



AGENDA
Heritage St. Marys Meeting

August 11, 2018
9:00 am
St. Marys Museum
177 Church Street South

Pages

1. CALL TO ORDER

2. DECLARATION OF PECUNIARY INTEREST

3. AMENDMENTS AND APPROVAL OF AGENDA

RECOMMENDATION

THAT the August 11, 2018 Heritage Committee agenda be accepted as presented.

4. DELEGATIONS

5. CORRESPONDENCE

6. AMENDMENT AND ACCEPTANCE OF MINUTES

4

RECOMMENDATION

THAT the July 14, 2018 heritage Committee minutes be accepted as presented.

7. BUSINESS ARISING FROM MINUTES

8. REGULAR BUSINESS

8.1 Heritage Conservation District Update

8.2 Municipal Register, Part 1 - Designations/designated property matters

8.2.1 VIA Station

8.2.2 Junction Station

8.2.3 McDonald House

8.2.4 Andrews Jeweller

8.2.5 Public Library

8.2.6 Old Water Tower

8.3 Municipal Register, Part 2 - List of Significant properties

8.3.1 Request for removal -275 Emily Street

Request for removal received by owner of 275 Emily Street. The hard copy request will be circulated at the meeting.

8.4 Heritage Grant Applications

8.5 Properties of interest or at risk (not necessarily designated)

8.5.1 West Ward School

8.5.2 North Ward School site

8.5.3 Wellington Street Bridge

8.5.4 Repairs to Flood Wall

8.6 CHO Report

8.7 Homeowner/Property owner letters

8.8 Sign Bylaw

8.9 Cultural Planning: Strategic Plan

9. COUNCIL REPORT

10. OTHER BUSINESS

10.1 Official Plan

10.2 Strategic Plan Update

10

11. UPCOMING MEETINGS

Saturday, September 8, 2018, 9:00 am, St. Marys Museum

12. ADJOURNMENT

RECOMMENDATION

THAT this meeting of the Heritage Committee adjourn at ____am.



MINUTES

Heritage St. Marys

June 9, 2018

9:00am

St. Marys Museum

177 Church Street South

Members Present: Janis Fread
Sherri Gropp
Stephen Habermehl
Larry Pfaff
Mary Smith
Michelle Stemmler
Carey Pope
Members Absent: Al Strathdee, Paul King
Staff Present: Trisha McKibbin, Director of Corporate Services

1. CALL TO ORDER

Chair Larry Pfaff called the meeting to order at 9 a.m.

2. DECLARATION OF PECUNIARY INTEREST

None

3. AMENDMENTS AND APPROVAL OF AGENDA

Item 8.1.1 – Weir Fountain

Item 8.4.1 – Grant Application, 159 Queen Street East

Moved By Stephen Habermehl

Seconded By Sherri Gropp

THAT the June 9, 2018 Heritage Committee agenda be approved as amended.

CARRIED

4. DELEGATIONS

None

5. CORRESPONDENCE

5.1 Notice of Public Meeting Concerning Proposed Zoning By-law Amendment - 45 Thames Road

Circulated for information

6. AMENDMENT AND ACCEPTANCE OF MINUTES

Moved By Mary Smith

Seconded By Michelle Stemmler

THAT the May 12, 2018 Heritage Committee meeting be accepted.

CARRIED

7. BUSINESS ARISING FROM MINUTES

Within the Agenda

8. REGULAR BUSINESS

8.1 Heritage Conservation District Update

The Weir Fountain at the corner of Queen and Wellington Streets and within the HCD is being repainted. The McConnell Club has been responsible for painting the fountain for many years. This year the work is being done by Matt Brenner who is doing a very thorough job.

8.2 Municipal Register, Part 1 - Designations/designated property matters

8.2.1 VIA Station

Nothing to report

8.2.2 Junction Station

Nothing to report

8.2.3 McDonald House

Nothing to report

8.2.4 Andrews Jeweller

Nothing to report

8.2.5 Public Library

Nothing to report

8.2.6 Town Hall

The new wood grain door to the public washrooms on the west lower level side has been installed and is a great improvement.

8.2.7 Old Water Tower

Nothing to report

8.3 Municipal Register, Part 2 - List of Significant properties

Nothing to report

8.4 Heritage Grant Applications

An application for a Heritage Grant has been received from the owners of the designated building at 159-161 Queen Street East for the installation of a new roof using a metal replacement for the asphalt shingles. The HCDAC has approved a Heritage Permit.

Moved By Stephen Habermehl

Seconded By Janis Fread

THAT the St. Marys Heritage Committee recommends approval of the Heritage Grant application for a new roof on the designated building at 159-161 Queen Street East.

