue generated by an application for amendment to Sign By-law 84-89 for this type of sign, being the application fee of \$550.00 (2016 fee).

There are no other financial considerations regarding the proposed amendments to Sign By-law 84-89.

#### **CONCLUSION:**

Based on the foregoing, it is recommended that the proposed general amendments to City of Brockville Sign By-law 84-89, be supported.



David Dick, CPA, CA  
Director of Planning (Acting)



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



Bob Casselman  
City Manager

## SCHEDULE "A" TO REPORT 2017-032-04

1900 Parkedale Avenue – A & W Restaurant

Maximum EMB size permitted within Sign By-law 84-89 is 5.015 m<sup>2</sup> per side (10.03 m<sup>2</sup> total area)

The EMB that has been constructed is approximately 4.2 m<sup>2</sup> (8.4 m<sup>2</sup> total area).

The maximum area proposed in the general amendment to Sign By-law 84-89, should it be approved would be the current EMB seen below stating "*Start the day right*" plus the "*Drive Thru*" banner shown.





## SCHEDULE "B" TO REPORT 2017-032-04

### Signs that have approved amendments but have not yet been constructed

**125 Stewart Boulevard** – Brockville Shopping Centre – no maximum sign area referenced.

**555 Stewart Boulevard** – 1000 Islands Toyota – no maximum sign area referenced.

**2444 Parkedale Avenue** – The Barley Mow - maximum EMB size of 2.3 m<sup>2</sup> (4.6 m<sup>2</sup> total area)

### Signs that have received approved amendments and been constructed

**2510 Parkedale Avenue** – TISS – maximum EMB size of 3.035 m<sup>2</sup> (6.07 m<sup>2</sup> total area)



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**2388 Parkdale Avenue** – St. Lawrence College –  
Maximum EMB size of 4.16 m<sup>2</sup> (8.83 m<sup>2</sup> total area)



**103 Broome Road – Pro Oil Changers – maximum EMB size of 4.64 m<sup>2</sup> (9.28 m<sup>2</sup> total area)**



**1515 Kensington Parkway – Ange-Gabriel – maximum EMB size of 1.25 m<sup>2</sup> (2.5 m<sup>2</sup> total area)**





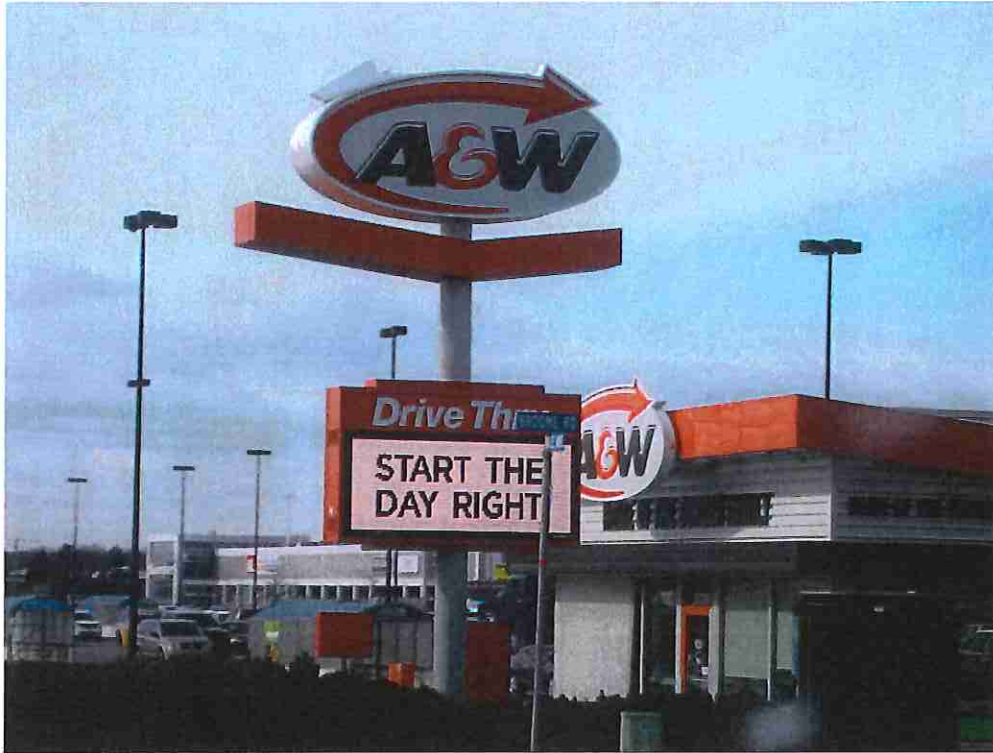
**2399 Parkedale Avenue – 1000 Islands Mall – maximum sign area not reference for EMB.**  
 The EMB has been constructed at 2.55 m<sup>2</sup> (5.11 m<sup>2</sup> total area)



**40 Central Avenue – St. Mary's Catholic High School - maximum EMB size of 2.23 m<sup>2</sup> (4.46 m<sup>2</sup> total area)**



**1900 Parkedale Avenue – A & W Restaurant –**  
Maximum EMB size of 5.015 m<sup>2</sup> (10.03 m<sup>2</sup> total area)  
The EMB has been constructed at approximately 4.2 m<sup>2</sup> (8.4 m<sup>2</sup> total area).



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**365 Stewart Boulevard – Luna Pizza - maximum EMB size of 3.65 m<sup>2</sup> (single sided only)**



**2454 Parkedale Avenue – McDonalds Restaurant –**  
maximum EMB size of 3.53 m<sup>2</sup> (7.06 m<sup>2</sup> total area)



**Corner of Parkedale and Millwood Ave – Brockville Memorial Park –**  
Maximum EMB size of 12.26 m<sup>2</sup> (24.53 m<sup>2</sup> total area)





**Report to Economic Development and Planning Committee  
March 7, 2017**

**2017-023-03**

**Lease Renewal**

**Rogers Communications Inc.**

**Sandra MacDonald**

**City Clerk**

**RECOMMENDATION**

THAT Council authorize the extension of the lease between the Corporation of the City of Brockville and Rogers Communications Inc. for an additional five year term commencing on the 27<sup>th</sup> day of March 2022 and ending on the 26<sup>th</sup> day of March 2027 for the property known as Part Lot 18 Concession II, Township of Elizabethtown, County of Leeds.

**BACKGROUND**


The City has been in a lease agreement with Rogers Communication Inc. (formerly Rogers Cantel Inc.) for the former landfill site property located on the south side of Old Red Road since 1994. The current lease expires March 26<sup>th</sup>, 2022. We have received a request from Rogers Communication Inc. to extend the current lease for one five year term to March 26<sup>th</sup>, 2027.

**ANALYSIS**


The request has been reviewed by all departments. There were no concerns raised. Rogers Communications is not interested in purchasing the property at this time.

**FINANCIAL CONSIDERATION**

The current lease includes an annual increase equal to the Consumer Price Index for Canada. The 2016 lease fee was \$7037.97 (plus applicable taxes).

  
\_\_\_\_\_  
S. MacDonald  
City Clerk

  
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D. Dick, CPA, CA  
Director of Corporate Services

  
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B. Casselman  
City Manager

