



**The Corporation of the City of St. Catharines  
GENERAL COMMITTEE AGENDA  
Regular, Monday, March 23, 2020  
Council Chambers, City Hall**

*His Worship Mayor Walter Sendzik takes the Chair and opens the meeting following  
Items Number 5 and 8 on the Council Agenda*

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**1. Motion to Move Reports on Consent**

**2. Consent Reports**

*Following Consent Reports, Council will proceed to Council Agenda Item 6  
(Public Meetings Pursuant to Planning Act)*

3 - 8	2.1	Financial Management Services, Accounting and Payroll 2019 Statement of Council Remuneration and Expenses
9 - 12	2.2	Financial Management Services, Accounting and Payroll Annual Investment Report as at December 31, 2019
13 - 17	2.3	Financial Management Services, Accounting and Payroll Development Charges Reserve Fund Treasurer's Statement, December 31, 2019
18 - 21	2.4	Engineering, Facilities and Environmental Services, Engineering and Construction Award of Engineering Services for Project P19-020 Avalon Place / Bernhardt Street / Embassy Avenue Road and Underground Improvements
22 - 40	2.5	Engineering, Facilities and Environmental Services, Environmental Services 2019 Summary Report of the City of St. Catharines Water Distribution System as Required under the Safe Drinking Water Act

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|-----------|------|---|
| 41 - 48   | 2.6  | Planning and Building Services, Planning Services<br>Demolition Permit in Heritage Conservation District 61 Lakeport Road (former Pier 61 Restaurant), Port Dalhousie Owner(s) - Port Dalhousie Harbour Club Ltd. |
| 49 - 84   | 2.7  | Planning and Building Services, Building and Development<br>Video and Third Party Signage on City-owned Properties  |
| 85 - 103  | 2.8  | Planning and Building Services, Building and Development<br>Application for Sign By-law Variance; 142 St. Paul Street; Owner: 2400795 Ontario Inc.<br>(Report contains links; copies available upon request)      |
|           | 2.9  | Legal and Clerks Services, Office of the City Clerk<br>Amendments to the Procedural By-law<br>(Report Forthcoming)  |
| 104 - 122 | 2.10 | Legal and Clerks Services, Clerks Services<br>Council Correspondence  |

### **3. Discussion Reports**

- |           |     |  |
|-----------|-----|--|
| 123 - 132 | 3.1 | Office of the Chief Administrative Officer<br>Waste Management Strategy <ul style="list-style-type: none"><li>• A staff presentation by Mark Green will precede discussion of report</li></ul> |
| 133 - 137 | 3.2 | Legal and Clerks Services, Office of the City Clerk<br>Neil Peart Memorial Task Force<br>(Report contains links; copies available upon request)  |

### **4. In-Camera Session (General Committee)**

There is no scheduled In-Camera session.

### **5. Adjournment**

*Following Adjournment, Council will proceed to Council Agenda Item 9 (Motions Arising from In-Camera Session).*



## Corporate Report City Council

**Report from:** Financial Management Services, Accounting and Payroll

**Report Date:** February 19, 2020      **Meeting Date:** March 23, 2020

**Report Number:** FMS-035-2020      **File:** 10.12.24

**Subject:** 2019 Statement of Council Remuneration and Expenses

**Strategic Pillar:**

### Recommendation

That report FMS-035-2020, regarding 2019 Statement of Council Remuneration and Expenses, be received for information and no further action be taken. FORTHWITH

### Summary

Staff are required to report on the annual remuneration and expenses for Council by March 31<sup>st</sup> of the following year. In 2018, Council approved adjusting the level of remuneration to offset the impact of the Canada Revenue Agency removing the non-accountable expense allowance, which allowed elected officials to receive one-third of their remuneration not subject to income tax. These adjustments resulted in an approximately \$51,000 increase to City remuneration in 2019 as compared to 2018. A separate appendix was also added to the report for 2019 to identify external board remuneration for members of Council.

### Relationship to Strategic Plan

Reporting Council remuneration and expenses is a statutory requirement mandated by Section 284(1) of the *Municipal Act, 2001*.

### Background

Section 284(1) of the *Municipal Act, 2001* requires that the Treasurer shall each year submit to the Council of the municipality an itemized statement of the remuneration and expenses paid to each member of Council in respect of his or her services as a member of Council or as a member of a local board in the preceding year. On November 12, 2018 Council set the remuneration levels for Councillors to the following, effective January 1, 2019:

55.5% of the average earned income of all individuals filing a tax return in the City of St. Catharines, as published in the most recent Taxation Statistics.

The average earned income of all tax filers filing a tax return in the City of St. Catharines was \$42,218, which resulted in an annual salary of \$23,414 (small differences exist due to rounding).

At the same November 12, 2018 Council meeting, the Mayors remuneration level was set at \$108,970 with annual adjustments made in accordance with the following, effective January 1, 2019:

based on the change of the average earned income of all individuals filing a tax return in the City of St. Catharines from the previous year.

While the Councillors are paid monthly, the mayor's salary is paid bi-weekly, resulting in some timing differences between the actual amount received during the year and the annual remuneration rate. The Mayor's annual remuneration rate for 2019 was 109,384, based on the percentage increase found in the following table:

Average Income – All Returns 2016	\$42,218
Average Income – All Returns 2015	\$42,057
Annual Increase (\$)	\$161
Annual Increase (%)	0.38%

## Report

### 2019 Remuneration and Expenses

Total remuneration and expenses for 2019, in accordance with By-laws 2000-139, 2000-276, 2003-270, 2004-244, 2004-283, 2018-251 and 2018-252 are as follows:

City Controlled Remuneration	Expenses	External Board Remuneration	Total Remuneration & Expenses
\$470,727.86	\$51,182.87	\$46,250.00	\$568,160.73

A breakdown of Council Remuneration by individual members of Council provided in Appendix 1, while a categorization of expenses by individual members of Council is included in Appendix 2, and Remuneration from External Boards is provided in Appendix 3.

### Changes to Tax Exemption for Expense Allowances in 2019

2019 was the first year in which one-third of Council remuneration was no longer provided as a non-accountable expense allowance (not subject to income tax). Due to the change in taxation by the Canada Revenue Agency, on November 12, 2018, Council approved amending the remuneration rates for Councillors and the Mayor in order to offset this impact. The estimated impact of the salary increase for the Mayor and Councillors at that time was estimated to be approximately \$51,000. As a result, there is a larger than usual year-over-year increase, which is directly related to that change.



## **Additional Information Provided for 2019**

As part of the effort to continue to improve the City's reporting, it was identified that some, but not all benefits and employment related costs have been included in the past. A review of reports prepared by other municipalities, including some comparator municipalities, showed that many municipalities do include all employment related costs as part of the remuneration report, including benefits and payroll taxes. This resulted in reporting an additional \$25,558.44 in benefits that would not have been reported in prior years.

Additionally, the 2018 report did not include external board remuneration. A subsequent memo was issued on March 22, 2019 to provide the external board remuneration received by members of Council in 2018. This information is contained in the 2019 report, and external board remuneration was received by a member of Council for the full year in 2019, as compared to only six months in 2018, resulting in a \$23,750 increase.

## **Financial Implications**

Total Council remuneration and expenses for 2019 was \$568,160.73 (2018 - \$444,097.24).

## **Environmental Sustainability Implications**

There are no environmental sustainability implications associated with this report.

### **Prepared and Submitted by**

Adam Smith, Manager of Accounting & Payroll & Deputy City Treasurer

### **Approved by**

Kristine Douglas, Director of Financial Management Services & City Treasurer

## **Appendices**

Appendix 1 – Statement of Council Remuneration

Appendix 2 – Statement of Council Expenses

Appendix 3 – Third Party Board Remuneration

## The City of St. Catharines

### 2019 Statement of Remuneration for Members of City Council

Member of Council	City Council Remuneration	Taxable Benefits*	Other Benefits**	St. Catharines Hydro Board Remuneration	Total City Controlled Remuneration
Dodge, Dawn	\$23,413.68	\$ -	\$1,472.16	\$ -	\$24,885.84
Garcia, N. Carlos	\$23,413.68	\$ -	\$456.60	\$7,482.81	\$31,353.09
Harris, Matthew (Deputy Mayor)	\$26,016.84	\$ -	\$1,655.71	\$10,033.06	\$37,705.61
Kushner, Joseph	\$23,413.68	\$ -	\$456.60	\$7,688.14	\$31,558.42
Littleton, Lori	\$23,413.68	\$ -	\$1,472.16	\$ -	\$24,885.84
Miller, Greg	\$23,413.68	\$ -	\$1,472.16	\$ -	\$24,885.84
Phillips, William	\$23,413.68	\$ -	\$1,472.16	\$ -	\$24,885.84
Porter, Karrie	\$23,413.68	\$ -	\$1,472.16	\$ -	\$24,885.84
Sendzik, Walter (Mayor)	\$108,959.08	\$13,461.46	\$23,717.64	\$ -	\$146,138.18
Siscoe, Mathew	\$23,413.68	\$ -	\$1,472.16	\$ -	\$24,885.84
Sorrento, Sal	\$23,413.68	\$ -	\$1,472.16	\$ -	\$24,885.84
Townsend, Kevin	\$23,413.68	\$ -	\$1,472.16	\$ -	\$24,885.84
Williamson, Bruce	\$23,413.68	\$ -	\$1,472.16	\$ -	\$24,885.84
<b>Totals</b>	<b>\$392,526.40</b>	<b>\$13,461.46</b>	<b>\$39,535.99</b>	<b>\$25,204.01</b>	<b>\$470,727.86</b>

\*Taxable Benefits include Automobile Allowance, Life Insurance and AD&D coverage

\*\*Other Benefits include OMERS, Extended Health and Dental Coverage and Payroll taxes

## The City of St. Catharines

### 2019 Statement of Expenses for Members of City Council

Member of Council	Out of Region Meetings, Events & Conferences		Mileage & Parking	Phone & Tablet	Meetings Events & Other	Total Expenses
	Attended	Expenses				
Dodge, Dawn	1,9	\$4,490.13	\$684.40	\$500.87	\$222.19	<b>\$5,897.59</b>
Garcia, N. Carlos		\$ -	\$ -	\$599.01	\$172.72	<b>\$771.73</b>
Harris, Matthew (Deputy Mayor)		\$ -	\$ -	\$1,122.16	\$220.00	<b>\$1,342.16</b>
Kushner, Joseph		\$ -	\$ -	\$960.72	\$ -	<b>\$960.72</b>
Littleton, Lori	1	\$2,062.11	\$741.92	\$623.54	\$553.63	<b>\$3,981.20</b>
Miller, Greg	1	\$2,094.59	\$758.16	\$894.97	\$20.00	<b>\$3,767.72</b>
Phillips, William		\$ -	\$ -	\$792.51	\$140.22	<b>\$932.73</b>
Porter, Karrie	1	\$1,958.04	\$341.04	\$1,000.72	\$110.90	<b>\$3,410.70</b>
Sendzik, Walter (Mayor)	2-8	\$9,829.24	\$2,819.37	\$4,177.50	\$4,952.46	<b>\$21,778.57</b>
Siscoe, Mathew		\$ -	\$ -	\$1,501.47	\$339.71	<b>\$1,841.18</b>
Sorrento, Sal		\$ -	\$24.36	\$1,358.07	\$431.51	<b>\$1,813.94</b>
Townsend, Kevin	1	\$2,257.31	\$684.40	\$920.13	\$126.21	<b>\$3,988.05</b>
Williamson, Bruce		\$ -	\$ -	\$664.64	\$31.94	<b>\$696.58</b>
<b>Totals</b>		<b>\$22,691.42</b>	<b>\$6,053.65</b>	<b>\$15,116.31</b>	<b>\$7,321.49</b>	<b>\$51,182.87</b>

#### Out of Region Events & Conferences:

1. Association of Municipalities of Ontario (AMO) 2019 Conference, Ottawa, ON
2. Marine Club Dinner, Toronto, ON
3. Consulate Meetings and Maple Leaf Gala, New York City, NY
4. 75<sup>th</sup> Anniversary of the Liberation of Bergen Op Zoon, Bergen Op Zoom, Netherlands
5. FISA World Rowing Championships Bid, Linz, Austria
6. Great Lakes St. Lawrence Cities Initiative – US Mayor's Conference, Washington, DC
7. Great Lakes St. Lawrence Cities Initiative – Great Lakes Summit, Toronto, ON
8. Great Lakes St. Lawrence Cities Initiative – Annual Meeting, Sheboygan, WI
9. AMO Board Meetings (Toronto, ON – 4, Orillia, ON – 1)

## The City of St. Catharines

### 2019 Statement of External Board Remuneration for Members of City Council

Member of Council	Organization	Directors Fees	Meeting Fees	Expenses	Total
Harris, Matthew	Alectra Utilities Inc.	\$25,000.00	\$21,250.00	\$0	\$46,250.00



## Corporate Report City Council

**Report from:** Financial Management Services, Accounting and Payroll

**Report Date:** February 26, 2020      **Meeting Date:** March 23, 2020

**Report Number:** FMS-036-2020      **File:** 10.57.99

**Subject:** Annual Investment Report as at December 31, 2019

**Strategic Pillar:**



### Recommendation

That Report FMS-036-2020, regarding the Annual Investment Report as at December 31, 2019, be received for information. FORTHWITH

### Relationship to Strategic Plan

The investment policy forms part of the City's financial plan, determining how funds are invested in order to preserve capital and ensure adequate liquidity to meet the ongoing cash requirements of the City.

### Background

An Operating Fund Investment Report is provided to Council annually. This report is in compliance with the requirements of the Council approved Investment policy. This policy provides financial controls and outlines the four major competing objectives for investing activities: Compliance with Statutory Requirements; Preservation of Capital; Maintenance of adequate liquidity to meet ongoing operational cash requirements; and Maximization of return.

### Report

Investment balances have grown to \$37 million, and include both guaranteed investment certificates and cash deposit accounts.

Financial Management Services has forwarded the Annual Investment Report – Operating Fund at December 31, 2019 for consideration of the General Committee (see Appendix 1 attached). While the City continues to hold the majority of its investments with the largest Schedule I banks, in 2019 investments with Credit Unions increased to 31%. The investments are in compliance with both the City Investment Policy, and the Provincial regulations which require issuer credit ratings of AA, for investments greater than two years.

## **Financial Implications**

This report deals with information that is historic in nature. As investments mature, they are reinvested in accordance with the investment policy, requiring the solicitation of multiple quotes for investment products.

## **Environmental Sustainability Implications**

There are no environmental sustainability implications associated with this report.

### **Prepared by**

Robin Thorpe, Accounting & Process Leader  
Financial Management Services

### **Submitted by**

Adam Smith, Manager, Accounting & Payroll & Deputy City Treasurer  
Financial Management Services

### **Approved by**

Kristine Douglas, Director, Financial Management Services & City Treasurer

## **Appendices**

1. City of St. Catharines Annual Investment Report

## City of St. Catharines Annual Investment Report

### Operating Fund – As at December 31, 2019

#### Investment Summary:

Institution <sup>1</sup>	Individual Share <sup>2</sup>	Portfolio Share <sup>2</sup>	Maturity Value	Policy Limit <sup>2</sup>
<b>Schedule 1 Banks</b>		68.73%	<b>\$ 25,469,438.79</b>	<b>100%</b>
Bank of Montreal	8.10%		\$ 3,000,000.00	50%
Bank of Nova Scotia	34.29%		\$ 12,707,186.96	50%
Canadian Imperial Bank of Commerce	4.60%		\$ 1,706,152.67	50%
Royal Bank of Canada	11.94%		\$ 4,426,469.33	50%
Toronto Dominion Bank	9.79%		\$ 3,629,629.83	50%
<b>Credit Unions</b>		31.27%	<b>\$ 11,588,621.54</b>	<b>50%</b>
FirstOntario Credit Union	11.41%		\$ 4,230,075.63	25%
Meridian Credit Union	11.30%		\$ 4,188,193.92	25%
Pen Financial Credit Union	8.56%		\$ 3,170,352.00	25%
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>\$ 37,058,060.33</b>	<b>100.00%</b>

#### Notes:

<sup>1</sup> Investment eligibility in accordance with Section 418 of the Municipal Act, 2001 and O.Reg 399/02

<sup>2</sup> The Policy Limit sets out the maximum share of a particular investment or investment category at the time of placement. Refer to the City of St. Catharines Investment Policy, Appendix B Approved Investments, Diversification and Ratings.

**Investment Detail by Due Date:**

Security Issuer (Dealer <sup>3</sup> ), Type <sup>4</sup>	Purchase Date	Maturity Date	Term (Days)	Interest Rate	Maturity Value
Bank of Montreal (TD), GIC	24-Aug-16	24-Aug-26	3652	2.15%	\$ 3,000,000.00
Bank of Nova Scotia, GIC	24-Aug-16	24-Aug-21	1826	2.03%	\$ 3,317,297.04
Bank of Nova Scotia, GIC	24-Aug-16	24-Aug-23	2556	2.17%	\$ 3,486,665.46
Bank of Nova Scotia, GIC	27-Jul-18	26-Jul-21	1095	3.06%	\$ 2,736,816.94
FirstOntario Credit Union, GIC	7-Aug-18	7-Aug-20	731	2.95%	\$ 2,649,675.63
FirstOntario Credit Union, GIC	26-Nov-19	26-Nov-21	731	2.68%	\$ 1,580,400.00
Meridian Credit Union, GIC	29-Nov-18	29-Nov-20	731	3.25%	\$ 1,599,084.38
Pen Financial Credit Union, GIC	11-Dec-19	11-Dec-21	731	2.80%	\$ 3,170,352.00
Royal Bank of Canada, GIC	27-Jul-18	27-Jul-22	1461	3.13%	\$ 2,828,004.39
Royal Bank of Canada, GIC	22-Nov-18	23-Nov-20	732	3.23%	\$ 1,598,464.94
Canadian Imperial Bank of Commerce, HISA	N/A	N/A	N/A	1.45%	\$ 1,706,152.67
Toronto Dominion Bank, ISA, CA	N/A	N/A	N/A	1.60%	\$ 3,540,752.67
Meridian Credit Union, ISA, CA	N/A	N/A	N/A	1.60%	\$ 2,589,109.54
Bank of Nova Scotia, CA	N/A	N/A	N/A	0.00%	\$ 3,166,407.52
Toronto Dominion Bank, CA	N/A	N/A	N/A	0.00%	\$ 88,877.16
<b>Total</b>					<b>\$ 37,058,060.33</b>

**Notes:**

<sup>3</sup> Security dealer noted if different than security issuer.

<sup>4</sup> Investment Types:

- BA = Bankers' Acceptance, purchased at discount
- BDN = Bearer Deposit Note, purchased at discount
- CA = Cash Account
- DN = Deposit Note (Senior Bank Paper)
- FRN = Floating Rate Note, purchased at premium
- GIC = Guaranteed Investment Certificate
- HISA= High Interest Investment Savings Account
- ISA = Investment Savings Account
- NC = Non-Callable





## Corporate Report City Council

**Report from:** Financial Management Services, Accounting and Payroll

**Report Date:** February 18, 2020      **Meeting Date:** March 23, 2020

**Report Number:** FMS-034-2020      **File:** 60.2.13 & 10.57.99

**Subject:** Development Charges Reserve Fund Treasurer's Statement, December 31, 2019

**Strategic Pillar:**



### Recommendation

That report FMS-034-2020, regarding Development Charges Reserve Fund Treasurer's Statement, December 31, 2019, be received for information. FORTHWITH

### Relationship to Strategic Plan

Development Charges reserves are restricted use funds that can only be used to fund growth related infrastructure in the categories and geographical areas in which they were collected. These funds do provide a potential funding source for future capital projects.

### Background

The *Development Charges Act, 1997* requires the Treasurer to provide Council a statement each year regarding the status and any activity of the Development Charge Reserve Fund.

### Report

#### Purpose of Development Charges

Development Charges are charges governed under the *Development Charges Act, 1997* collected from developers to pay for anticipated increased capital costs related to growth. A municipality can pass a by-law to impose development charges against land to pay for increased capital costs required because of increased need for services arising from the development of the area to which the by-law applies. The intent is that the end user of the new services pays for the capital cost.

## Activity in the Development Charge Reserve Fund

Development Charges are collected and any interest income generated are held and accounted for in a separate reserve fund. The interest income generated in the reserve fund assists in covering inflation in construction costs.

Effective June 21, 2009, Council enacted By-law 2009-157 which discontinued the collection of City Development Charges for West St. Catharines. By-law 2009-157 stated that all monies previously collected shall continue to be applied for the purposes for which they were collected.

There were no Development Charges expenditures made during 2019. The activity in the Development Charges Reserve Fund is listed in the attached treasurer's statement, Appendix 1.

There were two historical projects that were closed out in 2019 that included unused Development Charges funds, Grapeview Creek (P08-131) and First Street Louth (P09-134). The unused funds were returned to the appropriate Development Charges reserve fund from which they were originally funded, and are now available for use in future projects.

## Financial Implications

There are no financial implications associated with this report.

## Environmental Sustainability Implications

There are no environmental sustainability implications associated with this report.

## Prepared and Submitted by

Adam Smith

Manager of Accounting & Payroll & Deputy City Treasurer

## Approved by

Kristine Douglas

Director of Financial Management Services & City Treasurer

## Appendices

- 1 - 2019 Development Charges Reserve Funds Treasurer's Statement
- 2 - Map of Area to which 2004 DC By-law applied

# City of St. Catharines

## 2019 Development Charges Reserve Funds

### Treasurer's Statement

#### Statement of Continuity:

	<b>West Parks</b>	<b>West Roads</b>	<b>Total</b>
Balance – January 1, 2019	\$1,289,295.44	\$2,327,099.71	\$3,616,395.15
<b>Revenue</b>			
Collections	0	0	0
Interest Earned	32,398.31	54,437.73	86,836.04
<b>Expenditures</b>			
None	0	0	0
Funds Returned - Closed Projects	251,100.00	35,872.00	286,972.00
<b>Balance – December 31, 2019</b>	<b>\$1,572,793.75</b>	<b>\$2,417,409.44</b>	<b>\$3,990,203.19</b>

#### Prescribed Information:

1. Description of the service for which each fund was established:

West Parks                      The fund is used for the growth-related costs of the development of parkland in West St. Catharines.

West Roads                      The fund is used for growth-related share of costs associated with roads peripheral to subdivisions that are not the direct responsibility of the developer in West St. Catharines.

2. For Credits (Ex. Pre-payments, front-ended projects) in relation to the service or category for which the fund was established:

No credits have been received, used or are outstanding for the previous year.

3. The amount of any money borrowed from the DC reserve during the previous year and the purpose for which it was borrowed:

No money was borrowed.

4. The amount of interest accrued during the previous year on money borrowed from the fund by the municipality:

No interest was accrued as no money was borrowed.

5. The amount and source of any money used by the municipality to repay, in the previous year, money borrowed from the fund, or interest on such money:

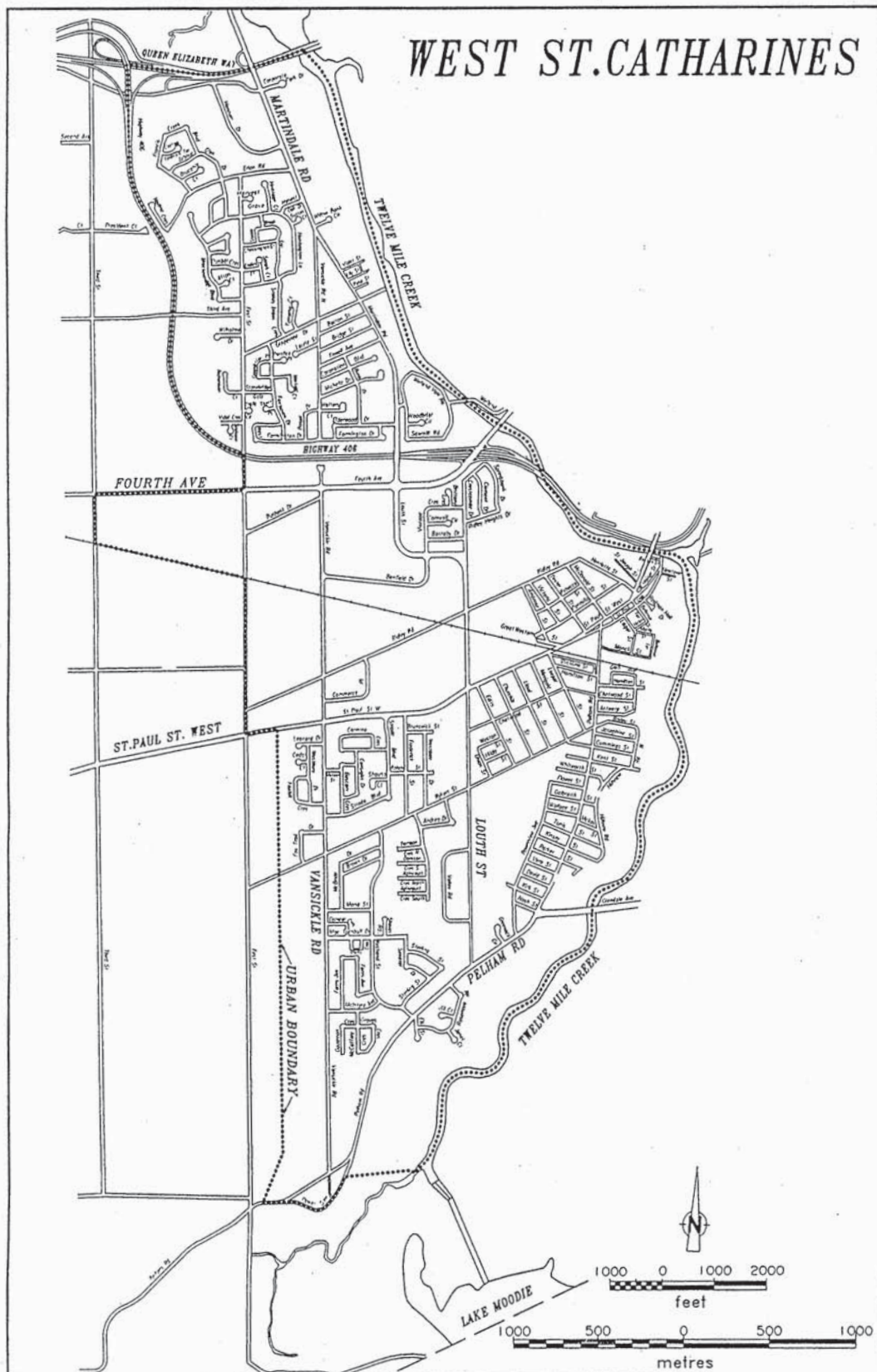
No source of money to repay as no money was borrowed.

6. A schedule that identifies credits recognized under section 17 and, for each credit organized, sets out the value of the credit, the service against which the credit is applied and the funds used to finance the credit:

No schedule as there are no credits to recognize per section 17.

7. Statement respecting additional levies under Section 59.1(1) & (2) of the *Development Charges Act, 1997*, as amended.

In accordance with Section 59.1(1) & (2), the City of St. Catharines has not imposed any additional payments nor required the construction of a service not authorized under the *Development Charges Act, 1997*, as amended.





## Corporate Report City Council

**Report from:** Engineering, Facilities and Environmental Services, Engineering and Construction

**Report Date:** March 5, 2020      **Meeting Date:** March 23, 2020

**Report Number:** EFES-048-2020      **File:** 18.20.206

**Subject:** Award of Engineering Services for Project P19-020 Avalon Place / Bernhardt Street / Embassy Avenue Road and Underground Improvements

**Strategic Pillar:** 

### Recommendation

That Council grant approval to award consulting engineering services for P19-020 Avalon Place / Bernhardt Street / Embassy Avenue Road and Underground Improvements to Urban & Environmental Management Inc. (UEM) at a total estimated amount of \$121,853.30 plus HST; and

That the City Solicitor be directed to prepare the necessary by-law and agreements.  
FORTHWITH

### Relationship to Strategic Plan

#### Social Well-Being:

2.2 Improve transportation and overall connectedness (all modes, including GO Rail, VIA Rail, and inter-municipal transit and active transportation), **incorporate urban design guidelines and provide complete streets in City neighbourhoods.**

### Background

Avalon Place, Bernhardt Street and Embassy Avenue are local, residential roadways with no existing sidewalks on any of the roads, combined sewers and cast iron watermains.

In adequate surface drainage along Embassy Avenue is a concern. To continue with the City's Sewer Separation Program, it is proposed to install new storm sewers on these streets to handle the runoff. These sewers are to outlet into an existing storm sewer on Lakeport Road, at Avalon Place. The existing watermains along these streets are also proposed to be replaced. No rehabilitation has been identified on the existing sanitary (combined) sewers.

Due to the underground infrastructure replacement work, Avalon Place, Bernhardt Street and Embassy Avenue are to be reconstructed. There currently are no sidewalks along any of the roads. To meet the City's Official Plan, the feasibility of installing sidewalks on both sides of the roads will be reviewed during the design phase of the project.

Please refer to Appendix 1 for the limits of this future construction project.

## **Report**

In accordance with the approved procedures for engaging consultants for City Projects, staff issued a Request for Proposal (RFP) on January 2, 2020. The RFP scope includes topographic survey, detailed design, tender document preparation, and provision for contract administration and inspection. A total of eight (8) proposals were received on January 30, 2020, as listed below:

- 1) Associated Engineering (Ont.) Ltd.
- 2) IBI Group Professional Services (Canada) Inc.
- 3) Kerry T. Howe Engineering Limited
- 4) Metropolitan Consulting Inc.
- 5) Quartek Group Inc.
- 6) Upper Canada Planning & Engineering Ltd.
- 7) Urban & Environmental Management Inc.
- 8) WT Infrastructure Solutions Inc.

All proposals were reviewed in detail by a selection committee of three (3) City staff. Proponents were required to receive a minimum technical score of 70% for their financial proposal opened and scored. The technical proposals were reviewed based on the following criteria with the objective of selecting the firm whose proposal best demonstrated understanding of the project and had qualified and experienced staff to carry out the work to the City's standards and expectations:

- Staff to be committed to the project;
- Technical support and sub-consultants;
- Experience on similar past projects; and
- Understanding of the project and methodology.

One (1) proposal did not receive a score of 70% or higher on their technical proposal, therefore their financial proposal was not opened. All other received proposals complied with the Terms of Reference and received a minimum technical score of 70%. The financial proposals were then opened and scored.