CARRIED

8.5 Properties of interest or at risk (not necessarily designated)

8.5.1 West Ward School

Still waiting for a site plan

8.5.2 North Ward School site

Nothing to report

8.5.3 Repairs to Flood Wall

Work has begun on the floodgates but not on the floodwall. Larry hoped that there would be a good flow of water through the millrace and over the dam on the day of the Heritage Festival and the walking tour in that area.

8.6 CHO Report

Unavailable in Paul's absence. He is attending the Ontario Heritage Conference in Sault Ste. Marie.

8.7 Homeowner/Property owner letters

8.7.1 105 Queen Street West

A letter has been sent to the new owners of the designated property, the old Ingersoll house at 105 Queen Street West.

8.7.2 Proposed Letters

Committee members suggested two properties deserving letters from the Heritage Committee: Dunny's Source for Sports for work on the facade of that building, including new upper level windows; the former J. B. Tudor property at 47 Robinson Street for improvements done by the new owner.

8.8 Sign Bylaw

A draft of the updated sign bylaw has been presented to the Strategic Planning Committee. Following that committee's suggestions, a revised draft will be presented in the near future.

8.9 Cultural Planning: Strategic Plan

An opportunity to promote St. Marys as a place of cultural heritage significance is available through the National Trust. On July 7, 2018, the Trust is holding a Canada-wide Historic Places Day. Curator Amy Cubberley has registered the St. Marys Museum and it is one of the places listed on the website. For information go to: <https://www.historicplacesday.ca/>

9. COUNCIL REPORT

Councillor Carey Pope reported that council is very busy with a number of capital projects underway as approved in the 2018 budget. Currently most noticeable is the work on road surfaces, including new pavement on Water Street South.

10. OTHER BUSINESS

10.1 Self-guided Walking Tours

Trisha, Paul King and Amy Cubberley have met to review walking tours from other communities that might work as models for St. Marys. They agree that the best digital tours include a map. Currently the Heritage Resources tour app does not include this function. Unless it can be updated, the Heritage Resources model will not likely be the one chosen for St. Marys. Research

continues. (For anyone interested in a good model, Trisha recommended Yarmouth, Nova Scotia as a municipality with an excellent self-guided tour.)

10.2 Heritage Festival - July 14, 2018

Planning for this event is well underway. The opening ceremonies will be held on Friday evening, July 13, in the Town Hall auditorium. Jennifer Thorpe will perform. Larry agreed to welcome everyone to the start of the Festival. Stephen Habermehl will make the presentation of the Heritage Festival Award. Mary Smith offered to help prepare the background of the presentation text.

Trisha will be the guide on bus tours throughout the day although if any other Heritage committee member wants to do one or two of the tours, she would be glad of the collaboration.

Larry will lead a walking tour starting at the millrace and circling Milt Dunnell Field.

The BIA is working on various promotions, including a reprise of a Citizens' Picnic on the Flats in 1926. The Museum is helping with the research for this project, including preparing a number of trivia questions on St. Marys history for a family game.

10.3 Public Art

This project is still in the development phase. Although funds have been allocated from the Downtown Improvement grant to the BIA for the public art project, the money is administered by the municipality and certain tendering procedures are necessary. Trisha is preparing a detailed RFP document that will be posted on the websites required for all municipal projects and also promoted on websites that are available to mural artists across Canada. The town's GPS technician is working on a map that will show areas within the downtown where murals might be painted. These are walls that have been chosen with the approval of the owners of the buildings. Larry asked for the list of potential mural sites. Again, the idea of murals in the alleys seemed reasonable to all but the wall surfaces on buildings that can be seen as pedestrians or motorists approach the downtown are more controversial. The question arose whether free standing art, such as sculpture, will also be included. Trisha said that a few potential sites for such installations have been identified. She will keep the committee posted as this project proceeds.

10.4 Canada Day

Some events, such as the parade, will start a little later in the day than customary because July 1 falls on a Sunday this year. The new facilities in the park will be in full operation. However, the official openings for both the splash pad and the stage are scheduled for June 28 so that these ceremonies can be carried out efficiently and not detract from the Canada Day celebrations.

11. UPCOMING MEETINGS

There will be no regular meeting in July because of the Heritage Festival. The next scheduled meeting will be August 11 at the St. Marys Museum. Trisha may call a special meeting if grant or signage applications require review before August 11.

12. ADJOURNMENT

Moved By Michelle Stemmler

THAT this meeting of the Heritage Committee adjourn at 9:50 a.m.

CARRIED

Larry Pfaff, Chair

TOWN OF ST. MARYS STRATEGIC PLAN | 2018 MID-YEAR REPORT CARD

In January 2017, St. Marys Town Council adopted an action-oriented strategic plan focusing on six key strategic pillars: **infrastructure**; **communication and marketing**; **culture and recreation**; **economic development**; **growth**; and **housing**. This Report Card provides a snapshot of our achievements for the first six months of 2018 and the priorities and tactics these achievements advance.

