



## TOWN OF COLLINGWOOD

# COUNCIL AGENDA PLANNING AND DEVELOPMENT

**November 21, 2011**

*"Inspire confidence, wonder and a sense of possibility – deliver today's services and realize tomorrow's promise."*

A meeting of Council with regard to planning and development matters will be held Monday, November 21, 2011 in the Council Chambers, Town Hall, Collingwood commencing at **5:00pm**.

### **ORDER OF BUSINESS**

**1. CALL OF COUNCIL TO ORDER**

**2. ADOPTION OF AGENDA**

- **RECOMMENDING THAT** the content of the Council – Planning and Development Agenda for November 21, 2011 be adopted as presented.

**3. DECLARATIONS OF PECUNIARY INTEREST AND/OR RECEIPT OF GIFT (over \$200)**

**4. PUBLIC MEETING**

**4.1 Public Meeting Concerning Revisions to the Tree By-law**

Council is interested in receiving feedback from the public regarding:

- Regulation and enforcement of the destruction/cutting of trees on private property
- Regulation on commercial/industrial vs. residential properties
- Permitting required based on:
  - Species of tree?
  - Size of tree?
  - Number of trees being removed?
- Creation of a tree inventory for the town incl. designation of significant trees or woodlots
- Planting of replacement trees
- Regulation of the destruction of trees on public property

*\* Written submissions will be received until November 25<sup>th</sup>, 2011 at 12:00pm*

**4.2 Notice of Complete Application and Public Meeting Concerning a Proposed Zoning By-law Amendment (Pretty River Estates)**

The proposed Zoning By-law Amendment (Town File: D14611) pertains to lands situated within the Pretty River Estates subdivision (registered Plan 51M-945), north of Poplar Side Road and approximately 200 m to the east of Hurontario Street. The lands are legally described as Lots 68 to 75 Registered Plan 51M-945, in the Town of Collingwood and County of Simcoe and front onto Robertson Street. The parcels of land are presently designated in the Town of Collingwood Official Plan as Low Density Residential. The subject lands are presently zoned in the Town of Collingwood Zoning By-law No. 2010-040, as amended, Residential Second Density Exception Twenty-Two (R2-22).

**THE PURPOSE AND EFFECT** of the proposed Zoning By-law Amendment is to rezone the subject lands from the Residential Second Density Exception (R2-22) zone to a Residential Third Density Exception (R3-XX) zone to permit the creation of 15 building lots, with

minimum lot frontages of 10 metres and minimum exterior sideyard setbacks of 2.5 metres, where 8 lots are currently registered for 16 semi-detached dwelling units.

The Town has also received an application for exemption from the Part Lot Control provisions of the Planning Act in order to facilitate the creation of the associated building lots (File No. D1206511).

**5. COMMITTEE/BOARD MINUTES/REPORTS**

- **THAT** the Heritage Committee minutes of November 17, 2011 be hereby received and the recommendations contained therein be approved (p.4):

**Recommendations:**

I) **WHEREAS** Council at their November 7<sup>th</sup> meeting unanimously passed Motion No: 471 which stated that the Heritage Committee advise Council to consider Site Specific Amendments to the 2008 Collingwood Heritage Conservation Plan as adopted by By-law 2009-020;

**AND WHEREAS** Council has provided a Notice of Public Meeting for December 5<sup>th</sup> for the subject property (*Admiral Collingwood Development Project site*);

**AND WHEREAS** the proponent has submitted additional information relating to their Architectural & Urban Design Brief on November 11<sup>th</sup>;

**AND WHEREAS** the Heritage Committee have reviewed the information;

**NOW THEREFORE BE IT RESOLVED THAT** Council authorizes the preparation of site specific amendments to the Heritage Plan be conducted by a qualified heritage professional for the Admiral Collingwood Development project.

II) **THAT** the identified Heritage Permits be forwarded to Council for approval:

<b>Permit No:</b>	<b>Location:</b>	<b>Type:</b>
739-2011	222 Ste. Marie Street	Reconstruct stairs
756-2011	205 Ste. Marie Street	Roof over walkway

**6. STAFF REPORTS**

**P2011-22 Proposed Official Plan Amendment No. 23, Proposed Zoning By-law Amendment No. 2011-125, 20 Balsam Street, Collingwood, Town File Nos: D084411 & D14411, Applicant: Town of Collingwood (p.8)**

**RECOMMENDING THAT** Council adopt Official Plan Amendment No. 23 and enact and pass amending Zoning By-law No. 2011-125.

**THAT By-law No. 2011-125** being a by-law under the provision of Sections 24(2) and 34 of the *Planning Act*, R.S.O. 1990, c. p.13, as amended be enacted and passed this 21<sup>st</sup> day of November, 2011 (p.29)

**C2011-18(2) Naming Policy Review (p.33)**

**RECOMMENDING THAT** Council herein receive Staff Report C2011-18, and adopt the Naming Policy as amended.

**7. MOTIONS**

- **WHEREAS** Guidelines require reviewing and updating from time to time, whether as a result of ingenuity or legislation;  
**AND WHEREAS** the Town of Collingwood is impacted by the Places to Grow Act, Provincial Growth Plan and the unstable economic market;

**NOW THEREFORE BE IT RESOLVED THAT** the Council of the Town of Collingwood directs staff and the Heritage Advisory Committee to *conduct* a comprehensive evaluation of Heritage By Law 2009-020 to determine if the guidelines are contemporary with the changing dynamics affecting both municipal growth and the future economic prosperity of the Heritage Conservation District including a review of the existing boundary and report back their findings to Council in the near future; and

**AND FURTHER THAT** the heritage conservation guidelines and boundary be reviewed and a recommendation presented to Council within 3 months of every new term of Council. *(Councillor Lloyd)*

**8. BY-LAWS**

**9. NOTICE OF MOTIONS**

*\*Notice of the following motion is provided by Councillor Gardhouse:*

**AND WHEREAS** the Heritage Plan By-law 2009-20 was implemented less than 3 years ago and is in its early implementation stage;

**AND WHEREAS** the Ontario Ministry of Culture refers other communities to Collingwood's By-law when being advised as the Model heritage guideline/ template to follow;

**AND WHEREAS** the estimated cost to complete a "Comprehensive Review" as described is estimated to exceed \$150,000.00;

**AND WHEREAS** the "Places to Grow Act" and the "Provincial Growth Plan" are planning initiatives under review by the Province as per our County/Upper Tier objection;

**AND WHEREAS** a "Comprehensive Review" that may include an economic development perspective would require comparison with other Heritage Districts' financial success, demographics, local employment, tourism and historical financial patterns would result in exorbitant resource requirements;

**AND WHEREAS** there are current development applications within the Heritage District and potential future applications that could be negatively impacted by further alterations to the Heritage Plan at this time;

**THEREFORE BE IT RESOLVED THAT** Council direct the detailed review of the existing heritage by-laws be considered in the 2014 budget deliberations for greater certainty of feasibility & affordability.

**10. OLD or DEFERRED BUSINESS**

**11. OTHER BUSINESS**

**12. DEPUTATIONS**

- **Active Transportation, Discussion on Built Environment/Trails that Accommodate People to Ensure Livable and Walkable Communities, Dan Burden, Executive Director of Walkable and Livable Communities Institute and Robert Voigt, Manager of Planning and Infrastructure Projects**

**13. ADJOURNMENT**



## Town of Collingwood

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### November 17, 2011 Heritage Committee Minutes

#### **COMMITTEE:**

Lindsay Cook - Chair  
Margaret Adolphe – joined by telephone  
Darrell Reeder  
Peter Koenig  
John Harrison  
Ed Christie – BIA Board Representative

#### **COUNCIL:**

Councillor Joe Gardhouse - *arrived @ 9:09 a.m.*

#### **RESOURCE:**

Ron Martin, Deputy Chief Building Official  
Cathy deRuiter, Admin. Assistant, Building Services  
Susan Nicholson – General Manager Downtown BIA -  
*Regrets*  
Monica Gal, Recording Secretary

A meeting of the Heritage Committee was held on Thursday, November 17, 2011 at 8:30 a.m. in the Building / Planning Department Conference Room of the Collingwood Public Library Building & Municipal Offices, 55 Saint Marie Street.

#### **CALL TO ORDER**

The Chair called the meeting to order at 8:35 a.m. established that a quorum was present, welcomed all in attendance.

#### **ADOPTION OF THE AGENDA**

***Moved by Committee Member Christie  
Seconded by Committee Member Reeder***

***THAT*** the November 17, 2011 Heritage Committee Agenda be adopted as amended.

***Add: Deputations*** Mr. Scott Strandholt  
Ms. Annette Snowdon

***CARRIED***

#### **ADOPTION OF THE MINUTES**

***Moved by Committee Member Christie  
Seconded by Committee Member Harrison***

***THAT the*** October 20, 2011 Minutes be adopted as presented

***CARRIED***

## **DECLARATIONS OF CONFLICT OR PECUNIARY INTEREST**

There were no declarations of Conflict or Pecuniary Interest.