The technical and financial scores were totaled and staff recommend awarding the consulting engineering services for Project P19-020 to the firm that ranked the highest in the evaluation process, Urban & Environmental Management Inc., at an estimated cost of \$121,853.30 (plus HST). Staff believe Urban & Environmental Management Inc.

has the experience and qualified staff committed to the project to deliver the best possible results.

## Financial Implications

The table below shows the total remaining approved budget amount for this project:

Budget / Project	Account Number	Available Budget Amount
2020 Capital Budget – Road & Drainage Improvement Program – P19-020 Avalon / Bernhardt / Embassy Road and Underground Improvements	415.320.000	\$100,000
2019 and 2020 Capital Budget – Storm Sewer Improvement Program – P19-020 Avalon / Bernhardt / Embassy Road and Underground Improvements	430.391.000	\$345,000
2019 and 2020 Operating Budget – Water System Improvement Program – P19-020 Avalon / Bernhardt / Embassy Road and Underground Improvements	435.303.000 (formerly 520.955)	\$560,000

The City Treasurer advised that there are sufficient funds in the recommended accounts to fund this engineering assignment.

## Environmental Sustainability Implications

The completion of this project will allow for the separation of the combined sewer to two (2) separate sewers to carry sewage and storm drainage, limiting the amount of sewage being released to the surrounding waterways.

### Prepared by

J. St Denis, P.Eng  
Design and Construction Engineer

### Submitted by

C. Adams, P.Eng  
Manager of Engineering and Construction

### Approved by

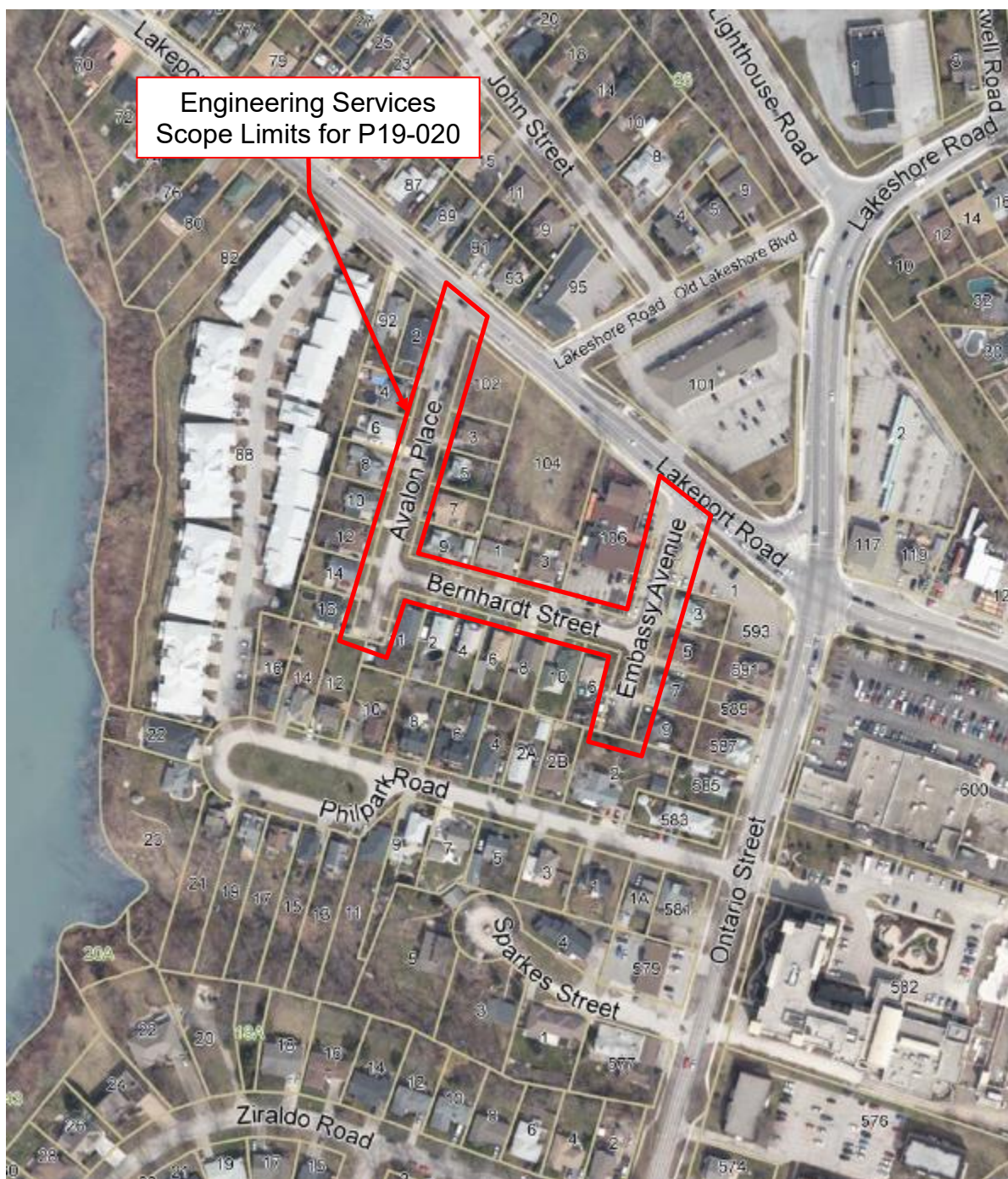
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## Appendices

1. Key Plan



## Key Plan





## Corporate Report City Council

**Report from:** Engineering, Facilities and Environmental Services, Environmental Services

**Report Date:** March 3, 2020      **Meeting Date:** March 23, 2020

**Report Number:** EFES-046-2020      **File:** 68.81.5

**Subject:** 2019 Summary Report of the City of St. Catharines Water Distribution System as Required under the Safe Drinking Water Act

**Strategic Pillar:**

### Recommendation

That report EFES-046-2020, regarding 2019 Summary Report of the City of St. Catharines Water Distribution System as Required under the Safe Drinking Water Act, be received for information. FORTHWITH.

### Summary

Staff have prepared the 2019 Water Distribution System Summary Report. The report outlines the actions the City is required to take to comply with the Safe Drinking Water Act. The system is annually inspected by the Ontario Ministry of the Environment, Conservation and Parks. St. Catharines received a Final Inspection Rating of 100% in the last Inspection indicating full compliance with all requirements.

Residents and businesses can be confident St. Catharines continues to provide safe, high quality drinking water.

### Relationship to Strategic Plan

Not Applicable.

### Background

Regulations under the Safe Drinking Water Act require that municipal council members are provided an annual summary report for the drinking water system that falls under their municipal responsibility.

The report must:

- list the requirements of the Act, the regulations, the system's approval, drinking water works permit, municipal drinking water licence, and any orders applicable

to the system that were not met at any time during the period covered by the report; and

- for each of the above requirements that were not met, specify the duration of the failure and the corrective actions taken.

## Report

To satisfy these legislative requirements, staff is providing Council members with the 2019 Water Distribution System Summary Report, which is included as Appendix 1. Staff take a wide variety of actions to comply with the Safe Drinking Water Act. Some of the highlights include:

- In 2019, staff collected over 8,700 samples throughout the City that were analyzed for microbiological parameters, chlorine residual and/or chemicals.
- Staff continue to implement a Community Wide Lead Testing Program, which is a volunteer based sampling program to test for lead in drinking water on private properties. In 2019, staff sampled 70 properties for lead.
- All staff who conduct water sampling must be certified as a Water Quality Analyst or Water Distribution Operator by the Ontario Water Wastewater Certification Office. These certifications must be renewed every three years and have mandatory, Ministry of the Environment, Conservation and Parks (MECP) approved training requirements.
- All laboratory analysis must be carried out by an accredited laboratory. This ensures acceptable laboratory protocols and test methods are in place. It also requires the laboratory to provide evidence and assurances of the proficiency of the analysts performing the test methods.
- Notification is given to the MECP, the Regional Public Health Department and Decew Water Treatment Plant of all incidents of regular sampling which exceed the Ontario Drinking Quality Water Standards.
- A Drinking Water Quality Management System (DWQMS) has been implemented and is in place. This includes an annual DWQMS audit by a third party. In 2019, the external audit was conducted by NSF International. The audit determined that St. Catharines is in conformance with the appropriate standards.
- One element of the DWQMS is a risk assessment. The risk assessment was designed to meet the DWQMS standard and includes climate change hazards. Integrating climate hazards into existing workplans can help address these risks as well as provide context compared to other known risks (e.g. aging infrastructure). The higher risks to the drinking water system include staff shortages (e.g. pandemic, strike, lockout, lack of available staff etc.), supply issues from the Region of Niagara Decew Water Treatment Plant (loss of supply

or contamination of the water supply), contamination of the distribution system (backflow, watermain breaks) and lead water services.

- To address the risk of backflow into the system the City has implemented a backflow protection program. This is designed to reduce the risk of contamination entering the water distribution system from back pressure or back siphonage. Protective devices have been installed and tested annually at City-owned facilities such as splash pads, the bulk water station and wastewater facilities where the potential for cross connections exist.
- The City also has a backflow protection program that requires industrial, commercial and institutional properties to ensure they do not pose a risk to the municipal system.
- At least once a year the MECP conducts a rigorous and comprehensive inspection of the municipal drinking water system to determine compliance under the Safe Drinking Water Act. St. Catharines received a Final Inspection Rating of 100% in the last Inspection indicating full compliance with all requirements.
- The City's Municipal Drinking Water License was renewed in October 2019. The licence will expire in October 2024. Six months prior to its expiry the City is required to apply for another renewal.
- The Summary Report for the St. Catharines Water Distribution System is posted on the City's website and copies are available for the public upon request.

## **Drinking Water System Backflow Protection Program**

Water typically flows within a water distribution system in one direction. If the water within the system begins to flow in the opposite direction, there is a possibility for contamination as a result of a backflow. This possibility can be increased if there are potential cross-connections to the system. These can potentially occur in any building, structure or property connected to the water distribution system.

Backflow as a result of cross-connections between a drinking water system and any source of contamination has the potential to impact the users of the drinking water system. The purpose of backflow prevention programs is to ensure that the drinking water supply is protected against the entry of contaminants, from cross-connections which could harm users and negatively impact the water distribution network.

St. Catharines has had a backflow program in place since 2009 and is intended to prevent any cross connections between the City's potable water system and non-potable sources at industrial, commercial and institutional (ICI) properties. St. Catharines backflow program generally follows the Canadian Standards Association (CSA) standard B-64. The CSA standard defines hazards to the drinking water system in three categories; Severe, Moderate and Minor:

- Minor is nuisance to the water supply and results in a reduction in only the aesthetic quality of the water.
- Moderate is any minor hazard connection that has a low probability of being a severe hazard.
- Severe is any type of cross-connection or potential cross-connection involving water that has additives or substances that, under any concentration, can create a danger to health.

The City's program focuses on the severe and moderate hazards. It is implemented by having plumbing surveys completed at the identified properties and ensuring the required backflow prevention device is installed and tested as per the CSA standard. The surveys are required to be updated every 5 years and the devices are required to be tested annually.

In St. Catharines, there are over 1,750 ICI properties are required to participate in the backflow program. Staff continue to work to achieve compliance from all required properties. However, it should be noted that this is an ongoing, constantly changing, multi-year program. In 2020, staff will be prioritizing efforts using the following risk based approach:

1. Addressing the properties identified in the severe risk category,
2. Addressing the properties identified in the moderate risk category,
3. Requiring annual testing reports for properties with up-to-date cross connection surveys.

Staff will be reviewing the program over the next year, including reviewing best practices and municipal comparators.

## Financial Implications

There are no financial implications associated with this report.

## Environmental Sustainability Implications

There are no environmental sustainability implications associated with this report.

## Conclusion

To satisfy the above legislative requirements staff is providing Council members with the 2019 Water Distribution System Summary Report, which is included as Appendix 1. The City of St. Catharines is in full compliance with the requirements under the Safe Drinking Water Act and its associated regulations.

Residents and businesses can be confident St. Catharines continues to provide safe, high quality drinking water.

### Prepared and Submitted by

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**Approved by**

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Director, Municipal Works

**Appendices**

1. 2019 Water Distribution System Summary Report



# 2019

## Annual Summary Report

## Water Distribution System



**CITY OF ST. CATHARINES**

**WATER DISTRIBUTION SYSTEM**  
**2019 ANNUAL SUMMARY REPORT**

*March 2020*

Waterworks #260003279



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## DEFINITIONS

**Backflow** – the undesirable reversal of flow possibly containing contaminations in to the potable water supply.

**Background Count** – the bacterial content in water which can be used to measure water quality deterioration in distribution systems.

**Cross Connection** – an actual or potential connection between a potable water system and any source of contamination.

**Disinfection** – effective destruction by chemical or physical processes of pathogenic microorganisms capable of causing disease.

***Escherichia coli* (E. coli)** – a sub-group of Coliform bacteria. It is most frequently associated with recent fecal pollution. The presence of E. coli in drinking water may be an indication of sewage contamination.

**Free Chlorine Residual** - the amount of chlorine available for disinfection.

**Heterotrophic Plate Count (HPC)** – a microbiological test indicating the overall water quality in drinking water systems. Increases in HPC can indicate a problem with drinking water treatment.

**Lead** – present as a result of corrosion of lead solder, lead containing brass fittings or lead water service pipes.

**MAC – Maximum Acceptable Concentration** - this is a health-related standard established for parameters which, when present above a certain concentration, have known or suspected adverse health effects. The length of time the MAC can be exceeded without injury to health will depend on the nature and concentration of the parameter.

**Microbiological parameters** (i.e. bacteria) – bacteria which may come from wastewater treatment plants, livestock operations, septic systems and wildlife. Microbiological analysis is the most important aspect of drinking water quality due to its association with dangerous water-borne diseases.

**Total Coliforms** – the group of bacteria most commonly used as an indicator of water quality. Total coliforms are a group of closely related bacteria that are usually free-living in the environment, but are also normally present in water contaminated with human or animal feces. With certain exceptions, they do not cause disease. Coliforms are used as a screen for fecal contamination. The presence of these bacteria in a water sample indicates inadequate filtration and/or disinfection.

**Disinfection By-Products - Trihalomethanes (THMs), Haloacetic Acids (HAAs)** – disinfection by-products are produced when chlorine reacts with naturally occurring organic material found in water.

## INTRODUCTION

The Safe Drinking Water Act (SDWA), requires Municipal Council members be provided with a summary report for the drinking water system that falls under their municipal responsibility. The report must list any time the City was unable to meet the requirements of the Act, the regulations, the system's approval, drinking water works permit, municipal drinking water license or any order issued by the Ministry of the Environment, Conservation and Parks (MECP). Each failure must specify the duration and measures taken to correct the failure. The report must also summarize the amount of water supplied by the system.

## Waterworks Description

The St. Catharines water distribution system is classified by the MECP as a Class II, large residential system. The City's waterworks consists of:

- 💧 605 kilometres of watermain;
- 💧 Approximately 3,500 hydrants;
- 💧 Over 5,600 valves.

The Region of Niagara's Decew Water Treatment Plant treats and supplies the water;

- 💧 The source of water is surface water, from Lake Erie.
- 💧 The water is diverted via an intake from the Welland Canal located approximately six kilometers from the treatment plant, near Allanburg.
- 💧 The water travels along a 5.4 kilometre supply channel which flows by gravity directly to the treatment plant.
- 💧 The Decew Water Treatment Plant is a conventional surface water treatment plant which incorporates:
  - 💧 Zebra mussel control,
  - 💧 Screening,
  - 💧 Chemically assisted flocculation,
  - 💧 Coagulation,
  - 💧 Sedimentation,
  - 💧 Filtration,
  - 💧 Disinfection using sodium hypochlorite and ultraviolet light.

## Municipal Drinking Water Licensing Program

Each municipal residential system must be licensed under the Municipal Drinking Water Licensing Program. This program requires municipalities to obtain a license to operate their water distribution system and to incorporate the concept of quality management into their operations. The license grants St. Catharines the ability to operate the water distribution system and identifies the conditions which must be met. The license must be renewed every five years. The City's Municipal Drinking Water License was renewed in October 2019.

There are four components to the license that are applicable to St. Catharines:

*Drinking Water Works Permit* - the Permit allows for the establishment and alteration of the water distribution system. It replaces the previous Certificate of Approval process and results in a single permit for the entire system.

*The Drinking Water Quality Management System (DWQMS)* – The DWQMS is a Quality Management System for the City's Water Distribution System. The DWQMS implements a systematic "continuous improvement" approach to planning, operations, corrective actions and management review to allow an organization to demonstrate sound system performance. The success of a DWQMS depends on the commitment from all levels and functions of an organization including operational staff and top management. The DWQMS is documented through the Operational Plan. The Operational Plan is regularly reviewed and continually improves.

In addition, internal audits take place and a yearly risk assessment is conducted and/or reviewed. The risk assessment was designed to meet the DWQMS standard and includes climate change hazards. Integrating climate hazards into existing workplans can help address these risks as well as provide context compared to other known risks (e.g. aging infrastructure). The higher risks to the drinking water system include staff shortages (e.g. pandemic, strike, lockout, lack of available staff etc.), supply issues from the Region of Niagara Decew Water Treatment Plant (loss of supply or contamination of the water supply), contamination of the distribution system (backflow, watermain breaks) and lead water services.

*System Accreditation* – each year, the City participates in an Audit of its DWQMS. Every three years an onsite, external Verification Audit must be conducted. The 2019 external audit was conducted in August by NSF – International Strategic Registrations. No non-conformances were identified.

*Financial Plan* – the preparation of a Financial Plan is a requirement specified in Regulation 453/07 and intended to demonstrate that the municipality had considered all of the financial impacts of the drinking water system. A new Financial Plan must be submitted to Council and the Ministry of Municipal Affairs and Housing (MMAH) prior to each License renewal. Council's Resolution confirming approval of the Financial Plan must be included in the License renewal documents.

### **The Drinking Water Quality Management System Policy**

The City of St. Catharines is committed to:

- Ensuring a consistent supply of safe, high quality drinking water;
- Maintaining and continuously improving its Quality Management System; and
- Meeting or surpassing applicable legislation and regulations.

## Actions Taken to Comply with the Safe Drinking Water Act

The *Safe Drinking Water Act, 2002* provides for the protection of human health and the prevention of drinking water health hazards through the control and regulation of drinking water systems and drinking water testing services. Ontario has a multi-barrier drinking water safety net, a framework designed to protect drinking water from the source to the tap. To comply with the Act and its Regulations, the City undertakes the following actions:

- 💧 The City is required to take a minimum number of samples each month from a representative cross-section of its watermain network and to test these samples for microbiological indications of contamination. Testing for the free chlorine residual content is also a requirement. The chlorine residual must be sampled at the same time and location as the microbiological sample.
- 💧 The City's drinking water is sampled every three months at points within the distribution system where there is a likelihood for the potential of elevated formations of Disinfection Byproducts, including Trihalomethanes (THMs) and Haloacetic Acids (HAAs).
- 💧 The City must undertake a Community Wide Lead Testing Program. The volunteer based sampling program requires samples be taken from 20 residential homes and 5 samples taken directly from the distribution system twice each year. Additional lead samples are taken outside of the regulated and defined sampling periods each year.
- 💧 Anyone who conducts sampling from within the water distribution system must be certified as a Water Quality Analyst or Water Distribution Operator by the Ontario Water Wastewater Certification Office (OWWCO). These certifications must be renewed every three years and have mandatory, MECP-approved training requirements.
- 💧 All laboratory analysis must be carried out by an accredited laboratory. The City of St. Catharines currently uses a number of accredited laboratories. Accreditation ensures acceptable laboratory protocols and test methods are in place. It also requires the laboratory to provide evidence and assurances of the proficiency of the analysts performing the test methods. Laboratories are audited by the Canadian Association for Laboratories Accreditation (CALA) and accredited by the Standards Council of Canada (SCC).
- 💧 All drinking water sample results are available to the public. Annual reports are available at City Hall and on the City's website, [www.stcatharines.ca](http://www.stcatharines.ca). The daily sample records are available on request for the public to view.
- 💧 Notification is given to the MECP, the Regional Public Health Department, Niagara Region staff and the Decew Water Treatment Plant of all incidents of regular sampling which exceed the Maximum Allowable Concentration (MAC).
- 💧 On an annual basis, the MECP conducts a rigorous and comprehensive inspection of the municipal drinking water system to determine compliance under the SDWA and associated regulations.

## WATER QUALITY TEST RESULTS

### Summary of Results

In 2019, over 8,770 samples were taken throughout the City and analyzed for microbiological parameters, chlorine residual and chemicals analyses as part of the drinking water surveillance program. **Table 1** summarizes each parameter tested and it gives the number of samples required, the number of samples analyzed, and the range of results.

Table 1: Summary of Water Quality Test Results, 2019					
Parameter	MAC	Minimum Number of Samples Required	Number of Samples Taken	Results Range	Comments
Microbiological Analysis (Units = CFU/100 mL)					
<i>Escherichia coli</i> (E. coli)	ND	1368	1709	0	Fecal coliform bacteria that indicates the presence of sewage or animal waste contamination.
Total Coliforms	ND	1368	1709	0 - 12	Not generally harmful; but the presence can indicate the possibility of fecal contamination.
Background Count	NA	1368	1709	0 - 110	General bacterial population used to indicate deterioration of water quality.
Heterotrophic Plate Count (HPC)	NA	342	860	0 -99	HPC levels are used to monitor the general overall water quality. (*units = CFU/1mL)

ND – None Detected

NA – Not Applicable

CFU – Colony Forming Units

mL - Millilitres

Table 1: Summary of Water Quality Test Results, 2019 (continued)

Parameter		MAC (mg/L)	Minimum Number of Samples Required	Number of Samples Taken	Results Range	Comments
Chemical Analysis						
Trihalomethanes mg/L		0.10	4	21	0.041	Disinfection By-product; reaction of chlorine with organic matter. The results are based on a four quarter annual running average.
Haloacetic Acids mg/L		0.08	4	21	0.014	Disinfection By-product; reaction of chlorine with organic matter. The results are based on a four quarter annual running average.
Lead mg/L	Residential	0.010	40	70	<0.001 – 0.043	Lead water service connections may be found in homes built prior to 1955. No lead piping was used in the distribution system.
	Distribution	0.010	10	10	<0.001	
Alkalinity		NA	10	10	87-112	The capacity for neutralizing an acid solution
pH		NA	50	80	6.5-8.3	Indicates the acidity of the water
Disinfectant						
Chlorine Residual		Must be between 0.05 mg/L & 4.0 mg/L	1368	2574	0.01 – 1.89	The free chlorine residual in the water distribution system is an indicator of the effectiveness of the disinfection process.

mg/L – Milligrams per Litre



### Summary of Adverse Water Quality Incidents

An adverse water quality incident does not mean the drinking water supply is unsafe. An adverse incident simply indicates on that one occasion, a drinking water quality standard was exceeded. In 2019, seven Adverse Water Quality Incidents took place; three dealing with low free chlorine residual and four had elevated levels of Total Coliforms.

After each adverse water quality incident, a series of actions are required to ensure the safety of the water and compliance with provincial legislation. The City's Standard Operating Procedures provide clear and detailed instruction for follow up actions. This involves flushing hydrants located in the area of the adverse incident, taking additional water samples from the original location and locations around the adverse incident. It also involves notifying the MECP's Niagara office, the Spills Action Centre (SAC) and the Public Health Department both verbally and in writing. **Appendix A** summarizes all adverse water quality incidents throughout the City of St. Catharines in 2019 and the corrective action taken to resolve each incident.

### Lead Exceedances

As part of the Community Wide Lead Testing Program, the City is required to take samples from within private residences. The results are site-specific, and not indicative of the quality of the water throughout the distribution system. When sampling for lead, the results simply represent the water sampled from within that residence. Potential lead sources include: older lead water service lines, usually built prior to the 1950's; internal plumbing, used mainly in the early 1900's; and older brass or bronze fittings and fixtures. When a lead exceedance occurs, both the Public Health Department and the MECP are notified. The affected resident is also immediately notified and a package containing the results and informational fact sheets detailing what options are available to the resident are delivered. In 2019, there were five lead exceedance found on private property.

### Replacing Lead Water Services

When a lead water service is found, for example, during a new watermain construction project or when repairing a water service leak the City will replace the portion of the service on public property at the City's expense. The City will also replace the public property side of a lead service when a lead exceedance is found and also whenever the property owner first replaces the private portion of the lead service line. Lead lines are replaced with either copper or plastic service lines. Over 30.5 metres of lead service pipe was replaced in 2019.



## OPERATIONAL ACTIVITIES

### Water System Disruptions

Disruptions to the water distribution system typically are due to unplanned maintenance required in the system. In addition to watermain break repairs, this can include any repairs to service lines, valves and hydrants. The majority of these repairs require the water to be shut-off resulting in a disruption of water service to customers. Table 2 summarizes water disruptions in 2018 and 2019 respectively.

The Province's Watermain Disinfection Procedure outlines the requirements for responding and repairing watermain breaks. It includes a sampling procedure for post watermain break repairs; and requirements for classifying each break and documentation of each break. Following each repair, microbiological samples are collected from locations both upstream and downstream of the repair. The purpose of these samples is to determine the effectiveness of the disinfection procedures used during the repair.

Table 2: Number of Service Disruptions		
Number of:	2018	2019
Mainbreaks	111	87
Services	52	43
Hydrant	8	6
Valve	15	9
Construction*	5	3
Total Repairs	191	148
Follow up water samples	342	257
Affected properties**	3,967	2530
Water off-hours***	700.5	587.50

\* Construction refers to unplanned service disruptions in a Construction zone.

\*\* Affected properties refers to the number of properties who were without water due to an unscheduled disruption (i.e. they had their water shut off during the repair).

\*\*\* Water off-hours is the total number of hours properties were without water due to an unscheduled disruption.

### New Watermain Commissioning

When a new watermain is installed, the City is required to sample for microbiological parameters and chlorine residual. In 2019, over 200 samples were taken to test the new watermains before being put into service. If any bacteria are present, the new watermains are flushed, rechlorinated and sampled again until no bacterial contamination is found before being put into service. All of the watermains must also meet the required standard for chlorine residual.

## Maintenance Costs

The total budget for the 2019 Water Improvement Program amounted to \$5.7 million. The total budget addresses 1.1 km of previously approved projects and 2.3 km of newly identified watermain replacements.

## Backflow Prevention Program

Backflow as a result of cross-connections between a drinking water system and any source of contamination has the potential to impact the users of the drinking water system. The purpose of backflow prevention programs is to ensure that the drinking water supply is protected against the entry of contaminants, from cross-connections which could harm users and negatively impact the water distribution network.

St. Catharines has had a backflow program in place since 2009 and is intended to prevent any cross connections between the City's potable water system and non-potable sources at industrial, commercial and institutional (ICI) properties. St. Catharines backflow program generally follows the Canadian Standards Association (CSA) standard B-64. The CSA standard defines hazards to the drinking water system in three categories; Severe, Moderate and Minor. The program is implemented by having surveys completed at the identified properties and ensuring the required backflow prevention device is installed and tested as per the CSA standard.

There are over 1750 properties that have been identified as falling into the severe or moderate hazard category. Of these properties, 47% have been contacted by staff and are in compliance or working on obtaining compliance. There are 201 properties identified as severe risk and 78% of those properties are in compliance.

## Water Flows

**Table 3** lists the monthly water flows from the Decew Water Treatment Plant to the City of St. Catharines (source: Regional Municipality of Niagara). More detailed flow data can be found the Decew Water Treatment Plant's 2019 Summary Report, available at: [www.niagararegion.ca](http://www.niagararegion.ca).

Table 4: Monthly Water Flows for 2018 and 2019		
Month	Quantity (MegaLitres)	
	2018	2019
January	1201.5	1195.6
February	1068.4	1069.6
March	1172.8	1193.9
April	1166.5	1116.6
May	1308.9	1175.3
June	1547.2	1357.0
July	1716.8	1459.1
August	1479.8	1395.0
September	1356.0	1246.3
October	1219.8	1131.6
November	1128.8	1081.1
December	1141.3	1108.8
Total	15,507.8	14,529.9
Monthly Average	1,292.3	1,210.8
Daily Average	42.5	39.8

Note: 1 MegaLitre (ML) = 1,000,000 Litres

### Investing in the Future

Residents trust the City of St. Catharines for safe, clean, and reliable drinking water every time they turn on their tap. St. Catharines is proud to deliver on those expectations. We also know that investments are required to renew our drinking water systems and allow us to meet those expectations tomorrow and for future generations by improving water quality, reliability and increasing resiliency to extreme weather events, while lowering maintenance costs over time. The City continues to work on these essential improvements.

### ADDITIONAL INFORMATION

For additional information on the City of St. Catharines drinking water system or the content of this report, please contact the Manager of Environmental Services, Mark Green at 905-688-5600.

**APPENDIX A****Summary of Adverse Water Quality Incidents, 2019**

Incident Date	Location	Adverse Parameter	Result	Corrective Action	Corrective Action Date
March 25, 2019	472 Grantham	Free Chlorine	0.02 mg/L	Flushed area hydrants and flushed within the original location. Confirmed the chlorine residual was restored.	March 25, 2019
July 18, 2019	86 Ventura	Total Coliform	6 CFU /100 mL	Flushed nearby hydrants. Resampled the surrounding area, including the original location.	July 21, 2019
July 19, 2019	86 Ventura	Total Coliform	12 CFU /100 mL	Flushed nearby hydrants. Resampled the surrounding area, including the original location. All of the resamples met the drinking water standard.	July 21, 2019
Aug. 27, 2019	273 Parnall	Total Coliform	1 CFU /100 mL	Flushed nearby hydrants. Resampled the surrounding area, including the original location. All of the resamples met the drinking water standard.	Aug. 30, 2019
Nov. 20, 2019	71 Berryman	Total Coliform	7 CFU /100 mL	Flushed nearby hydrants. Resampled the surrounding area, including the original location. All of the resamples met the drinking water standard.	Nov. 23, 2019
Dec. 5, 2019	320 Geneva	Free Chlorine	0.02 mg/L	Flushed area hydrants and flushed within the original location. Confirmed the chlorine residual was restored.	Dec. 5, 2019
Dec. 6, 2019	320 Geneva	Free Chlorine	0.01 mg/L	Flushed area hydrants and flushed within the original location. Confirmed the chlorine residual was restored.	Dec. 6, 2019



## Corporate Report City Council

**Report from:** Planning and Building Services, Planning Services

**Report Date:** March 4, 2020      **Meeting Date:** March 23, 2020

**Report Number:** PBS-043-2020      **File:** 2019 113656 HERT

**Subject:** Demolition Permit in Heritage Conservation District      61  
Lakeport Road (former Pier 61 Restaurant), Port Dalhousie  
Owner(s) - Port Dalhousie Harbour Club Ltd.