Pillar	Priorities & Tactics	Our Achievements so far in 2018
Pillar #1: Infrastructure Focus on a progressive infrastructure plan that considers sustainability and growth, while balancing expected changes in provincial and environmental standards.	Develop a proactive infrastructure plan with short/medium/long term goals and a financial/funding plan.	Approved 2018 capital plan totalling \$9.61 M for rehabilitation and upgrades to Town assets and infrastructure.
	Ensure accessibility and inclusion are considered when designing infrastructure projects.	All capital projects reviewed and discussed with local Accessibility Advisory Committee.
	Plan for an updated water reservoir to address storage concerns.	Awarded the tender for water reservoir construction to H2Ontario on March 27, 2018. Construction forecasted to be complete by January 31, 2019.
	Plan for long-term waste management needs, with a view to reducing waste and increasing recycling opportunities.	Approved capital funding for completion of the Landfill Expansion Environmental Assessment.
	Digital fibre ducts	Received delegation from SWIFT and requested staff to research fibre optic implementation options for St. Marys. Divested Town land on Glass Street to enable Quadro Communications to begin fibre build-out in the North Ward.
	Develop a maintenance schedule for prioritized Town-owned heritage assets.	Tenders awarded and construction in progress for: historic water tower structural upgrades; library painting and roof, window, and carpet replacements; Town Hall window replacements.



Pillar

Priorities & Tactics

Our Achievements so far in 2018

Pillar #2: Communication and Marketing

Focus on a proactive approach to communication, with plans developed that are comprehensive including engagement, marketing, tourism and economic development.

Develop: an engagement policy/communications plan for the public and staff; an improved web presence; a formal social media strategy; a media relations policy; and tools to measure communications effectiveness.

Develop a strategy for tourism, wayfinding signage, marketing, positioning and identity promotion.

Actively promote existing cultural/community events and seek to develop a new or re-branded existing event.
Actively work to incorporate the river into the cultural life of the Town.

Increased proactive communications through: media releases; social media posts; engagement surveys; improved web presence; open houses for Town infrastructure projects and community issues; service club meetings; and Coffee with Council events.

Improved internal communication process through introduction of quarterly communications meetings.

Rural Economic Development grant received for wayfinding signage strategy and tender awarded to Stempski Kelly.

Directed staff to create a "Tourism Action Plan" for the Town.

Redeveloped tourism publications, including: Stories of the Stores; Quarry brochure; and trail maps, which were distributed to Ontario travel centres, regional hotels and downtown businesses.

Revitalized the lower foyer at Town Hall to reflect a more welcoming environment for visitors and to better promote tourism information.

Provided Town-related content to the St. Marys Independent to assist with the development of the annual Visitor's Guide.

Partnered with the Stratford Tourism Alliance to develop a day-tripping map and 'itinerary' for St. Marys.

Added a new Community Directory to the Recreation and Leisure Guide and rolled out online Community Events Calendar.

Hired part-time Events Coordinator and planned new "just in time" events like Wellington Street Bridge Opening, FM 96 Day, liaison to Homecoming 2020, etc.

Provided a \$10,000 grant to support the 2018 River Rock Festival, resulting in its relocation to Milt Dunnell Park.

Developed new activities for the Heritage Festival that focus on the riverway.



TOWN OF ST. MARYS STRATEGIC PLAN | 2018 MID-YEAR REPORT CARD

Pillar

Priorities & Tactics

Our Achievements so far in 2018

Pillar #3: Balanced Growth

Focus on youth retention and attraction, attraction of newcomers, and industry/business attraction, retention and expansion.

Develop a youth retention and attraction strategy, and a youth engagement council.

Implement strategies and identify key community infrastructure needed to sustain growth and attract newcomers to the community.

Actively working on the Perth4Youth Strategic Plan.

Secured additional funding and implemented programming improvements to the Youth Centre.

Partnered with Perth South to host a youth-focused business networking breakfast and a career fair at DCVI focused on youth.

Partnered with 4 Counties Labour Market Board and Cascades to host Manufacturing Day event for youth.

Continued support of DCVI co-op program and participated in youth employment panels at DCVI to educate and expose students to careers with the Town and other municipal opportunities.

Hosted Parks and Recreation Ontario Youth Engagement workshop for adults.

Received funding from PRO to establish a Youth Council and engaging with DCVI students in the co-op stream to determine how the Town can improve engagement with youth.

Progressing through the Official Plan review to identify policies for future growth and attainable housing.

Supported waiver of \$19,340 in building and planning fees for hospital expansion.

Land development recommendations discussed by staff and consensus on development needs determined.