## **DEPUTATIONS**

**Admiral Village** - Deputy Chief Building Official introduced Mr. Strandholt and requested that he explain his proposal provided to the Building and Planning Departments on November 14<sup>th</sup>. Mr. Strandholt advised that the proposed facility will have 68 condominium units in a 4 storey building. Mr. Strandholt explained the scope of the proposal and noted that a portion of the ground floor will be for commercial retail use. Mr. Strandholt also noted that the residential ground floor units will have a fenced-in landscaped area. The Committee commented favourably on the design.

The Chair thanked Mr. Strandholt for his presentation and excused him from the meeting at 9:58 a.m.

**Ms. Annette Snowden regarding Admiral Collingwood** - Ms. Annette Snowden was unable to attend the meeting

## **CORRESPONDENCE**

**Notice of Public meeting for a Minor Variance – 29 Fourth Street** – Cathy de Ruiter explained that she had commented on behalf of the Committee and noted that the Heritage Committee had no concerns. The Committee concurred with the provided comments.

## **BUSINESS ARISING FROM THE MINUTES**

**Heritage / Business District Entrance Signage** – the Deputy Chief Building Official advised the signs have been built and are pending installation by Public Works staff.

**Hume/Hurontario/Ste. Marie Street redevelopment** - the Committee reviewed the Notice of the Public Meeting which is scheduled to take place *on Monday December 5<sup>th</sup>, 2011 at 5:00 p.m. in the Council Chambers, 97 Hurontario Street, Collingwood, to consider a proposed amendment to the Heritage Conservation District Plan under Section 41.1 of the Ontario Heritage Act, R.S.O. 1990, c. O. 18, as amended.*

Staff confirmed that the proponent has provided the Architectural and Urban Design Brief which was circulated to the Committee for review and comment.

The Committee having reviewed and discussed Mr. A J. Tregobov's Architectural and Urban Design Brief agreed to recommend to Council that a peer review by a qualified heritage professional should be conducted.

**Moved by Committee Member Christie  
Seconded by Committee Member Koenig**

**THAT WHEREAS** Council at their November 7<sup>th</sup> meeting unanimously passed Motion No: 471 which stated that the Heritage committee advise Council to consider Site Specific Amendments to the 2008 Collingwood Heritage Conservation Plan as adopted by By-law 2009-020.

**AND WHEREAS** Council has provided a Notice of Public Meeting for December 5<sup>th</sup> for the subject property.

**AND WHEREAS** the proponent has submitted as additional information relating to the proposed amendments through their Architectural and Urban Design Brief on November 11<sup>th</sup>.

**AND WHEREAS** the Heritage Committee having reviewed those proposed amendments.

**NOW THEREFORE** the Heritage Committee recommends to Council that a peer review of the proposed amendments be conducted by a qualified heritage professional.

**CARRIED**

**Heritage Grant Program** – Mrs. de Ruiter elaborated on the 2011 Grant Program Applications. The Deputy Chief Building Official noted that he was preparing the 2012 Heritage Budget and that he would be requesting that as in previous years that any of the unspent 2011 Budget be transferred to the 2012 Budget.

**Notices of Intent to Designate** – 297 Pine Street and 402 Maple Street will be published in the November 18<sup>th</sup> edition of the Enterprise Bulletin and anticipate having the designation by-laws going forth to Council in early January 2012.

**41 Hurontario Street** - the Deputy Chief Building Official presented the 2<sup>nd</sup> conceptual drawings of the proposed renovations of the front façade of the building which have been modified to incorporate the Committee's recommendations. Mr. Dickinson will re-submit his proposal in advance of the Committee's December meeting.

**NEW BUSINESS**

**Notice of Motion made by Councillor Lloyd at the November 14<sup>th</sup> meeting of Council:**

The Committee discussed Councillor Lloyd's Notice of Motion concerning By-law 2009-020. The Committee agrees that by-laws in general may need to be reviewed from time to time. However, the Committee believes that By-law 2009-020 was recently updated (2009) to conform to the Amended Heritage Act 2005 and that it is premature to consider revisions to the By-law and incurring the substantial expenses at this time.

**OTHER BUSINESS**

**Community Outreach** – "Research Your Heritage Home Workshop" being held on Wednesday, November 23<sup>rd</sup> at the Collingwood Public Library.

**HERITAGE PERMITS**

<b>Permit No:</b>	<b>Location:</b>	<b>Type:</b>
739-2011	222 Ste. Marie Street	Reconstruct stairs
756-2011	205 Ste. Marie Street	Roof over walkway

**Moved by Committee Member Harrison  
Seconded by Committee Member Reeder**

**THAT** the identified Heritage Permits be forwarded to Council for approval.

**CARRIED**

**NEXT MEETING**

The next meeting of the Heritage Advisory Committee will take place on **Thursday, December 15, 2011 at 8:30 a.m. in the Building & Planning Conference Room (Third Floor), 55 Ste. Marie Street.**

**ADJOURNMENT**

**Moved by Committee Member Koenig**

**THAT** the Heritage Committee meeting adjourns at 10:35 a.m.

**CARRIED**

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Lindsay Cook, *Chair*

LC: mg



# STAFF REPORT

<b>REPORT #:</b>	P2011-22
<b>DATE:</b>	October 17, 2011
<b>SUBMITTED TO:</b>	Council
<b>SUBMITTED BY:</b>	Nancy Farrer Director, Planning Services
<b>SUBJECT:</b>	Proposed Official Plan Amendment No. 23 Proposed Zoning By-law Amendment No. 2011-125 20 Balsam Street, Collingwood Town File Nos: D084411 & D14411 Applicant: Town of Collingwood

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## 1. RECOMMENDATION:

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THAT Council adopt Official Plan Amendment No. 23 and enact and pass amending Zoning By-law No. 2011-125.

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## 2. SUMMARY AND BACKGROUND:

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### Synopsis of Proposal

The purpose of Official Plan Amendment No. 23 is to re-designate 20 Balsam Street from the Resort Commercial land-use designation to a new Highway Commercial Exception Five (HC-5) land-use designation.

Amending Zoning No. 2011-125 would rezone a portion of 20 Balsam Street from the Resort Commercial (C3) zone to a new Highway Commercial Exception Six (C5-6) zone.

### Background

The Town enacted and passed a new comprehensive Zoning By-law on April 2010. The Owner of 20 Balsam Street, Collingwood has appealed the new comprehensive Zoning By-law to the Ontario Municipal Board (OMB) with respect to the Resort Commercial (C3) zone classification that was proposed to be in effect on the lands.

In January 2011 the Town and Owner participated in an OMB mediation session. At the conclusion of the mediation the Town and Owner agreed in a mutually executed Minutes of Settlement (MOS) that a Council initiated Official Plan Amendment would be undertaken to consider the re-designation of the lands in order to potentially increase the permitted uses that could be allowed in the new comprehensive Zoning By-law.

These proposed Amendments are the culmination of this planning process. Once in effect these Amendments will increase the list of permitted commercial uses for the lands.

### Property Description

The land that is subject to Official Plan Amendment No. 23 and amending Zoning No. 2011-125 is 20 Balsam Street being Part of Lot 45, Concession 9, being Parts 1 through 5 on Reference Plan 51R-9075, Town of Collingwood, County of Simcoe.

### Public Meeting

Town Council held a public meeting regarding the proposed changes to the Official Plan and Zoning By-law on July 18, 2011.

### Matters of Provincial Interest

Section 2 of the *Planning Act*, R.S.O. 1990, c .P. 13, as amended, provides that Council in carrying out their responsibilities under the *Planning Act* shall have regard to matters of provincial interest.

Planning staff is satisfied that Official Plan Amendment No. 23, if adopted, and amending Zoning By-law No. 2011-125, if enacted and passed, shall not offend any matters of provincial interest.

### Provincial Policy Statement (PPS - 2005)

Section 3(5) of the *Planning Act*, R.S.O. 1990, c .P. 13, as amended, provides that the Council of a municipality, in exercising any authority that affects a planning matter, shall ensure that those powers are exercised in a manner that is consistent with the policy statements issued by the Province.

Planning staff is satisfied that Official Plan Amendment No. 23, if adopted, and amending Zoning By-law No. 2011-125, if enacted and passed, will be consistent with the 2005 Provincial Policy Statement.

### Growth Plan for the Greater Golden Horseshoe

Section 3(5) of the *Planning Act*, R.S.O. 1990, c. P. 13, as amended, provides that the Council of a municipality, in exercising any authority that affects a planning matter shall conform to the provincial plans that are in effect, or shall not conflict with them, as the case may be. The Growth Plan plans and manages growth to support a strong economy and to build complete communities, while encouraging intensification.

