



Council Meeting Minutes
Wednesday, October 12, 2011
3:00 p.m.
Council Chambers, Town Hall

Mayor M. Morrison (Absent – Illness)
D. Beffort (Absent – Personal Business)
N. deBoer (Arrived at 3:08 p.m.)
P. Foley
G. McClure (Absent – Personal Business)
R. Mezzapelli
R. Paterak
A. Thompson
R. Whitehead

Director of Public Works: C. Campbell
Acting Director of Development Approval & Planning Policy: H. Xu
Council/Committee Co-ordinator: B. Karrandjas
Director/Chief Financial Officer/Deputy CAO: R. Kaufman
Director of Administration/Town Clerk: K. Landry

Other Staff Present Specific Items Only
Senior Development Planner: C. Blakely
Mgr. By-law Enforcement & Prop Standards: G. Blakely
Senior Transportation Planner: K. Chawla
Economic Development Officer: S. Dolson
Senior Policy Planner: O. Izirein
Corporate Communications Manager: L. Johnston
Web Editor and Graphic Design Specialist: B. Kelly
Manager of Economic Development: N. Lingard
Environmental Progress Officer: S. Peckford
Treasurer: F. Wong

1. **CALL TO ORDER**

Councillor Thompson assumed the role of Chair.

Councillor Thompson called the meeting to order at 3:01 p.m.

2. **PRAYER AND O CANADA**

Councillor Thompson opened the meeting with a prayer.

3. **APPROVAL OF AGENDA**

Moved by R. Paterak - Seconded by R. Whitehead

2011-619

That the agenda for the October 12, 2011 Council Meeting be approved.

Carried.

4. **DISCLOSURE OF PECUNIARY INTEREST** – None stated.

5. **COUNCIL WORKSHOP**

Moved by R. Paterak - Seconded by R. Whitehead

2011-620

That Council convene into Council Workshop.

Carried.

1. Drive Through Update.

Ohi Izirein, Senior Policy Planner presented the following information:

- Overview of the Town of Caledon's drive through service facilities study
- Input (the public and industry)
- Findings and Recommendations

Purpose of Study

Formulate effective policy for the development of drive through service facilities in the Town of Caledon.

Objective

A balanced approach that:

- Minimizes potential impacts on adjacent land use
- Ensures a more attractive streetscape
- Promotes functional and safe movement for pedestrian and vehicular traffic; and
- Fosters a healthy built environment

Recap

October 2002	OMB approved a Tim Horton's drive through service facility in the Bolton Core Area
September 2004	Council adopted OPA 191 prohibiting further drive-through service facilities in Bolton Core Area Council directed staff to conduct a study on drive-through service facilities in Caledon from a land use perspective
January 2005	Council endorsed the Terms of Reference for drive through service facilities study
January 2006	Council received staff report (PD-2006-04) on the results of the drive through service facilities study

Report (PD-2006-04) Objective

- To examine and identify locations and policy to guide future drive through service facilities in Caledon

Report (PD-2006-04) Recommendations

- Propose new policies including:
 - Permission in specific areas of rural service centres and industrial/commercial centres subject to zoning
 - Prohibition in villages and hamlets (except in Caledon Village)
- Implement zoning provisions to deal with impacts on adjacent land use conflicts with pedestrians and automobiles; and
- Develop design guidelines to assist proponents and for the purpose of minimizing land use conflicts, and to address access, signage, noise and aesthetics issues

Report recommended that Council direct staff to hold a PIM to seek public input on the recommendations.

Council referred staff report (PD-2006-04) to a future workshop for discussion following a meeting with interested parties.

February 2006	Meeting held with interested parties and a Council workshop. Issues discussed at the workshop: <ul style="list-style-type: none">• Location/distance criteria based on the 30m proposed in Report PD-2006-04• Effects on the business community• Anti-idling initiatives
November 2008	Council considered staff report PD-2008-068. <ul style="list-style-type: none">• Resolution passed directing staff to implement a 90m setback requirement from a residential zone or lot containing residential uses
May 2010	Statutory PIM held

Public Information Meeting

Staff

- Draft OPA 204 policies (Permission only in rural service centres, industrial/commercial centres and prohibit in Villages and Hamlets)
- Draft zoning regulations to implement OPA 204 (Review of the effects of a 90m setback)
- Proposed design guidelines