**Strategic Pillar:**



### Recommendation

That Council approve the Heritage Permit application to demolish the existing building at 61 Lakeport Road. FORTHWITH

### Summary

Staff are recommending a demolition permit be issued for the existing Pier 61 building at 61 Lakeport Road, a contemporary commercial building that is non-contributing to the heritage character of the Port Dalhousie Heritage Conservation District.

### Relationship to Strategic Plan

The recommendations of this report directly support Cultural Sustainability Pillar Goal 9: Embrace our diversity and celebrate our heritage and history.

### Background

In December 2003, the Port Dalhousie Heritage Conservation District designation received final approval from the Ontario Municipal Board. The District is one of the largest heritage conservation districts in Ontario. The District has the natural boundaries of Lake Ontario and Martindale Pond, and the southwestern boundary runs variously along Corbett Avenue, Johnston Street, and Shelley Avenue. The subject lands are located within the Port Dalhousie Heritage Conservation District.

The *Ontario Heritage Act* (OHA) requires Council approval for new construction, additions to existing structures, and demolition within a Heritage Conservation District. By-law 2004-27, as amended, delegates the approval of heritage permits for new

construction and alterations to the Director of Planning and Building Services (PBS); however, demolitions remain subject to Council approval.

The St. Catharines Heritage Permit Advisory Committee (SHPAC) was appointed in May 2015 to review applications and provide advice to Council to facilitate this process. The Port Dalhousie Heritage District Advisory Committee (PDHDAC) provided this function from 2004 to early 2015.

In accordance with Section 42(4) of the *Ontario Heritage Act*, when a heritage permit, including demolition, is applied for, Council may give the applicant:

- (a) the permit applied for;
- (b) notice that the Council is refusing the application for the permit or;
- (c) the permit applied for, with terms and conditions attached.

If Council refuses the heritage permit, or approves the application with conditions, the owner may appeal to the Local Planning Appeal Tribunal (LPAT). If Council does not take any of the actions specified in Section 42(4) within 90 days after notice of receipt of the application is served on the applicant, Council is deemed to have given the applicant the demolition permit.

These lands form part of the redevelopment of the Lincoln Fabrics building and site. A Zoning By-law Amendment Recommendation Report prepared by Planning and Building Services went before Council on August 27, 2018, and Council approved the zoning by-law amendment to facilitate redevelopment of the site.

## Report

In Heritage Conservation Districts there is an emphasis on conservation of contributing buildings rather than demolition in most instances. The onus is upon the proponent to demonstrate that conservation is not possible. The character of Heritage Conservation Districts is measured by the buildings and streetscapes as a collective grouping of architectural styles and street scale indicative of the evolution and history of the particular area. As such, it is important that all alternatives to demolition are considered before allowing buildings to be removed, in an effort to preserve the character.

The existing Pier 61 building at 61 Lakeport Road has been identified as a contemporary commercial building that is non-contributing to the heritage character of the Port Dalhousie Heritage Conservation District by a qualified heritage consultant. Based on this fact, staff are of the opinion that there is sufficient demonstration that the existing commercial building may be demolished.

Staff concur with the recommendation from the St. Catharines Heritage Permit Advisory Committee (SHPAC) that a full demolition of the structure be approved.

Appendix 1 shows an aerial view of the structure proposed for demolition. Appendix 2 shows photographs of the commercial building.

## Cultural Heritage Impact Assessment

A Cultural Heritage Impact Assessment prepared by Wayne Morgan, Heritage Planner (dated November 2017) was submitted in support of the proposal for redevelopment of 61-63 Lakeport Road for residential and minor commercial uses. The report notes that Pier 61 building was originally a smaller marina building constructed between 1965 and 1990, that was substantially altered and enlarged in 1990 to create the existing restaurant building. Heritage Planning staff are of the opinion that this contemporary commercial structure does not contribute to the heritage character of the Port Dalhousie Heritage Conservation District. For this reason, it is not necessary to consider alternatives to demolition. Additionally, a publicly accessible Promenade Park will be created on the site of the Pier 61 building, as part of the redevelopment of the lands.

## St. Catharines Heritage Permit Advisory Committee

In accordance with established protocol, members of the St. Catharines Heritage Permit Advisory Committee (SCHPAC) visited 61-63 Lakeport Road on October 28, 2019. The purpose of the the visit was to view the Lincoln Fabrics building at 63 Lakeport Road in the context of the proposed alterations to this structure, however, the SCHPAC also visited the Pier 61 premises.

All applications for heritage permit approval are considered and evaluated on their own merits in the context of the Heritage Conservation District Plan and applicable policies. At the SCHPAC meeting held on February 27, 2020, the SCHPAC members agreed the existing commercial building does not contribute to the heritage character of the Port Dalhousie Heritage Conservation District and thus may be demolished. Staff concurs with the position of the SCHPAC.

At the SCHPAC meeting of February 27, 2020, the following motion was made and carried:

“That the St. Catharines Heritage Permit Advisory Committee recommend approval of the heritage permit application for 57A, 61, and 63 Lakeport Road, for the demolition of the former Pier 61 building at 61 Lakeport Road.”

## Garden City Plan

Section 3 of the Garden City Plan (City of St. Catharines Official Plan) relates to Cultural Heritage. Section 3.1.6 states that “Development / redevelopment and site alteration may be permitted on adjacent lands to protected heritage property pursuant to Part IV and V of the *Ontario Heritage Act*, where the proposed development or site alteration has been evaluated and it has been demonstrated that the heritage attributes of the protected heritage property will be conserved.

Mitigative measures and / or alternative development approaches may be required in order to conserve the heritage attributes of the protected heritage property affected.”

Section 3.2.6 states that “Within a designated district, it is the intent of the City to conserve and enhance its unique heritage character. The City, in consultation with the

district committee will encourage property owners to maintain, repair and restore heritage buildings and seek government grants, loans and other incentive programs for eligible conservation work.”

Further, Section 3.2.7 states that “In reviewing proposals for the construction, demolition, or removal of buildings and structures or the alteration of existing buildings, the City shall be guided by the applicable heritage district plan and the following general principles where there is potential to impact any cultural heritage resources:

- a) Heritage buildings, associated landscape features and archaeological sites including their surroundings shall be protected from any adverse effects of change;
- b) Original building fabric and architectural features should be retained, repaired, or restored rather than replaced wherever possible...”

It is the position of staff that the cultural heritage policies of the Garden City Plan allow for the demolition of the existing former Pier 61 building at 61 Lakeport Road, as the commercial building does not contribute to the heritage character of the Port Dalhousie Heritage Conservation District.

## **Port Dalhousie Heritage Conservation District Guidelines for Conservation and Change (The Guidelines)**

Section 2.0 of the Port Dalhousie Heritage Conservation District Guidelines for Conservation and Change states that “the conservation intent within the Port Dalhousie Heritage Conservation District is to maintain the existing stock of residential, commercial, and industrial heritage buildings whether of high style architectural design or of vernacular construction. It is recognized that the heritage building stock is in various states of repair and maintenance. It is not the intent of the Port Dalhousie Heritage Conservation District to force property owners to restore their property. On the contrary the Port Dalhousie Heritage Conservation District seeks to ensure that when change is considered heritage buildings and their defining features and / or materials are *protected* (emphasis in Guidelines) as part of the process of change and development.”

Section 5.1 of the Guidelines notes that property owners in Port Dalhousie “are encouraged to work with existing buildings through sensitively adapting and altering them rather than demolishing and constructing new structures...the demolition of existing heritage structures and the creation of new buildings will be actively discouraged.”

According to Section 4.1 of the Guidelines, a heritage structure is considered to be any structure built prior to 1950. The commercial building at 61 Lakeport Road was likely built in the 1970s to 1980s, as submitted by the applicant.

Heritage Conservation Districts are areas whose cultural heritage value or interest contributes to a sense of place extending beyond their individual buildings, structures, and landscapes. In this instance, the existing commercial building is not part of the



heritage character within the broader Port Dalhousie streetscape. The demolition of the existing building, based on the context of this application, is warranted. A publicly accessible Promenade Park will be created on the site of the Pier 61 building.

## Financial Implications

There are no financial impacts to the City should the recommendation be approved.

## Environmental Sustainability Implications

The demolition of the existing Pier 61 building will facilitate the creation of a publicly accessible Promenade Park and thus will have positive environmental sustainability implications with the new parkland.

## Conclusion

The *Ontario Heritage Act* requires that the respective Municipal Heritage Committee be consulted prior to Council making a decision on a heritage permit application in a Heritage Conservation District. In this regard, the St. Catharines Heritage Permit Advisory Committee has been consulted with respect to the application to demolish the commercial building at 61 Lakeport Road and recommends that demolition be approved. Demolition in this case is consistent with the purpose and intent of the Garden City Plan and the Port Dalhousie Heritage Conservation District Guidelines for Conservation and Change.

Planning and Building Services concurs with the recommendation of the St. Catharines Heritage Permit Advisory Committee and recommends the demolition permit be approved.

## Notification

It is in order to notify the owners, Port Dalhousie Harbour Club Ltd.

### Prepared by:

Chloe Richer, BA, MScPI  
Heritage Planner

### Submitted by:

Judy Pihach, MCIP, RPP  
Manager of Planning Services

### Approved by:

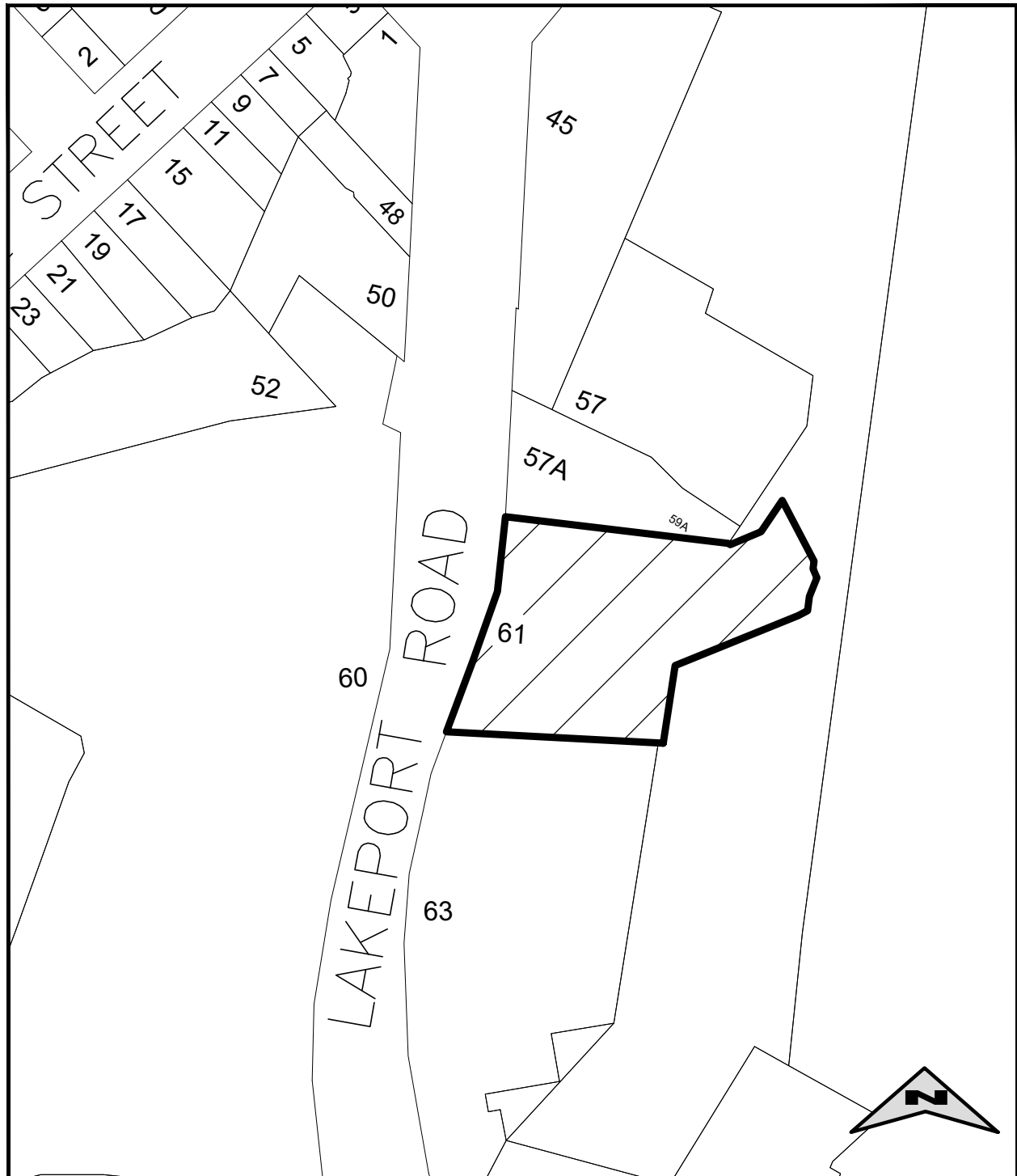
Tami Kitay, M.P.A., MCIP, RPP  
Director of Planning and Building Services

## Appendices:

Appendix 1: Aerial Photograph of 61 Lakeport Road

Appendix 2: Photographs of 61 Lakeport Road

# Location Map



Subject Lands

61 Lakeport Road

File:2019 113656 HERT.

## 61 Lakeshore Road – Exterior Photographs (Former Pier 61 Building)



Former Pier 61 Building, West and South Elevations  
(Wayne Morgan)



Former Pier 61 Building, West Elevation  
(Wayne Morgan)



Former Pier 61 Building, East and North Elevations  
(Wayne Morgan)





## Corporate Report City Council

**Report from:** Planning and Building Services, Building and Development

**Report Date:** February 11, 2020      **Meeting Date:** March 23, 2020

**Report Number:** PBS-029-2020      **File:** 60.81.1

**Subject:** Video and Third Party Signage on City-owned Properties

**Strategic Pillar:**



### Recommendation

That Council not support any amendments to the Sign By-law to permit video or animated style digital signs or third party advertising. FORTHWITH

### Summary

Council directed staff to provide a report on amending Sign By-law to permit animated or video style digital signs on City-owned properties. In response, staff have reviewed the background which lead to the current prohibition in the By-law, carried out public consultation through an online public survey, and consulted with the St. Catharines Heritage Advisory Committee (SCHAC), Downtown Development and Revitalization Advisory Committee (DDRAC), FirstOntario Performing Arts Centre, Meridian Centre and Community, Recreation and Culture Services (CRCS) department.

A majority of survey respondents (69%) do not support digital signs on City-owned properties. Further, 84.7% do not support third-party digital signage on City-owned properties. Recommendations from SCAHC and DDRAC also oppose any changes to the Sign By-law that will allow digital signs on City-owned properties. It is staff's opinion that the current Sign By-law adequately regulates advertising devices in the City of St. Catharines.

### Relationship to Strategic Plan Cultural Renaissance

Strategic Goal – Celebrate the City's rich history, diversity, arts and cultural assets through leadership, promotion and investments that support measurable, sustainable creative growth.

### Background

At its meeting on July 15, 2019, Council made the following resolution:

“Staff be directed to report back by Q4 2019 on amending sign by-law to permit digital signage on City-owned properties and buildings, including the appropriateness and ability to include third party advertising as part of digital signage on City-owned properties.”

This report is being submitted in accordance with the above direction from Council.

## Report

“Digital sign” in the context of the above Council motion is considered to mean video or animated style digital signs as the City’s current Sign By-law already permits static digital signs.

## Applicable By-law Provisions

By-law 2012-154 as amended, regulates the erection of signs and other advertising devices in the City. The By-law provisions applicable to this report and its history is provided in this section.

Electronic signs are defined as:

“1.18 "Electronic Sign" means an illuminated changeable display Sign, or a luminous or an illuminated Sign, where the message displayed may be fixed or rotating, and where the source of artificial light is not stationary, or the intensity or colour is not constant, and includes LED Signs, but does not include Signs indicating time and/or temperature and/or price, provided that there is no contravention to Section 3.4 of this By-law.”

The definition of electronic signs refers to the restrictions in Section 3.4 of the By-law noted below:

“3.4 (a) No person shall erect, install, maintain or permit any Sign that:

- (i) employs a revolving beacon;
- (ii) employs any flashing or sequential light; or
- (iii) employs any mechanical or electronic device to provide or simulate motion of the Sign Structure itself, or any part thereof; or
- (iv) employs a video screen or electronically animated images including, but not limited to, video trailers, digital or computer images.”

Sub-clause (iv) prohibits the use of any sign with video screens or electronically animated images. Therefore, when reading the definition of electronic signs in conjunction with the restrictions of Section 3.4, it is clear that although electronic signs are permitted including LED type, they cannot employ video screen or animated images.

The above prohibition was specifically added to the By-law based on Council direction in 2011 as described in the following section.

## History

At its General Committee meeting on November 29, 2010, Council directed that an Ad-Hoc committee (“committee”) comprising of members of Council, staff and stakeholders be set up to discuss electronic signs, flags, banners and temporary wrap around signs and report back to Council. The committee first met in January 2011 to begin discussions and subsequently completed their task by providing a number of recommendations to Council.

In principle, the committee recommended several enhancements to the By-law to ensure more clarity around the application of electronic or digital signs, both in terms of the definition and the associated prohibitions. Sub-clause (iv) was specifically added as a prohibited item to Section 3.4. The committee felt that although LED screens are considered to be an acceptable form of electronic sign, further clarity on prohibitions was necessary by adding a new sub-clause to Section 3.4. that would prohibit things as video screens or electronically animated images. It was felt that electronic signs adversely impacts community’s streetscape and is a distraction for drivers. Further, illumination compliance is difficult to enforce and can be easily challenged.

The recommendation of the Ad-Hoc committee was approved by Council on July 11, 2011, and the Sign By-law was later amended with the approved changes.

## Public Consultation

In order to get feedback on potential changes to the Sign By-law allowing animated digital signs and third-part advertising on City-owned properties, staff carried out public and stakeholder consultation. Feedback from the public was obtained through an online survey. The survey titled “Have Your say on Digital Signs” was posted on EngageSTC.ca platform from December 10, 2019 to January 10, 2020. The survey was extensively promoted online via the City’s website and social media channels.

In order to ensure that the public understands the scope of the survey, it was clarified in the introduction to the survey questionnaire that the survey pertains to those digital signs that features animations or videos, currently prohibited by the Sign By-law. Based on the number of responses received, the public engagement efforts were effective.

The result of the survey (See Appendix 1 for survey report) is summarized in the following sections.

## Data Summary

A total of 191 responses were considered for the analysis. The survey questionnaire consisted of 11 questions including space for additional feedback, related to perceived benefits, possible uses and associated challenges or impacts of digital signage in the city.

The survey indicates little public support for change to the City’s existing Sign By-law to allow for use of digital signage featuring videos or animations. Specifically:

- 130 (69.1%) do not support the use of digital signs on City properties

- 161 (84.7%) do not support the use of third-party advertising on City properties
- If digital signage were allowed, 108 said they would support use on sports facilities; 88 on entertainment venues; 64 on community centres; 29 on libraries and museums; 25 on City Hall and admin buildings; 13 in parks; 5 on heritage buildings; and 4 in cemeteries. A total of 73 respondents selected none would be appropriate.
- 136 (71.2%) said they do not support digital signage on private commercial properties
- Of the 55 that said they would support use on commercial properties, 29 (53.7%) said that support does not extend to third-party advertising

Concerns or problems identified by respondents were fairly uniform in their volume. A total of 161 individuals identified negative aesthetic impacts as a concern, 153 identified distractions, 152 identified loss of heritage features, and 151 identified light pollution. Thirty individuals submitted other concerns; however, many were a repetition of the above four concerns. For example, 13 “other” statements related to some form of aesthetic impact. Four individuals did identify sustainability issues pointing to the impacts of electricity usage, and five respondents extended their concerns with distraction related to traffic safety.

As for appropriate uses for such signage, 110 identified information purposes as acceptable, followed by 91 identifying event promotions, 41 supporting advertising/revenue generation, 37 identifying other, and 24 selecting entertainment uses. Of the other selections, 25 respondents, stated there are no acceptable uses for digital signs. Five individuals said signs could be used only to replace existing business signage for first-party uses. Three individuals said they saw some benefit in using digital signs to relay important and urgent emergency information.

Of the respondents, 186 identified as St. Catharines residents, and 35 identified as business owners. Of those business owners, two identified themselves as non-residents. It should be noted 24 (68.6%) of those 35 business owners expressed opposition to allowing digital signage through By-law amendment.

### **Third-party Advertising Analysis**

The survey also contained some pertinent questions related to third-party advertising on City-owned properties and privately-owned commercial properties.

More specifically the findings suggest residents do not support the use of third-party advertising on City properties. Out of the total 191 responses considered, 161 (84.7%) respondents said they do not support the use of third-party advertising on City properties. The vast majority (186) identified themselves as St. Catharines residents.

Further information can be gleaned from questions relating to digital signage on private commercial properties. Roughly 71% (136) said they do not support digital signage on private commercial properties, and of those 55 individuals who did show support for



such signage, a slim majority (53.7%) said that support would not extend to third-party advertising.

Additionally, only 44 respondents (23%) identified advertising and revenue generation as an appropriate use for digital signage in the city.

## Stakeholder Consultation

In addition to public consultation, a more focussed consultation was carried out through discussions with two City-administered committees comprising of stakeholders, i.e., the St. Catharines Heritage Advisory Committee (SCHAC) and the Downtown Development and Revitalization Advisory Committee (DDRAC). The following sections describe impact on heritage and downtown development and the recommendation from the committees.

## Heritage Planning

### Garden City Plan (Official Plan) Policies

The installation of digital signage on City-owned heritage properties is not compatible with the Cultural Heritage policies of the Garden City Plan (GCP or Official Plan).

The GCP states that “The City shall foster awareness and appreciation of the city’s cultural heritage and encourage public and private stewardship” (3.1.2). Installation of a digital sign on a City-owned heritage property would not foster awareness and appreciation of the cultural heritage of St. Catharines. In addition, the GCP states “All City-owned cultural heritage resources shall be conserved and maintained in a state of good repair” (3.1.8). As per the **Standards and Guidelines for the Conservation of Historic Places in Canada** (Parks Canada 2010), conserving a cultural heritage resource involves “safeguarding the character-defining elements of an historic place so as to retain its heritage value and extend its physical life.” Character-defining elements of an historic place includes the historic building materials; the installation of a digital sign on a heritage building would obscure and potentially damage these significant materials.

Many of the City-owned heritage properties are historically important and contain well-known institutional buildings, such as City Hall (50 Church Street), the old Court House (101 King Street) and the former Robertson School (85 Church Street), as well as other types of significant buildings such as Morningstar Mill (2712 Decew Road). The City also owns properties that are not designated under the **Ontario Heritage Act** but may still have cultural heritage value or interest, including Buchanan Hall (360 Niagara Street). The addition of digital signage would not be compatible with these cultural heritage resources and would detract from the cultural heritage value or interest of the buildings and streetscapes. Heritage Planning staff do not recommend changes to the existing sign by-law to allow for digital signage on City-owned heritage properties.

### St. Catharines Heritage Advisory Committee (SCHAC)

On Thursday, October 10, 2019, SCHAC considered the issue of digital signage on City-owned facilities. The Ontario Heritage Trust’s **Guidelines for signs on cultural**

**heritage easement properties** (The Guidelines) were reviewed. The Guidelines are intended for use when introducing new exterior commercial-style signs on heritage properties and can be considered as best practice. Guideline 16 states, “Unless the building dates from the second half of the 20<sup>th</sup> century, modern animated or other digital media signs should be avoided as they detract from the heritage character of the place.” The SCHAC was of the opinion that digital signage will not contribute to the community or compliment the heritage value of St. Catharines. The following motion was moved and carried by the SCHAC on [October 10, 2019](#):

“That the SCHAC does not support the installation of digital signage on City-owned heritage facilities and/or properties as per the existing City of St. Catharines sign by-law and the Ontario Heritage Trust’s Guidelines for Signs on Cultural Heritage Easement Properties, which indicate that digital signage detracts from the heritage character of the place. This policy would be consistent with other Ontario municipalities’ by-laws prohibiting digital signage.”

### **Survey Results**

A vast majority of respondents, 152 out of 191 (79.6%) cited loss of heritage values as a concern with installing digital signs on heritage buildings. In addition, there were several comments by respondent that described their concern on the impact of digital signs on heritage buildings.

### **Downtown Development and Revitalization**

On [October 22, 2019](#), the Downtown Development and Revitalization Advisory Committee (DDRAC) considered the issue of Digital signs on City facilities. Committee members expressed general concern with the proposal, particularly with the potential cumulative impacts of multiple video signs on the streetscape and the negative precedent that installations on City facilities would establish. Some members suggested that limited first-party video advertising may be appropriate on some City buildings if tastefully done and under size limitations.

Members described that digital video signage, in particular third-party digital signage, would undermine the objective of promoting heritage in the downtown.

### **Internal Consultation**

As part of the broader stakeholder consultation strategy, staff also consulted with various City departments, the FirstOntario Performing Arts Centre and the Meridian Centre. The following summarizes the comments received by staff from the above stakeholders:

### **Community, Recreation and Culture Services (CRCS)**

“CRCS is supportive of digital signs at City sports facilities so as to inform the public of upcoming events and status updates. However, such digital signs must be in compliance with standards which protect public, pedestrian and commuter safety.” An example of this type of sign is the digital sign that was installed at the Kiwanis Aquatic Centre in 2014. The sign is compliant with the sign by-law and did not require a

variance. The sign displays static information using rotating slides with pictures but does not contain audio or video, nor does it compromise public safety.”

### **Corporate Communications**

With regards to potential revenue generation, Council is advised that:

“The City is currently conducting a sponsorship and advertising valuation study to gain a better understanding of its available assets, the value of those assets and whether they should be considered for either sponsorship or advertising moving forward. The study will also review our current Sponsorship and Advertising Policy and suggest what resources and/or governance model should be considered (third-party sell advertising for the City or use in-house resources).

Outdoor digital signage is not among the assets being considered by the consultant as the review is looking at current assets. At this point, we would not have enough information to determine the costs of implementing digital signs or the advertising potential. It would also require a policy on content, development of contracts for advertising (as required by our current policy), and determination of the rates. Currently, the Communications division does not have the staff resources to sell advertising on digital signs.”

### **FirstOntario Performing Arts Centre**

“FOPAC has no intention operationally, to propose digital signs in the near future and as such has no comments to offer with respect to the recommendation of this report.”

### **Meridian Centre**

“ASM Global at the Meridian Centre does not have additional comments to add to the report”.

## **Financial Implications**

There are no financial implications with this report if approved as recommended.

## **Conclusion**

The City’s Sign By-law permits digital signs but prohibits the use of video screen or animated images. This prohibition was specifically inserted in the By-law following stakeholder consultation and Council direction in 2011. Through a resolution in July, 2019, Council asked staff to look at amending the By-law to permit such signs on City-owned properties. In response, staff conducted further public and stakeholder consultations. The results of the consultation are not favourable to changing the By-law. Respondents are concerned that, among others, such signs will negatively impact streetscape and heritage character, and undermine the objective of promoting heritage in downtown.

Staff agree with the findings of the public and stakeholder consultation and are of the opinion that the existing By-law provisions are adequate. Staff do not recommend

amendments to the Sign By-law to permit video or animated style digital signs or third party advertising.