Planning staff is satisfied that Official Plan Amendment No. 23, if adopted, and amending Zoning By-law No. 2011-125, if enacted and passed, will be in conformity with the policies of the Growth Plan for the Greater Golden Horseshoe.

### County of Simcoe Official Plan

Schedule 5.1 entitled Land Use Designations of the County of Simcoe Official Plan, as amended, identifies the Town of Collingwood as a Settlement Area. The County of Simcoe Planning Division has provided no specific comments with respect to this proposed Official Plan Amendment and amending Zoning By-law.

Planning staff is satisfied that Official Plan Amendment No. 23, if adopted, and amending Zoning By-law No. 2011-125, if enacted and passed, will conform to the general intent and purpose of the County of Simcoe Official Plan.

### Official Plan Amendment No. 23

Schedule "A" titled Land Use Plan of the Town's Official Plan identifies that 20 Balsam Street is designated Resort Commercial. This land use designation was placed on the property after an extensive Town wide commercial Official Plan policy review (OPA No. 12). The Owner did not appeal this land-use designation to the Ontario Municipal Board (OMB).

This land-use designation generally limits uses to hotels, motels, lodges, inns, conference centres and retirement homes. Accessory uses permitted also include retail commercial establishments oriented to visitor market such as convenience stores, recreational facilities, places of entertainment, restaurants, personal services. The accessory retail commercial establishment permission is further restricted with respect to the maximum allowable amount of gross leasable area.

The Owner wants to increase the list of permitted commercial uses on the property. The Town and the Owner agreed through OMB mediation and signed MOS that a Council initiated Official Plan Amendment would be undertaken. The Owner was invited to submit a list of potential uses for the property for Town consideration. Based on this list Planning staff is of the opinion that a Highway Commercial designation would be best suited. It is submitted that property be placed into a special Highway Commercial Exception Five (HC-5) designation. This special designation would;

- 1) Provide the Owner with a majority of the uses requested, but
- 2) Will prohibit the motor vehicle dealerships, gas stations, recreational vehicle sales and service uses normally allowed in highway commercial. These uses were determined by the previous Council as undesirable in this area.

The Owner had also requested permission for un-restricted retail commercial establishments and a shopping centre. Un-restricted retail commercial has been given particular importance as a use to remain strictly within the Town's downtown area and the Regional Commercial District. A shopping centre use is generally limited to the Town's regional commercial district. Planning staff do not recommend the inclusion of these uses on the site, and as such these uses have been omitted from the Amendments being presented to Council.

Section 4.4.3.7 titled Study Requirements for Retail Developments of the Town's Official Plan requires that amendments to the Official Plan (or Zoning By-law) for commercial uses be accompanied by a commercial study to determine (amongst other things) the appropriateness of the proposed development.

The Town's commercial consultant (Malone Given Parsons Ltd.) has reviewed this site in conjunction with the proposed Highway Commercial designation. The Town's consultant recommends that the re-designation be approved but they do not support any approval to permit un-restricted retail commercial or shopping centre uses. A copy of the Town consultant's letter is attached to this staff report (Appendix "A").

It should be noted that amending OPA No. 23 will not re-designate the property in its entirety. Presently, the Town has engaged the NVCA to undertake a detailed inventory of natural heritage lands within the Town. Based on field work part of the eastern boundary of the property has been identified as having potential natural heritage features worthy of protection.

In recognition that the natural heritage study has yet to be approved, Planning staff recommends that these areas of the property not be re-designated at this time. It is recommended that this portion of the land remain in the land-use designation of Resort Commercial until the completion of the natural heritage study.

#### Amending Zoning By-law No. 2011-125

Schedule "A" of the Collingwood Zoning By-law No. 2010-040, as amended, indicates that 20 Balsam Street is zoned Resort Commercial (C3). This zone classification is to implement the Town wide commercial Official Plan policy review (OPA No. 12). The Owner of the property has appeal the C3 zone classification to the OMB.

Planning staff recommend rezoning the majority of the property from Resort Commercial (C3) to Highway Commercial Exception Six (C5-6). This would properly implement Official Plan Amendment No. 23. Pursuant to Section 24(2) of the *Planning Act* amending Zoning By-law No. 2011-125 will come into full force once OPA No. 23 is legally in effect.

It should be noted that amending Zoning By-law No. 2011-125 would not rezone the property in its entirety. Presently, the Town has engaged the NVCA to undertake a detailed inventory of natural heritage lands within the Town. Based on field work part of the eastern boundary of the property has been identified as having potential natural heritage features worthy of protection.

In recognition that the natural heritage study has yet to be approved, Planning staff recommends that these areas of the property not be rezoned at this time. It is recommended that this portion of the land remain in the "appealed" zone classification of Resort Commercial (C3) until the completion of the natural heritage study.

#### Conclusion

Based upon the above analysis, it is the opinion of Planning staff that these amendments represent good land-use planning. Planning staff recommends that Council adopt Official Plan Amendment No. 23 and approve amending Zoning By-law No. 2011-125. A copy of the Amendments is attached to this staff report (Appendices "B" & "C").

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### **3. DEPARTMENT HEAD REVIEW:**

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- This report was forwarded to Department Heads for review on October 11, 2011 and it was recommended to proceed to Council for consideration.

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### **4. EFFECT ON TOWN FINANCES:**

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- There are no impacts on Town finances aside from the costs of the Town's commercial consultant's review.

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**5. APPENDICES:**

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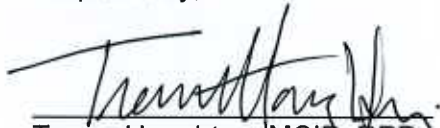
- None  
 Attached

- (A) Malone Given Parsons letter dated July 18, 2011  
(B) Official Plan Amendment No. 23  
(C) Zoning By-law Amendment No. 2011-125

Respectfully submitted,

  
Nancy Farrey, MCIP, RPP  
Director, Planning Services

Prepared by,

  
Trevor Houghton, MCIP, RPP  
Senior Planner

July 18, 2011

Ms. Nancy Farrer  
 Acting Director of Planning Services  
 Town of Collingwood  
 97 Hurontario Street  
 Collingwood, Ontario  
 L9Y 3Z5

MGP File: 10-1896

VIA Email: nfarrer@collingwood.ca

Dear Ms. Farrer:

**RE: Comments Regarding Proposed Official Plan Amendment and Zoning By-Law Amendment for 10 Keith Ave., 14 Harbour St. W. and 20 Balsam St.**

As requested, this letter provides comments on proposed Official Plan and Zoning By-Law Amendments for three properties located along Highway 26 between Keith Avenue and Water Street. Specifically, it addresses potential planning issues arising from the land uses contemplated in the OPA and ZBA.

**Property Location:**

The three properties are 10 Keith Avenue, 14 Harbour Street West, and 20 Balsam Street. The location of these properties is illustrated in Attachment ‘A’. All three properties are designated *Resort Commercial* in the Town of Collingwood Official Plan May 2010 Office Consolidation. The designation for the 10 Keith Avenue property is modified by Exception Two. Zoning By-Law 2010-40 zones the subject lands as *Resort Commercial C3* and *Resort Commercial Exception One C3-1*, as shown in the following summary.

*Official Plan Designation and Zoning*

Address	Parcel Size (Hectares)	Official Plan Designation (May 2010 Consolidation)	Zoning (Zoning By-Law 2010-40)
10 Keith Avenue	1.6	Resort Commercial Exception Two (RC-2)	Resort Commercial (C3)
14 Harbour Street	1.7	Resort Commercial (RC)	Resort Commercial (C3-1)
20 Balsam Street	2.9	Resort Commercial (RC)	Resort Commercial (C3)

The OPAs and ZBAs proposed by the landowners seek to re-designate these three properties as follows:

*Proposed Official Plan Designation and Zoning*

Address	Parcel Size (Hectares)	Official Plan Designation	Zoning
10 Keith Avenue	1.6	Highway Commercial Exception 1 (HC-1)	Highway Commercial Special Exception Zone (Still to be defined)
14 Harbour Street	1.7	Highway Commercial Exception 5 (HC-5)	Highway Commercial Special Exception Zone (Still to be defined)
20 Balsam Street	2.9	Highway Commercial Exception 5 (HC-5)	Highway Commercial Special Exception Zone (Still to be defined)

**Analysis of Proposed Amendments:**

Our comments regarding the proposed amendments for each site is presented below:

- **10 Keith Avenue:**

The OPA seeks to re-designate the property from *Resort Commercial Exception Two (RC-2)* to *Highway Commercial Exception One (HC-1)*. The intent of the *Resort Commercial (RC)* designation is to provide retail commercial locations that cater to resort residents, tourist and visitors. The *Resort Commercial Exception Two (RC-2)* designation permits a food supermarket with GLA of 600sq.m. as an additional permitted use. The *Highway Commercial (HC)* designation provides a larger floor plate, often single use, commercial establishments that are vehicle oriented and not likely to be found in the *Downtown Core*. A re-designation to *Highway Commercial* would allow a broader range of permitted retail commercial establishments including furniture stores, home improvement stores and garden supply outlets. The *Highway Commercial Exception One (HC-1)* prohibits direct vehicular access and driveway entrances from Highway 26 East to the subject property.