Findings

- Potential for land use conflict exists
- Many Ontario municipalities are examining existing drive through policies and regulations and/or contemplating newer policies

- Conflicts may be mitigated through policies and zoning regulations, including setback requirements
- Design guidelines are useful tools for assisting proponents, addressing conflicts, promoting aesthetic qualities

Comments from the Industry

- Public good: drive through service facilities provide services to seniors, families with kids, and the physically challenged
- No evidence that drive through service facilities contribute negatively to public health (obesity etc)
- Drive through service facilities reduces the need for parking and storage of vehicles; and
- 90m setback proposed by Town is onerous

Public input

Strong preference for the Town to ban drive through service facilities outright due to:

- Environmental concerns (air quality and climate change) including increased pollution due to vehicle idling
- Noise, nuisance; and
- Public health (obesity etc)

Council

- Directed staff to hold a workshop for Council to review the setback requirements

Required actions:

The Town of Caledon should:

- Develop Official Plan policies on drive through services facilities
- Amend Zoning By-laws to implement drive through policies
- Establish Design Guidelines to assist proponents to design facilities that will:
 - Minimize potential impacts on adjacent lands;
 - Reduce conflicts with pedestrians and automobiles; and
 - Address access, signage, noise and aesthetics issues
- New policies and regulations shall not apply to existing drive through service facilities; or applications commenced prior to date of Council adoption of the amendments

Recommended Possible Policy Direction

- Permission in these specific areas of the Town subject to Zoning provisions in:
 - Rural service centre of Bolton (except in Bolton Core Area as per OPA 191) and Mayfield West
 - Industrial/commercial centres of Sandhill, Tullamore and Victoria
- Prohibition in Villages and Hamlets and all lands outside settlement areas with exception of the Commercial Core area of Caledon Village along Highway 10
- Establish and implement Zoning By-law as Official Plan policy direction

Survey of Other Municipalities

<u>Municipality</u>	<u>Setback requirement</u>
City of Kitchener	None.
City of Vaughan	Be separated from sensitive uses such as schools and residential areas with appropriate setbacks
City of Toronto	30m (Note: New policy and implementing zoning by-law proposed for adoption in early 2012)
Town of Milton	Queuing lanes and all order boxes using voice communication to order shall be located no closer than 7.5m from any street line or any Residential Zone
Town of Orangeville	Outdoor speakers and/or order boxes, but not including any associated vehicle stacking lanes, are not permitted closer than 30 metres of an R or RM Zone
City of Brampton	Drive through facilities, where permitted, shall be located in the site plan sensitive to their impact on adjacent residential areas

Proposals

Policy Options	Remarks
<u>Establish setback</u> to apply to all drive-through service facilities modeled on setbacks established by other municipalities.	Precedent established by others can be applied (with modifications) to Caledon.
Establish setback requirements depending on services provided by the drive-through service facility. e.g. <u>Setback</u> for facilities with potential to generate noise and <u>no setback</u> for non-noise generating drive-through service facilities such as a dry cleaning drive-through.	Some drive-through service facilities e.g. for banks, dry cleaning services are not viable sources of noise. Allows Town to regulate on a case by case basis.
<u>No Pre-determined setback.</u> Base approval on submission of studies that confirms restrictions to be applied to each particular drive-through service facilities	Setback Controlled on a case by case basis. Opportunity for proponent to demonstrate impacts and mitigation measures.

NOTE: Staff were requested when reporting back on this matter to include information on how noise, light pollution and impact on the environment will be addressed. Staff were also requested to address how a change in use will be dealt with e.g. a bank drive through to a restaurant drive through.

2. Enforcement Coverage and Staff Resources.

Glenn Blakely, Manager of By-law Enforcement & Property Standards presented the following information:

Background

May 3, 2011, Council requested that consideration be given to extending enforcement coverage to nights and weekends and that the associated costs be considered in the 2012 Operating Budget.

Existing Level of Service

- Manager of Regulatory Services
- Senior Enforcement Officer
- 3 By-law Enforcement Officers
- Weekdays 8:30 a.m. to 4:30 p.m.
- After-hours coverage if required as over-time

After Hours Enforcement Issues

- Illegal fill activity
- Noise complaints
- Licensing Complaints (Ice Cream, Taxi, Tow Trucks)

After Hours Related Complaints			
Type Complaint	2009	2010	2011
*Fill	27	47	27
*Noise	16	23	26

*complaints based on total complaints received. No statistics for after hours only.