**Prepared and Submitted by**

Nadim Khan, P.Eng., MPPAL

Chief Building Official / Senior Manager of Building and Development

**Approved by**

Tami Kitay, MPA, MCIP, RPP

Director of Planning and Building Services

**Appendices**

Appendix 1 – Survey Report

# Survey Report

20 December 2018 - 12 January 2020

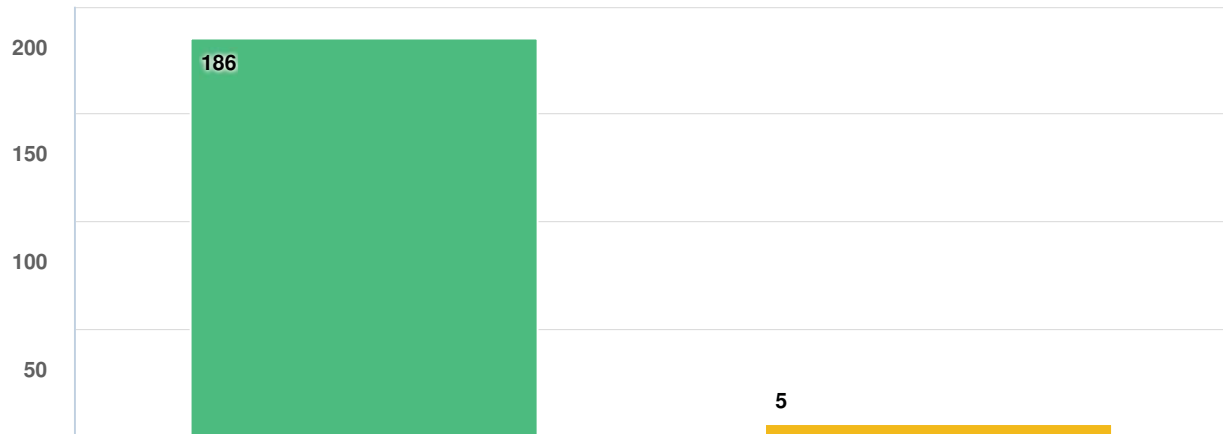
## Digital Signs Survey

PROJECT: Have Your Say on Digital Signs

**EngageSTC**



**Q1 Are you a St. Catharines resident?**

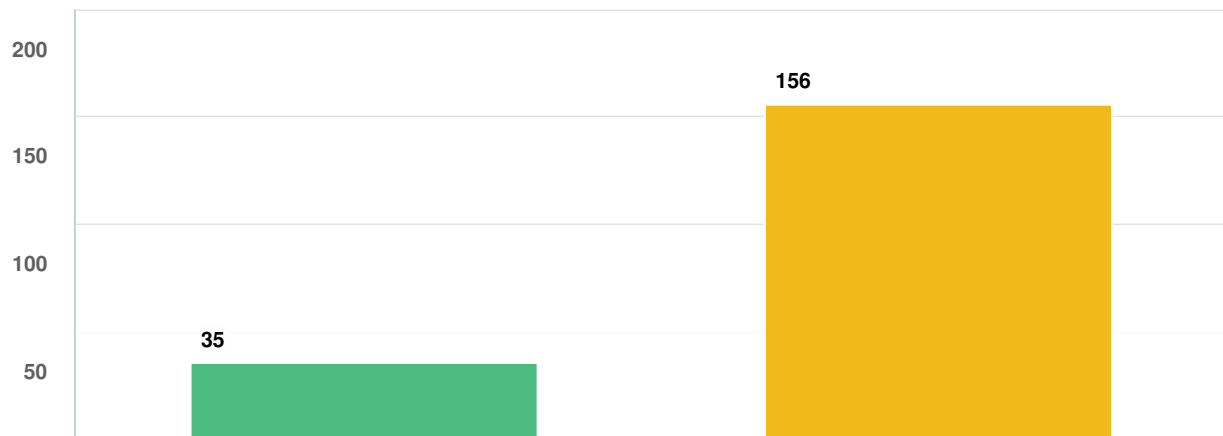


**Question options**

● Yes ● No

(191 responses, 2 skipped)

**Q2 Do you own or operate a business in the city of St. Catharines?**

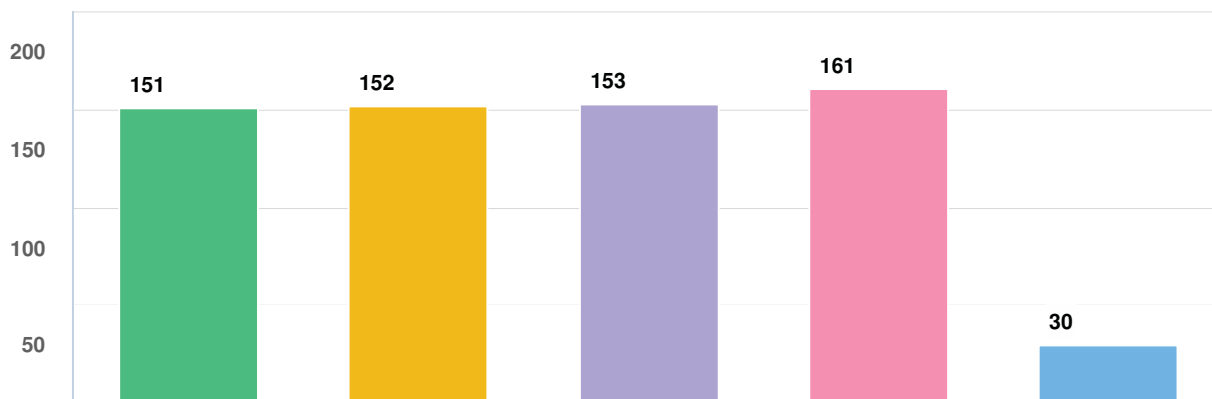


**Question options**

● Yes ● No

(191 responses, 2 skipped)

**Q3** What concerns or problems do you associate with digital signs? Please select all that apply.

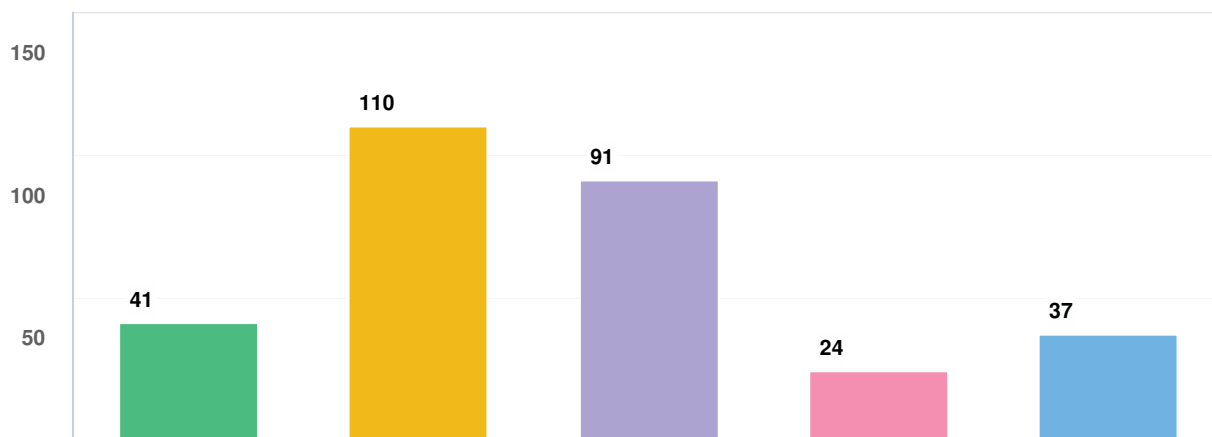


**Question options**

- Light pollution
- Loss of heritage features
- Distraction
- Negative aesthetic impacts on neighbourhoods and landscapes
- Other (please specify)

Optional question (191 responses, 2 skipped)

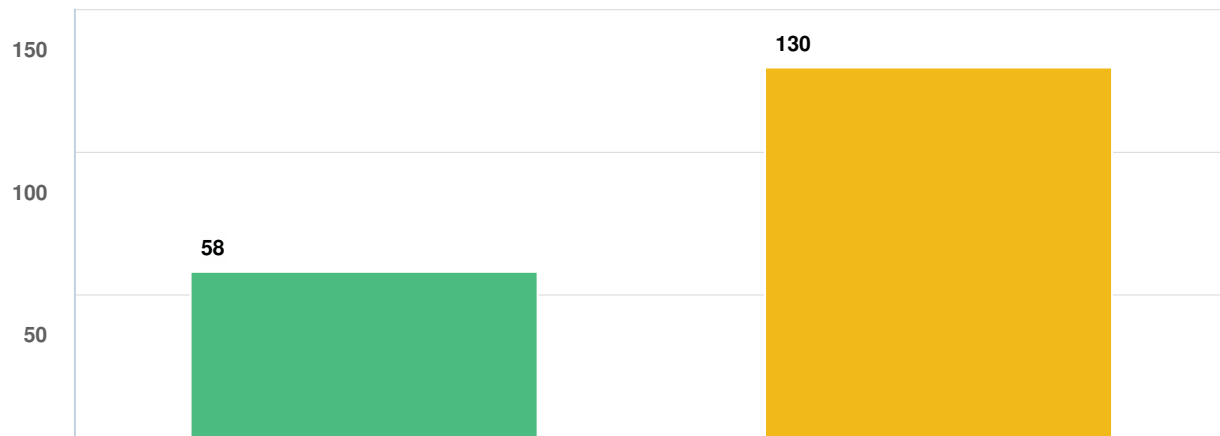
**Q4** What do you view as acceptable uses for digital signs should they be permitted? Please select all that apply.



**Question options**

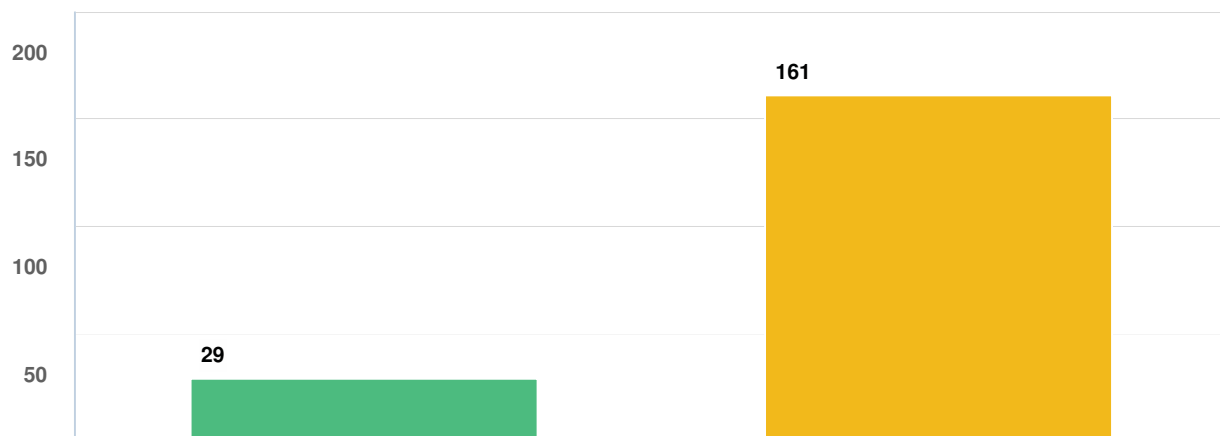
- Advertising/revenue generation
- Information
- Event promotions
- Entertainment
- Other (please specify)

Optional question (167 responses, 26 skipped)

**Q5 Do you support the use of digital signs on City properties?****Question options**

● Yes ● No

*Optional question (188 responses, 5 skipped)*

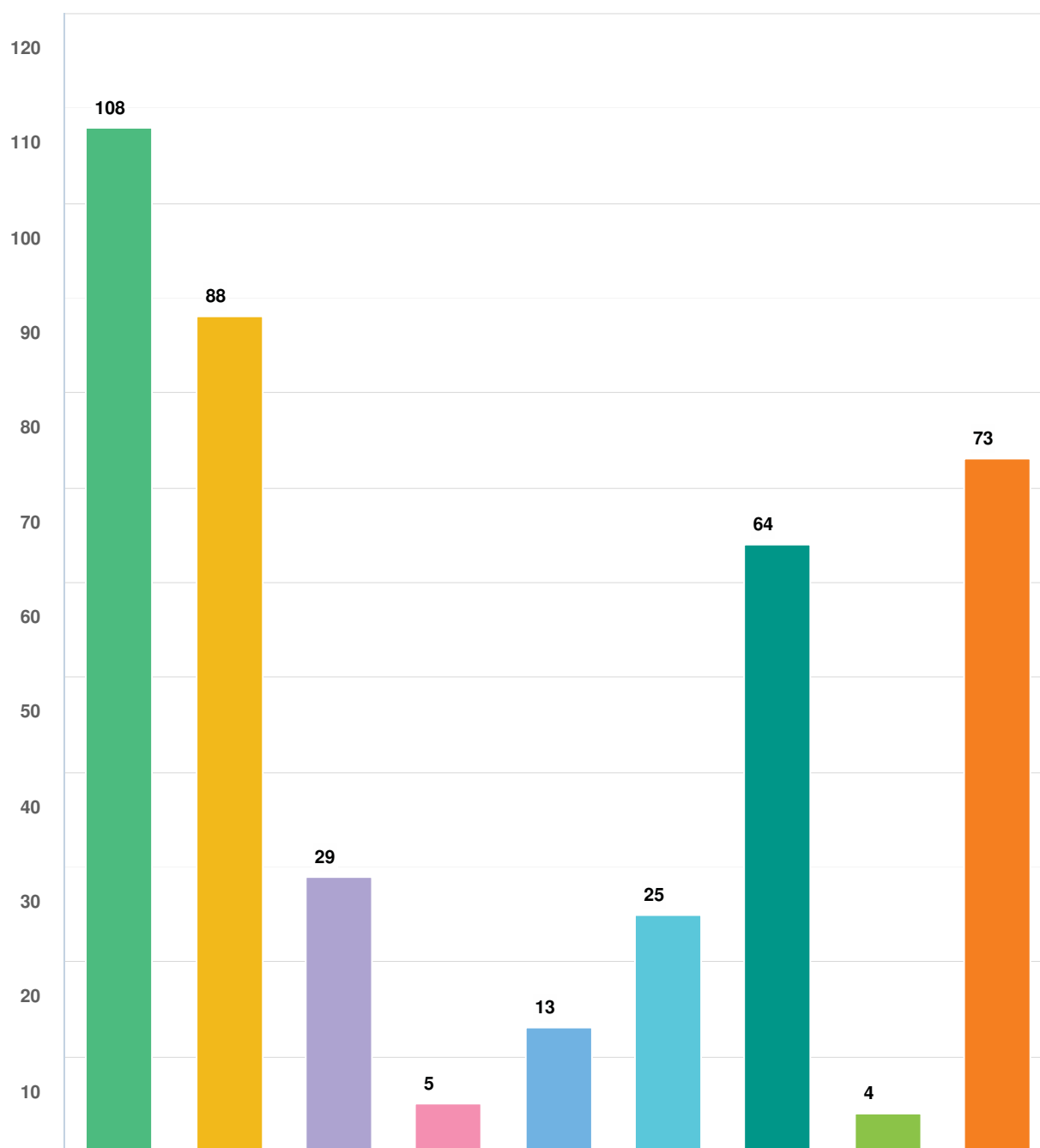
**Q6 Do you support the use of third-party advertising (ads promoting products, businesses or services not related to the City) ...****Question options**

● Yes ● No

*Optional question (190 responses, 3 skipped)*



**Q7** On what City properties and facilities would digital signage be appropriate? Please select all that apply.

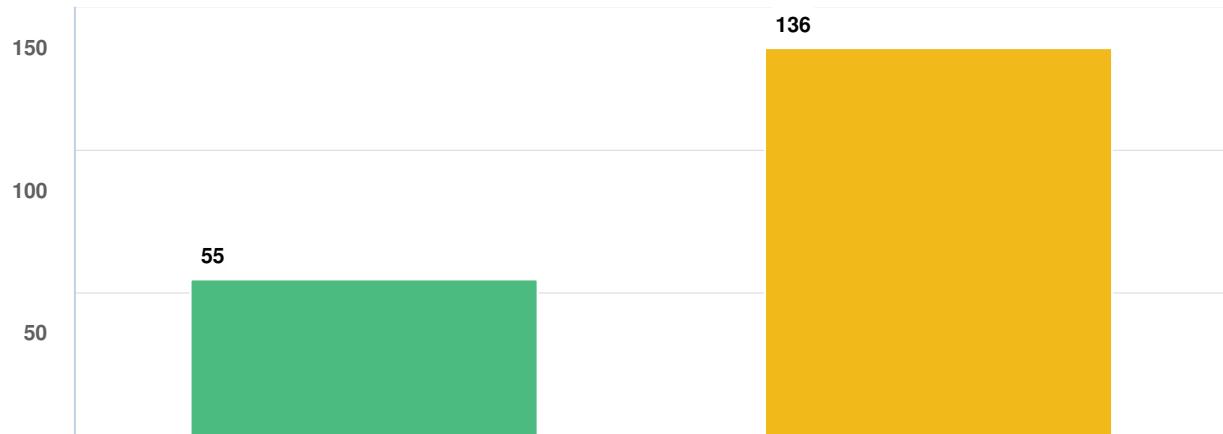


#### Question options

● Sporting facilities and venues   
 ● Entertainment venues   
 ● Libraries and museums   
 ● Heritage buildings   
 ● Parks  
● City hall and administrative buildings   
● Community Centres   
● Cemeteries   
● None

*Optional question (187 responses, 6 skipped)*

**Q8 Do you support allowing digital signs on private commercial properties?**

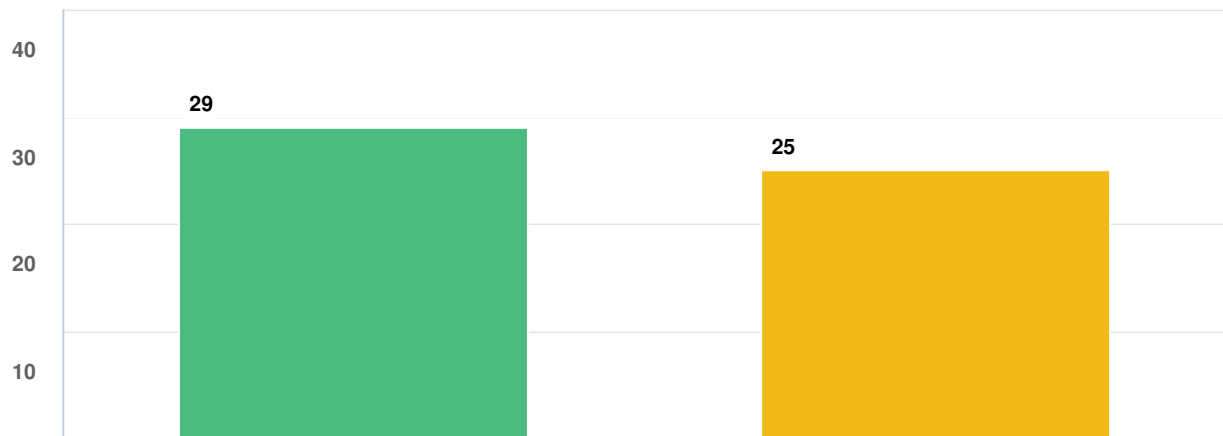


**Question options**

● Yes ● No

(191 responses, 2 skipped)

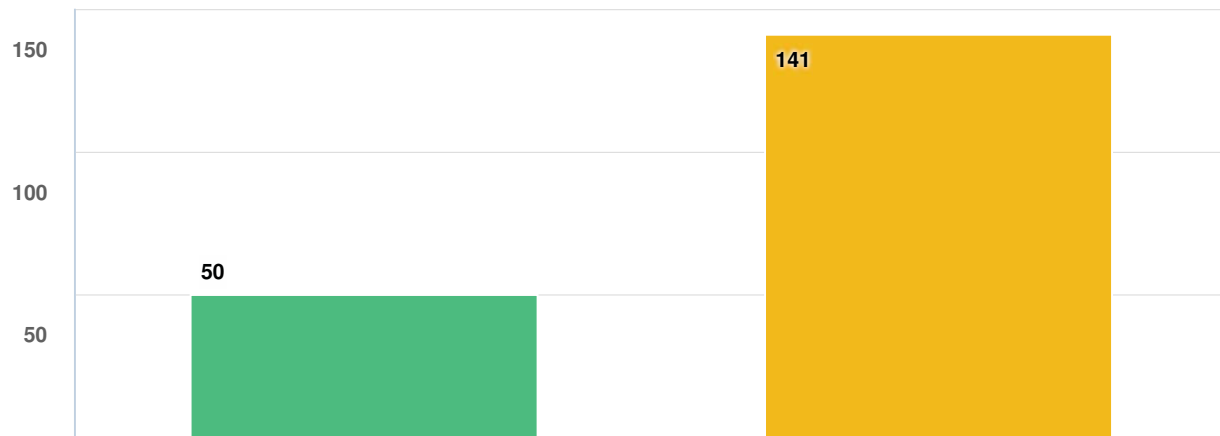
**Q9 Does that support extend to third-party advertising?**



**Question options**

● Yes ● No

Optional question (54 responses, 139 skipped)

**Q10** Do you support a change of the City signage by-law to allow for the use of digital signs?**Question options**

☒ Yes ☐ No

(191 responses, 2 skipped)

**Q11 Why do you support a continued prohibition on digital signage?**

[REDACTED]

12/11/2019 06:34 AM

i see enough ads on a daily basis, i don't need or want more.

[REDACTED]

12/11/2019 10:55 AM

They are unsightly, distractive, and dangerous for people with epilepsy, and other illnesses triggered by visual waves.

[REDACTED]

12/11/2019 01:49 PM

In this day and age of conserving energy and going green....I see this as a step in the wrong direction. What purpose would it serve in this city. Really!!

[REDACTED]

12/11/2019 02:51 PM

There's too much mental clutter as it is, we don't need to add more and we're already bombarded by advertising anyways. We don't need more stuff. More stuff is part of the problem of over consumption.

[REDACTED]

12/11/2019 04:13 PM

It is distracting to drivers and they don't need any more distractions. They're also an eyesore and contribute to light pollution.

[REDACTED]

12/11/2019 05:59 PM

Light pollution bothers my eyes very much. Also, I think they're ugly.

[REDACTED]

12/11/2019 06:10 PM

Signage in this city is already out of control. There is advertising everywhere! Can't we be free of that when we're out and about?

[REDACTED]

12/11/2019 06:40 PM

I support the continued prohibition on digital signage because of the light pollution, loss of heritage features, distraction, and the negative aesthetic impacts on neighbourhoods and landscapes

[REDACTED]

12/11/2019 08:48 PM

I indicated no to the support of signage by-law as i currently do not know what the by-law is or what the proposed changes will be. Digital signage should be kept to a minimum and should be primarily used indoors. 3rd party advertising can be a good revenue stream for the city to help fund specific initiatives. All signage on city or private property needs to be dimmed after 10pm and off between 1 am and sunrise unless a business is operating and the signage is directly related to the operation of the business (this should apply for large business non digital signs as well) Digital signs can only be allowed in commercial, non heritage areas and approval of signs considered to be "large" needs to be approved by council.

[REDACTED]

12/12/2019 08:57 AM

The survey mentions heritage buildings but I believe we must preserve our architectural heritage, especially in the downtown core. Many cities in Ontario have adopted no digital signage bylaws and St Catharines should also. We are constantly bombarded with advertising amid rampant consumerism, which is proving to be one of the biggest sources pollution and a major factor in the world's environmental crises. It's time to stop.

[REDACTED]

12/12/2019 09:34 AM

For all the reasons in #3 above.

[REDACTED]

12/12/2019 09:43 AM

We have enough digital overload. Lighting up our city with more digital noise is not progress, it simply turns it into an advertisement wasteland.

## Digital Signs Survey : Survey Report for 20 December 2018 to 12 January 2020

[REDACTED]

12/12/2019 09:43 AM

Aesthetics, light pollution and Times Square - we are not.

[REDACTED]

12/12/2019 09:50 AM

St. Catharines is a unique city that has historical buildings that need to be preserved and protected. The lack of digital signage in our city is one of the things that make it so unique. It has allowed us many opportunities that big cities with digital signage don't have, such as being a film location for shows and movies. The aesthetic aspect of our beautiful city is important, as we work to preserve our history and clean up our city, plastering it with 'in your face' digital advertising would be a detriment to the progress the city has made. Not only is it aesthetically an issue, bright big digital signs are a distraction, and add to light pollution. St. Catharines is unique and maintains a charm that big cities like Toronto can sometimes lack, it is important to embrace that difference and say no to digital advertising. Imagine digital advertising lining the beautiful streets of old town Niagara on the Lake. There are some places where bright and loud digital advertising does not belong, and St. Catharines is one of them.

[REDACTED]

12/12/2019 10:12 AM

It's a small city where many students now live, with there being a Brock university campus right in downtown. It will be difficult with the light to get any sleep at that height, it is very expensive and we should out our tax money to supporting students and not distracting them. Or how about let's finish this construction everywhere before we think of making st.catharines new York city.

[REDACTED]

12/12/2019 10:32 AM

They cause light pollution, are distracting, and commercialistic. Generally, we have enough screens in the lives of most people already.

[REDACTED]

12/12/2019 10:33 AM

It's tacky. Tacky in appearance and tacky in how intrusive digital signs are. Digital signs are known to be harder to ignore hence their popularity among advertisers.

[REDACTED]

12/12/2019 10:42 AM

It takes away from the heritage appeal of Major parts of the city

[REDACTED]

12/12/2019 10:58 AM

They are tacky.

[REDACTED]

12/12/2019 11:12 AM

Very distracting and we have enough light pollution already.

[REDACTED]

12/12/2019 11:27 AM

They don't look nice and they're distracting

[REDACTED]

12/12/2019 11:30 AM

Light pollution and distraction, there are enough distracted drivers as it is, this will lead to more accidents.

[REDACTED]

12/12/2019 11:51 AM

Too much distraction. Easily damaged and taxpayers will be paying to have them repaired.

[REDACTED]

12/12/2019 12:12 PM

distracting and waste of electricity

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[REDACTED]

12/12/2019 12:35 PM

St Catharines is a small community compared to Toronto or Time Square. The City cannot carry such signage. City streets are not wide enough. Too distracting: too much in your face. Would be defacing historical buildings. The PAC or Meridian Centre could carry to advertise events to be seen via HWY 406. Along St. Paul would not be necessary.

[REDACTED]

12/12/2019 12:42 PM

I am not in favour of the way digital signs negatively impact the aesthetic of the urban environment! They are blatant, harsh and unless used for informative purposes are entirely unnecessary. They can be a distraction for drivers, and are a form of visual pollution!

[REDACTED]

12/12/2019 12:50 PM

No. 10 above has Yes and No with limitations. I support prohibition on ds if the signage is garish and distracting and is on heritage or prestigious buildings. I do not mind ds on a privately owned business as they can advertise what they want as long it within the frontage of the business and does not dominate or overshadow the immediate area.

[REDACTED]

12/12/2019 12:52 PM

I personally think they are ugly and take away from the beautiful heritage and the overall appearance downtown. I think North America generally has a problem with wanting to commercialize everything and it really takes away the value and ends up looking like an advertising fiasco. I was in Copenhagen not too long ago and there was not one digital billboard. Brazil just banned all digital marketing, because it's ugly and unnecessary when everyone has social media at their finger tips to use. People are starting to see the value in old buildings and small towns, as well as keeping their heritage front and centre and I think to add digital marketing now when that's not what people want to see anymore, would be disheartening. Instead of advertising big businesses in the area that will keep customers for an hour or 2, we should focus on advertising the beauty in downtown St. Catherine's by adding parks, coffee shops, benches, bike lanes & bike parking, and community areas that keep people coming back for a lifetime; that's good advertising!

[REDACTED]

12/12/2019 01:12 PM

cause this city was based on the history that made St. Catharines the greatest city in the Entire Ontario Niagara Peninsula Region municipalities

[REDACTED]

12/12/2019 01:57 PM

It would completely change the aesthetic and welcoming charm of the city and would cause distraction and light pollution.

[REDACTED]

12/12/2019 03:19 PM

I believe it would be too distracting.

[REDACTED]

12/12/2019 03:32 PM

For the reasons listed above.... Light pollution, negative affects on heritage buildings

[REDACTED]

12/12/2019 06:05 PM

It's tacky, ugly and the lights are offensive. We're so surrounded be advertisements, it's nice to not have to have them blaring in your face everywhere you go.

[REDACTED]

12/12/2019 06:07 PM

Because they are very bright and take up space. Damage buildings and support a consumer lifestyle

[REDACTED]

12/12/2019 07:03 PM

Visual pollution loses the character of the community.

[REDACTED]

12/12/2019 08:02 PM

I do not want the downtown to look a mini Las Vegas? We do have heritage buildings downtown.

[REDACTED]

12/12/2019 08:53 PM

We are a small city. Trying to make us like Hamilton and Toronto is making this city worse. How about working on the issues in our city before allowing more stuff to come. I get digital signs are in but not in smaller cities like St. Catharines

[REDACTED]

12/13/2019 07:34 AM

City's are about people, not mass consumerism. Digital signs ad to visual blight, stress and anxiety. They detract from heritage features and the architectural design of buildings. They contribute to light pollution.

[REDACTED]

12/13/2019 07:38 AM

They are ugly and garish. Distracting to drivers and pedestrians.

[REDACTED]

12/13/2019 08:16 AM

Digital signs are extremely bright and are an eyesore as well as a hazard.

[REDACTED]

12/13/2019 08:58 AM

The city (the old downtown core) has a special aesthetic feeling, a "character" old town, which would be ruined if digital signage was permitted; the downtown, if it's heritage character is maintained, could be a really special destination for shopping and dining &c. It's bad enough that we have the internet kiosk "monoliths" outside the library, market, and at Montebello Park.

[REDACTED]

12/13/2019 09:15 AM

They are a traffic distraction, thus a safety concern. They don't add value to the community other than advertising revenue for the company that put them up. They are aesthetically unpleasant. They are simply not needed in an age where there is too much digitalization and media distractions.

[REDACTED]

12/13/2019 09:42 AM

Yes - See the four aspects outlined in your #3 (above). My concern is with signage in heritage areas of the City (mainly downtown core). Digital signage in some commercial areas like malls (in periphery) may be acceptable, but away from any heritage structures.

[REDACTED]

12/13/2019 10:04 AM

Because it's distracting tasteless consumerism bs. Causing light pollution waste of energy to run the signs. who foots that bill? If it is on city properties. There is already enough advertising through radio social media city buses it would be nice to have a shared space free from such nonsense. I don't need to be reminded to shop at the pen centre.

[REDACTED]

12/13/2019 10:58 AM

We are already bombarded with advertising in our lives, we do not need more. Small Digital signs that promote upcoming events make sense. When I saw the illustrated examples above I thought it had to be a joke. Why would we turn what is becoming a beautiful downtown event destination into Clifton Hill??? Obscuring beautiful heritage buildings with these signs is unforgivable in my opinion.

[REDACTED]

12/13/2019 12:49 PM

Without any regulation on light output I feel it's too much light pollution.

[REDACTED]

12/13/2019 01:34 PM

I don't support the change. Opening the door to digital without restriction is opening Pandora's box. Leave we'll enough alone.

[REDACTED]

Yes. They are unnecessary.

## Digital Signs Survey : Survey Report for 20 December 2018 to 12 January 2020

12/13/2019 01:35 PM

12/13/2019 01:46 PM

Because we already have too much light pollution. I already can't see the stars on my balcony most nights. Digital signage would make an already bad problem worse. Also, people are terrible about breaking things for no reason. How many times have you seen normal signage vandalized? How much money has been spent replacing cords for the stand alone charging stations in the city. How many bus shelters have been vandalized? The TVs that are supposed to display bus schedules at the Pen Center have been not working for months... I honestly believe that digital signage would lead to throwing bad money after good... Alternately, people won't want to appropriately care for their signage and we will have crappy broken signs.

12/13/2019 01:54 PM

Digital signs dont seem right for St. Catharines. Our city is growing but is quaint, full of heritage, and has a Downtown nearly untouched by obnoxious signage. I think I speak for most people when I say digital signage does not belong in MANY parts of the City.

12/13/2019 02:08 PM

See responses to question 3.

12/13/2019 02:56 PM

digital signage is NOT required , especially residential areas(Lakeshore/Ontario)

12/13/2019 03:35 PM

I find them ugly in the context of an historic downtown. We worked hard to have the wine route come down St. Paul St. and now want to trash it up with bright advertising. These signs belong in Las Vegas or Yonge St. in Toronto, not in our small downtown. We don't have a separate entertainment district where this kind of signage belongs. It looks horrible at the entrance to our historic Montebello Park and would look equally bad downtown. We have spent hundreds of millions of dollars trying to improve the downtown and I feel this type of advertising would be a giant step backwards. One only has to visit Yonge-Dundas square in Toronto or Time's Square in New York or Leicester Square in London to know what I mean.