The ZBA seeks to rezone the property from *Resort Commercial Exception Three (RC-3)* to *Highway Commercial Special Exception Zone* (which is not yet defined in the By-law). The landowners have also requested additional uses by exception, which include “general merchandise stores” and a “retail outlet for the sale of alcoholic beverages”.

- **14 Harbour Street:**

The OPA seeks to re-designate the property from *Resort Commercial (RC)* to *Highway Commercial Exception Five (HC-5)*. The intent of the *Resort Commercial (RC)* designation is the same as describe above for the 10 Keith Avenue Site, however, this site does not have the additional provision for a food supermarket. Similar to 10 Keith Avenue, the re-designation will allow for a wider range of permitted uses. The *Highway Commercial Exception Five (HC-5)* prohibits motor vehicle dealerships, motor vehicle gas stations and/or washes and recreation vehicle sales and services.

The ZBA seeks to rezone the property from *Resort Commercial Exception One (C3-1)* to *Highway Commercial Special Exception Zone* (which is not yet defined in the Zoning By-law). *Resort Commercial Exception One (C3-1)* limits the permitted uses on the subject site to the following:

- |                                     |   |
|-------------------------------------|---|
| - Adventure game,                   | - Health club,                                |
| - Arcade,                           | - Laundromat,                                 |
| - Arena,                            | - Mini-golf course,                           |
| - Assembly hall,                    | - Personal service shop,                      |
| - Commercial parking lot,           | - Place of entertainment,                     |
| - Convenience store,                | - Restaurant,                                 |
| - Day care centre,                  | - Retail commercial establishment (with a max |
| - Dry cleaner’s establishment,      | GLA of 370 sq.m. (~4,000 s.f.), and           |
| - Dry cleaning distribution outlet, | - Video outlet.                               |
| - Food supermarket,                 |   |

The landowner is also seeking an exception to permit unrestricted retail commercial establishments and the development of a shopping centre. They also seek to add, by way of exception, two additional uses: “pharmacy” and “financial institution”.

- **20 Balsam Street:**

The OPA seeks to re-designate the property from *Resort Commercial (RC)* to *Highway Commercial Exception Five (HC-5)*, similar to 14 Harbour Street.

The ZBA seeks to rezone the property from *Resort Commercial (C3)* to *Highway Commercial Special Exception Zone* (which is not yet defined in the Zoning By-law). The landowner is also seeking an exception to permit unrestricted retail commercial establishments and development of a shopping centre.

For further details on the changes in permitted uses that would occur should these re-designation be approved please refer to the zoning comparison table that is included as Attachment 'B' in this letter.

**Opinion:**

It is our opinion that the proposed re-designations can be supported for the following reasons:

- The three properties are currently adjacent to other commercial designations including *Regional Commercial District*, *Resort Commercial* and *Mixed Commercial*. Therefore, the proposed changes will not result in land use compatibility issues and are consistent with the character of surrounding commercial node.
- The broader range of retail and service commercial uses is appropriate in this location. The amendments would permit additional uses that include Business Offices, Furniture Stores, Garden Supply Outlets, Hardware Stores, Home Centres, Home Improvement Stores, and Professional Service Offices.
- Generally, the proposed changes will not introduce retail or service uses that would potentially result in adverse impacts on other commercial areas. Specifically, the changes would not allow a Department Store, Food Supermarkets, or Retail Commercial Establishment and or any motor vehicle oriented use. As discussed below, one area of concern is the proposed addition of "Pharmacy" and "Financial Institution" as permitted uses at the 14 Harbour Street property as well as "General Merchandise Store" and "Retail Outlet for the Sale of Alcoholic Beverages" at 10 Keith Avenue.

Our concerns are limited to certain exceptions to permit additional uses, including "General Merchandise", "Retail Outlets for the Sale of Alcoholic Beverages", "Un-restricted Retail Commercial Establishments", "Shopping Centres", "Pharmacy" and "Financial Institutions". The reasons for our concern are as follows:

- The Official Plan states in *Section 4.4.4.1* that the *Downtown Core* shall be the only location for retail outlets for the sale of alcoholic beverages and the location of financial institutions with the exception of one deposit taking institution.
- The policies pertaining to the Highway Commercial designation in *Section 4.4.8* of the Official Plan state that the designation shall provide highway commercial uses that are not likely to be provided in traditional retail areas including the Downtown Core.

Based on our preliminary assessment, we conclude that the proposed re-designation of the three sites is generally consistent with existing policies and commercial structure established in the Official Plan and would not result in adverse impacts. We therefore recommend that the re-designations be approved.

TO: Nancy Farrer

July 18, 2011

RE: Comments Regarding Proposed Official Plan Amendment and Zoning By-Law Amendment for 10 Keith Ave., 14 Harbour St. W. and 20 Balsam St.

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We do not support the approval of the exceptions to permit an outlet for the sale of alcoholic beverages and general merchandise stores at the 10 Keith Avenue Property, the unrestrictive commercial establishments, shopping centres, pharmacies and financial institutions at the 14 Harbour Street property and unrestrictive commercial establishments and shopping centres at 20 Balsam Avenue. It is our opinion these modifications would require supporting planning and market studies outlining the rationale for the proposed modifications and demonstrating that *“the planned function of Collingwood’s other retail locations, especially the Downtown Core, will not be prejudiced with resulting adverse impacts on the levels of retail service and a significant risk of urban blight”*.

Yours very truly,

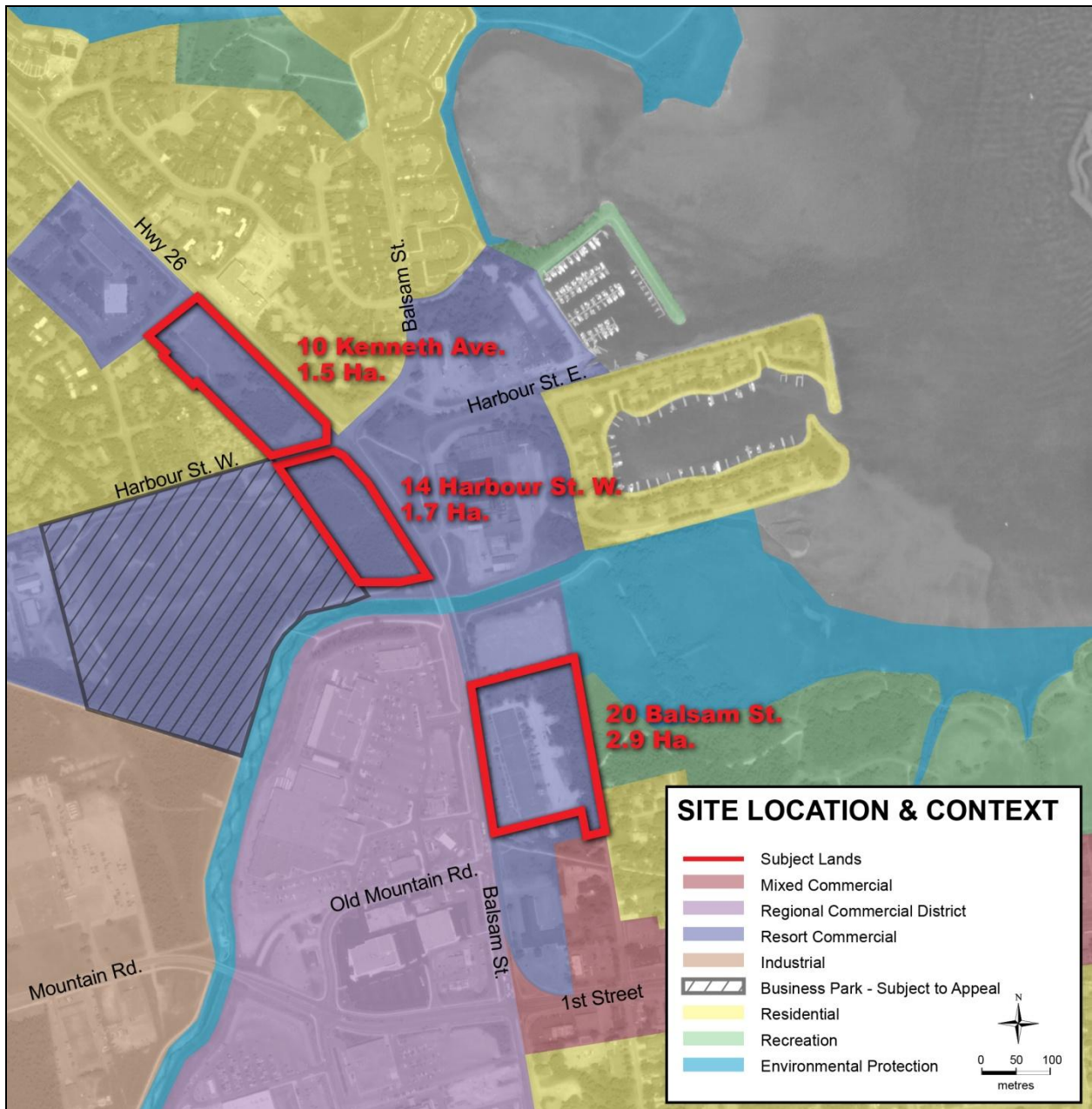
**MALONE GIVEN PARSONS LTD.**

A handwritten signature in black ink, appearing to read 'Amy Hoy', is positioned above the typed name.