TOWN OF ST. MARYS STRATEGIC PLAN | 2018 MID-YEAR REPORT CARD

Pillar

Priorities & Tactics

Our Achievements so far in 2018

Pillar #4: Culture and Recreation

Focus on scale-appropriate recreation services that complement the Town's strategies for balanced growth and creating a cultural experience.

Complete a recreation master plan to ensure the right fit for recreational services.

Implement strategies to fill vacant spaces at the PRC, including relocation of municipal and Library services, new programs and finding a permanent outside tenant.

Implement strategies to revitalize downtown and position the core as a culturally vibrant area, including: pedestrian friendly design; incentivizing heritage properties; investing in public washrooms; investing in local arts, culture and theatre.

Develop strategies to enhance the profile of the Town's parks, with a focus on and investments in Cadzow Park as the primary family-oriented park and Milt Dunnell Park as the location for culture and events.

Develop a forestry and tree management policy.

Adopted a Recreation Master Plan on March 27, 2018 and began acting on its recommendations: creating multi-use courts at the tennis facility; partnering with the YMCA for reciprocal use of the pool and fitness facility; completing a recreation services survey to identify community trends.

PRC Strategic Business Plan prepared and adopted.

Assigned staffing resource to focus on marketing and communications for the PRC and recreation programs.

Hosted the VON on a short-term rental contract and secured new bookings (Minor Hockey wing night).

Provided grant funding and variances for events located at the PRC to attract tourism and rentals.

Hosted PRC 10-year anniversary party complete with first ever Town-managed concert.

"Tales for Tots" hosted at the PRC in partnership with the Library.

Continued budget support of the Heritage and Façade Improvement Grants, and the Heritage Tax Rebate Program.

Supported the lease of the VIA station for cultural uses and provided a \$10,000 grant to the St. Marys Station Gallery.

Sign by-law review completed with a goal of maintaining the heritage aesthetic of the core.

Allocated \$44,000 in provincial grant monies to public art, downtown streetscaping and façade improvement/heritage property improvement.

Supported \$3,000 in cost sharing with St. Marys Community Players for improvements to Town Hall auditorium balcony.

Worked with Canadian Baseball Hall of Fame and Museum staff to install baseball exhibit to accommodate CBHFM renovations.

Approved a pavilion and splash pad for Cadzow Park revitalization in partnership with Rotary Club and Lions Club. Approved performing arts stage to complete the project.

Investments in event infrastructure at Milt Dunnell Park as a part of the spring flood remediation (i.e. electrical upgrades).

Implemented year two of the Town's quadrant tree pruning program.

Progressed Sparling Bush Management Plan. Partnered with the Rotary, UTRCA and local schools for tree plantings and removal of invasive species. Approved installation of informational signage and boundary markers.

Directed staff to create a terms of reference for a Green Committee.

TOWN OF ST. MARYS STRATEGIC PLAN | 2018 MID-YEAR REPORT CARD

Pillar

Priorities & Tactics

Our Achievements so far in 2018

Pillar #5: Economic Development

Focus on culture as an economic driver, including the integration of creative planning concepts, while balancing traditional approaches of business attraction, retention and expansion.

Develop industry and business attraction, retention and expansion strategies, including: welcome wagon program; networking events; confidential meetings; business celebrations

Take on a leadership role in coordinating regional economic development activities and work to have a more prominent regional presence.

Divested Town-owned land at 45 Thames Road to facilitate business retention within St. Marys.
Industrial land servicing strategy review and discussion underway.

Regular meetings held with local business owners to understand current business climate and constraints in St. Marys.

Partnered with County of Perth, lower-tier municipalities and the City of Stratford on a successful \$3.1 M Community Transportation grant to create public transportation (inter-city and intra-county).

Hosted numerous business networking and roundtable events.

Participated in job fairs (London, Markham, Toronto, Guelph and Kitchener).

Worked with local employers to promote and create more uptake of the Opportunity Lives Here job board.

Reworked industrial waste surcharge program.

Partnerships developed or improved with Chamber of Commerce, Stratford Tourism Alliance, investStratford, Stratford Perth Centre for Business and municipal economic development peers.

Partnered with Stratford Tourism Alliance to develop a day-tripping map and 'itinerary' for St. Marys.

Pillar

Priorities & Tactics

Our Achievements so far in 2018

Pillar #6: Housing

Focus on diversifying the Town's housing market to encourage the creation of housing that is attainable (rentals, infill, etc.).

Review municipal policies with an aim to encourage the development of attainable housing and to explore alternative forms of housing.

Approved zoning by-law amendment for 121 Ontario Street proposal to create up to 23 rental units and approved applications for secondary units at existing residences.

Gave direction regarding policies and tactics to encourage the development of attainable housing including: amending the zoning by-law to permit secondary units; implementing inclusionary zoning; pre-zoning of lands for attainable housing; reviewing various financial incentives to encourage development of attainable housing.