

**PLANNING AND DEVELOPMENT COMMITTEE OF COUNCIL  
REPORT NO. 2015-4**

**Report of the Planning and Development Committee meeting held at 7:00 p.m. on Wednesday, April 1, 2015 in the Council Chambers of the Municipal Office.**

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**Present:** Chair, Councillor G. Canning  
Vice Chair Councillor G. MacDonald  
Mayor G. McKay  
Councillor J. Main  
Councillor C. Oschefski  
Councillor S. Strathearn  
Councillor J. Contin

**Also Present:** Director of Planning and Building Services, W. Crown  
Chief Administrative Officer, C. Tripp  
Planner, A. Betty

**Regrets:** Deputy Mayor M. Ross  
Councillor P. File

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**1. CALL TO ORDER**

The Chair called the meeting to order at 7:00 p.m.

The Chair read the introductory remarks respecting safety matters and respectful communication policies.

**2. DECLARATIONS OF PECUNIARY INTEREST**

There were none declared.

**3. PUBLIC MEETING**

A) Official Plan Review Project

The Director of Planning and Building Services confirmed that Notice had been given under Section 26 of the *Planning Act* and the Town's Notice By-law. The Director then gave a presentation on the Official Plan Review Project.

Comments

Christine Johnston – Simcoe Muskoka District Health Unit

- Highlighted the Healthy Communities Design Policy Statements document previously provided by the Health Unit to staff and Council.

Bill Kernahan – Resident

- Requested clarification of the Town's designation as a "Primary Settlement Area" under the Growth Plan and questioned how it will be included in the Official Plan Review Project.

B) Sign By-law Amendment C.1/2015 - Tynk Outdoor – Amphibious Floating Water Signs

The Director of Planning and Building Services confirmed that Notice had been given as directed by Council and under Town's Notice By-law. The Director noted that comments were received by:

Department of Fisheries and Ocean – Email dated March 10, 2015

Ministry of Natural Resources and Forestry – Letter dated March 10, 2015

Transport Canada – Navigation Protection Program – Email dated March 11, 2015

Public Comments – 52 emails and or letters from the Public

The Director then gave an overview of the application.

Comments

The applicant spoke respecting the application and provided further clarification to the proposal:

- The proposed regulation regarding the length of signs was a maximum and that smaller billboards were likely;
- Indicated that she envisioned only a few signs in the water bodies;
- Noted that only local businesses would be considered for advertising;
- Indicated that the signs could be used for special events only;
- Stated that the proposed signs will be close to shore and would not interfere with navigation.

Paul Wismer of 325 Aberdeen Boulevard - stated that the concept was a “bad idea”. He noted that the Town should be promoting tourism and the natural beauty of the waterfront.

Kevin Cowie of 1495 Par Four Drive – noted that the concept of special event signage should be contemplated.

Freida Baldwin of 200 Bayfield Avenue – indicated that the Town should keep the waterfront pristine, inquired about the cost/benefit of the proposed sign and stated some concerns with the proposed regulations.

The Committee requested clarification that the Town had authority to permit or prohibit signs in the water bodies within the Corporation. Staff noted that the Municipality regulated advertising devices and therefore had authority; however, there would be multiple levels of government who would also have jurisdiction. The Committee inquired whether the Town could consider these types of signs for special events if this application was refused. Staff noted that this may be possible however it was not the request of the application for amendment.

The Chair thanked everyone for their attendance and participation and advised that the Committee will consider the Amendment and the results of the public consultation later tonight in the Regular Meeting of the Planning and Development Committee.

**Chair Councillor Canning closed the Public Meeting at 7:45 p.m. to reconvene immediately for regular Planning and Development Committee meeting.**

**4. ITEMS FOR REVIEW/DISCUSSION**

**A) Sign By-law Amendment C.1/2015  
Tynk Outdoor – Amphibious Floating Water Signs**

The Committee had before it for consideration Staff Report PL-2015-25 dated March 26, 2015 with respect to a Sign By-law Amendment to creation of a new type of Advertising Device - “Amphibious Floating Water Sign” and the results of the Public Consultation.

Committee had considerable discussion with respect a number of aspects of the application and matter.

**Recommendation**

After discussion on the Item the Committee recommends the following:

- 1. That the Planning and Development Committee of Council recommends the refusal of Sign Amendment Application C.1/2015 regarding “Amphibious Floating Water Signs” and directs staff to bring forward an Amendment to Sign By-law 2011-79 to prohibit “Amphibious Floating Water Signs” in the Town of Midland.**

**B) Official Plan Review Project - Work Plan and Schedule**

The Committee had before it for consideration Staff Report PL-2015-23 dated March 10, 2015 with respect to the Official Plan Review Project.

Committee had discussion regarding the Item and the Staff Report on the issues of the composition Steering Committee, the status of the County of Simcoe Official Plan, and public engagement on the process/themes.

**Recommendation**

The Committee recommends as follows:

- 1. That Staff be directed to initiate the Official Plan Review Project as outlined in Staff Report PL-2013-23 dated March 10, 2015.**

**C) Tiffin Harbour Development Corporation – Sunrise Pier CD-T-0602  
725 Aberdeen Boulevard  
Request for extension of Condominium Approval**

The Committee had before it for consideration Staff Report PL-2015-26 dated March 26, 2015 with respect to a request for Extension to Condominium Approval.

Committee had discussion regarding Item and the Staff Report.

- Question as to when servicing capacity would be allocated to the development.

**Recommendation**

The Committee recommends as follows:

1. **That the Council of the Town of Midland grants an extension of Draft Plan of Condominium Approval pursuant to Section 51 (33) of the *Planning Act* for the Tiffin Harbour Development Corporation “Sunrise Pier” Draft Plan of Condominium, File No. CD-T-0602, for a period of three (3) years to April 27, 2018 including the additional conditions as identified in Staff Report PL-2015-26.**
  2. **That pursuant to Sub-Section 51(47) of the *Planning Act*, Council determines that no further written Notice under Sub-Section 51(45) is required.**
  5. **FOR INFORMATION**
- A) Building Report – February 2015 – **Noted and Filed.**
  - B) EDCNS – Update as of March 3, 2015 - **Noted and Filed.**
  - C) OMB Hearing Update Respecting 990 Sumac Lane - Memo - **Noted and Filed.**
  - D) Public Meeting Notice – Review of Growth Plan and Greenbelt Plans - **Noted and Filed.**
6. **OTHER BUSINESS**

There was no other business.

**7. ADJOURNMENT**

On a Motion by Councillor Oschefski the meeting was adjourned at 8:40 p.m.



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Wesley R. Crown, BES, MCIP, RPP  
Director of Planning and Building Services  
A/Clerk