



# MINUTES

## MAIN ST DEVELOPMENT REVIEW COMMITTEE

FEBRUARY 2<sup>ND</sup>, 2021 AT 7:00 P.M.  
ELECTRONIC PARTICIPATION – Via Zoom

### A. CALL TO ORDER

Chairperson, Gord Queen called the meeting to order at 7:00 p.m. with the following Committee members in attendance:

#### Members of Committee

Deputy Mayor Gord Queen  
Councillor Kimberly DeYong  
Brenda Gagnier  
Bruce Durward  
David Hunt  
Gideon Spevak  
Heather Brown  
Joe Wilds  
Laura Mastronardi  
Sarah Sacheli  
Tom Greenall  
Tasha Slater  
Dennis Rogers

#### Members of Administration

Manager of Planning – Robert Brown  
Town Planner – Kristina Brcic  
Administrative – Stephanie Coussens  
Chief Administrative Officer – John Norton

#### ABSENT:

Mary Ellen Havlik

### B. DISCLOSURE OF PECUNIARY INTEREST AND THE GENERAL NATURE THEREOF

Chairperson, Gord Queen reminded Committee members to disclose any interest they may have prior to each agenda item being discussed.

### C. ITEMS FOR REVIEW:

#### 1. Review and approval of minutes from January 5, 2021

#### MSD-05-2021

Moved by Tom Greenall, seconded by Brenda Gagnier that the Main St Development Review Committee Meeting Minutes dated January 5<sup>th</sup>, 2021 be adopted.

**CARRIED**

## **2. Presentation from Zoning, Landscaping & Signage sub-com.**

Zoning / Landscaping and Signage – Heather Brown / Bruce Durward / Dennis Rogers  
Heather Brown gave a presentation on behalf of the group's report.  
The Zoning / Landscaping and Signage Report was emailed to the committee, prior to the meeting.

Kim DeYong, spoke to advertising / signage on the exterior of businesses; landlords allow tenants to rent space for advertising to subsidize rent. In our current pandemic, this is a revenue stream for a tenant that may have to close their doors if they can't find revenue. Ms. DeYong feels that guidelines would be more useful. Sarah Sacheli would like to see a recommendation from the subcommittee regarding design; Ms. Sacheli, feels that only signs for the tenant should be permitted on the exterior of the business. Brenda Gagnier, would like to see signage for businesses at the town entrance(s). The Town Planner, Kristina Brcic, requested the committees use pictures of what their vision is for signage, landscaping, etc. give examples / pictures / samples of what you are envisioning.

Manager of Planning Services, Robert Brown spoke to the fact that the Town of Kingsville does not currently have a Sign By-law, only a Portable Sign By-law. Mr. Brown explained that Site Plan control typically covers signage. In 2008 / 2009 a Sign By-law was drafted but not adopted. Items that are considered during Site Plan Control and Signage is safety, common scenes, and is it in scale with the use. In our current By-law Landscape / Open Space standards is 30%. This can include other things besides grass and trees in commercial businesses.

Sarah Sacheli, suggested the reinforcement of buildings being positioned front facing on lots; the front door should face the street address. Ms. Sacheli would like to see a sign by-law recommend to council.

Chief Administrative Officer, John Norton, requested the committee provide more detail; define the downtown core; consult with the BIA. Mr. Norton noted that a Sign by-law would benefit future developments; but also grandfather non-compliance. Mr. Norton has seen other communities fail with attempts at a Sign By-law.

## **3. Follow-up on discussions and presentations from Jan meeting**

No discussion

## **4. How to best engage the public**

Public Engagement – What do we want to present to the public?

Each sub-committee has prepared a presentation for the primary benefit of the committee as a whole for discussion. These detailed reports / presentations are available for the public to review on the Town Website. Collectively as a whole committee what is the summarized message to present?

1) Recommendations 2) Policy development, update or change.

### ***Traffic Committee***

- 1) Recommendation - That Council make completion of Road 2 E a priority.
- 2) Policy – That Council direct administration to amend the OP and establish a site-specific special policy area for the Main St Study area.

### ***Heritage***

- 1) Recommendation – That Council pursue further designation of historically significant buildings and structures along the Main St. corridor.
- 2) Policy – That Council maintain the current designations along the Main St. corridor.

### ***Urban Design***

- 1) Recommendation – That Council support the establishment of a Main St corridor CIP and link funding criteria to following established urban design guidelines.
- 2) Policy – That Council direct administration to implement the recommendations of the Urban Design sub-committee

### ***Zoning, Landscaping, Signage***

- 1) Recommendation – That Council direct administration to prepare a comprehensive sign by-law for Kingsville including criteria specific to the Main St. corridor.
- 2) Policy – That Council direct administration to review current zoning standards, including landscape provisions in the Town of Kingsville Comprehensive Zoning By-law.

## **5. Summary of issues/recommendations for public engagement**

5 minute presentation and 5 minute question & answer.  
Mock presentation before the public

Promote on Town Website; let the public know that the information is available.  
Live stream the meeting so that people who don't want to speak can still view the meeting.

## **MSD-06-2021**

Moved by Kim DeYong, seconded by Sarah Sacheli that the committee advise administration to promote the date of public engagement.

**CARRIED**

## **6. Any outstanding items and information request**

Traffic, study was broke into sections, ties in nicely for the presentation. Niagara-On-The-Lake is very good example

Ms. Brcic requested each subcommittee have their open house presentation, and long presentation submitted by 12pm on February 23<sup>rd</sup>, 2021. Ms. Brcic requested they be labeled as Presentation and Long Presentation to keep them separate but consistent. Ms. Brcic reminded the committees to review the presentations, give examples, illustrations, tie up loose end, easy to understand language.

**7. Date of the next meeting.**

**March 2<sup>nd</sup>, 2021.**

Location: via Zoom

Time: 7pm

**D. OTHER BUSINESS**

No comment made.

**E. ADJOURNMENT**

**MSD-07-2021**

Moved by Dennis Rogers, seconded by Tasha Slater there being no further items scheduled, the meeting was adjourned at 8:25 p.m.

**CARRIED**

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CHAIRPERSON, G. QUEEN

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SECRETARY-TREASURER, R. BROWN