	2009	2010	2011
Fill Permits	9	16	8
Fill Orders	5	22	26

After Hour Service Levels in Other Municipalities		
Municipality	Hours	Staffing
Ajax (90,000)	Mon – Fri 9:00-4:30 After hours on-call 24 hrs. (Council)	3 By-law Officers 3 Part-Time
Aurora (53,000)	Mon – Fri 8:30-4:30 (Prop. Stand) 7/Wk. – By-law – Park, By-law Enf.	3 Prop. Stand Officers 5 By-law Officers
Clarington (77,800)	Mon. – Fri. 9:00 4:30 No after hours	4 By-law Officers
Georgina (43,000)	Mon. – Fri 8:30 – 4:30 No after hours	3 By-law Officers Fill regulated Eng.
Guelph (115,000)	By-law - 7/wk 24 hour Noise, Zoning, Parking	4 By-law Officers 15 Licence and Parking
Halton Hills (56,000)	8:30 - 4:30 Mon. - Fri. Evening and weekends as reqd.	2 By-law Officers 1 Part-time 2 Prop. Stand.
Innisfil (32,000)	8:30-4:30 Mon. – Fri. One officer to 6:00 pm	3 By-law Officers
Newmarket (75,000)	8:30 - 4:30 Mon. - Fri. No after-hours	4 By-law Officers
Orangeville (27,000)	9:00 – 4:30 Mon. – Fri. No after-hours	2 By-Law Officers
Quinte West (44,000)	8:30 - 4:30 Mon. - Fri. No after-hours	2 By-law Officers 2 Summer Casual
Richmond Hill (163,000)	8:30 - 4:30 Mon. - Fri. No after-hours	9 By-law Officers
Whitby (111,000)	9:00 – 4:30 Mon. - Fri. No after- hours	5 By-law Officers

Overview of Service Levels in other Municipalities

- After hours generally performed as required and as overtime
- Increased service levels do not provide additional revenues
- Service levels increased to deal with
 - Noise
 - Site meetings with residents
 - View activity not normally observed during day

Enforcement Alternatives

- Public Awareness – Fill
 - Larger notice signs for approved fill sites
 - Signs posted 30 days prior to filling activity
 - Public awareness program to address
 - Requirement for fill permits
 - What to do if illegal filling is occurring
 - Newspaper articles, website information and information brochures
- Public Awareness – Noise
 - Provide information available on web site and newspaper on how to deal with noise issues
 - Prepare a brochure for distribution at town facilities

Enforcement Options			
Option	Advantage	Disadvantage	Cost
Provide Officer on-call from home to be dispatched to call	Set parameters for calls that are responded to. Council/Public has resources for after hour response.	Officer response time will vary dependent on their location.(1-3 hours) Impact to coverage during week. Cost benefit dependent on # of calls responded to.	\$30,000.00
Provide additional officer and rotating schedule	Dedicated coverage after hours/weekends. Meet property owners after hours. Deal with complaints effectively/proactively	Difficult to be at right place at right time Rely on complaints.	\$85,000.00
Provide rotating schedule of existing resources	Dedicated coverage after hours/weekends. Meet property owners after hours. Deal with complaints effectively/proactively	Fewer resources during day. May Impact response dependent on call volume during day.	No direct financial cost. Overtime in some cases.

Enforcement Alternatives

Revenue source for additional Resources

- Fill permit increase to offset cost of additional resources
 - Increase load fee from \$1.00 – \$2.00
 - Increase will impact large scale fill sites
 - Projected revenue increase of \$15,000.00

Fill Permit Revenue			
	2009	2010	2011
Fill	\$25,684.00	\$18,416.00	\$19,278.00

Other Enforcement Initiatives

Clean Yards By-law

- Will provide more effective enforcement of property standards issues

Short Form Wordings

- Development of short form wordings for by-laws allowing tickets to be issued for minor offences such as noise, dumping of fill and clean yards