12/13/2019 05:03 PM

Digital signage is a huge distraction. We already have some and it is really difficult to navigate streets while waiting for the next portion of a sign to show. I call increased digital signage a glut on the senses and we just don't need that. Let's clean up some of the signs and make it easier for the consumer to navigate through town

12/13/2019 06:53 PM

Because it's distracting, ugly, and shows that 'everything' is a means for commerce.

12/13/2019 07:11 PM

Light pollution, loss of cultural heritage and city character, distractions, and I don't want to be advertised to all the time

12/13/2019 07:52 PM

Eye sore. not controls for time of use , distraction to drivers. Not fitting a small city , that seems to have grandiose pretentiousness!

Light pollution not needed, no Vegas/ Niagara Falls type atmosphere. Thorold has done a better job of retaining a welcoming atmosphere. So has Port Dalhousie, and Fonthill..



## Digital Signs Survey : Survey Report for 20 December 2018 to 12 January 2020

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<p>██████████</p> <p>12/13/2019 08:14 PM</p>	<p>The ones I've seen are ridiculously bright and are a distraction driving at night</p>
<p>██████████</p> <p>12/13/2019 08:44 PM</p>	<p>As mentioned above, light and possibly noise pollution; frivolous use of energy, plastics, and other biohazards; potential for creating e-waste.</p>
<p>██████████</p> <p>12/13/2019 09:21 PM</p>	<p>Too distracting while driving. An eyesore in general. They are tacky to see. The downtown has made such progress in recent years, it would be a shame to have awful digital signage everywhere detracting from the hard work that's been done.</p>
<p>██████████</p> <p>12/14/2019 05:45 AM</p>	<p>The garage up the street from me was in the process of putting up one of these signs. Luckily someone in the neighbourhood found out what was taking place and was able to get it stopped. The light would have shone in our homes all night long.</p>
<p>██████████</p> <p>12/14/2019 06:57 AM</p>	<p>It will take away the heart of St. Catharines and turn it into a Toronto, New York or Hong Kong nightmare. You have already started doing that with all these ██████████ condos. You don't care about existing residents, who are loyal to the City as it is. You only care about money and destroying its charm. More commercial development was approved at Martindale by Grapeview, when there are already businesses sitting empty for years right at that corner. The only reason it was passed was because commercial use generates more property tax than residential, and the pleas of existing residents didn't matter. You are selling our soul. Digital signage is another step in the same direction. To turn us into Toronto. People can barely hold onto their homes financially with the outrageous property taxes, but you don't care about that. Only the almighty buck. Have you not learned from the Port Dalhousie embarrassment that no one is interested in buying here? Start taking care of your loyal residents. If you drive us out, which is happening, this City will become a ghost town. Then you can put up a digital sign saying City Closed. I'd rather see streetscape art than flashy lights</p>
<p>██████████</p> <p>12/14/2019 09:01 AM</p>	
<p>██████████</p> <p>12/14/2019 09:52 AM</p>	<p>We don't need any more distractions. More light or energy used of this reason</p>
<p>██████████</p> <p>12/14/2019 01:59 PM</p>	<p>Light pollution. Not attractive.</p>
<p>██████████</p> <p>12/15/2019 06:11 AM</p>	<p>Distracting especially while driving</p>
<p>██████████</p> <p>12/15/2019 06:29 AM</p>	<p>They ruin the look of a city, are distracting for drivers and can annoy people's eyes</p>
<p>██████████</p> <p>12/15/2019 06:50 AM</p>	<p>No. Digital signage should be allowed with restrictions.</p>
<p>██████████</p> <p>12/15/2019 08:36 AM</p>	<p>I don't want our streets to look like ad-supported webpages (if you've ever visited the St. Catharines Standard website without an ad-blocker, you know what mean). We should do all we can to prevent the Clifton-Hill-ification of</p>

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## Digital Signs Survey : Survey Report for 20 December 2018 to 12 January 2020

12/15/2019 12:30 PM

our streets.

Because it's very distracting and objectionable visual pollution and I don't see it in other beautiful municipalities downtown or on heritage properties in Guelph for instance.

12/15/2019 03:21 PM

its disgusting and not needed. in fact if this is allowed every current elected official will lose my vote the next election. bottom line. we dont need more screens in our lives.

12/15/2019 03:47 PM

Visual pollution. Detracts from beauty of historic buildings. Contributes to overwhelming sensory distractions. Distracts drivers.

12/15/2019 05:06 PM

See all my answers to Question #3. It looks like garbage and is just another way for the government to sell our beautiful city away to corporations, with no benefit to us.

12/15/2019 06:16 PM

Light pollution, distractions, aesthetically unappealing.

12/16/2019 04:27 AM

It's too distracting for drivers and could cause problems for those in nearby residences with flickering light at night.

12/16/2019 09:07 AM

Advertising in public spaces does little good for the public. As an information tool i see very little benefit that outweighs the negative impacts of such signage.

12/16/2019 11:26 AM

Large digital signs will destroy the look and feel of our city. While we offer world class entertainment and sporting events, we don't need to turn into a mini Toronto. The signs have overrun the landscape and added to the noise that is the skyline. I have lived in both cities and I love St. Catharines the way it is.

12/16/2019 12:19 PM

The graphics/renderings are very unattractive. Those signs would take away from the charm of downtown St. Catharines and also why would you want signs like that taking away from the beautiful architecture of buildings like the Meridian Centre or the Performing Arts Centre? Doesn't make sense to me. Ugly.

12/16/2019 06:30 PM

To advertise in this manner just contributes to distracted driving. Advertising is everywhere and all for the sake of revenue.

12/17/2019 06:14 AM

12/17/2019 12:02 PM

So many groups in our community have worked very hard to beautify our city through good urban designs, greening, floral displays, heritage restoration etc. The downtown was to be the "Wine Route" with two way traffic. Too much time and money has been spent over the last 15 years to see it destroyed by digital third party signs. It is heartbreaking to see the visual destruction of our beautiful, "Garden City." We only need to visit areas that are visually attractive to see what a positive affect it has on an economy- e.g. Stratford, ON , Niagara on the Lake, Collingwood, etc. We have an opportunity to show we care about the appearance of our city , not destroy it by large digital signage. I have travelled on "wine routes" in other countries and I can assure you that there are NO digital LED signs anywhere.

They detract from the natural beauty and heritage of the City.

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12/17/2019 12:22 PM

12/18/2019 09:16 AM

# 1: If there is a prohibition on digital signage why is there a digital sign at 3 Lakeshore Road that is extremely bright (especially at night and right on a corner). #2: We are all constantly being reminded that distracted driving is a major problem and that taking your eyes off the road in front of you is causing death and injury to people on a regular basis. With the advent of the distracted, zombie like pedestrian (ear buds in, cell phone in front of face) I believe we need to take distracted driving seriously and consider very seriously the presence of not just digital signage but any roadside advertising in our community. The SOLE purpose of any roadside advertising is to get the vehicle occupants (driver included) attention off the road and onto the contents of the sign. Is this not the very definition of distracted driving? Advertising signage tends to have more content than essential signage (i.e. road names, speed limit, do not litter, construction, etc) which requires more attention to be paid to it in order to get the message being relayed. Once they are allowed, it's difficult to control the number and brightness. The people controlling the signs tend to use LED lights which are too bright. On a dark night they are too distracting for drivers (e.g. the one at the corner of Lake and the North Service Road. Turning north onto Lake Street after coming off the Toronto bound QEW, the sign on the Best Western property makes it difficult to make a safe turn) We are proud of our heritage downtown. Digital signs will change that. for all the reasons checked off previously

12/19/2019 09:26 AM

12/19/2019 03:16 PM

12/20/2019 09:25 AM

I believe I covered my reasons in my above answers.

12/24/2019 03:34 PM

12/28/2019 07:12 AM

I would not mind to allow digital sign as long as they are small signs and not higher than the building. Avoid having signs more than 20 feet above ground is important in a small city such as St. Catharines.

3rd party advertising on digital signs is just a new version of billboards but amplify noise pollution. Secondly, digital signage could be owned by companies not located in Niagara who have little disregard for content being advertised on them. This would have zero benefit to local businesses and not increase revenue within St Catharines. Downtown already has a stigma of not being safe and rundown so why add more eye sores to St Paul Street. ( I have no issue with first party advertising on Meridan or PAC Centre) St.Catharines takes pride in our heritage and benefits from keeping streets e.g. St.Paul St.free of digital signs. The recent movie shoot this past year is an example. They chose this street for its present appearance. There are enough signs without putting unattractive lit up signs on our buildings. Light pollution, destroys city heritage !!!

12/29/2019 05:14 AM

12/29/2019 05:58 AM

12/29/2019 12:21 PM

They add nothing to the beauty of our city

## Digital Signs Survey : Survey Report for 20 December 2018 to 12 January 2020

12/29/2019 12:21 PM

The few examples of digital signs in St Catharines, such as at the corner of Lake Street and YMCA Drive, leaves a negative impression of digital signs and their impact on the natural and built environment. Digital signs are ugly at all times of the day, exceptionally bright at evening hours and are distracting to motorists. Also, the public realm is for far more than just flogging goods.

12/29/2019 12:26 PM

MAJOR distraction for drivers and pedestrians. It is also unsightly and destroys ambience of city streets.

12/29/2019 12:36 PM

Streetscapes in the city, particularly in downtown core are a rich order of architectural styles and materials. The streetscape defines unique character of the city. Digital signs would completely obliterate and distract from this rich heritage. Digital signs are so dominant they should never be placed where they would distract from and overpower the streetscape, It will make St Catharines look more like liberty village off the Gardiner in Toronto.

12/29/2019 12:44 PM

They are too 'in your face' and distracting while a person is driving.

12/29/2019 01:43 PM

Asked and answered. See #3

12/29/2019 04:14 PM

Digital signage is inconsistent with the heritage ambience of downtown St. Catharines

12/29/2019 05:13 PM

12/29/2019 05:59 PM

We should be able to travel around the 'Garden City' without the added distraction and light pollution of digital signs. The current by-law underwent extensive consultation; nothing has changed that warrants amending it! Why have citizens get involved in such long-term policy developments if Council is only going to override or destroy it a few years later for no justifiable reason! Digital signage (and billboards) make a city look "tacky". The city has attempted to beautify with gardens, benches, green spaces etc. All of these efforts are negated by inappropriate signage. NOTL, Stratford, Elora, The Niagara Parkway and many other towns and areas have restricted inappropriate signage and are successful tourist destinations as a result. Let's make St. Catharines an attractive community - less signage, not more! I think such signs are distracting and make the street look shabby. There's nothing charming about such signage.

12/29/2019 06:09 PM

12/29/2019 08:02 PM

Distraction: Can't read and drive safely. Interferes with viewing the features and landmarks I am going past. Clutter. Also, unnecessary as people can locate events and businesses so easily now with their own phones. In addition to concerns stated in Question 3, once the flood gates open it will be impossible to control. You can't put the toothpaste back in the tube.

12/30/2019 04:25 AM

12/30/2019 08:51 AM

As previously mentioned I find them an overbearing distraction, a deterrent to heritage and environmental features and in many instances distasteful. City Council needs to comply with our signature as a Garden City and avoid

12/30/2019 10:04 AM

## Digital Signs Survey : Survey Report for 20 December 2018 to 12 January 2020

[REDACTED]	<p>turning us into a lighthouse jungle.</p> <p>They are ugly distractions that further the commercial greed damaging the unique character of city. Graffiti, electronic or paint, cheapen the civic pride and turn cities into neon red light districts. The money gained sells the soul of the community.</p>
[REDACTED] 12/30/2019 10:59 AM	<p>I support the need to respect the heritage architecture of the city as well as the historic streetscape of St. Paul Street. It is visual pollution and if left unchecked will eventually take over the visual landscape.</p>
[REDACTED] 12/30/2019 02:08 PM	<p>IT WILL CAUSE ACCIDENTS AND PEOPLE WILL GET HURT OR KILLED!</p>
[REDACTED]	<p>Blight on the city, distraction, cheapens the area</p>
[REDACTED] 12/30/2019 03:55 PM	<p>All the reasons I answered in Question #3.</p>
[REDACTED] 12/31/2019 12:25 PM	<p>Very distracting and impairs driving</p>
[REDACTED] 12/31/2019 12:42 PM	<p>Cities that allow digital signs have no class.</p>
[REDACTED] 1/02/2020 05:24 PM	<p>Distraction for drivers and not attractive for the environment</p>
[REDACTED] 1/02/2020 06:37 PM	<p>Why would I agree to making my city ugly just so someone can try to sell me something I don't want? Digital signs would be aesthetically out of place on 99% of the architecture in St. Catharines, especially downtown. They would also contribute to light pollution, of which we already have too much.</p> <p>Unneeded and unwanted.</p>
[REDACTED] 1/03/2020 11:28 AM	<p>Distraction, do not see any benefits. I see it like a distraction like a cell phone when driving.</p>
[REDACTED] 1/03/2020 11:32 AM	<p>They are a distraction, often too bright. There is no opportunity for integrated design and limited creative presentation.</p>
[REDACTED]	<p>Digital signage is ugly, embarrassing, and a distraction to motorists.</p>
[REDACTED] 1/03/2020 02:37 PM	<p>Overall the negative aesthetic is one central issue but additionally the technology while it's advanced dramatically will have a significant impact on energy consumption, light pollution and environmental sustainability. While I value the ability to engage the community greater and provide opportunities to communicate passively the time isn't right. The technology can improve and become less intrusive and more environmentally considerate.</p>
[REDACTED] 1/03/2020 05:34 PM	<p>Massively distracting and cheesy.</p>
[REDACTED] 1/04/2020 10:36 AM	<p>Digital signage is not consistent with the heritage look of downtown cityscape. I think it's the thin edge of a wedge to a look and feel most would</p>

## Digital Signs Survey : Survey Report for 20 December 2018 to 12 January 2020

1/04/2020 10:39 AM

be sorely disappointed with.

There is an ordinance. The Downtown Revitalization Committee voted to uphold the ordinance. This is not a large urban area that can support digital signage. Tacky tacky tacky.

1/05/2020 10:49 AM

They distract people driving. They mar the appearance of our heritage buildings. We need to continue to have an attractive city that draws people to want to live here.

1/06/2020 10:30 AM

It is very distracting, especially at this time of year when it's dark for so long. The glare on windshields and glasses is incredible already driving through some areas.

1/06/2020 01:29 PM

The current signage available to businesses is more than satisfactory and allows them to promote themselves. I see no need to change them

1/06/2020 01:38 PM

Concerns in question 3 above as well as inappropriate/ unnecessary energy consumption.

1/09/2020 07:38 AM

Theoretically, I believe there are cases where digital signage could reasonably be allowed, specifically in cases where the potential negative outcomes I have selected in the survey. However, without comprehensive protection against those outcomes - which does not exist - the prohibition should remain. Unfortunately, allowing exceptions can inherently create problems as they become the basis for an argument for equitable treatment, ie. the owner of a heritage building (say Rodman Hall) insisting they are entitled to the same allowances of the owner of a modern facility (Performing Arts Centre). Given that, the blanket prohibition should remain without exception.

1/09/2020 07:55 AM

While I think in some cases digital signs are effective and tasteful, I think downtown St. Catharines would lose a significant part of its character should they be allowed carte blanche, and at the same time should there be some regulatory body determining their use, that becomes at the discretion of the current regulators. For these reasons I don't think changing the law to allow them is advisable at this time.

1/09/2020 08:21 AM

For all of the reasons shown above in this survey - light pollution, negative aesthetics for our city, etc Also, once you set precedence to allow digital signage, then it would create control issues (one company may outdo the next with bigger, brighter signage, etc), it would also devalue the properties not to mention the city's look and feel.

**Optional question** (128 responses, 65 skipped)

**Q12 Why do you support a change to the by-law to allow digital signage?**

12/11/2019 06:23 AM

We allow billboard signs to be put up across the city, technology has advanced and changed. We need to accommodate the changes to stay modern and up to date.

12/11/2019 06:51 AM

They can be quite informative

12/11/2019 07:13 AM

Only for business purposes not third party advertising. The current sign by law is to strict in general and prohibiting businesses from properly and fairly advertising. I don't think it should be over the top but more of a fair balance to encourage our local commerce better rather than getting in their way constantly.

12/11/2019 08:20 AM

Current signs such as one at corner of Niagara and Facer, flash and blink brightly, distracting drivers especially at night. The colour and brightness as well as direction of light emitted needs to be monitored before it causes an accident

12/11/2019 11:51 AM

Need to adapt to the times, but create specific guidelines with strict penalties.

12/11/2019 12:58 PM

Unfortunately, this city is way behind using technology, updated regulations. We are not up to date as we think. We should refresh our city.

12/11/2019 06:40 PM

can be informative and informational ... with restrictions. Light level must be noted and not become a hazard. Heritage property should not be affected. WHAT is on sign should be monitored, have an approval process and be respectful of all citizens. (No fake news, no discrimination, no scams, no politics, no religion, etc)

12/12/2019 07:11 AM

As a resident I want to see constant improvements and additions to services so the revenue generated from this could equate to more or more affordable programs and services for residents.

Change is good

12/12/2019 09:43 AM

Brings an updated look....more ease in control and change to the signage without the tattered look of older billboards

12/12/2019 10:40 AM

As long as Digital Signs are not used on heritage properties, and only public interest messages are displayed on Signs on City Hall, in Parks, or any other city property, with the exception of Arenas and Entertainment Venues, increased advertising platforms makes advertising more affordable for Small and Medium businesses.

12/12/2019 10:44 AM

It's easier to change, would likely be less expensive for the advertiser.

12/12/2019 02:43 PM

To replace older signage that has faded or in of repairs.

## Digital Signs Survey : Survey Report for 20 December 2018 to 12 January 2020

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<div></div> 12/12/2019 04:30 PM	Facilities such as the meridian centre and PAC can use then to promote upcoming events, particularly the sides facing the 406
<div></div> 12/12/2019 07:39 PM	We must remain a place that welcomes business, not another road block
<div></div> 12/13/2019 09:44 AM	Only for small businesses on their own properties.
<div></div> 12/13/2019 01:29 PM	I think they have a general information and event purpose but not for 3rd party advertising where our city would look time Square trashy
<div></div> 12/13/2019 02:26 PM	Digital signs are in the long term more economical as the can easily be change and can contain several different messages.
<div></div> 12/13/2019 02:46 PM	Seems like a effective way to relay information as long as it's not a distraction for drivers.
<div></div> 12/13/2019 04:24 PM	get with the times, digital signs are used allover the world, the only restriction for me is at locations that can badly distract driving
<div></div> 12/13/2019 04:37 PM	if done in a low-key way, signage can inform consumers and communicate public messages
<div></div> 12/13/2019 07:21 PM	Because the physical production of old classic billboards are not as environmentally friendly.
<div></div> 12/14/2019 05:39 AM	Useful for residents, and appropriate in specific locations within in City
<div></div> 12/14/2019 01:07 PM	It would be beneficial on commercial non heritage properties. Such as the meridian center and arenas
<div></div> 12/16/2019 03:49 AM	Valuable means of expression. Greatly increase ability for businesses to reach customers. And for governments to provide important information in a timely manner.
<div></div> 12/16/2019 07:23 PM	Innovation Better Revenue sharing opportunities for local establishments and Businesses. Increased inventory for Advertiser's which can drive costs down for local advertising. Less damage to the environment with trucks driving around to refresh signs and the vinyl/plastic that must be printed and applied each time.
<div></div> 12/16/2019 08:36 PM	it's a great opportunity to generate revenue, modernize the cityscape, and pave the way for further technology innovations
<div></div> 12/16/2019 09:18 PM	Additional Revenue to the City
<div></div> 12/18/2019 10:03 AM	Digital signs are the new technology, is more efficient and low maintenance. It increases visibility for advertising which in turn increases sales. Good graphic design used in them can add to the overall ambiance of facades and open spaces.
<div></div>	It is already happening so a law must already exist or it must need to be

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Digital Signs Survey : Survey Report for 20 December 2018 to 12 January 2020

12/20/2019 05:40 PM

[REDACTED]

12/21/2019 08:27 AM

[REDACTED]

12/21/2019 10:55 AM

[REDACTED]

12/28/2019 09:26 PM

[REDACTED]

12/29/2019 01:31 PM

[REDACTED]

1/01/2020 05:41 PM

[REDACTED]

1/03/2020 05:10 PM

[REDACTED]

1/03/2020 11:02 PM

[REDACTED]

1/06/2020 10:26 AM

[REDACTED]

1/06/2020 11:02 AM

[REDACTED]

1/06/2020 11:16 AM

enforced far more. Residents and businesses should have clear guidelines restricting brightness and level of distraction.

I support the use of digital signs on city property in efforts to keep out taxes down and to provide better services (not just to give councillors/etc pay raises).

Digital signage could when used correctly better aesthetics in some situations and prevent garbage and clutter of signs taped to lamp posts, cork boards etc. For example replace the community corkboard on St.Paul Street with a digital sign where postings can be controlled by citizens first.

I support Signs as long as they are not a distraction for driver, do not block views and not a light pollution

Private businesses can keep up with the times

Change laws in keeping with change ie technology

Digital signs seem to be coming at some point. It is better to properly regulate them.

I believe digital signage that is can be changed very quickly is a great way for businesses to generate revenue and grow their businesses, it stimulates the overall economy. The greatest benefit however in my opinion is the ability to convey emergency messages such as amber alerts, major safety issues, and other important information that could potentially save lives.

Digital signs can be easily changed to provide current information.

I believe that digital signage on specific venues (sports, entertainment, community centres) will increase community awareness of events, activities and programs occurring at these venues with targeted, effective advertisement. A specific change to the by-law, allowing digital signage on specific venues for specific purposes would allow for more effective use of the City's advertisement budget. I do not support them being used as straight advertisement for non-City owned businesses, or being used in any place where they could cause damage or increase traffic in sensitive areas, or areas that cannot support it (i.e. heritage properties, single-lane roads, etc).

I believe digital signs are versatile and efficient, and may be a good source of revenue for third-party advertising.

**Optional question** (40 responses, 153 skipped)

**Q13 Please provide any additional feedback you feel this survey may not have covered, and, once again thank you for your time.**

12/11/2019 06:23 AM

My main concern would be light pollution in residential zones. Some of them can be very disruptive to the residents in their homes. Also, putting a large number of advertisements in a small area can affect the appearance in a negative manner.

12/11/2019 06:34 AM

question 7 should have a "none" option.

12/11/2019 08:20 AM

I noticed that signs at ground level are much less distracting. Some electronic billboards may be appropriate for distance viewing. Brightness, colour and the height and direction should be monitored and provisions made for signs that cause undue distraction

12/11/2019 10:55 AM

There are a number of neon signs in store windows that flash and blink, and strobe, and they are very dangerous for people with epilepsy. If we want to be an inclusive city, we need to consider these things.

12/11/2019 11:51 AM

Distraction to motorists is extremely important - flashing signs, long messages, moveable signs blocking traffic and pedestrian traffic, etc.

12/11/2019 12:58 PM

There should be regulation where you can install digital signage. Not allow to install to wall of buildings.

12/11/2019 06:40 PM

Questions are very vague. Restrictions, approval processes, who determines, who pays ... many other questions besides the ones above. Entire city can't be plastered with signage, the City already has enough eyesores now.

12/11/2019 07:03 PM

I really do not want heritage buildings or nature areas to contain digital signs. The beauty and value of these areas should be preserved. I think the more public and modern buildings could contain the signs with very little eye sore and the could provide information and be a source of revenue.

12/11/2019 08:48 PM

Committees such as heritage, and environmental should be consulted in the process.

12/12/2019 07:11 AM

Ty

12/12/2019 08:57 AM

Further, I believe there has been pressure and lobbying from certain companies and agencies to pass a bylaw allowing digital displays. It seems once again the municipal government is promoting private, profit-driven business over citizens' rights. I wonder, does the Chamber of Commerce support this initiative?

12/12/2019 09:43 AM

We need to maintain the intimacy of a simple walk down town.

12/12/2019 10:33 AM

n/a

I do NOT want to see them attached to heritage buildings.

## Digital Signs Survey : Survey Report for 20 December 2018 to 12 January 2020

12/12/2019 10:44 AM

12/12/2019 11:12 AM

12/12/2019 12:31 PM

12/12/2019 12:42 PM

12/12/2019 12:52 PM

12/12/2019 01:12 PM

12/12/2019 02:43 PM

12/12/2019 06:07 PM

12/12/2019 07:39 PM

12/13/2019 04:33 AM

12/13/2019 07:34 AM

12/13/2019 09:15 AM

12/13/2019 09:44 AM

12/13/2019 12:49 PM

The only buildings I think it would be beneficial and appropriate is the 406 facing side of the Meridian Centre and performing Arts centre. To show case what is actually happening or coming up.

Leave the buildings alone. We need to keep our history

We do not need widespread confrontation of the visual impact of marketing for the purposes of consumerism. People are more than economic entities and these large garish signs are an affront to our human sensibilities! I just really hope downtown sees that they could have something beautiful without the commercialization - if they just focus on the community and beautification of downtown rather than advertising.

I think the location is going to cause a unforeseen problem in the distant progression of the use of the digital screen immediate no in the long term may be accident or health and public nuisance most assuredly with additions or pass the specified regulation on sound and visual Anxiety Just wait for it. I see no reason why a digital sign cannot be used to advertise the business at that current location only. As long as they are kept to standard sizes as already established. There should also be a Maximum luminous output to minimize the impact of light pollution

Spend time and money on real issues like the homeless problem down town or the drugs in the city or even better mental health.

None

If the size is limited then I might be OK with limited digital signage placed appropriately, but generally speaking not on heritage buildings or in heritage areas and not on city property except perhaps on a sports arena.

Council should start thinking about the needs of the residents, rather than catering to business. Digital signs have nothing to do with making the city more liveable. Council was working on creating a people oriented, pedestrian friendly Downtown and had put Urban Design Guidelines and a Sign By-law in place to achieve that goal. In recent years, Council has chosen to ignore those guidelines and now this by-law. In the end, they are making the city less loveable. Stop just playing lip service to issues in our community. Start adhering to the standards required to create a loveable city!

Any thought of putting digital signs in the downtown core is disturbing. Please note this to the Downtown Revitalization Advisory Committee members or Task Force, for their information.

Generally, this looks like a desperate attempt to generate revenue for the city budget at the expense of massive visual pollution across the city. Absolutely appalling. Dismiss it, PLEASE!

In the above questions - I would support signs on city properties provided they were near major thruways and not polluting residential, tourist rural, or heritage commercial areas.

## Digital Signs Survey : Survey Report for 20 December 2018 to 12 January 2020

[REDACTED]

12/13/2019 01:46 PM

Who will pay to fix signage? Whose responsibility will it be to ensure that signs are kept in good working order. Why not invest the money that would have been spent on this for free WiFi throughout the city, or even free WiFi in the Meridian Center. Money would be much better spent updating our infrastructure.

[REDACTED]

12/13/2019 01:54 PM

Despite the potential for revenue generation, digital signs are not attractive, are distracting to drivers, and generally take away from the aesthetic of our neighbourhoods. The costs outweigh the benefits.

[REDACTED]

12/13/2019 02:08 PM

Inside private buildings anything should be allowed but I answered no to question 8 because they should not be allowed where they are visible from a public space such as a road.. Inside public buildings their use should only be to enhance a visitor's experience, not tell them where to eat or shop.

[REDACTED]

12/13/2019 02:26 PM

These signs should not be allow where they are visible from a highway as they can be very distracting as their message changes. If third party signs were to be placed on city property there should be significant fees charged for the use thereof.

[REDACTED]

12/13/2019 02:46 PM

The bylaw should also speak to vehicles that use digital advertising screens on the side of them. They should not be allowed as they pose a big distraction to drivers.

[REDACTED]

12/13/2019 03:21 PM

The brightness of the sign needs to be controlled. The new sign at Lake and Linwell for Eden High School is way too bright. It is very distracting and I believe will eventually cause an accident. Hopefully no child will be injured or be killed because of it. The sign at Lakeshore and Lighthouse Rd for A Cleaner Smile Dental Hygiene finally turned down the brightness on their sign it was very dangerous right on a curve.

[REDACTED]

12/13/2019 03:35 PM

I think I said enough.

[REDACTED]

12/13/2019 04:13 PM

If you want to put some improved signs up - why not try to get ALL street signs on the same side of the intersection (so people know the name of the road) AND ensure all streets have signs AND get some of the trees trimmed so the signs are legible  
see above

[REDACTED]

12/13/2019 04:24 PM

[REDACTED]

12/13/2019 05:03 PM

Two signs have stood out to me at night. One is on the corner of Lake street and YMCA drive - in front of the Best Western. The other is from a dentist located beside port church at the beginning of Lakeshore Road. Both are a pain to the eyes at night. I find them dangerous.

[REDACTED]

12/13/2019 07:11 PM

Straight vote. Yes or no !

[REDACTED]

12/15/2019 06:11 AM

When these signs light up they can be very bright and can make you look to see where this bright light is coming from and thus takes your eyes off the road. They can be very distracting. There is enough to deal with already on our busy streets without having something else to deal with

[REDACTED]

12/15/2019 06:50 AM

Digital media as an informative tool rather than an obnoxious advertising venue is my perspective.