Amy Hoy  
Planner  
ahoy@mgp.ca

cc: Trevor Houghton, Town of Collingwood  
Lee Parsons, Malone Given Parsons Ltd.

**Attachment 'A'**  
Site Location and Context



Source: Town of Collingwood Official Plan Office Consolidation May 2010

**Attachment 'B'**

C5 Highway Commercial and  
C3 Resort Commercial Zoning Comparison Table

Permitted Use	Proposed C5 Highway Commercial Exception	C3 Resort Commercial	C3 Resort Commercial Exception One
Accessory dwelling			
Accessory sales outlet	✓	✓	
Adventure game	✓	✓	✓
Ambulance service	✓	✓	
Arcade	✓	✓	✓
Arena		✓	✓
Art gallery			
Art studio, live-in			
Assembly hall		✓	✓
Broadcasting	✓		
Business office	✓		
Business service establishment	✓		
Business type hotel/motel	✓	✓	
Catalogue store			
Catering service			
Commercial parking lot	✓	✓	✓
Commercial school	✓		
Community garden	✓	✓	
Computer and software store	✓		
Convenience store	✓	✓	✓
Conference centre	✓	✓	
Composting facility			
Custom workshop	✓		
Day care centre	✓	✓	✓
Department store			
Deposit taking institution			
Dry cleaner's establishment	✓	✓	✓
Dry cleaning distribution Outlet	✓	✓	✓
Dwelling, portion of a nonresidential building			
Electronics & appliance store	✓		
Equipment rental	✓		
Fabric & textile sales outlet	✓		
Financial & insurance service office	✓		
Financial institution			
Food supermarket			✓
Funeral home			
Furniture store	✓		
Garden supply outlet	✓		
General merchandise store			
Hardware store	✓		
Health club	✓	✓	✓
Heavy contractor yard			
Home & auto supply			
Home centre	✓		
Home for the aged or rest home		✓	
Home improvement store	✓		
Hospice			
Hotel	✓	✓	
Laundromat	✓	✓	✓
Life skills centre	✓		
Machinery dealership	✓		
Medical building			
Medical clinic			
Medical office	✓		

Micro brewery	✓		
Mini-golf course	✓	✓	✓
Motel	✓	✓	
Motor vehicle gasoline station	REMOVED		
Motor vehicle repair garage	REMOVED		
Motor vehicle sales establishment	REMOVED		
Motor vehicle supply outlet	REMOVED		
Motor vehicle towing	REMOVED		
Motor vehicle wash	REMOVED		
Museum			
Newspaper	✓		
Nursing facility		✓	
Open market			
Personal service shop	✓	✓	✓
Pet day care centre	✓		
Pet store	✓		
Pharmacy			
Place of entertainment	✓	✓	✓
Place of worship			
Pool and spa store	✓		
Professional service office	✓		
Real estate services office	✓		
Recreational vehicle dealership	REMOVED		
Refreshment Vehicle	✓	✓	
Repair shop			
Restaurant	✓	✓	✓
Retail commercial establishment			✓
Retail outlet for the sale of alcoholic beverages			
Retirement home		✓	
Senior citizen housing		✓	
Shopping centre			
Specialty food store			
Sporting equipment sales			
Storage, concealed outside	✓		
Storage, outside	✓		
Storage, outside display and sale	✓	✓	
Taxi establishment	✓		
Veterinarian clinic	✓		
Video outlet	✓	✓	✓
Warehouse			
Warehouse membership club			
Wholesale outlet	✓		

**AMENDMENT NO. 23  
TO THE OFFICIAL PLAN OF THE  
TOWN OF COLLINGWOOD**

**AMENDMENT TO THE  
HIGHWAY COMMERCIAL POLICIES**

**HARBOUR CENTRE PROPERTY**

**November 21, 2011**

(i)

**AMENDMENT No. 23  
TO THE OFFICIAL PLAN OF THE  
TOWN OF COLLINGWOOD**

**Explanatory Note**

Amendment No. 23 modifies Highway Commercial policies of the Town's Official Plan.

The purpose and intent of the Amendment is to re-designate the majority of the lands known as 20 Balsam Street from the Resort Commercial land-use designation to a new Highway Commercial Exception Five (HC-5) land-use designation.

This Amendment to the Official Plan of the Town of Collingwood was adopted by the Council of the Corporation of the Town of Collingwood in accordance with Sections 17 and 22 of the *Planning Act*, R.S.O. 1990, c. P. 13, as amended, by By-law No. 2011-124 passed on the 21<sup>st</sup> day of November, 2011.

(ii)

**THE CORPORATION OF THE TOWN OF COLLINGWOOD**

**BY-LAW NO. 2011-124**

Being a By-law to adopt Amendment No. 23  
to the Official Plan of the Town of Collingwood

**WHEREAS** the Council of the Corporation of The Town of Collingwood held a public meeting on the 18<sup>th</sup> day of July, 2011 respecting a proposal to amend Highway Commercial policies of the Town of Collingwood Official Plan;

**AND WHEREAS** the Council has given serious consideration for the need to adopt an amendment to the Official Plan of the Town of Collingwood to amend the Highway Commercial policies of the Town of Collingwood Official Plan;

**AND WHEREAS** the Council has determined that the proposed amended Highway Commercial policies are appropriate and desirable for the development of a majority of the subject lands;

The Council of the Corporation of the Town of Collingwood, in accordance with the provisions of the *Planning Act*, R.S.O. 1990, c. P. 13, as amended, hereby **ENACTS** as follows:

1. **THAT** Amendment No. 23 to the Official Plan of the Town of Collingwood, being the attached text and schedules is hereby adopted.
2. **THAT** the Clerk is hereby authorized and directed to make application to the County of Simcoe for approval of the aforementioned Amendment No. 23 to the Official Plan of the Town of Collingwood.
3. **THIS** By-law shall come into force and take effect on the day of final passing thereof.

**ENACTED** and passed this 21<sup>st</sup> day of November, 2011.

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Mayor

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Clerk

## **OFFICIAL PLAN AMENDMENT**

### **AMENDMENT NO. 23**

#### **TO THE OFFICIAL PLAN OF THE TOWN OF COLLINGWOOD**

##### **PART 1 – THE PREAMBLE**

###### **1.1 TITLE**

This Amendment, when approved by the County of Simcoe, shall be known as Amendment No. 23 to the Official Plan of the Town of Collingwood.

###### **1.2 COMPONENTS**

The actual amendment consists of the Text and Schedule as outlined below in Part 2 titled The Amendment, Subsection 2.2. The preamble does not constitute part of the actual Amendment, but is included for convenience purposes.

###### **1.3 PURPOSE OF THE AMENDMENT**

The purpose of this Amendment to the Official Plan of the Town of Collingwood is to amend the Special Uses, Highway Commercial policies and also Schedule “A” titled Land Use Plan. This Amendment will re-designate the majority of the property municipally known as 20 Balsam Street in the Town of Collingwood.

###### **1.4 LOCATION**

The land that is subject to this Amendment is 20 Balsam Street being Part Lot 45, Concession 9, Parts 1-5 on Reference Plan No. 51R-9075, Town of Collingwood, County of Simcoe.

###### **1.5 BASIS OF THE AMENDMENT**

###### **Background**

The Town of Collingwood enacted and passed a new comprehensive Zoning By-law on April 2010. The Owner of 20 Balsam Street, Collingwood has appealed the new Comprehensive Zoning By-law to the Ontario Municipal Board (OMB) with respect to the Resort Commercial (C3) zone classification that was proposed to be in effect on the lands.

In January 2011 the Town and Owner participated in an OMB mediation session. At the conclusion of the mediation the Town and Owner agreed in a mutually executed Minutes of Settlement that a Council initiated Official Plan Amendment would be undertaken to consider the redesignation of the lands in order to

potentially increase the permitted uses that could be allowed in the new comprehensive Zoning By-law.

Amendment No. 23 to the Official Plan of the Town of Collingwood is the culmination of this process. Once in effect this Amendment, and its implementing zoning by-law amendment, will increase the list of permitted commercial uses for the majority of the subject lands.