Other Enforcement Initiatives

Cost Recovery

- Review of options to provide cost recovery on enforcement initiatives

3. Social Media.

Laura Johnston, Corporate Communications Manager and Brittany Kelly, Web Editor and Graphic Design Specialist presented the following information:

Social Media: The Opportunity

- Social media tools – like Facebook, Twitter and YouTube – have changed the way the world shares information
- Combining online opportunities with our current communications activities will enhance and extend our engagement with residents and stakeholders
- Social media also facilitates dialogue from both sides of the conversation

Social Media: The Benefits

- Every department in the Corporation will benefit from the addition of social media to their communications and marketing efforts
- Cost effective option for educating and promoting
- An outlet to continue to be open and transparent in communicating Town news
- Enhanced communication from the Town aligns with the Community Based Strategic Plan

Social Media: What for?

- Social media communications is more than just timely - it is immediate
- Marketing and promotions: an excellent tool for promoting community events and encouraging tourism
- News updates: road or facility closures, program updates, notices of upcoming meetings
- Interactive: generate customer feedback, an opportunity to measure

Social Media: How can we use it?

- Already successful campaigns for Farmers' Market and Caledon Day
- Caledon Day social media campaign target was 100km radius of Caledon; reached as far away as Buffalo, N.Y.
- Several Committees of Council are anxious to have a presence in the social media world
- Corporately, an opportunity to unify communication efforts and create a solid presence, and a single voice

How are our neighbours using it?

- municipalities in Ontario with 125 actively using social media
- Sept. 1, 2011 the Londoner Magazine reporting on AMO conference
- Most municipalities are using Facebook and Twitter
- Majority of Canadian municipalities using social media have a single official corporate account to communicate information about municipal programs, services, initiatives, projects and decisions

The Caledon Model

- Establish a single Corporate presence to be maintained, managed and monitored by Corporate Communications
- Council, committees and staff will work with Communications to have messages relayed through the various social media channels
- Consolidation will streamline monitoring and evaluating successes and challenges and will facilitate timely and accurate response
- One-stop-shop for the public

Implementing the Caledon Model

- Establish process, guidelines, procedure
- Create Policy for approval by Council
- Launch public education campaign, advertise and promote
- Establish process for measuring effectiveness of social media efforts (return on investment)

NOTE: Council commented on the importance of focusing on the launch and effectiveness of a new website prior to implementing the use of social media.

Moved by R. Paterak – Seconded by R. Whitehead

2011-621

That Council rise out of Council Workshop.

Carried.

6. PUBLIC QUESTION PERIOD

Victor Labreche, Labreche Patterson & Associates represents the industry coalition as it relates to drive through regulations in a number of municipalities. V. Labreche provided an overview of what has happened over the past 6 years as it relates to drive-through regulations. V. Labreche advised that an Official Plan prohibition is not in accordance with the law. V. Labreche distributed a hand out from the Digest of Municipal & Planning Law called "Official, But Illegal: Are Official Plans Being Used in a Manner That Is "A Bridge Too Far?". V. Labreche indicated that the concern regarding emissions is a perception and that there should be a level playing field for all types of development.

Gayle Bursey, Director, Chronic Disease and Injury Prevention, Region of Peel, Health Department advised that they have been requested to work with municipalities within Peel to promote healthier living with "walkable communities" and indicated their willingness to participate and provide information to the Town as it reviews its regulations regarding drive-throughs.

Joe Grogan, resident complimented staff for their research. J. Grogan indicated that Council has a difficult decision to make in trying to balance the needs of residents and businesses. J. Grogan inquired of V. Labreche whether urban design guidelines are enforceable?

Victor Labreche, Labreche Patterson & Associates advised that municipalities are encouraged to use urban design guidelines as a site plan control mechanism.

Joe Grogan inquired if these particular guidelines can be enforced?

Victor Labreche, Labreche Patterson & Associates advised that they are not enforceable.

7. **BY-LAWS**

Moved by R. Paterak – Seconded by R. Whitehead

2011-622


That the following by-law be taken as read three times and finally passed in open council:

2011-135 To confirm the proceedings of the October 12, 2011 Council Meeting.


Carried.

8. **ADJOURNMENT**

On verbal motion moved by Councillor Paterak and seconded by Councillor Whitehead, Council adjourned at 6:06 p.m.



Allan Thompson, Acting Mayor



Karen Landry, Clerk