## Digital Signs Survey : Survey Report for 20 December 2018 to 12 January 2020

<p>██████████</p> <p>12/15/2019 12:30 PM</p>	<p>It's crass and overpowering and would distract from the beautiful aspects of downtown and other areas.</p>
<p>██████████</p> <p>12/15/2019 03:21 PM</p>	<p>table this and move on to other important matters such as affordable housing, traffic control and preservation of our heritage. less is more. didnt anyone ever teach you this?</p>
<p>██████████</p> <p>12/15/2019 05:06 PM</p>	<p>Please stop ruining our town with unnecessary business ventures and spend more time addressing things like the opioid epidemic and joblessness.</p>
<p>██████████</p> <p>12/16/2019 12:19 PM</p>	<p>I would not support these huge digital signs polluting downtown. Small digital signage at sidewalks at key intersections downtown makes total sense but massive signs plastered all over buildings downtown is just ugly.</p>
<p>██████████</p> <p>12/16/2019 06:30 PM</p>	<p>100% opposed to third party advertising and digital signage.</p>
<p>██████████</p> <p>12/16/2019 08:36 PM</p>	<p>██ can help the City of St. Catharines with your next digital marketing strategy AND affordable housing AND highest and best towers!!!</p>
<p>██████████</p> <p>12/16/2019 09:18 PM</p>	<p>I do not mind digital advertising however signs should be regulated as to size, content, hours that they can be on, and where they can be placed. These regulations will assist in combating light pollution as well as potential distracted drivers. We should definitely not turn our downtown into Times Square but it would definitely be beneficial to the Arena and PAC if they could use Digital Advertising to promote events as well as City information.</p>
<p>██████████</p> <p>12/17/2019 12:02 PM</p>	<p>The present Sign By Law was enacted following a lot of public consultation by Planning staff with many stakeholders. The intent of the by law was to reduce and gradually eliminate billboards since it was understood that they destroy the beauty of a community. St. Catharines has world class amenities and yet we continue to struggle economically because we are allowing others to destroy the visual attractiveness of our once beautiful city. The PAC and Meridian Centre were constructed with the knowledge that there would not be large digital signs. They were designed ( height, proportions etc. )to respect the beauty of our curved St. Paul Street ( one of the few main streets like this in North America.) Why would we overwhelm the look of our city by allowing these unsightly digital signs? Why would we want to destroy any of our corridors by large digital signs? We do not have any attractive gateways into our city and if more signs are allowed, it will only ad to these unsightly roadways. It is time to reclaim the beauty of St.Catharines , NOT destroy it. Businesses can advertise using tasteful signs that enhance the streetscape of the City. There are examples where this policy results in people being attracted to the area and benefits everyone. The nearest example is Niagara-on-the Lake. It is also used in cities in the USA, including Scottsdale, Arizona and states of the USA such as Vermont and Hawaii. We do not need to compete with Las Vegas or Dundas Square in Toronto.</p>
<p>██████████</p> <p>12/17/2019 12:22 PM</p>	
<p>██████████</p> <p>12/18/2019 09:16 AM</p>	<p>Speaking of signage, could we PLEASE have a "Do Not Litter" sign placed at the Lake/Lakeport St. island? People at the light heading south keep throwing garbage out onto the nice green space. It doesn't take much effort to put out a sign - 15 min max and it's close to your shop on Lake. I've called</p>

12/18/2019 10:03 AM

the City and my councilor about this and nobody does anything. If you like I will purchase the sign and put it up myself. Let me know. Thx.

Size limitations based upon locations. Set backs from key locations that may be for safety (control of distraction). Control locations for video which could cause distractions such as highways.

12/19/2019 09:26 AM

I don't think people differentiate between LED lights and other types of lights. LED lights are too bright. Would the city enforce the brightness of signs at night in residential neighbourhoods or along the roadside. Consideration should be made as to how digital signs will affect the people living on the upper storeys of downtown buildings if signs are allowed along St Paul Street. Many people are concerned about the affect of digital devices on children's brains and behaviour. Having frequent moving signs around may add to their digital overload.

12/20/2019 09:25 AM

I don't know what the current by-laws state re digital signage. Therefore was not sure how to answer #9. Am not in favour of digital signs.

12/20/2019 05:40 PM

I have personally been blinded by digital signs near my residence and hope that this danger is also considered. I am OK with indoor signs, but outdoor digital signs should have strict regulations IMO. TY!

12/21/2019 10:55 AM

Strict size and placement by laws should be enacted, upkeep and who controls the addition and type of advertising allowed as well should be considered.

12/29/2019 05:58 AM

Modern technology is not always appropriate.

12/29/2019 12:26 PM

People should be allowed to avoid being bombarded with advertisement. Often the ads are geared to one segment of society to make money only. Hardly an excuse to destroy the historic nature of our city.

12/29/2019 04:14 PM

I see nothing that should give cause to reconsider our city's sign bylaws, especially since electronic digital signage was already part and parcel of those considerations.

12/30/2019 04:25 AM

Making the downtown look beautiful is so important for tourism, but also for civic pride.

12/30/2019 08:51 AM







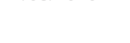



Safetu to drivers who need to count on having easy access to essential information without being distracted by the clutter. Essential information is basic information about where you are, the entrances to businesses or buildings such as city hall, library, museums, and arrows directing toward emergemcu rputes to hospital.

12/30/2019 10:04 AM

In my opinion St. Catharines does not have a good track record for enforcing signage bylaws. There are already bandit signs on many street corners, mobile signs and flashing LED digital billboards on businesses, and not much seems to be done about them. Allowing more unpoliced digital signage is simply a short term revenue generator, without regard for the overall long-term well-being of the city.

Thank you for the opportunity to respond In order to give direction to our Council.

## Digital Signs Survey : Survey Report for 20 December 2018 to 12 January 2020

 12/30/2019 10:57 AM	Why would our city enable this sort of ugliness when other most cosmopolitan cities are getting rid of it, realizing that allowing it was a bad choice?
 12/31/2019 12:42 PM	We have travelled the world. The cities that forbid digital signage are esthetically superior. Even more superior are the cities that, in addition, also limit the size and shape of city signs. This limits businesses from competing based on the size of their sign.
 1/02/2020 05:24 PM	Size of signs and locations on the site, heights and widths of the signs
 1/03/2020 11:28 AM	The cost to the city.
 1/03/2020 02:04 PM	The convoluted registering process to make an account for this survey would dissuade the elderly and technologically challenged people from voicing their opinions, hampering the democratic process.
 1/03/2020 05:10 PM	Driving distraction is a major safety concern. The constantly changing signs attract attention by design. Brightness regulation of digital signs is needed. They can overpower the ambient, automobile, and street lighting, reducing driver situational awareness. This is especially problematic in fog or snow.
 1/03/2020 11:02 PM	One of the largest issues of digital signs are distractions. However distractions are not a large issue with precedents such as highway signs that change and provide eta's it is slightly distracting but not enough to cause a lot of issues. Therefore i believe that distractions are not a big negative when it comes to digital signs. By-laws should help stimulate a free market and consistently help grow the economy.
 1/04/2020 10:36 AM	I sit on the Downtown Revitalisation Committee and we have discussed this issue. Please consult our minutes for more detail.
 1/04/2020 10:39 AM	This is a prime example of people with a short-sighted financial schemes undoing the classic style and look of a small urban city. We do not need a constantly moving digital sign to tell us what's at the Meridian Center or the PAC. Way bigger issues are important. Council - have the guts to stand up to developers who ruin the integrity of our heritage!! Just take a look at Salina and Cherry to see projects which are monstrosities - destroying the look and feel of the street forever.
 1/06/2020 10:26 AM	My concerns are around the size of digital signs and brightness, especially at night. They can pose serious distractions. The sign outside Parkway Social on Ontario street is an example of one that is distracting and potentially dangerous.
 1/06/2020 11:16 AM	A By-Law for digital signage should have consideration/specifications for: 1. Appropriate sizing, perhaps based on the size of the business, building/facade, and/or property; and, 2. Brightness, especially during the time between dusk and dawn. There are a number of existing digital signs for businesses which are a visual distraction for motor vehicle operators between dusk and dawn because they are too bright. "Entertainment" usage should be limited to areas/positions such that a visual distraction for motor vehicle operators is not created.

Digital Signs Survey : Survey Report for 20 December 2018 to 12 January 2020

[REDACTED]  
[REDACTED]  
[REDACTED]  
1/09/2020 07:38 AM

My main concerns are that they not be too big for where they are and that any flashing not be such that they bring on migraines, seizures, etc. or distract drivers, or shine brightly into someone's home.  
Thank you for soliciting the direct input of St. Catharines residents.

[REDACTED]  
[REDACTED]

I was born and raised here in St. Catharines. I love my city. I am proud of my city. I believe we need to keep our downtown core as a heritage area. I am strongly in favour of keeping "ghost ads" on our buildings. These show our history and character and we should be proud of them. Having digital signs, especially in the downtown core, would be a slippery slope to a less desirable area for our naturally beautiful city. Please do NOT allow this to happen. Let's make our downtown even more beautiful by restoring and preserving our original old buildings, keeping our history and keep the advertising to a minimal - especially in this day and age when technology allows folks to find businesses and see advertising with a click of a button on their hand held devices!

**Optional question** (76 responses, 117 skipped)





## Corporate Report City Council

**Report from:** Planning and Building Services, Building and Development

**Report Date:** February 18, 2020

**Meeting Date:** March 23, 2020

**Report Number:** PBS-032-2020

**File:** 19 103433CF &  
56.2.5

**Subject:** Application for Sign By-law Variance; 142 St. Paul Street; Owner:  
2400795 Ontario Inc.

**Strategic Pillar:**



## Recommendation

That Council deny the appeal filed against the refusal to grant a variance to the Sign By-law for the lands municipally known as 142 St. Paul Street; and

That the City Clerk be directed to make the necessary notifications. FORTHWITH

## Summary

An Appeal Information Report to permit Sign By-law Variance for 142 St. Paul Street was discussed at General Committee meeting on August 12, 2019 ([Report PBS-155-2019](#)). The decision on the item was deferred to a later date pending a separate staff report on amendment to the Sign By-law allowing video or animated style digital signs, which is currently prohibited.

Staff have prepared Report PBS-029-2020 regarding Video and Third Party Signage on City-owned Properties, for Council consideration at the March 23, 2020, meeting. The conclusion drawn in Report PBS-029-2020 does not impact the staff recommendation in this report.

## Relationship to Strategic Plan

### Cultural Renaissance

Strategic Goal – Celebrate the City's rich history, diversity, arts and cultural assets through leadership, promotion and investments that support measurable, sustainable creative growth.

The addition of a Third Party Animated Digital LED Wall Sign would not be compatible with and will detract from an important landmark - the ghost signs. The sign would also detract from and undermine the cultural heritage value and interest of the buildings and the heritage character of St. Paul street. The proposed signage will not complement nor is it sympathetic to the streetscape and it is inappropriate within this context of the heritage character of the Downtown.

## Background

In February 2018, the applicant applied for variance to the Sign By-law that was denied by staff. The owner appealed the decision to Council and on April 23, 2018, Council denied the appeal (Report PBS-097-2018).

In March 2019, the Building Division received a new request from the owner of the subject property for variances from Sign By-law (see Appendix 1 for the letter of submission from the owner, elevation of the sign prepared by the owner and a site plan prepared by staff).

The documentation received for the 2019 request is the same documentation received in 2018, with just a change to the date along with an agent authorization form.

While the proponent does not indicate which articles of the By-law they wish to vary, a review of the proposal and the By-law indicate variances would be required of the following sections:

1. 5.5(a) no persons shall erect, install or maintain a Third Party Sign larger than 7.43m<sup>2</sup> (80 sqft) in area;
2. 5.5 (c) no Third Party Sign shall be located within 300m (984'-3") of any legally existing Third Party Sign;
3. 5.5 (h) no persons shall erect, install or maintain a Third Party Sign except on vacant lands where there is no other Development.
4. 3.4(a) no person shall erect, install, maintain or permit any sign that: (iv) employs a video screen or electronically animated images including, but not limited to, video trailers, digital or computer images.

The 2019 request for variance was once again denied by staff and the applicant filed an appeal to Council. In response, on August 12, 2019, Council received Report [PBS-155-2019](#), regarding an Appeal Information Report. Council deferred consideration of the item and passed the following motion:

"That this item be deferred for consideration following a staff report regarding digital signage on City facilities."

## Report

### Application for variance from Sign By-law

The Owner of 142 St. Paul Street submitted an application for a variance from Sign By-law to facilitate the construction of an animated digital LED sign on the exterior wall of the property. The proposed sign would contain third party advertising which also is not permitted by the Sign By-law.

The subject property contains a commercial retail building and is adjacent to City-owned property which contains a stair to the lower level and Rankin bridge to the Meridian Centre.

The proposed sign would encroach onto the City-owned property known as 1 David S Howes Way. An encroachment agreement would be required to be entered into by the owner of 142 St. Paul Street and the City of St. Catharines.

The Sign By-law allows for wall signs on this type of building. Static LED signs displaying advertising for businesses within the building would be permitted.

The variances required are:

- A. To permit the installation of an Third Party Animated Digital LED Wall Sign greater than 7.43m<sup>2</sup> (80 sqft) area. The proposed sign is 12.38m<sup>2</sup> (133.21 sqft);
- B. To permit the installation of an Third Party Animated Digital LED Wall Sign closer than 300m (984'-3") from another Third Party Sign. The distance to the closest Third Party sign across the street on St. Paul Street is 26.23m (86'-1");
- C. To permit the installation of an Third Party Animated Digital LED Wall Sign on already developed lands. There currently exists a commercial residential building on this property;
- D. To permit the installation of an Third Party Animated Digital LED Wall Sign which will display animated video images instead of static images.

Staff have reviewed both the current and the past requests for variances. The Owner is seeking the same relief as in 2018. The Owner requires variances to several sections of the Sign By-law. They are noted above and outlined in sign variance analysis report (See Appendix 2).

### Sign By-law based on community consultation

The Sign By-law has been amended a number of times since 1999. The bulk of the current amendments were approved by Council in 2012, after considerable public consultation and public meetings taking into account proponents for changes to the By-law as well as opposition to the amendments, and speak against the significant variances sought by the applicant.

Following consultation during this time period, Council approved specific amendments for Third Party Signs which:

1. Reduced the size of third party signs where permitted;
2. Increased the distance between Third Party Signs;
3. Restricted locations to vacant land; and
4. Prohibited the use of video screen or electronically animated images because of safety and aesthetic reasons.

## **Impact of requested variances**

The variances requested would:

- A. Increase the area of a Third Party Animated Digital LED Wall Sign by 166%.
- B. Reduce the distance of a Third Party Animated Digital LED Wall Sign to another Third Party sign to 26.23m (86'-1") from 300m (984'-3")
- C. Permit the installation of an Third Party Animated Digital LED Wall Sign on already developed lands rather than vacant property. There currently exists a commercial residential building on this property;
- D. Permit the installation of an Third Party Animated Digital LED Wall Sign which will display animated video images instead of static images.

## **Input from Heritage and Urban Design Staff**

Consultation with the Heritage Planner and Urban Design Planner was requested and the following comments received:

### **Heritage Planning**

142 St. Paul Street is a two-storey, five bay, red brick commercial building constructed circa the early 1870s and located in downtown St. Catharines. Though the property is not listed on the Municipal Heritage Register or designated under the Ontario Heritage Act, it is historically important as a well-known commercial building.

The side wall was used during the late Victorian and early Edwardian periods for large hand-painted signs ("ghost signs") advertising local businesses such as the "American Bazaar." These rare exterior advertising signs were painted by Francis Begy.

The addition of a Third Party Animated Digital LED Wall Sign would not be compatible with the ghost signs and would detract from the cultural heritage value or interest of the building and the heritage character of the street. Heritage Planning staff recommend denial of the requested variances.

## Urban Design

The proposed video billboard sign is not compatible with the stated objectives for the St. Paul Street corridor described in both the Official Plan and the Council-approved Downtown Urban Design Guidelines.

The Garden City Plan (GCP) describes that “downtown St. Catharines is one of the oldest and most diverse parts of the City and in many aspects, best reflects its cultural heritage, identity and sense of place” (11.a). The GCP states that “the City shall create an attractive, high quality pedestrian environment by considering ‘pedestrian first’ and public realm principles, opportunities and connections in evaluating traffic operations, development applications and public works projects” (11.3.h) and more specifically goes on to recognize the importance of protecting and enhancing the heritage landscape of St. Paul Street (11.6.c). The proposed video billboard does not represent a ‘pedestrian first’ approach to the public realm and does not enhance the heritage landscape of St. Paul Street.

The Council-approved Downtown Urban Design Guidelines provide further direction on matters of signage. Section 3.27 of the Guidelines states that “Buildings should be designed to include dedicated spaces to accommodate signage which respects building scale, architectural features and established streetscape design objectives. Signage should complement, not clutter the streetscape and should be sympathetic to the heritage character of the Downtown”. The Guidelines go on to address specific types of signage and describes that “the following sign types are generally considered inappropriate within the Downtown setting and should be avoided.

- i. Pole signs
- ii. Ground signs
- iii. Third party signage including billboards
- iv. Wrap-around signs
- v. Inflatable signs
- vi. Trailer/mobile signs

The proposal would undermine the established character of the historic streetscape and would clutter and detract from an important landmark – the ghost signs. Third party billboards – including the proposed video sign – are specifically identified in the Council-approved Downtown Urban Design Guidelines (2012), quoted below, as being inappropriate within this context. Urban Design staff recommend denial of the requested variances.

“Section 3.27.i)

**SIGN TYPES TO AVOID:** The following sign types are generally considered inappropriate within the Downtown setting and should be avoided. Limited use of small ground signs may be appropriate through sensitive context-appropriate design.

- i. Pole signs
- ii. Ground signs
- iii. Third party signage including billboards

- iv. Wrap-around signs
- v. Inflatable signs
- vi. Trailer/mobile signs”

Further, it should also be noted that the City made a conscious and deliberate decision not to include such signage into the facades of the Meridian Centre and the PAC to avoid establishing such a precedent for the private sector.

Staff have denied the proposed variance as they are of a significant nature and do not meet the intention of the provisions outlined in the Sign By-law. The applicant has appealed previously to Council, the decision not to approve the variance and staff recommend that Council once again deny the new appeal in favour of broader heritage and streetscape objectives (see Appendix 3 for the new appeal from the applicant).

## Financial Implications

Not Applicable.

## Conclusion

The requirements and prohibitions provided in the current Sign By-law were as a result of public consultation and Council deliberation and speak against the significant variances sought by the applicant. Consultation with Heritage and Urban Design planners does not support the proposed variances. Furthermore, the variances conflict with policies in the Official Plan, Downtown Design Guidelines, and do not meet the intent of the Sign By-law. The proposed location of the sign encroaches on City property, and if approved, would also require an encroachment agreement.

Furthermore, an online survey carried out to gauge public opinion on amendment to the Sign By-law allowing video or animated images was opposed by a majority of respondents. Report PBS-029-2020, regarding Video and Third Party Signage on City-owned Properties, included on the March 23, 2020, Agenda discusses in length the proposed amendment and the findings of public / stakeholder consultation.

It is staff's recommendation that Council uphold staff's denial of the Sign By-law variance application for 142 St. Paul Street.

## Notification

That 2400795 Ontario Inc. be notified of Council's decision.

### Prepared and Submitted by:

Nadim Khan, P.Eng., MPPAL

Chief Building Official / Senior Manager of Building and Development

### Approved by:

Tami Kitay, MPA, MCIP, RPP

Director of Planning and Building Services

## **Appendices:**

Appendix 1: Letter from Owner in support of Sign Variance Application

Appendix 2: Sign Variance Denial

Appendix 3: Email from Owner requesting appeal of decision

RE: Sign Variance Application

ATTN: Brian Thiessen

(Manager of Plans Examination)

Tami Kitay

(Director of Planning and Building Services)

March 27, 2019

Dear Mr. Thiessen and Mr. Riddell,

This letter and its supporting documents are an official application from 2400795 Ontario Inc. for a sign variance consideration.

2400795 Ontario Inc. (hereafter called "The Corporation") is a local Property Development/Management company that owns multiple properties in the downtown core of St. Catharines, including 142/144 St. Paul Street located right beside the Rankin Walkway. The Corporation respectfully requests permission from the City of St. Catharines to install an animated digital LED sign on the exterior wall of this property.

We recognize that this request does not meet with current sign by-laws and as such we are applying for this sign variance to allow the project to move forward. There are three main reasons why approving this request would be beneficial to the city.

First, this digital sign is a logical next step to follow up the construction of the Meridian Centre and the First Ontario Performing Arts Centre. The City has made a huge commitment to improving our downtown core over the last few years and has spent a great deal of money bringing in these wonderful institutions. However, even with these wonderful facilities, many people in our city are still unaware of all the amazing events that are taking place there because there is no where downtown to advertise. The Performing Arts Centre does not have a marquee which makes them unable to promote their wonderful shows and performances to people walking by their front doors. For the Meridian Centre, they can advertise on the front of their building, but in reality very few people drive down Ice Dogs Way because the majority of traffic either zooms by on the 406 or drives around the other side via St. Paul Street. Approving



13 Queenston Street, St. Catharines | 905-397-5705

PAGE | 1



this sign variance application means that the city will be able to access engaging, eye-level advertising to promote the wonderful shows, games and performances taking place in the downtown core's top of the line event venues.

Secondly, the LED sign we are proposing would be ideally located to connect with potential customers. The exterior wall of 142/144 St. Paul Street is prime advertising space, as it is located right at eye level for pedestrians walking down St. Paul Street, or crossing the bridge into the Meridian Centre. The value of eye-leveling marketing truly is priceless and therefore we are confident that our partners at Vann Advertising will be able to easily fill the advertising spaces available. While some advertising spaces will be sold to third party companies, an integral part of our plan is to reserve a set number of spaces each month that we will offer at a discounted advertising rate to both local businesses and the City of St. Catharines. Just imagine the benefits for small businesses in the downtown core to have their advertisement seen by thousands of people as they cross the bridge to an Ice Dogs game. By installing this animated digital sign, we are providing an opportunity for local businesses to better advertise what they do, increase their business and ultimately, help our local economy thrive.

Finally, high-tech digital signage such as this will help St. Catharines further its reputation as a modern city that is on trend and developing with the times. Around the globe many of the most popular cities for tourism and residency alike have embrace animated LED signage as a part of their city's landscape. While we are not suggesting installing as many signs as one would see in New York or Tokyo, we feel that a few well placed, tastefully designed signs, will enhance St. Catharines unique and quaint atmosphere while also showing that we are a city committed to constantly growing and evolving with the times so that we can stay relevant and draw in the younger generation to live, work and grow in our wonderful city.

We appreciate your consideration of this sign variance application and would be happy to discuss the proposed project in more detail with you if you have any further questions.

Sincerely,



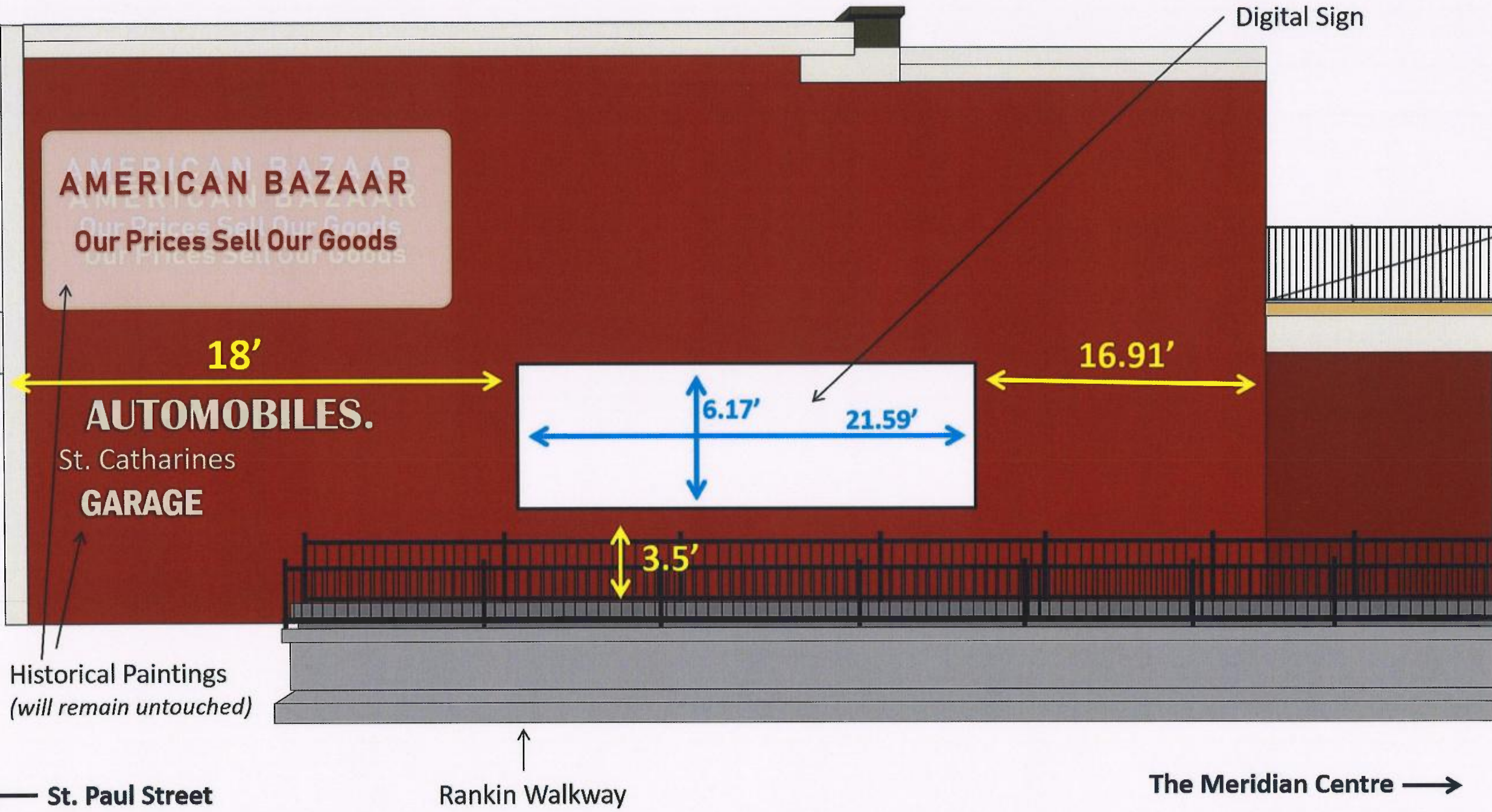
Sharvin Keshavarznia

President 2400795 Ontario Inc. / 905-931-2429 | sharvinkesh@gmail.com



13 Queenston Street, St. Catharines | 905-397-5705

PAGE | 2

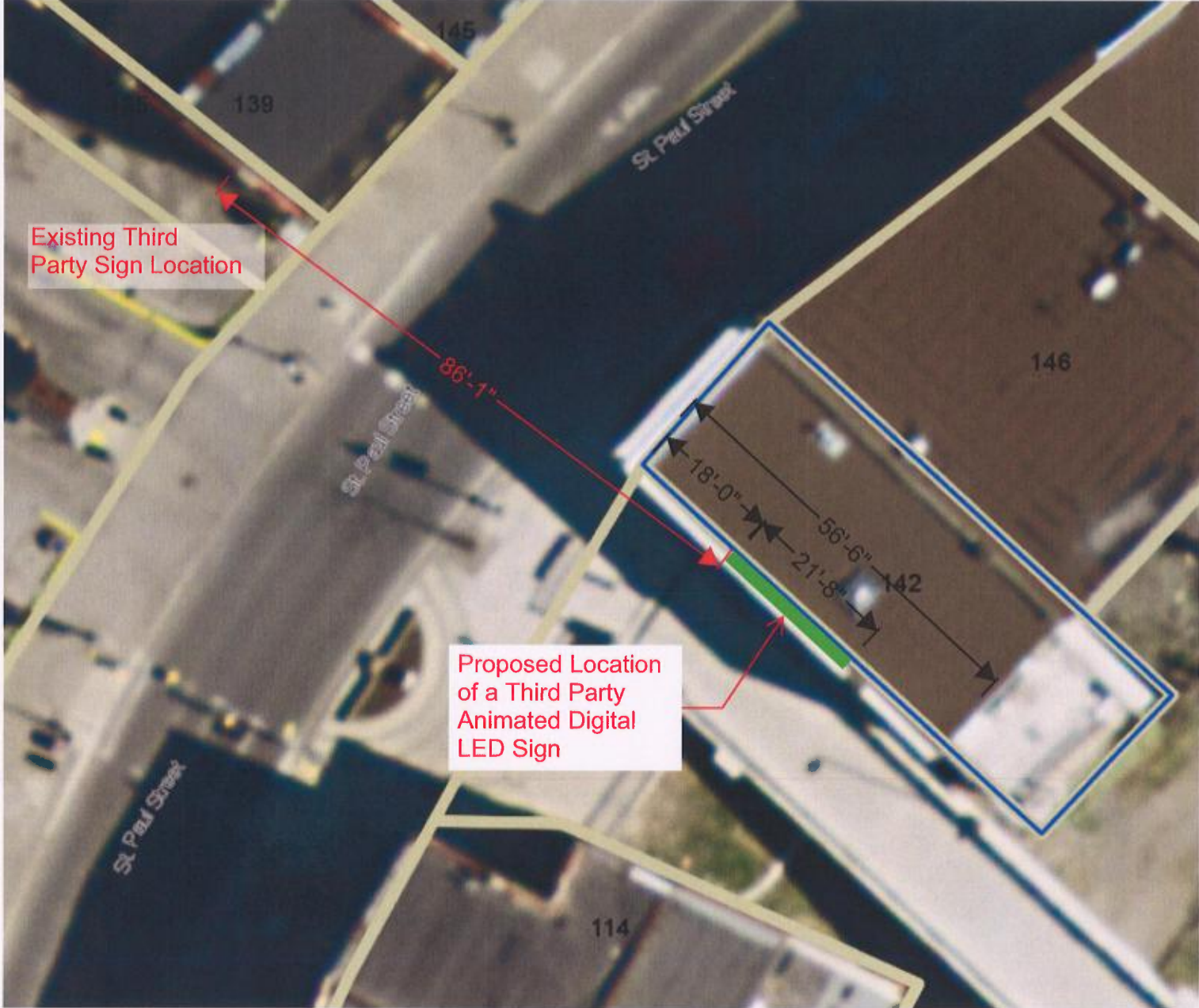


Historical Paintings  
(will remain untouched)









## Report from the Building and Development Division

Date of Report: June 19, 2019 Date of Meeting: June 20, 2019

**Subject:** Request for Sign By-Law Variance  
142 St. Paul Street  
Project No.: 19 103433CF

### RECOMMENDATION:

That the request for variances of the sign by-law for the installation of a Third Party Animated Digital LED Sign **be denied**;

and that 2400795 Ontario Inc., 24 Ida Street, Apt 609, St. Catharines, Ontario L2R 3X5, and 2400795 Ontario Inc., 20 Nickerson Avenue, St. Catharines, Ontario, L2N 3M4 be so advised.

### BACKGROUND:

The Building Section has received a new request from the owner of the property for variances from the City of St. Catharines Sign By-Law 2012-154. (See attached Appendix for the letter of submission from the owner, elevation of the sign prepared by the owner and a site plan prepared by staff.)

This request would be a reconsideration of the previous request from February 2018 which was denied by the previous Director of Planning and Building Services. The documentation received for this request is the same documentation received in 2018, with just a change to the date along with an authorized agent authorization form.