It should be noted that Amendment No. 23 would not re-designate the property in its entirety. Presently, the Town has engaged the NVCA to undertake a detailed inventory of natural heritage lands within the Town. Based on field work part of the eastern boundary of the property has been identified as having potential natural heritage features worthy of protection.

In recognition that the natural heritage study has yet to be approved, this portion of the property is not to be re-designated at this time. This portion of the land shall remain in the land-use designation of Resort Commercial until the completion of the natural heritage study.

## **PART 2 - THE AMENDMENT**

### **2.1 PREAMBLE**

The Amendment consisting of the Text and Schedule 1 referred in Subsection 2.2 below constitutes Amendment No. 23 to the Official Plan of the Town of Collingwood.

### **2.2 DETAILS OF THE ACTUAL AMENDMENT**

Part a)

Section 4.4.8.4 titled Special Uses, Highway Commercial of the Collingwood Official Plan is hereby modified, in part, by inserting the new text of Subsection 4.4.8.4.5 titled Uses Permitted – 20 Balsam Street (Harbour Centre) below:

“Uses Permitted – 20 Balsam Street, Harbour Centre

Despite any policies of this Official Plan to the contrary, within the Highway Commercial Exception Five (HC-5) designation, motor vehicle dealerships, motor vehicle gas stations and/or washes, and recreation vehicle sales and services, shall not be permitted uses.”

Part b)

Schedule “A” titled Land Use Plan of the Collingwood Official Plan is hereby modified, in part, by re-designating a majority of the lands from the Resort Commercial designation to the Highway Commercial Exception Five (HC-5) designation as shown more particularly on Schedule ‘1’ affixed hereto.

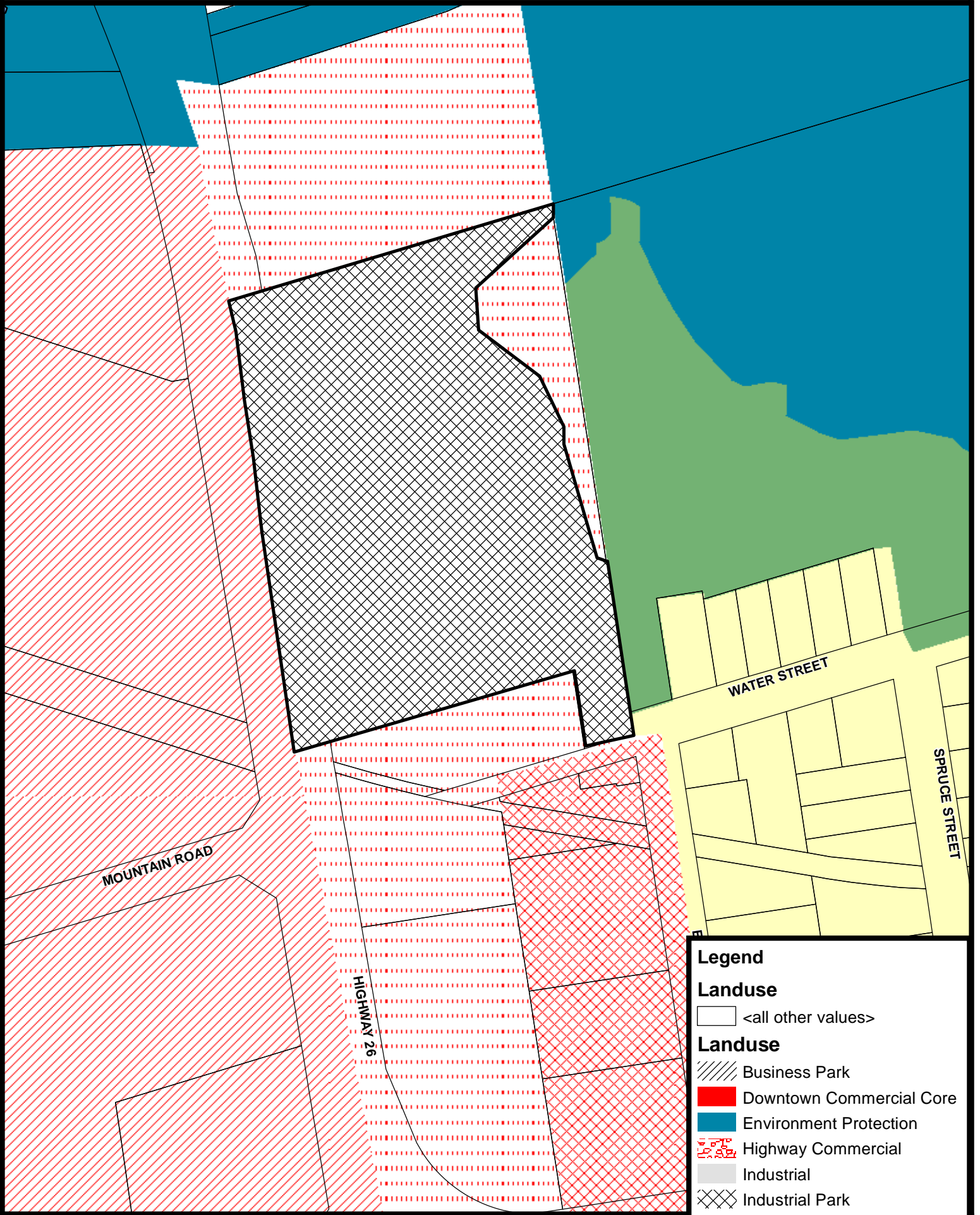
**2.3 IMPLEMENTATION**

Amendment No. 23 to the Official Plan of the Town of Collingwood will be implemented by an amendment to the Town of Collingwood Zoning By-law No. 2010-040, as amended.

**2.4 INTERPRETATION**

The provisions of the Official Plan of the Town of Collingwood, as amended from time to time, regarding the interpretation of that Plan, shall apply in regards to this Amendment.

**SCHEDULE 1 - OFFICIAL PLAN AMENDMENT NO. 23**




**LEGEND**

 **Lands to be redesignated from Resort Commercial to Highway Commercial Exception Five (HC-5).**




















**Legend**

**Landuse**

 <all other values>

**Landuse**

-  Business Park
-  Downtown Commercial Core
-  Environment Protection
-  Highway Commercial
-  Industrial
-  Industrial Park
-  Light Industrial
-  Mixed Commercial
-  Recreation
-  Regional Commercial District
-  Residential
-  Resort Commercial
-  Restrictive Commercial
-  Rural
-  Rural Residential
-  Shipyards
-  Special Policy Area- Health STREET NETWORK

