

Planning & Development Committee Meeting

Council Chambers
Pembroke, Ontario
May 7, 2019
8:00 p.m.

1. Call to Order

Present:

Councillor Reavie Chair
Mayor LeMay
Deputy Mayor Gervais
Councillor Abdallah
Councillor Jacyno
Councillor Lafreniere
Councillor Plummer

Also Present:

Terry Lapierre, Chief Administrative Officer
Colleen Sauriol, Manager of Planning and Building
Heather Salovaara, Economic Development Officer
Heidi Martin, Recording Secretary

Councillor Reavie called the meeting to order at 8:00 p.m.

2. Disclosure of Pecuniary Interest and General Nature Thereof

There were no disclosures of pecuniary interest declared.

3. Approval/Amendment of Meeting Agenda

Motion:

Moved by Councillor Plummer

Seconded by Councillor Lafreniere

That the agenda of the Planning and Development Committee meeting of May 7, 2019 be approved as circulated.

Carried

4. Approval of Minutes

Motion:

Moved by Councillor Abdallah

Seconded by Deputy Mayor Gervais

That the minutes of the Planning and Development Committee meeting of April 2, 2019 be accepted as circulated.

Carried

5. New Business

a. Flood Update

Ms. Sauriol presented the report. A discussion was held with the following issues raised:

- 25 homes could be affected and that at this time only two residents from the Doran Street area have been displaced.
- City staff were thanked for their commitment and assistance provided to those affected by the flood
- the sand berm created as well as the old railroad berm have helped to stop the water from rising into the downtown area.
- the Ministry of Fisheries, Oceans and the Canadian Coast Guard has been notified of the demise of the marina lighthouse
- the Water Treatment Plant as well as the Pollution Control Centre have had no issues and residents are being assured that there are no water quality issues
- future meetings will be held in regards to the clean-up of debris and sandbag material
- www.ottawariver.ca has a question and answer section that explains how the levels are determined on the Ottawa River

b. Sign Request – Rexall Drugstore – 215 Pembroke Street East

Ms. Sauriol presented the report.

Motion:

Moved by Councillor Lafreniere

Seconded by Councillor Plummer

That the Planning and Development Committee approve the request to allow the proposed second fascia sign on the western wall of the building at 215 Pembroke Street East subject to the following conditions:

1. The proposed second fascia sign on the west wall of the building shall not exceed 1.52 m (5 feet) by 1.52 m (5 feet) in size.
2. No further signage shall be permitted on the western wall for the building at 215 Pembroke Street West

Carried

c. CIP Request – 145 Pembroke Street West

Ms. Salovaara presented the report and indicated that a resolution was before Council this evening.

d. CIP Request – 40 Pembroke Street West

Ms. Salovaara presented her report and indicated that a resolution was before Council this evening.

e. Report on Manic Enterprises Contract

Ms. Salovaara presented her information report. A discussion was held and the following points were raised:

- Mr. Camanico of Manic Enterprises provided recommendations in regards to the City's marketing material
- Mr. Camanico represents other clients as well as the City

- The City is implementing its marketing plan, which has been presented to the Pembroke Economic Development and Tourism Advisory Committee. The following area already being worked on by staff:
 - the development of a four to six page document highlighting the City's assets – will be completed by the end of June 2019
 - the development of a database for existing businesses and potential investors – currently those listed in the database receive regular follow-up
 - marketing to sectors identified for targeted outreach i.e. young entrepreneurs – currently there is information on the City's website targeting this sector

f. Signage at Boundary Road & Paul Martin Drive

Ms. Salovaara presented her report and indicated that if Committee agrees to enter into an agreement, she will provide a report at the next meeting with possible signage wording

Motion:

Moved by Councillor Abdallah

Seconded by Councillor Plummer

That the Planning and Development Committee enter into an agreement with KI Canada to erect a welcome sign at the corner of Boundary Road and Paul Martin Drive.

Carried

6. Adjournment

Motion:

Moved by Councillor Jacyno

Seconded by Councillor Plummer

That the Planning and Development Committee meeting of May 7, 2019 adjourn at 8:40 p.m.

Carried