While the proponent does not indicate which articles of the By-law they wish to vary, a review of the proposal and the By-law indicate variances would be required of the following sections:

1. 5.5(a) no persons shall erect, install or maintain a Third Party Sign larger than 7.43m2 (80 sqft) in area;
2. 5.5 (c) no Third Party Sign shall be located within 300m (984'-3") of any legally existing Third Party Sign;
3. 5.5 (h) no persons shall erect, install or maintain a Third Party Sign except on vacant lands where there is no other Development.
4. 3.4(a) no person shall erect, install, maintain or permit any sign that: (iv) employs a video screen or electronically animated images including, but not limited to, video trailers, digital or computer images.

The sign as proposed would encroach onto the City of St. Catharines owned property known as 1 IceDogs Way which contains the Meridian Centre building. In addition to the variances, the proposal would require an encroachment agreement.

### REPORT:

The subject property contains a commercial retail building and is adjacent to City owned property which contains a stair to the lower level and Rankin bridge to the Meridian Centre.

The sign encroaches onto the City of St. Catharines owned property known as 1 IceDogs Way. An encroachment agreement would be required to be entered into by the owner of 142 St. Paul Street and the City of St. Catharines.

The Sign By-Law allows for wall signs on this type of building. Static LED signs displaying advertising for businesses within the building would be permitted.

The variances required are:

- A. To permit the installation of an Third Party Animated Digital LED Wall Sign greater than 7.43m<sup>2</sup> (80 sqft) area. The proposed sign is 12.38m<sup>2</sup> (133.21 sqft);
- B. To permit the installation of an Third Party Animated Digital LED Wall Sign closer than 300m (984'-3") from another Third Party Sign. The distance to the closest Third Party sign across the street on St. Paul Street is 26.23m (86'-1");
- C. To permit the installation of an Third Party Animated Digital LED Wall Sign on already developed lands. There currently exists a commercial residential building on this property;
- D. To permit the installation of an Third Party Animated Digital LED Wall Sign which will display animated video images instead of static images.

The following is a summary of the applicant's reasons for requesting the variances (see their letter for a more detailed explanation in Appendix A):

- 1. "Digital signage is a logical step to follow up the construction of the Meridian Centre and First Ontario Performing Arts Centre. They do not have areas they can advertise their events. This variance will enable the city to access engaging, eye-level advertising to promote events taking place in these venues."
- 2. "The LED sign would be ideally located to connect with potential customers. It would be located at eye-level for pedestrians walking downtown or crossing the bridge to the Meridian Centre. Some advertising would be sold to third party companies, however their plan is to reserve a set number of spaces each month which will be offered to local businesses at discounted rates. The sign will allow them to better advertise, increase their business and ultimately help the local economy thrive."
- 3. "This high-tech signage will help St. Catharines further its reputation as a modern city that is on trend and developing with the times. Many popular cities have embraced animated LED signage as a part of their city's landscape. They believe a few well-placed signs will enhance St. Catharines unique quaint atmosphere while showing that we are a city committed to constantly growing and evolving with the times to stay relevant and draw in the younger generation to live, work and grow."

The City of St. Catharines Sign By-Law 2012-154 has been amended a number of times since 1999. These amendments were approved by Council after public consultation and public meetings taking into account proponents for changes to the By-law as well as opposition to the amendments. Following this consultation, Council approved amendments for Third Party Signs during this time period specifically reduced the size of sign permitted, increased the distance



between Third Party Signs, restricted locations to vacant land and prohibited the use of video screen or electronically animated images because of safety and aesthetic reasons.

Consultation with the Heritage Planner and Urban Design Planner was requested and the following comments received:

#### Heritage Planning

142 St. Paul Street is a two-storey, five bay, red brick commercial building constructed circa the early 1870s and located in downtown St. Catharines. Though the property is not listed on the Municipal Heritage Register or designated under the Ontario Heritage Act, it is historically important as a well-known commercial building.

The side wall was used during the late Victorian and early Edwardian periods for large hand-painted signs ("ghost signs") advertising local businesses such as the "American Bazaar." These rare exterior advertising signs were painted by Francis Begy.

The addition of a Third Party Animated Digital LED Wall Sign would not be compatible with the ghost signs and would detract from the cultural heritage value or interest of the building and the heritage character of the street. Heritage Planning staff recommend denial of the requested variances.

#### Urban Design

The proposed video billboard sign is not compatible with the stated objectives for the St. Paul Street corridor described in both the Official Plan and the Council-approved Downtown Urban Design Guidelines.

The Garden City Plan (GCP) describes that "downtown St. Catharines is one of the oldest and most diverse parts of the City and in many aspects, best reflects its cultural heritage, identity and sense of place" (11.a). The GCP states that "the City shall create an attractive, high quality pedestrian environment by considering 'pedestrian first' and public realm principles, opportunities and connections in evaluating traffic operations, development applications and public works projects" (11.3.h) and more specifically goes on to recognize the importance of protecting and enhancing the heritage landscape of St. Paul Street (11.6.c). The proposed video billboard does not represent a 'pedestrian first' approach to the public realm and does not enhance the heritage landscape of St. Paul Street.

The Council-approved Downtown Urban Design Guidelines provide further direction on matters of signage. Section 3.27 of the Guidelines states that "Buildings should be designed to include dedicated spaces to accommodate signage which respects building scale, architectural features and established streetscape design objectives. Signage should complement, not clutter the streetscape and should be sympathetic to the heritage character of the Downtown". The Guidelines go on to address specific types of signage and describes that "the following sign types are generally considered inappropriate within the Downtown setting and should be avoided.

- i. Pole signs
- ii. Ground signs
- iii. Third party signage including billboards
- iv. Wrap-around signs
- v. Inflatable signs
- vi. Trailer/mobile signs

### CONCLUSION:

Staff therefore recommend **all** variances requested by the applicant **be denied**.

Approved \_\_\_\_\_ Denied ☒ By: \_\_\_\_\_

Approved \_\_\_\_\_ Dated 7/1 By: \_\_\_\_\_  
Tami Kitay  
Director Planning and Building Services

Notes:



### CONCLUSION:

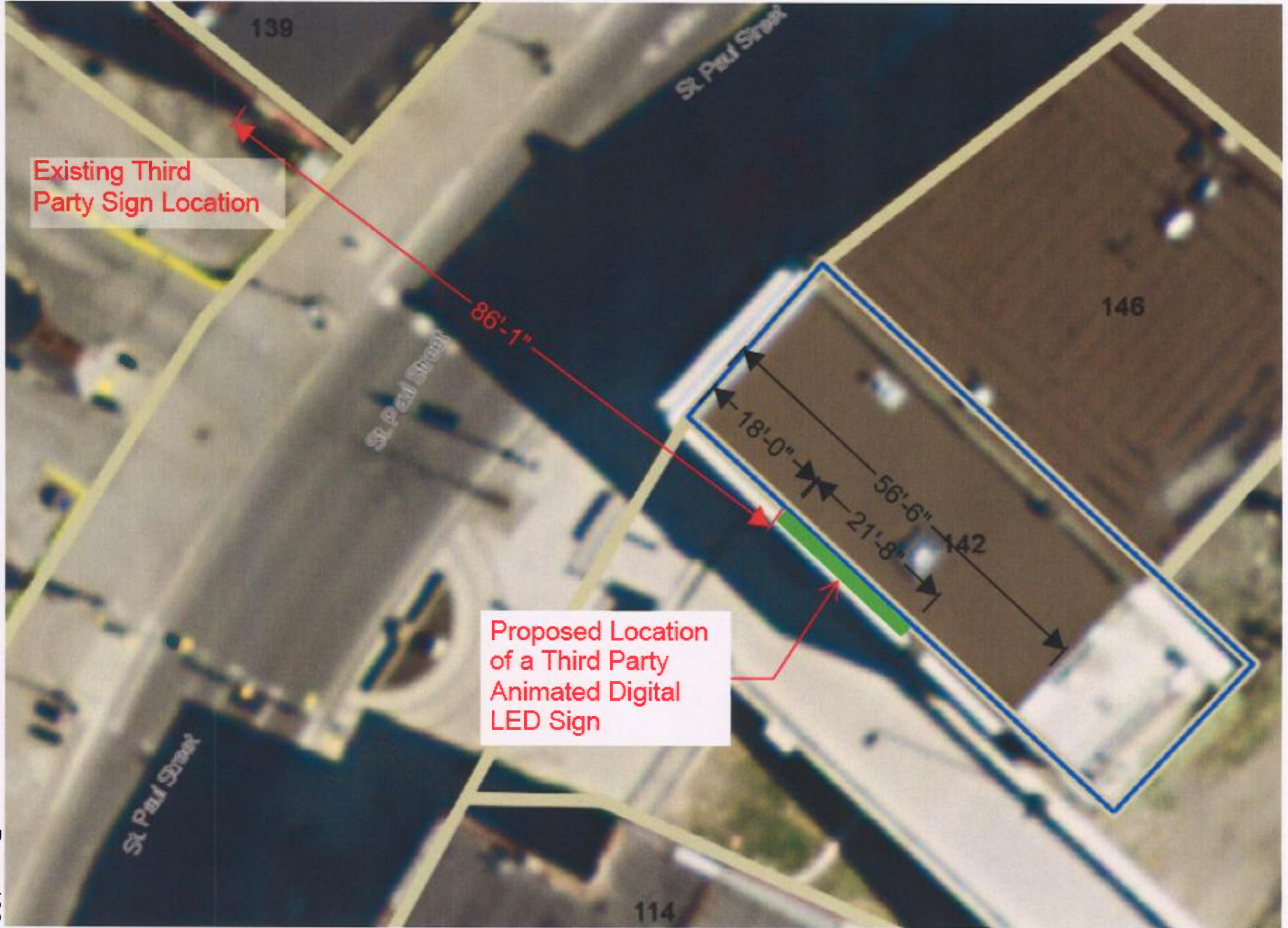
Staff therefore recommend **all** variances requested by the applicant **be denied**.

Approved \_\_\_\_\_ Denied ☒ By: \_\_\_\_\_

Tami Kitay  
Director Planning and Building Services

Notes:

142 St. Paul St –Sign Variance





**From:** The Kesh Group Royal LePage NRC Realty <thekeshgroup@gmail.com>  
**Sent:** Wednesday, July 3, 2019 10:02 AM  
**To:** Thiessen, Brian  
**Cc:** York, Brian; Josipovic, Margaret; Rojenko, Larissa; Kitay, Tami; Dilts, Ann; Siscoe, Mathew; Sharvin Kesh  
**Subject:** Re: Sign Variance 19 103433CF 142 St. Paul Street

**CAUTION:** This email originated from outside of City of St.Catharines email system. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Brian,

Thank you for getting back to us regarding the status of our sign variance application.

We would like to officially appeal the denial decision to Council.

Please advise if this email is sufficient notice to get the appeal process started or if there are any official forms/paperwork that we need to complete. Thank you in advance for your time and consideration.

Take care,

On Fri, Jun 28, 2019 at 8:30 AM Thiessen, Brian <[bthiessen@stcatharines.ca](mailto:bthiessen@stcatharines.ca)> wrote:

Find attached the Sign Variance report.

Your request has been denied with the background for this decision included in the report.

As you may be aware the Section 2.13(b) of the Sign By-law states: "Where the applicant disagrees with a decision of the Director made under Section 2.13.(a) of this By-law, the applicant may appeal such decision to Council"

Should you wish to pursue this, please advise so we can arrange to appear on Council's Agenda and provide any additional information concerning this application.

**Brian Thiessen** M.A.A.T.O., CBCO

Acting Chief Building Official/Manager of Building and Development

Email: [bthiessen@stcatharines.ca](mailto:bthiessen@stcatharines.ca)

Phone: 905.688.5601 x1603 TTY: 905.688.4TTY (4889)

Mail: PO Box 3012, 50 Church Street, St. Catharines, ON L2R 7C2



St. Catharines



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CITY OF ST. CATHARINES





## Corporate Report City Council

**Report from:** Legal and Clerks Services, Office of the City Clerk

**Report Date:** March 13, 2020      **Meeting Date:** March 23, 2020

**Report Number:** LCS-055-2020      **File:** 10.12.1

**Subject:** Council Correspondence

### Recommendation

That Council endorse the resolution from the Niagara Region regarding the declaration to join the Coalition of Inclusive Municipalities; and

That Council receive and file the items listed within the report; and

That Council appoint the individuals, as outlined in the confidential memorandum from the Deputy City Clerk, to the Downtown Development Revitalization Advisory Committee; and

Further, that Council receive and file additional correspondence distributed for the meeting held March 23, 2020, which is available upon request. FORTHWITH

### Report

The Office of the City Clerk is submitting, for the approval of Council, correspondence received during the period of February 29, 2020 to March 12, 2020.

A confidential memorandum from the Deputy City Clerk regarding vacancy appointments for the Downtown Development Revitalization Advisory Committee will be placed in Council's SugarSync meeting folder in advance of the March 23, 2020 meeting of Council.

### Resolutions

1. Niagara Region - Declaration to Join the Coalition of Inclusive Municipalities
2. Municipality of West Nipissing – Legislative Changes in Bill 132
3. Township of Tyendinaga - Motion of Support for a peaceful conclusion to the ongoing rail disruptions and encouragement for ongoing discussions for a solution to the Costal GasLink Project
4. Town of Ajax - Supporting Conservation Authorities
5. City of Welland – Support for Out of the Cold program

**Correspondence**

6. Letter from Environment and Climate Change Canada - Response to City Council's motion regarding emissions targets and funding request for meeting and exceeding emissions targets
7. Federation of Canadian Municipalities – Response to City Council's motion regarding child care at conferences
8. NPCA - Board Meeting highlights from February 19, 2020

**Reports Requested by Council**

9. Outstanding Reports List – updated March 12, 2020

**Confidential Memoranda from Staff (see SugarSync folder)**

10. Kristen Sullivan, Deputy City Clerk – Vacancy Appointments for Downtown Development Revitalization Advisory Committee

**Prepared by:**

Kyra Nicholson  
Council and Committee Coordinator

**Submitted and Approved by:**

Bonnie Nistico-Dunk  
City Clerk

## Declaration to Join the Coalition of Inclusive Municipalities

*Given that:*

- 1 The Canadian Commission for UNESCO (United Nations Educational, Scientific and Cultural Organization) is calling on municipalities to join a Coalition of Inclusive Municipalities and to be part of UNESCO's international Coalition launched in 2004; and
2. The Federation of Canadian Municipalities (FCM) endorses the Call for a Coalition of Inclusive Municipalities and encourages its members to join; and

*Whereas:*

3. Municipal governments in Canada, along with other levels of government, have responsibilities under Canada's *Charter of Rights and Freedoms* as well as federal, provincial and territorial human rights codes, and therefore have an important role to play in combating racism and discrimination and fostering equality and respect for all citizens;

*Be it resolved that:*

4. The Regional Municipality of Niagara, The Corporation of the Town of Fort Erie, The Corporation of the Town of Grimsby, The Corporation of the Town of Lincoln, The Corporation of the City of Niagara Falls, The Corporation of The Town of Niagara-on-the-Lake, The Corporation of the Town of Pelham, The Corporation of the City of Port Colborne, The Corporation of the City of St. Catharines, The Corporation of the City of Thorold, The Corporation of The Township of Wainfleet, The Corporation of the City of Welland, and The Corporation of the Township of West Lincoln agree to join the Coalition of Inclusive Municipalities and, in joining the Coalition, endorses the Common Commitments (see Appendix A) and agree to develop or adapt a joint Plan of Action led by the Regional Municipality of Niagara accordingly.
5. These Common Commitments and the Municipalities' joint Plan of Action will be an integral part of the Municipalities' vision, strategies and policies.
6. In developing or adapting and implementing the joint Plan of Action toward progressive realization of the Common Commitments, the Municipalities will cooperate with other organizations and jurisdictions, including other levels of government, Indigenous peoples, public and private sector institutions, and civil society organizations, all of whom have responsibilities in the area of human rights.
7. The Municipalities will set their priorities, actions and timelines and allocate resources according to their unique circumstances, and within their means and jurisdiction. The Municipalities will exchange their expertise and share best practices with other municipalities involved in the Coalition and will report publicly on an annual basis on actions undertaken toward the realization of these Common Commitments.

***The Regional Municipality of Niagara, insert date (month day, year)***

His Worship, Regional Chair Jim Bradley

SIGNATURE OF THE CHAIR





March 5, 2020

SENT VIA E MAIL

Hon. John Yakabuski  
Minister of Natural Resources and Forestry  
Whitney Block 6th Flr Rm 6630,  
99 Wellesley St W,  
Toronto, ON M7A 1W3

Honourable Minister Yakabuski:

**SUBJECT: LEGISLATIVE CHANGES IN BILL 132**

---

At its regular meeting held on March 3, 2020, Council for the Municipality of West Nipissing passed resolution **2020/101**, attached hereto. The resolution supports a request circulated by the Township of Puslinch, supporting AMO's position on the legislative changes in Bill 132 with respect to the *Aggregate Resources Act* and the *Safe Drinking Water Act*.

We trust the enclosed is self-explanatory.

Respectfully,



Deputy Clerk / Assistant to the  
Chief Administrative Officer

\Encl.

cc: Minister of Health and Long-Term Care  
Association of Municipalities of Ontario (AMO)  
Ontario Municipalities



The Corporation of the Municipality of West Nipissing /  
La Corporation de la Municipalité de Nipissing Ouest

Resolution No.

2020 / 1 0 1

MARCH 3, 2020

Moved by / Proposé par :

Seconded by / Appuyé par :

**WHEREAS** the Municipality of West Nipissing received resolution no. 2020-010 from the Township of Puslinch supporting the Association of Municipalities of Ontario's (AMO) position on the Legislative Changes in Bill 132 with respect to the *Aggregate Resources Act* and the *Safe Drinking Water Act*;

**BE IT RESOLVED THAT** Council for the Municipality of West Nipissing also supports AMO's position on the Legislative Changes in Bill 132 with respect to the *Aggregate Resources Act* and the *Safe Drinking Water Act*, as supported by the Township of Puslinch;

**BE IT FURTHER RESOLVED THAT** a copy of this resolution be forwarded to the Ministry of Natural Resources and Forestry, the Ministry of Health and Long-Term Care, the Association of Municipalities of Ontario (AMO) and Ontario municipalities for their consideration.

	YEAS	NAYS
DUHAIME, Yvon		
FISHER, Christopher		
LARABIE, Roland		
MALETTE, Léo		
ROVEDA, Dan		
SÉGUIN, Jeremy		
SÉNÉCAL, Denis		
SÉNÉCAL, Lise		
SAVAGE, Joanne (MAYOR)		

CARRIED: \_\_\_\_\_

DEFEATED: \_\_\_\_\_

DEFERRED OR TABLED: \_\_\_\_\_





February 20, 2020

RE: AMO's position on the Legislative Changes in Bill 132 with respect to the Aggregate Resources Act and the Safe Drinking Water Act.

Please be advised that Township of Puslinch Council, at its meeting held on January 2, 2020, considered the aforementioned topic and subsequent to discussion, the following was resolved:

**Resolution No. 2020-010:** Moved by Councillor Sepulis and  
Seconded by Councillor Bailey

**That Council receives the Intergovernmental item 7.9 Queens Park Update; and  
That Council direct staff to send correspondence in support of AMO's position on the  
Legislative Changes in Bill 132 with respect to the Aggregate Resources Act and the Safe  
Drinking Water Act.**

**CARRIED**

As per the above resolution, please accept a copy of this correspondence for your information and consideration.

Yours very truly,  
Courtenay Hoytfox  
Development and Legislative Coordinator

## Courtenay Hoytfox

**From:** AMO Communications <Communicate@amo.on.ca>  
**Sent:** Monday, December 16, 2019 11:17 AM  
**To:** Courtenay Hoytfox  
**Subject:** Queen's Park Update - December 16, 2019

AMO Update not displaying correctly? [View the online version](#) | [Send to a friend](#)  
 Add Communicate@amo.on.ca to your safe list



December 16, 2019

## Queen's Park Update

### Cannabis

On December 12<sup>th</sup>, the government amended Ontario Regulation 478/18 under the *Cannabis License Act, 2018*. This opens Ontario's cannabis retail market in 2020. Retail applications begin on January 6, 2020 and the new changes in the regulation include:

- Ceasing the lottery for retail licenses
- Eliminating pre-qualification requirements for retailers
- Allowing licensed producers to open retail store connected to a production facility

On March 2, 2020, the restrictions on the total number of store authorizations permitted in the province will be revoked. Licensed operators will be allowed to have up to 10 stores until September 2020, up to 30 stores until September 2021 and up to 75 stores afterwards. Store applications will only be eligible in municipalities that have opted-in to sell cannabis.

For more information, visit [www.agco.ca](http://www.agco.ca).

### End of the Fall Legislative Session

The Legislative Assembly of Ontario ended its 2019 legislative session on December 12<sup>th</sup> and is adjourned until February 18, 2020. Here are some short summaries of Bills of municipal interest that have received Royal Assent.

**Bill 132, Better for People, Smarter for Business Act, 2019** – Received Royal Assent on Dec. 10<sup>th</sup>.

The legislative changes in Bill 132 of most municipal concern are to the *Aggregates Act*. While it is an improvement that a change will require an application process for below water table extraction, rather than just an amendment to a licence, it still allows the province to issue licences for below water table extraction while the *Safe Drinking Water Act*, Section 19 stipulates that owners of municipal drinking water sources are guilty of an offence if they fail to exercise care over a drinking water system, like a well. As aquifers are connected, a decision of the province to allow below water table extraction could lead to contamination of municipal drinking water sources.

Given the conflict between these two Acts, AMO had asked for a concurrent amendment to the *Safe Drinking Water Act* to indemnify Council members for decisions on *Aggregates Act* applications that the province makes. This amendment was not made to the legislation that now has Royal Assent. We believe this will result in municipal councils appealing all provincial decisions on below water table extraction to the Local Planning Appeal Tribunal (LPAT) to show appropriate due diligence.

As well through Bill 132, the *Highway Traffic Act* was amended to allow municipal governments to pass by-laws that will allow some off-road vehicles to be driven on municipal highways.

For more information on this omnibus bill, please refer to AMO's [Bill 132 submission](#).

**Bill 138, Plan to Build Ontario Together Act, 2019** – Received Royal Assent on December 10<sup>th</sup>.

This omnibus Bill accompanied the 2019 Fall Economic Statement and affected 40 statutes. This included:

- Section 26.1 of the *Development Charges Act* is amended and will remove industrial development and commercial development from eligible development types that can be charged.
- Subsection 329 (2) of the *Municipal Act, 2001* and section 291 (2) of the *City of Toronto Act, 2006* has been amended regarding calculating property taxes when the permitted uses of land change.
- The *Supply Chain Management Act* specifies how the broader public sector may carry out supply chain management and procurement. AMO has confirmed that these provisions will not apply to municipalities.
- Section 37 of the *Planning Act* has been amended to set out a process for a person or public body to appeal a community benefits charge by-law to the Local Planning Appeal Tribunal.
- Section 40 (1) of the *Liquor Licence and Control Act* permits municipal councils to designate a recreational area under its jurisdiction to prohibit the possession of liquor.

**Bill 136, Provincial Animal Welfare Services Act, 2019** – Received Royal Assent on December 5<sup>th</sup>.

This bill creates an animal welfare framework. Under the Act, in the event of a conflict between a municipal by-law and the *Provincial Animal Welfare Services Act*, the provision that affords the greater protection to animals will prevail. The legislation

requires an implementation of a full provincial government-based animal welfare enforcement model.

The province has confirmed that all enforcement mechanisms will be performed by them.

**Bill 124, Protecting a Sustainable Public Sector for Future Generations Act, 2019**

– Received Royal Assent on November 7<sup>th</sup>.

Under Bill 124, broader public sector employee salary increases will be limited to 1% for the next three years. AMO has been assured that this Act does not apply to employers that are a municipality, a local board as defined in the *Municipal Act*, and persons and organizations that are appointed or chosen under the authority of a municipality.

**AMO Contact:**

You can contact AMO's Policy Team at [policy@amo.on.ca](mailto:policy@amo.on.ca) or 416-971-9856.

\*Disclaimer: The Association of Municipalities of Ontario (AMO) is unable to provide any warranty regarding the accuracy or completeness of third-party submissions. Distribution of these items does not imply an endorsement of the views, information or services mentioned.



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The Corporation of the Township of Tyendinaga

Reeve, Rick Phillips

March 3, 2020

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March 3, 2020

**Re: New Business- Motion of Support for a peaceful conclusion to the ongoing rail disruptions and encouragement for ongoing discussions for a solution to the Costal GasLink Project.**

At its meeting of March 2, 2020, the Council of the Corporation of the Township of Tyendinaga ratified a motion, regarding the support for a peaceful conclusion to the ongoing rail disruptions and encouragement to find a path a peaceful solution regarding the Costal GasLink Project.

“WHEREAS the dispute regarding the Coastal Gas Link Project in British Columbia is continuing;

AND WHEREAS the dispute has directly affected both the Township of Tyendinaga and the Mohawks of the Bay of Quinte;

AND WHEREAS a resolution of the situation lies in discussion and negotiations with the appropriate parties;

NOWTHEREFORE the Corporation of the Township of Tyendinaga calls on those parties to work together to find a successful and peaceful resolution of the pipeline matter as quickly as possible;

AND FINALLY that the Township urges all municipalities and municipal organizations across the Country to support the parties involved in their search for a resolution of this critically important matter.”

Best Regards,

A handwritten signature in black ink, appearing to be "BR" or "BRAD", enclosed within a circular flourish.

**Brad Roach**

CAO (Chief Administrative Officer)

Clerk-Treasurer

**The Corporation of the Township of Tyendinaga**

859 Melrose Road, Shannonville, ON, K0K 3A0

(613) 396-1944 | [clerk@tyendinagatownship.com](mailto:clerk@tyendinagatownship.com)

[www.tyendinagatownship.com](http://www.tyendinagatownship.com)



Honourable Doug Ford  
Premier of Ontario  
Room 281  
Legislative Building, Queen's Park  
Toronto, ON M7A 1A1

March 5, 2020

**Re: Supporting Conservation Authorities**

Please be advised that the following resolution was endorsed by Ajax Town Council at its Meeting held February 24, 2020:

WHEREAS, the Town of Ajax is committed to planning for a sustainable future, protecting human life and property from natural hazards, and promoting environmental education and stewardship;

AND WHEREAS the Town of Ajax is located within the Toronto and Region Conservation Authority (TRCA) and the Central Lake Ontario Conservation Authority (CLOCA) jurisdiction and has representatives on both Board of Directors;

AND WHEREAS each respective Board of Directors determine the policies, priorities and budget of the TRCA and CLOCA;

AND WHEREAS the TRCA and CLOCA provide valuable non-mandatory programs and services including expert advice on the environmental impacts associated with land use planning and source water protection, environmental restoration services, educational and recreational opportunities, and community engagement programs, in an efficient manner delivered at a watershed scale;

THEREFORE BE IT RESOLVED that the Town of Ajax supports the continuation of both mandatory and non-mandatory programs and services provided by the TRCA and CLOCA, and that no programs or services of the TRCA or CLOCA, or the other Conservation Authorities in Ontario be "wound down" at this time;

AND THAT the Province engage in early consultations with the TRCA, CLOCA, and other Conservation Authorities, and member municipalities including the Region of Durham, to fully understand the funding structure and local benefits of programs delivered by the Conservation Authorities;

AND THAT a copy of this resolution be forwarded to the Honourable Doug Ford, Premier of Ontario; Jeff Yurek, Minister of Environment, Conservation and Parks; Rod Philips, MPP Ajax; the Association of Municipalities of Ontario; the Toronto and Region Conservation Authority; Central Lake Ontario Conservation Authority; Conservation Ontario; and all Ontario Municipalities.

If you require any additional information please do not hesitate to contact Sean McCullough, Senior Planner, at 905-619-2529 ext. 3234 or [sean.mccullough@ajax.ca](mailto:sean.mccullough@ajax.ca)

Sincerely

A handwritten signature in black ink, appearing to read "S. Moore". The signature is fluid and cursive, with a large initial "S" and a stylized "M".

Sarah Moore  
Acting Manager of Legislative Services/Deputy Clerk

Copy:     Jeff Yurek, Minister of Environment, Conservation and Parks  
             Rod Philips, MPP Ajax  
             Association of Municipalities of Ontario  
             Toronto and Region Conservation Authority  
             Central Lake Ontario Conservation Authority  
             Conservation Ontario; and  
             S. McCullough, Senior Planner,  
             all Ontario Municipalities



## Sub-Item 5



**City of Welland**  
**Legislative Services**  
Office of the City Clerk  
60 East Main Street, Welland, ON L3B 3X4  
**Phone:** 905-735-1700 Ext. 2280 | **Fax:** 905-732-1919  
**Email:** clerk@welland.ca | www.welland.ca

March 5, 2020

**File No. 19-126**

SENT VIA EMAIL

Niagara Region  
1815 Sir Isaac Brock Way  
P.O. Box 1042  
Thorold, ON L2V 4T7

Attention: Ann-Marie Norio, Regional Clerk

Dear Ms. Ann-Marie Norio:

**Re: March 3, 2020 – WELLAND CITY COUNCIL**

At its meeting of March 3, 2020, Welland City Council passed the following motion:

**“THAT THE COUNCIL OF THE CITY OF WELLAND requests that the Niagara Region to investigate a possible local Welland solution whether it be year round or a seasonal Out of the Cold program that could serve the residents of Welland and South Niagara; and further**

**THAT a copy of this resolution be provided to the other South Niagara municipalities and to Niagara Regional Council.”**

Yours truly,

Tara Stephens  
City Clerk

TS:cm

c.c.: Local Area Municipal Clerks, sent via email

*Bridging the past, present and future*



## Sub-Item 6

**From:** Dallas Alderson [<mailto:dalderson@fcm.ca>]  
**Sent:** Wednesday, March 11, 2020 10:05 AM  
**To:** Wenzler, Melissa <[mwenzler@stcatharines.ca](mailto:mwenzler@stcatharines.ca)>  
**Subject:** RE: Child Care at Conferences

**CAUTION:** This email originated from outside of City of St. Catharines email system. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hello Melissa,

I can confirm that the 2020 FCM annual conference will provide childcare as it has done for the past three years. However, the FCM Board of Directors deferred making a decision on childcare services beyond the 2020 conference. They will re-examine the issue prior to the 2021 conference.