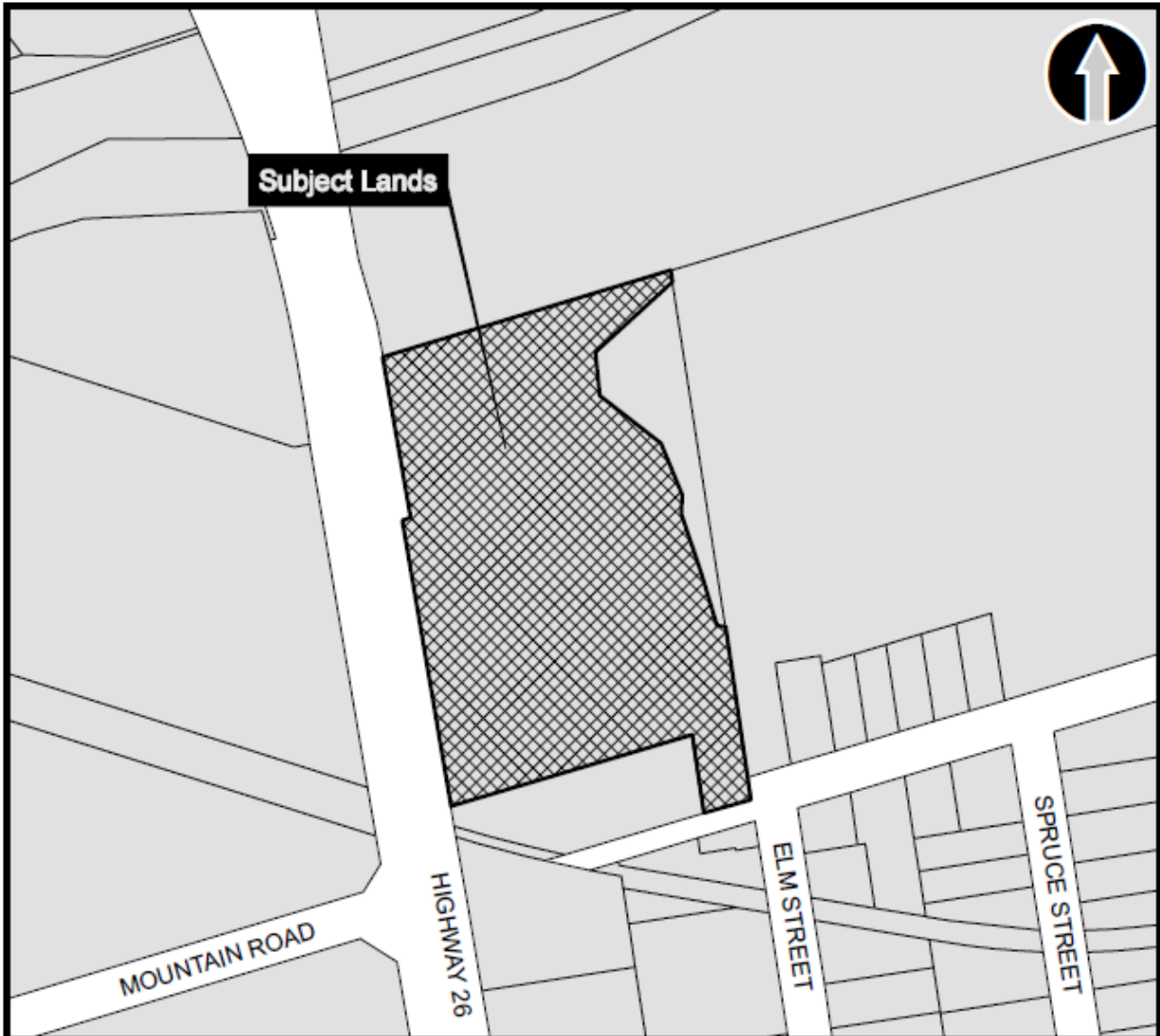


EXPLANATORY NOTE  
TO THE CORPORATION OF THE TOWN OF COLLINGWOOD  
BY-LAW No. 2011-125

By-law No. 2011-125 is a by-law under the provisions of Sections 24(2) and 34 of the *Planning Act*, R.S.O. 1990, c. P.13, as amended, for prohibiting the use of land for or except for such purposes as may be set out in the by-law, and as such time as when the Official Plan is amended.

The purpose and effect of the zoning by-law amendment is to rezone the subject property from the Resort Commercial (C3) zone to the Highway Commercial Exception Six (C5-6) zone.

This by-law will be in conformity with the Official Plan of the Town of Collingwood as amended, when Official Plan Amendment No. 23 comes into effect.



BY-LAW No. 2011-125

OF THE

CORPORATION OF THE TOWN OF COLLINGWOOD



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BEING A BY-LAW UNDER THE PROVISION OF SECTIONS 24(2) AND 34 OF THE  
*PLANNING ACT*, R.S.O. 1990, C. P.13, AS AMENDED

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**WHEREAS** Section 34 of the *Planning Act*, R.S.O. 1990, c. P.13, as amended, permits a Council to pass a by-law prohibiting the use of land, buildings or structures within a defined area or areas;

**AND WHEREAS** Section 24(2) of the *Planning Act*, R.S.O. 1990, c. P.13, as amended, permits a Council to pass a by-law that does not conform with the Official Plan but will conform with it when an amendment to the Official Plan comes into effect;

**AND WHEREAS** Collingwood Zoning By-law No. 2010-040 is the governing By-law of the Corporation of the Town of Collingwood and such was finally passed by the Council of the Town of Collingwood on April 12<sup>th</sup>, 2010;

**AND WHEREAS** the Council of the Corporation of the Town of Collingwood has deemed it advisable to amend Collingwood Zoning By-law No. 2010-040, and thus implement the Official Plan of the Town of Collingwood;

**AND WHEREAS** this by-law will come into effect once Official Plan Amendment No. 23 comes into effect;

**AND WHEREAS** Council deems that adequate public notice of the public meeting was provided and adequate information regarding this Amendment was presented at the public meeting held July 18, 2011, and that a further public meeting is not considered necessary in order to proceed with this Amendment;

**NOW THEREFORE THE COUNCIL OF THE CORPORATION OF THE TOWN OF COLLINGWOOD ENACTS AS FOLLOWS:**

1. **THAT** Schedule "A" of Collingwood Zoning By-law No. 2010-040, as amended, is hereby further amended as it pertains to lands shown more particularly on Schedule 'A' affixed hereto and forming part of this by-law, by rezoning a portion of said lands from the RESORT COMMERCIAL (C3) ZONE to the HIGHWAY COMMERCIAL EXCEPTION SIX (C5-6) ZONE.
2. **THAT** Section 7.5 titled Commercial Exception Zones of the Collingwood Zoning By-law No. 2010-040, as amended, is hereby amended by adding the following new paragraph entitled HIGHWAY COMMERCIAL EXCEPTION SIX - C5-6 ZONE in proper sequence to read as follows;

"HIGHWAY COMMERCIAL EXCEPTION SIX - C5-6 ZONE

The following uses are prohibited;

- Motor vehicle gasoline station,
- Motor vehicle repair garage,
- Motor vehicle sales establishment,
- Motor vehicle supply outlet,
- Motor vehicle towing,
- Motor vehicle wash, and
- Recreational vehicle dealership.

The following use shall also be permitted;

- The retail sale of commercial pet food and accessories."

- 3. **THAT** Collingwood Zoning By-law No. 2010-040 is hereby amended to give effect to the foregoing, but that Collingwood Zoning By-law 2010-040 shall in all other respects remain in full force and effect.
  
- 4. **THAT** this By-law shall come into force and effect on the date it is enacted and passed by the Council of the Corporation of the Town of Collingwood, subject to Official Plan Amendment No. 23 coming into force pursuant to Section 24(2) of the *Planning Act*, R.S.O. 1990, c. P.13, as amended, and notice hereof being circulated in accordance with the provisions of the Planning Act and Ontario Regulations 543/06 and 545/06, and if required as a result of such circulation the obtaining of the approval of the Ontario Municipal Board.

**ENACTED AND PASSED** this 21<sup>st</sup> day of November, 2011.

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CLERK





# STAFF REPORT

<b>REPORT #:</b>	C2011-18(2)
<b>DATE:</b>	November 21, 2011
<b>SUBMITTED TO:</b>	Mayor, Deputy Mayor and Councillors
<b>SUBMITTED BY:</b>	Naming Committee / Sara Almas, Clerk
<b>SUBJECT:</b>	Naming Policy Review

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## 1. RECOMMENDATION:

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THAT Council herein receive Staff Report C2011-18, and adopt the Naming Policy as amended.

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## 2. SUMMARY AND BACKGROUND:

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*\*Update included – Section 4*

On November 26, 2007, Council approved a naming policy to ensure the naming of all facilities, parks, open spaces, structures and municipal buildings follow a set of criteria and that the public are engaged in the decision making process.

### **The goal of the approved policy is as follows:**

*To provide for the Council of the Corporation of the Town of Collingwood a Facility Naming Policy to establish criteria so that all facilities, parks, open spaces, structures and municipal buildings are named to recognize and commemorate noteworthy persons associated with Collingwood; reflect Collingwood's heritage; or to recognize the flora, fauna and natural features of the community.*

The procedures in the naming policy were followed in the selection of names for the off-leash dog park, Sunset Point Park Pavilion, Water Reservoir, Old Village – Legion Park and our new Library and Municipal Office building.

Following a request from Council, Staff have reviewed the policy and made recommendations with respect to the following areas:

- Naming after identifiable individuals, and the Council review process;

- Participants in the name review process;
- Living vs. posthumous recognition;
- Privacy / Access to name submissions;
- Naming recognition and current or former municipal staff; and
- A process for publicly initiated naming opportunities

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### **3. DISCUSSION:**

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Staff have undertaken a detailed review of the policy and are recommending the following changes, based on reviewing best practices/policies utilized by other municipalities:

1. The introduction of a 15 day public consultation period as part of the process for naming. After Council has an opportunity to review the name as recommended by the Naming Committee – the name is advertised and comments are solicited in support or opposition to the proposed name. After the deadline, the name and comments are forwarded to Council for final consideration. Comments pertaining to identifiable individuals will be withheld from public review.

A nomination application form process is recommended. This will ensure that each name is considered in a consistent format and to encourage nominators to provide additional information to assist staff in the review process. Currently, we accept a letter with the proposed name and often without any background or history.

A Names Reserve List shall be established and maintained by the Clerk. If a nominator wishes a name to be added to the list, a request shall be provided in writing to the Clerk.

2. The current policy is not explicit about participation and review of the proposed names by other committees, individuals, agencies outside of the selected Naming Committee. Staff are recommending that this be clearly identified in the policy, to provide for the opportunity to seek consultation/comments from others, in confidence, if deemed appropriate by the Committee and CAO. Review will be sought from individuals, committees, or agencies that have specific knowledge or expertise of the item being named, or have history of the proposed name(s).
3. It will be clearly noted in the naming opportunity advertisement and in the Naming Committee report that all submissions and names are subject to the Municipal Freedom of Information and Protection of Privacy Act. Where possible, names of identifiable individuals will be withheld from the public report. Prior to bringing forward a name of an identifiable individual for Council's public consideration, staff shall try to contact the individual (or next of kin) to obtain consent for the use of the name.

