



February 21, 2017

**Re: Stakeholder Meeting #2
City of Stratford Comprehensive Zoning By-law Review**

Dear Stakeholder:

The City of Stratford is preparing a new Comprehensive Zoning By-law which will replace the current Zoning By-law No. 201-2000. **As a leader in the community you/your organization has the insight needed to ensure this new Zoning By-law reflects the needs of the community. Read on for how you can be involved.**

Following the first Stakeholder Meeting on October 21, 2015, the project team has prepared a first draft of the City's New Comprehensive Zoning By-law for consultation. To obtain and review the Draft Comprehensive Zoning By-law and interactive mapping, visit our project website: <https://shapingstratford.ca/>

A zoning by-law is a by-law passed by a municipality to regulate the use of land in the municipality. A zoning by-law divides the municipality into various zones (i.e., residential, commercial, employment, open space, etc.) and specifies how the land may be used by establishing: the types of permitted uses; where buildings may be located on a property; the scale, intensity and form of the building; parking requirements; and other matters. The zoning by-law is the primary tool in implementing the policies of the City's new Official Plan, and must conform to the Official Plan's strategic planning objectives for the community.

In April 2015, the City of Stratford retained MMM Group Limited, a WSP Company, to undertake the preparation of the City's new Comprehensive Zoning By-law. The Comprehensive Zoning By-law will provide updated zoning and development standards that reflect new policy and regulatory initiatives at the provincial and City level (e.g. the City's new Official Plan). The Comprehensive Zoning By-law will also incorporate zoning regulations for the annexed lands which are regulated within the Township of Perth East Zoning By-law No. 30-1999 and the Township of Perth South Zoning By-law No. 4-1999.

The project is being completed in three (3) phases:

- Phase 1: The review and analysis of relevant background information and key zoning related issues (fall 2015);
- Phase 2: The development of the draft Comprehensive Zoning By-law (fall 2016); and
- Phase 3: The development of the final Comprehensive Zoning By-law and recommendation for adoption by City Council (fall 2017).

The project process and key project outcomes will be informed by a public and stakeholder consultation program that aims to provide those who are engaged with a range of opportunities to provide the study team with their thoughts on zoning within the City. Following the Stakeholder Meeting, the project team will work to prepare a Final Draft Comprehensive Zoning By-law for presentation at a subsequent Public Open House, prior to bringing forward the Zoning By-law at a final public meeting before Council.

This letter invites you to attend a second stakeholder meeting on **March 9, 2017** at the **Stratford Rotary Complex (Community Hall B), 353 McCarthy Road West, Stratford**. The meeting will be held between **3:00 p.m. and 5:00 p.m.** A presentation will be given by the project team followed by a roundtable discussion to discuss your comments on the Draft Comprehensive Zoning By-law, November 2016. We request that all participants review the Draft Comprehensive Zoning By-law and come prepared to provide their comments on the Draft Zoning By-law.

We hope that you are available to attend this important meeting to inform the development of the City's Comprehensive Zoning By-law. Please provide your **RSVP** if you plan to attend the Stakeholder meeting to Jeff Leunissen (jleunissen@stratfordcanada.ca) at (519) 271-0250 Ext. 221 by **March 2, 2017**.

If you are unable to attend the Stakeholder meeting, we welcome your attendance and participation at the Public Open House which will be held on the evening of March 9, 2017, from **7:00pm to 9:00pm** at the **Stratford Rotary Complex (Community Hall B), 353 McCarthy Road West, Stratford**.

For further information on the City's Comprehensive Zoning By-law Update, and to review and comment on the Draft Comprehensive Zoning By-law and interactive mapping, visit our project website: <https://shapingstratford.ca/>

The City of Stratford is obtaining information for this study to assist in developing the Comprehensive Zoning By-law. Comments and information received will be used in accordance with the *Municipal Freedom of Information and Protection of Privacy Act*.

The meeting is being conducted in accordance with the *Accessibility for Ontarians with Disabilities Act (2005)*. For additional information about the accessibility of the **City Hall Council Chambers** or if you require meeting materials to be provided in an alternate format please contact Jeff Leunissen (jleunissen@stratfordcanada.ca) at (519) 271-0250 Ext. 221.

We appreciate your time and consideration in participating in this important study.

Respectfully,



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