I hope this information is useful to you. Thank you again for engaging FCM on this important issue.

Best,

Dallas

**From:** Dallas Alderson <[dalderson@fcm.ca](mailto:dalderson@fcm.ca)>  
**Sent:** January 7, 2020 10:28 AM  
**To:** [mwenzler@stcatharines.ca](mailto:mwenzler@stcatharines.ca)  
**Subject:** RE: Child Care at Conferences

Hello Melissa,

I'm reaching out in follow-up to your email to Carole Saab from November, which included a resolution from the City of St. Catharine's calling for childcare services at the FCM annual conference. Here's a little bit more information about this issue:

Childcare has been provided at the FCM annual conference since 2017 as a pilot project to be reevaluated after three years. The initial request came from the FCM's Standing Committee on Increasing the Participation of Women in Municipal Government and was endorsed by the FCM Board of Directors. Given that final year of the three year pilot project occurred at the 2019 FCM annual conference, at their next meeting, in March 2020, the FCM Board of Directors will be considering whether to extend the childcare offering at the 2020 conference and going forward. Therefore the City of St. Catharine's support of this issue is timely, and will be included in the report that goes to the Board of Directors on this decision point.

Given the above, the St. Catharine's resolution won't be debated per se, but the exact issue will be debated as planned and the City's support of providing childcare services will be made clear to the Board of Directors in their deliberations.

Thank you for your engagement on this important issue. Please don't hesitate to let me know if you have questions. We will let you know the outcome of the Board decision.

All the best,  
 Dallas

**Dallas Alderson**

Manager, Policy and Research | Policy and Public Affairs  
Gestionnaire, Politiques et recherches | Politiques et affaires publiques  
T. 613-907-6284



**From:** Wenzler, Melissa <[mwenzler@stcatharines.ca](mailto:mwenzler@stcatharines.ca)>  
**Sent:** November 5, 2019 12:54 PM  
**To:** Roberta Lloyd <[rlloyd@fcm.ca](mailto:rlloyd@fcm.ca)>  
**Subject:** Child Care at Conferences

Dear Ms. Saab,

Please see the attached notification from St. Catharines City Council advocating for child care services at future municipal conferences.

Thank you,

Melissa Wenzler

**Melissa Wenzler**

Government Relations Advisor

**Email:** [mwenzler@stcatharines.ca](mailto:mwenzler@stcatharines.ca)

**Phone:** 905.688.5601 x1518 **TTY:** 905.688.4TTY (4889)

**Mail:** PO Box 3012, 50 Church Street, St. Catharines, ON L2R 7C2





## Sub-Item 7

MAR 11 2020

Ms. Melissa Wenzler  
Government Relations Advisor  
City of St. Catharines  
mwenzler@stcatharines.ca

Dear Ms. Wenzler:

Thank you for your correspondence of February 27, 2020, addressed to the Honourable Jonathan Wilkinson, Minister of Environment and Climate Change, concerning the St. Catharines City Council motion of February 10, 2020, regarding funding toward the City's emissions targets.

Please be assured that your correspondence has been reviewed.

Thank you for taking the time to write.

Sincerely,

Sylvie Poulin  
Manager  
Departmental Correspondence Unit

## Sub-Item 8

### **Board of Directors Meeting Highlights-February 19<sup>th</sup>, 2020**

**Bill 108:**

The Board requested that a letter be written in conjunction with other the Conservation Authorities in our partner municipalities to seek support as the Province undertakes a review of Conservation Authorities through Bill 108.

**Restoration:**

In partnership with landowners across Niagara, the Board allocated \$125,000 toward eighteen new restoration projects for completion in 2020.

**Delegations:**

The Board received correspondence and heard from a number of concerned parties and individuals on the protection of wetlands throughout Niagara.

**Appointments to the PAC:**

The Board appointed citizens to its Public Advisory Committee as follows:

<b>Name</b>	<b>Representative seat on PAC</b>
Donna Speranzini	Public at large
Mike Kauzlaric	Agriculture North
Lynn Marie Sherry	First Nations

**Binbrook Conservation Area:**

The Board approved funds to initiate an engineering design for a septic system at the Binbrook Conservation Area.

**Links to Minutes and Video:**

<https://npca.ca/administration/board-meetings>

# City Council Outstanding Reports List

## Reports by Strategic Pillar

**Cultural** 1      **Economic** 1  
**Environmental** 3      **Social** 3

**Reports Related to Strategic Plan** 8  
**Reports Unrelated to Strategic Plan** 19

Updated: March 16, 2020

Relation to Strategic Plan	ORL #	Requested	Requested by	Request	Lead Dept.	Expected Return Date	Comments
Cultural	2019-44	2-Dec-19	Porter	That staff be directed to gather the appeal processes for all grant programs and report back to Council	CRCS	Q2 2020	From BSC minutes of October 28, 2019
Economic	2020-01	13-Jan-20	Kushner	Multi-year budgeting	FMS	Q2 2020	Report going to BSC prior to going to Council
Environmental	2019-13	29-Apr-19	Townsend	Feasibility of green alternatives to road salts for City's winter program	MW	Q2 2020	Report going to BSC in March prior to going to Council
Environmental	2019-20	24-Jun-19	Mayor Sendzik	Corporate waste reduction strategy including best practices for municipal waste diversion and organics at city facilities, parks, beaches, public spaces and events at city facilities, including an implementation strategy and budget for	EFES / MW	Q1 2020	Report going to Environmental Sustainability Committee prior to going to Council
Environmental	2019-39	4-Nov-19	Townsend	Single-use plastic bag ban	EFES / LCS / EDTS	Q4 2020	
Social	2019-03	11-Feb-19	Porter	Policy and funding methods for how the City could support requests for assistance for affordable housing endeavors in the future	PBS	April	To be incorporated in CIP Review Process
Social	2019-49	16-Dec-19	Mayor Sendzik	That the needle pick-up team be a pilot project that includes tracking of the number of needles picked up, the cost of cleaning up spaces that have been subjected to abuse by people using needles and other drugs; and other issues around homelessness and addictions found in city parks and that the findings be reported back to Council by November 2020; and That data be used to secure future funding from Regional, provincial and federal governments to deal with this epidemic	MW		Requested return November 2020
Social	2020-02	13-Jan-20	Townsend	E-Scooter report with results of consultation with stakeholder groups and risk management analysis	EDTS / EFES / MW		Follow up report. Initial report (EDTS/CRCS-006-2020) approved January 13, 2020
None	2019-12	15-Apr-19	Porter	Review of Citizen Appointments to Boards and Committees Policy	LCS	Q2 2020	Once current appointment process is completed
None	2019-22	15-Jul-19	Townsend	Amend sign by-law to permit digital signage on City-owned properties and buildings, including the appropriateness and ability to include third-party advertising as part of digital signage on City-owned properties.	PBS / COMMS	23-Mar-20	Appeal Information Report - Application for Sign By-law Variance; 142 St. Paul Street; Owner: 2400795 Ontario Inc. was deferred 8-12-19 until ORL #2019-22 is presented to Council. Requested return Q4 2019
None	2019-23	15-Jul-19	Littleton	Opportunities and strategies for the City to support neighbourhood associations and neighbourhood-based community groups, including best practices and information gathered from the forum	CRCS	Q2 2020	Staff report will come forward following the neighbourhood association forum
None	2019-26	12-Aug-19	Siscoe	Renaming of parkette at 91 York Street	CRCS	Q4 2020	
None	2019-29	09-Sep-19	Littleton	Report back on the existing street naming process with ways to include more public engagement, perhaps similar to the park naming process	PBS	Q2 2020	
None	2019-31	09-Sep-19	Garcia	Creation of a new rental category for use of vacant and unused City properties by Community-based Volunteer Groups (not to be used for commercial purpose)	FMS / CRCS	Q1 2020	Rental fees to be waived in total for volunteer groups. Groups still need proper insurance and to help with maintenance
None	2019-33	09-Sep-19	Townsend	Naloxone training for City staff and City Councillors, including availability of Naloxone kits in the trunks of City vehicles and Councillors' vehicles.	CSS		Was brought to Feb 10, 2020 meeting. Referred to staff by Coun. Littleton for additional information

Relation to Strategic Plan	ORL #	Requested	Requested by	Request	Lead Dept.	Expected Return Date	Comments
None	2019-34	23-Sep-19	Mayor Sendzik	That additional staffing be considered for RZone in the 2021 budget deliberations and come back to Council with a report in Q3 2020	CRCS	Q3 2020	Return requested for Q3 2020
None	2019-40	2-Dec-19		That staff report back to Council with a schedule for Deputy Mayors	LCS	Q3 2020	
None	2019-41	2-Dec-19	Littleton	That staff report back regarding the Conversion of Grantham South to a one-way street heading north from Queenston Street to Eastchester Avenue	EFES	Q3 2020	
None	2019-43	2-Dec-19	Kushner / Phillips	That staff utilize the EngageSTC portal to gather public feedback and report back end of Q1 2020 regarding a national ban on handguns and the joining with other municipalities that are advocating for a national ban on handguns.			Return requested for Q1 2020
None	2019-45	16-Dec-19	Porter	That staff be directed to consult with the public and report back to Council in Q2 with recommendations for how to use the telephone town hall money	FMS		Report going to BSC Public Engagement Task Force prior to going to Council. Return requested for Q2 2020
None	2019-46	16-Dec-19	Porter	That staff report back after completion of the WE Day event, including how many staff hours were spent			
None	2019-47	16-Dec-19	Miller / Mayor Sendzik	That the request for funds to be used to record in-camera meetings be referred to 2020 for a report including the upgrading of screening services for all meetings (open and closed sessions).	LCS		
None	2019-48	16-Dec-19	Dodge	That the request to add cutting of cul-de-sacs and boulevards be referred to staff for a report.	MW		Report going to BSC in March prior to going to Council
None	2020-03	15-Jul-19	Porter	Living Wage Employer Implementation Plan, including financial impacts to the City.	CSS		Follow up report. Initial report (CAO-144-2019) approved July 15, 2019
None	2020-04	27-Jan-20	Mayor Sendzik	Public process of naming the Lakeside Pavilion and include Neil Peart as a potential name for consideration, including the ongoing Engage STC public consultation;	CRCS		Consult with the Peart family and the band's representatives regarding any naming, memorials, events and concerts in Neil's honour or Lakeside Park. Any further requests to honour Neil Peart in St. Catharines (including memorials, events and concerts) be included in a report to Council as part of the naming process upon completion of the public consultation.
None	2020-05	24-Feb-20	Littleton	Family Care and Accommodation Policy:			Develop a family care and accommodation policy (including but not limited to barrier-free access to childcare, transportation, dependent care) to improve equitable access and reduce systemic barriers to public participation in all city-initiated public meetings, citizen advisory committees and statutory meetings. Report to go to BSC prior to Council
None	2020-07	24-Feb-20	Porter	Revised Graffiti Program: Consult with the community, the relevant cultural committees and downtown stakeholder groups to modernize the graffiti program and by-law by 2021.			




## Corporate Report City Council

**Report from:** Office of the Chief Administrative Officer

**Report Date:** March 6, 2020      **Meeting Date:** March 23, 2020

**Report Number:** CAO-051-2020      **File:** 10.4.99

**Subject:** Waste Management Strategy

**Strategic Pillar:** 

### Recommendation

That Council endorse the preliminary waste management strategy; and

That Council approve a preliminary waste diversion target of 65% to be reviewed after the conclusion of a waste management pilot project. FORTHWITH

### Summary

The City is responsible for managing the operation of waste and recycling collection at its municipal properties and facilities. Over the past several years, efforts have been made to better understand how successful the City is with waste diversion through audits at individual facilities with mixed results.

Council has since requested that staff create a Waste Management Strategy for the City.

This report addresses the following:

1. The process behind the review of, and creation of, waste management practices
2. The current state of the City's waste management practices
3. The preliminary strategy moving forward

### Relationship to Strategic Plan

The recommendation in this report supports the strategic plan in the following way:

One of the goals in the Environmental Stewardship pillar includes establishing corporate waste reduction targets and sustainable building guidelines (Goal 3.1)

## Background

Currently, the City does not have an existing corporate waste management strategy or a corporate waste management policy with respect to waste and recycling at its facilities. While the City does offer both waste and recycling services, these services are not consistent across facilities and have rarely been measured to ensure ongoing effectiveness.

On April 29, 2019, City Council declared a climate emergency. In addition to the declaration of a climate emergency, Council's strategic plan includes the desire to establish corporate waste reduction targets.

On June 24, 2019, Council further approved the following motion:

WHEREAS Niagara has achieved a residential waste diversion rate of 57% and set a target of 65% of blue box recycling diversion by 2020, to increase the diversion of blue / grey box materials from the landfill; and

WHEREAS a 2017 waste audit at City Hall determined a waste diversion rate of 53% and that there is no organics recycling program at City Hall and an ad hoc approach to waste management across city facilities; and

WHEREAS Council has identified corporate waste reduction as a goal for environmental sustainability in the strategic plan;

THEREFORE BE IT RESOLVED that Council provides direction for staff to prepare a report and plan for a corporate waste reduction strategy including best practices for municipal waste diversion and organics at city facilities, parks, beaches, public spaces and events at city facilities, including an implementation strategy and budget for 2020. (Councilor Dodge)

Subsequently, a cross-functional team was formed in June 2019 to undertake the direction from Council. The goal of the team was to deliver a report outlining a proposed corporate waste strategy for future implementation.

It should be noted that the motion did not include direction to review the following which were considered to be outside the scope of this report:

- Hazardous waste
- Construction waste
- Service to private property (Provided by the Region of Niagara)

Subsequently, the City has been working towards the implementation of other initiatives related to waste management:

In December 2019, staff began executing a pilot project that focused on eliminating a number of excess outdoor waste receptacles throughout the City in response to the Region of Niagara changing pickup frequency. The pilot identified specific locations to



remove excess receptacles with the intent of reducing the frequency of illegal dumping. To date, the pilot has yielded positive results.

Additionally, on March 9, 2020, Council directed staff to inform the Region of Niagara that the City would be opting into the Requested Enhanced Services being offered through the Region of Niagara Waste Collection Contract.

## **Report**

### **The Process**

In order to compile the required information for this report, the cross-functional team assigned to the Waste Management Strategy set out to complete the following tasks:

- Inventory of existing waste management services offered at municipal facilities and review past reports
- Review of best practices at comparable municipalities
- Review of available services from external vendors
- Survey of City staff regarding waste management

The findings resulting from these tasks have been summarized under the Current State section of this report. A description of each task and the methodology behind them have been outlined below:

#### Inventory of Existing Waste Management Services

Early on in the review process it was determined that in order to effectively recommend a Waste Management Strategy, the City needed to better understand what waste management options were currently in place. A review was completed of all City operated facilities to understand what receptacles and what service levels were currently available at each facility. In all, over 50 facilities were reviewed, many of which were found to have individual solutions for waste management.

The largest takeaway from the inventory was that the majority of facilities do not have the same types of recycling available. While most facilities have both blue and grey bin service, the majority do not have an organics (green bin). Additionally, a number of facilities, including several arenas, have no recycling service available at all.

#### Review of Best Practices

Staff reviewed waste management practices from other municipalities. In terms of best practices some of the key findings were:

- Employee engagement critical to a successful program. This required significant and repeated efforts to clearly get the key messages across;
- It is important to have consistent services across facilities. This reduces confusion and improves outcomes;
- Each site should have all waste options available (e.g. waste, blue bin, grey bin and organics etc.);
- Having similar messaging in corporate program to household programs also reduces confusion and improves waste diversion;

- Auditing waste can identify areas to improve;
- Taking action and focusing on continual improvement; and
- Having a clear waste diversion target.

### Review of Available Services

In order to better understand what services were available for City facilities staff obtained information from various vendors offering waste management services in the area.

The intent of this comparison was to understand:

1. If services differed between facilities, was there a “one size fits all” solution that existed?
2. The financial implication of increasing or changing the level of waste management service at City facilities.

Without moving forward with a formal Request for Proposal process, it was determined that multiple vendors could offer the improved waste management services at the majority of City facilities that were being considered.

### Staff Survey

While the City can conceivably provide the required tools to improve waste management, it's just as imperative that staff and the public buy into any type of initiative or program that is implemented. In February of 2020, the project team issued a survey to all staff soliciting feedback on waste and recycling practices that were available at each of their facilities, and their overall thoughts on waste and recycling efforts at the City.

The survey observed a response rate of 14.16% (85 of 600 eligible respondents), and the data obtained from the survey supported the opportunities and challenges identified throughout the review.

Key takeaways from the survey results include:

- 92.5% of respondents do not agree that the City does a good job at recycling
- 87.5% of respondents indicated they would use an Organics bin (Green) if it was available to them

## **Current State**

### Overview

The City currently has approximately 50 facilities as well as numerous parks, sports fields and trails that require some form of waste management services. The services available at any given facility can include:

- Garbage / Waste
- Paper
- Plastic / Cans

- Shredding
- Organics
- Cardboard
- Battery recycling

Very few facilities offer all of the above services. Most facilities also offer different waste management services based on a number of variables, including:

- Type of facility
- Size of facility
- Public Use of facility
- Indoor / Outdoor
- Location of facility

For some facilities, the need for these services is seasonal.

Given these factors waste management services are often managed on a site specific basis. Certain facilities may require on site pickup more frequently, or a higher level of service, while other facilities have internal custodial staff that oversee the majority of services provided or required.

Additionally, the current practice for waste management does not typically include measuring of the amount of waste generated. Therefore, as part of this report, staff were unable to determine the total volume of waste generated at City facilities or the current diversion rate (the amount of waste that does not end up in a landfill).

This inconsistency in service delivery has allowed for the review team to identify opportunities for improvement, and challenges that should be considered when considering a corporate waste management strategy.

#### Opportunities

Throughout the review process, staff have identified a number of opportunities with respect to waste management at the City:

**Consistency in Service Level** – Having consistent options available will reduce confusion and lead to high rates of waste diversion.

**Improvement of Education and Educational Resources** – A well-designed employee engagement program will allow all staff to know what options are available and encourage proper waste diversion.

**Lead by Example: Model Service for the Public** – The public expects options for recycling at public facilities such as pools, arena and community centres. Lack of these options can negatively impact the City's image to staff, residents and visitors.

**Reduce Operational Environmental Impact** – Well designed waste management programs can divert significant amounts of waste from landfills.

### Challenges

Staff also identified a number of challenges related to waste management at the City that would need to be considered and mitigated before the implementation of a corporate waste strategy:

**Space Limitations** – As the City operates a wide variety of facilities, of varying ages there are significant constraints to the physical space available. These limitations are impacted by the number of services offered. For example it may be challenging for some locations to find enough space for separate containers for garbage, blue bins, grey bins, shredded paper, and organics, without significant capital expenditures.

**Measurement** – Since currently the amount of waste generated and percentage of waste diverted from landfills is not measured, it is not possible to quantify the benefits. In order to do this properly would require significant efforts at all facilities for an extended period of time. The additional work and amount of resources required to undertake this type of measurement, and the delay in preparing the preliminary strategy (> 1 year) are not worth the benefits that would be realised.

**Operational Impact** – Changes to waste management practices can have various, typically increased, demands on staff. For example, for any type of curbside collection containers must be placed at the curb by 7:00 am and removed by 5:00 pm. Depending on the nature of the facility this may involve staff having to travel from another site for that one task. Other examples would be ensuring that bins are unlocked on the scheduled pick up day / time. This can be especially a challenge at facilities without full time staff.

**Cost** - There can be significant costs for containers, enhanced service levels, staff training and education campaigns etc.

**Effectiveness** – It is important that the proper materials are sorted and go into the proper containers. When too much contamination is present in recycling containers the entire container is sent to landfill. This is a common challenge to all waste management programs, but if unaddressed results in very ineffective recycling rates. The City does not have the staff resources or facilities to sort through garbage and recycling containers to address this.

## **Preliminary Strategy**

Given the research completed by staff, and the opportunities and challenges identified throughout the review process, a preliminary waste management strategy has been developed. This preliminary strategy has the following major steps associated with it:

1. Setting a Waste Diversion Target at municipal facilities
2. Developing a Corporate Waste Management Policy

3. Developing a waste management guide for both internal staff use and for use at public events
4. Pilot Project at Specified Locations
5. Future Implementations and Staggered Role Out

#### Waste Diversion Target

The City does not currently have any target related to waste management for its municipal operations. Staff believe the most logical target is to match Niagara Region's target of a 65% diversion rate. Given that the current diversion rate is unknown, this would have to be a long-term target. Moving forward, staff recommend setting a preliminary target of 65% until an audit and analysis of the pilot project are completed, at which time a more permanent target can be established.

#### Corporate Waste Management Policy

The City does not currently have any clear policies regarding waste management. This has lead to inconsistent approaches across City facilities and departments. Having a corporate waste management policy would clarify expectations, develop consistency and ultimately improve waste management outcomes. The policy would be expected to include items such as:

- standardized containers, messaging and service options;
- health and safety considerations for staff;
- internal staff education; and
- public outreach.

A complete corporate waste management policy will be drafted once the pilot project has completed.

#### Waste Management Guide

As the team was working on this initiative, it became clear that there is lots of confusion about waste management. If the City moves forward with enhanced waste management it is likely that confusion and misinformation will increase. For example not all plastics are recyclable, and not all products marked as "compostable" are suitable for the Region's organics program. Providing clear information will help reduce the confusion and improve outcomes.

A complete waste management guide will be drafted once the pilot project has completed.

#### Pilot Project

Given the challenges associated with implementing a corporate wide waste management strategy, staff are recommending a phased approach. The first phase would involve piloting several recommended changes at specified City facilities.

The pilot project would be undertaken in 2020, with results available by the end of the year. It would implement a number of changes to the existing waste management process:

- Recycling and organics services: Each of the identified facilities would incorporate recycling and organics pick-up services as suited for that facility.
- Reduced number of receptacles: Each facility will be reviewed and have a significant number of personal garbage cans and recycling bins moved to a centralized location. The intent is to create a communal space for recycling and organics, and to reduce the number of bins staff need to check on a daily basis for materials.
- Measurement: Each facility will be audited prior to the implementation of the above changes to establish a baseline measurement for waste diversion. Once the changes are in place facilities will have a second audit during the pilot to measure the effectiveness of the changes and the amount of waste diversion.
- Communications Plan: Facilities will be signed, directing people to recycling, organics, and waste containers. High level education materials may also be provided to help people distinguish between what is recyclable and what is compostable, over what is simply waste. For the public, the communications pieces could be as simple as over-bin signage. For staff, the opportunity for more specific instructions on reducing waste would be provided.

The success of the pilot would ultimately be dependant on an increase in the rate at which the selected facilities divert waste.

In addition, the pilot program will identify challenges and barriers which need to be overcome as well as corresponding solutions. It will also provide actual cost breakdowns which can be used for budgeting purposes at other facilities in future years.

Several facilities have been chosen for this pilot. The reasons these facilities were selected are varied, but in general these facilities are higher usage, house both City staff and serve the public, and have fewer physical limitations (space, location) to contend with.

The facilities that will be hosting the pilot project are:

- City Hall
- St. Catharines Kiwanis Aquatic Centre
- Lester B. Pearson Park
- Dunlop Drive Older Adult Centre
- Fire Hall #3
- Seymour Hannah Sports & Entertainment Centre
- Lake Street Service Centre

### **Future Implementations**

Given the scope of a corporate wide rollout, and the challenges associated with doing so, staff are recommending a staggered roll out that would see similar facilities implemented at the same time. Staff have grouped facilities into five (5) categories, although that could change pending the results of the pilot:

- City Buildings
- Arenas
- Fire Halls
- Parks
- Other

The intent is to integrate a solution similar to what has been outlined for the pilot project for each group of facilities, knowing that within each group there will be unique challenges and solutions required. For instance, parks are not used or staffed year round, and therefore require different procedures for waste collection.

By taking a staggered approach, staff will be better able to control when and how facilities implement the changes identified by the pilot, and will be better able to track the effectiveness of those changes.

While there is no specific time frame established for rollout for each of the groups of facilities, staff are prepared to begin as soon as the results of the pilot are finalized.

## **Environmental Impact**

The reduction of waste and an increase of diversion of waste will both positively impact the environment and contribute to the City's Environmental Stewardship pillar.

## **Financial Implications**

The 2020 Operating budget included \$25,000 for actions relating to the proposed Waste Management Strategy. None of the recommendations in this report require additional funding beyond those funds already approved.

## **Conclusion**

Staff have prepared a preliminary Waste Management Strategy. The strategy is intended to improve the way waste is managed at City owned facilities and increase the amount of waste recycled or otherwise diverted from landfills.

Staff are recommending Council endorses a preliminary target of 65 % waste diversion, which aligns with the target previously set by the Region of Niagara.

### **Prepared & Submitted by**

Jacob Ledda  
Project Manager



**Approved by**

Anthony Martuccio

Director Engineering, Facilities and Environmental Services

Darrell Smith

Director of Municipal Works



## Corporate Report City Council

**Report from:** Legal and Clerks Services, Office of the City Clerk

**Report Date:** March 16, 2020      **Meeting Date:** March 23, 2020

**Report Number:** LCS-056-2020      **File:**

**Subject:** Neil Peart Commemorative Task Force

**Strategic Pillar:**



### Recommendation

That Council approve the terms of reference for the Neil Peart Commemorative Task Force, attached as Appendix 1; and

That Council appoint Mayor Sendzik and Councillor \_\_\_\_\_ to the Neil Peart Commemorative Task Force. FORTHWITH

### Relationship to Strategic Plan

Strategic Goal – Social: Build and support strong, inclusive neighbourhoods that provide high quality of life for residents of all ages.

Strategic Goal – Cultural: Celebrate the City's rich history, diversity, arts and cultural assets through leadership, promotion and investments that support measurable, sustainable creative growth.

### Background

On [January 27, 2020](#), City Council approved the following motion, moved by Mayor Sendzik:

THEREFORE BE IT RESOLVED that Council direct City Staff to commence the public process of naming the Lakeside Pavilion and include Neil Peart as a potential name for consideration, including the ongoing Engage STC public consultation; and

BE IT FURTHER RESOLVED that staff consult with the Peart family and the band's representatives regarding any naming, memorials, events and concerts in Neil's honour or Lakeside Park; and

BE IT FURTHER RESOLVED that any further requests to honour Neil Peart in St. Catharines (including memorials, events and concerts) be included in a report

to Council as part of the naming process upon completion of the public consultation.

City staff have initiated the process with public consultation using the City's engagement platform (EngageSTC.ca).

Further to feedback on the naming process, members of the community have expressed interest in establishing a legacy to remember Peart through other means including a public art installation or memorial. At the March 9, 2020 Council Meeting, Mayor Sendzik provided notice that he would be bringing forward a motion at the March 23, 2020 Council Meeting in regards to establishing a Neil Peart Commemorative Task Force and requested that a terms of reference be brought forward at that time. A draft terms of reference is attached as Appendix 1.

## Report

Once Council has approved the terms of reference for the task force and appointed representatives, a meeting to review concepts submitted by the public to commemorate the life and musical career of Mr. Neil Peart will be called in the second quarter of 2020. This task force will meet, as necessary until a concept, location and funding options are finalized. The work of the task force centers around the selection and development of a memorial for the life and musical career of Mr. Neil Peart.

The City has an established Public Art Policy that outlines the process by which public art, including memorials and sculptures, are added to the City's art portfolio or installed in City-owned public spaces. The policy provides guidelines for how the public art is created, installed, as well as long-term maintenance and risk-management. The policy outlines a general process by which a project and budget are approved by Council, then moves to a public process for proposals such as a call to artists or Request for Proposals and evaluation by a committee. This process has been followed successfully for recent public art projects including the Welland Canal Fallen Workers Memorial and the Curtain Call at the FirstOntario Performing Arts Centre.

As such, the draft terms of reference include a representative of the Public Art Advisory Committee. The TOR has been drafted to accommodate community participation, as the initiative to create a memorial to Mr. Peart has been largely community-driven.

By approving the terms of reference for the Task Force, Council is approving the project to move forward with continued reporting to Council through three phases in order to confirm fundraising and community support before installation.

## Financial Implications

There is no budget for the procurement, design, installation or maintenance of the proposed public art or memorial at this time. As outlined in the terms of reference, the Task Force will review options for funding and operating / maintenance costs as well as fundraising and be required to back to Council as phase 2.

**Prepared and Submitted by**

Bonnie Nistico-Dunk  
City Clerk, Legal and Clerks Services

Phil Cristi  
Director, Community, Recreation and Culture Services

**Approved by**

Heather Salter  
City Solicitor, Director of Legal and Clerks Services

**Appendices**

Appendix 1 – Draft Terms of Reference – Neil Peart Commemorative Task Force

# Neil Peart Commemorative Task Force

## Terms of Reference

### Statement of Purpose

The Neil Peart Commemorative Task Force will make recommendations to City Council regarding a memorial for Neil Peart. The task force will be responsible for:

- Reviewing options for the scope and type of the memorial (Phase 1)
- Reviewing options for site selection and funding, including consideration of operating / maintenance costs (Phase 2)
- Securing funding, design and installation (Phase 3)

Prior to installation, the Task Force will be required to report to Council for approval with a recommended project plan and maintenance strategy based on the findings of Phase 2.

The Task Force will follow the processes and guidelines set out in the City's Public Art Policy.

### Composition

The Task Force shall be comprised of up to 9 members as follows:

- Up to four citizen members, preference will be given to one relative or representative of the Peart Family (4)
- One representative from the Arts and Cultural Advisory Committee (1)
- One representative from the Public Art Advisory Committee (1)
- One representative from the Heritage Advisory Committee (1)
- The Mayor (1)
- One Member of Council (1)

### Term of Appointments

The Task Force will operate until the memorial is implemented and a long term strategy is in place for maintenance, or until disbanded by Council.

### Reporting Structure

The Task Force reports directly to City Council; required reporting is outlined within the Statement of Purpose. The details of this terms of reference shall be reviewed with each report to Council.

Coordination with other advisory bodies may be required, depending on the type of memorial recommended.

Administrative support to the Task Force shall be provided by Community Recreation and Culture Services which shall assign a Secretary to the Committee. Additional staff resources will be provided, as required from time to time.

## **Schedule of Meetings**

The Task Force will meet monthly, or as required, at the discretion of the Chair until the completion of the project.

## **Other**

The Task Force shall conduct its meetings in accordance with and otherwise comply with the City of St. Catharines Simplified Meeting Procedures for advisory bodies.