4. Nominations of past/current employees for the Town of Collingwood shall be considered in recognition of his/her exceptional service unrelated to and outside of his/her job responsibilities, capacity and duties as a former/current Town employee, unless otherwise determined by Council. Names of living persons shall only be considered in extenuating circumstances.
5. The public should be provided the opportunity to present a naming recognition to Council. The procedure would require a petition signed by at least 100 individuals requesting the name recognition. Council shall consider the "item" that the petition requests to be named and if Council authorizes that the "item" should be named, staff will commence the 15 day public consultation based on the name presented in the petition prior to final Council approval.
6. In addition to the naming selection committee as established by the Chief Administrative Officer, the Mayor (or designate) shall be a member of the selection committee. Staff recommend that a member of Council participates on the Committee to act as a liaison to Council on the naming process and to assist in any clarification requested on how the recommended name was selected.

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#### **4. COUNCIL REVIEW:**

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*Update from October 31<sup>st</sup>, 2011 initial review:*

*Sections 1, 7 and 8 of the attached policy have been strengthened to further provide protections for names of identified individuals, as supported by staff.*

*Council requested staff consider incorporating street naming into this policy. Building Services currently administers 911 Numbering System and Street Naming. They have been working together with the County and member municipalities to enact a comprehensive By-law that incorporates both 911 Numbering and Street Naming that is consistent with the County policies and respective member municipalities. This project has been underway since the May 2011 and is expected to be presented to Council for consideration in early 2012.*

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#### **5. EFFECT ON TOWN FINANCES:**

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Nominal advertising costs.

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**6. DISPOSITION:**

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The Chief Administrative Officer and Clerk will implement revised policy, as approved by Council.

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**7. APPENDICES:**

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Attached      A.1 Draft Revised Policy

**SIGNATURE**

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**Sara Almas on behalf of the Naming Committee  
Clerk  
Town of Collingwood**

<b>Naming Policy – Standard Operating Procedure</b>			
<b>SECTION:</b> Administration, Clerk's Services			
<b>DATE:</b> November 26, 2007	<b>REV. DATE:</b> February 2009 November 2011	<b>COVERAGE:</b> Facilities, Parks, Structures, Open Space and Streets	<b>PAGE #:</b> 1/3

**GOAL:**

To provide for the Council of the Corporation of the Town of Collingwood, a Facility Naming Policy to establish criteria so that all facilities, parks, open spaces, structures and municipal buildings are named to recognize and commemorate noteworthy persons associated with Collingwood; reflect Collingwood's heritage; and to recognize the flora, fauna and natural features of the community.

**DEFINITIONS:**

***For the purpose of this policy the following words have the respective meaning as identified:***

"Municipal Facility" means any building, structure, or area of land (including stormwater management facilities) owned by or under the direction and control of the Town of Collingwood.

"Park" means an area of land used for active or passive recreational activities under the direction and control of the Town of Collingwood.

"Open Spaces" means any trail areas, park sites including developed and undeveloped park areas and designated open space areas.

"Recreation Facilities and Amenities" means facilities/amenities used primarily for recreation and leisure activities, including, but not limited to, athletic fields, tennis/basketball courts, recreation centers, gazebos and meeting rooms.

"Names Reserve List" means names of noteworthy persons; names reflecting historical events significant to the Town of Collingwood; and names recognizing the flora and fauna and natural features of the Town of Collingwood.

"Naming Committee" means an anonymous group of staff appointed by the Chief Administrative Officer to collect and review applications, make recommendations to Council, and prepare a names reserve list. The Committee shall include the Mayor (or his/her designate).

"Public Consultation" means the gathering of public input by any of: public meeting, request for written comments, survey, or other means as deemed appropriate by the Naming Committee based on the size and scope of the project.

**POLICY FOR NAMING FACILITIES**

1. *General.* The policy of the Town is to name facilities, parks, structures, and open spaces, in a manner that will provide an easy and recognizable reference to the Town's citizens.
2. *Geographic Locations.* The geographic location may be based on the identification of the facility with a specific place, neighborhood, major street, regional area of the Town or the Town itself if the facility is deemed to serve the entire community.
3. *Historical/Cultural/Natural.* Consideration of names may include a prominent historical or cultural event or a predominant plant, tree, bush or flower of the surrounding area.

<b>Naming Policy – Standard Operating Procedure</b>			
<b>SECTION:</b> Administration, Clerk's Services			
<b>DATE:</b> November 26, 2007	<b>REV. DATE:</b> February 2009 November 2011	<b>COVERAGE:</b> Facilities, Parks, Structures, Open Space and Streets	<b>PAGE #:</b> 2/3

4. *Individual/Organizational Recognition.* Names in honor of individuals or organizations may be considered under any of the following conditions, unless otherwise determined by Council:
- Past or present resident of the Town of Collingwood
  - The individual/organization must have demonstrated outstanding achievements, contributions or accomplishments to enrich the Town of Collingwood.
  - Demonstrated activity of a volunteer nature.
  - Must possess sound moral and social character.
  - Donated a substantial amount to the project.
  - In the case of a current staff or committee member for the Town, the individual must have made an outstanding contribution to the Town outside of his/her duties as a Town employee
  - In the case of a past staff or committee member for the Town, the individual must have given exceptional service benefitting the Town
  - Must be nominated with documentation of proof of criteria.

## 1. **PROCEDURE**

1. The Department under which the new facility, park, structure, or open space is being built (or re-named) shall submit the request to name/re-name to the Naming Committee through the Town Clerk.

*Alternatively:* If Council has a preferred name or if the public submits a petition signed by at least 100 individuals requesting a municipal facility, park, open space, or structure be named as they have recommended, Council shall consider the petition and determine if the name is appropriate and/or if the facility, park, open space or structure requires a name. If Council is satisfied with the petition, staff shall commence the 15 day public consultation based on the name presented in the petition prior to final Council approval (*as described in Item #9 below*), provided the name proposed is not an identifiable individual.

2. As required, the Naming Committee shall consult the Names Reserve List and/or advertise and solicit names from the public for consideration.

Name recommendations provided by the public should be on the prescribed form (as prepared by the Clerk) and should include the following:

- Background information concerning the rationale for consideration of the request;
  - Biographical information if named after an organization or individual; documentation including letters from organizations and individuals providing substantial support for the request, and;
  - If possible, the consent from the individual whom is being nominated .
2. Nomination of names should be submitted to the attention of the Naming Committee on the prescribed nomination form. The names of nominators, nominees and qualifying information contained within the nomination form will be subject to the Municipal Freedom of Information and Protection of Privacy Act. Names of identifiable individuals should be withheld from the public report.
3. The Clerk's office will forward the nomination forms including recommended names and supporting documentation to the Naming Committee.

## Naming Policy – Standard Operating Procedure

**SECTION:**

Administration, Clerk's Services

**DATE:**

November 26, 2007

**REV. DATE:**February 2009  
November 2011**COVERAGE:**Facilities, Parks, Structures, Open Space  
and Streets**PAGE #:**

3/3

4. The Naming Committee will review all name submissions and may also suggest names.
5. The Naming Committee shall conduct a comprehensive search of the recommended names to ensure the names/words are not sensitive to other interpretations in other languages.
6. During the selection review, the Naming Committee may elect to seek comments from another municipal committees, boards, agencies and/or individuals which have a relevant area of expertise or experience. Such comments shall be included in the final staff report for Council's consideration. All consultation during the selection review should remain confidential.
7. Council will review the recommendation of the Naming Committee. Council will determine if the name will be final or if they wish to conduct a 15 day public consultation to receive comments on the recommended name prior to finalizing. If the naming committee recommendation is to recognize an identifiable individual, then the discussion must take place in camera and there can be no further public consultation.
8. If a public consultation process is desired, provided the proposed name is not an identifiable individual, staff shall solicit comments from the public for a period of not less than 15 days. Following 15 days, the Naming Committee shall reconvene to compile a staff report including all comments received and provide to Council for final consideration
9. Names that are not selected by Council will be added to a Reserve List or used at the discretion of Council when required.
10. Names will be adopted/approved by Resolution or By-law. Council's decision on all names are final. The chosen name shall be forwarded to and implemented by the respective municipal department in which the facility falls within, ensuring that the name be properly identified on the facility and appropriate persons be notified of such commemoration if applicable.
11. A letter will be provided to all individuals/organizations that nominated a name for consideration and advise them that all names nominated but not chosen will be added to the Names Reserve List for future consideration.
12. The Names Reserve List shall be maintained by the Town Clerk and shall be made available on request to any interested party. (Results of any investigations of naming requests shall remain confidential)
13. Renaming of any facility, park, structure or open space shall be subject to the same naming process as described in this policy. However, notification must be made to the person (or their next of kin) who's name will be subsequently removed as a result of the renaming.