

Township of Brock Downtown CIP Review and Update

Statutory Public Meeting

May 27, 2024

This project is funded in part by the Ontario Ministry of Agriculture,
Food and Rural Affairs and the Region of Durham.



Statutory Public Meeting

1. What is a CIP?
2. Current Downtown CIP
3. Why Review and Update
4. Review Process
5. Proposed CIP
6. Next Steps

Introductions

- **From WSP:**

- Robert Rappolt, RPP, MCIP – Project Manager
- Bobby Gauthier, PMP, RPP, MCIP – Strategic Advisor
- Alexander Adams – Planner

- **From the Township:**

- Robin Prentice, MCIP, RPP – Director of Development Services

What is a CIP?

- A CIP is a planning tool permitted under Section 28 of the Planning Act.
 - Designate the Community Improvement Project Area (CIPA)
 - Prepare and adopt the CIP
 - Administer financial incentive programs
- A Community Improvement Plan (CIP) is a revitalization tool to:
 - Encourage community improvement and revitalization
 - Address specific revitalization challenges and opportunities
 - Toolbox of financial incentives to encourage investment revitalization
- CIPs are commonly used by municipalities throughout Ontario.

Brock's Current Downtown CIP

- The Downtown CIP was approved by Council in 2013.
- Applies to the Downtown Areas of Beaverton, Cannington, and Sunderland
- Establishes a range of financial incentive programs
- CIP establishes eligible costs and eligibility criteria for each program
- Grants are limited to set percentage of the project's cost, up to a maximum value



Brock's Current Downtown CIP

- **Downtown CIP performance since 2013:**

- 21 grants have been awarded, with 100% approval rate
- Total value of community improvement works (project value) is over \$400,000
- Total value of awarded grants is \$97,000

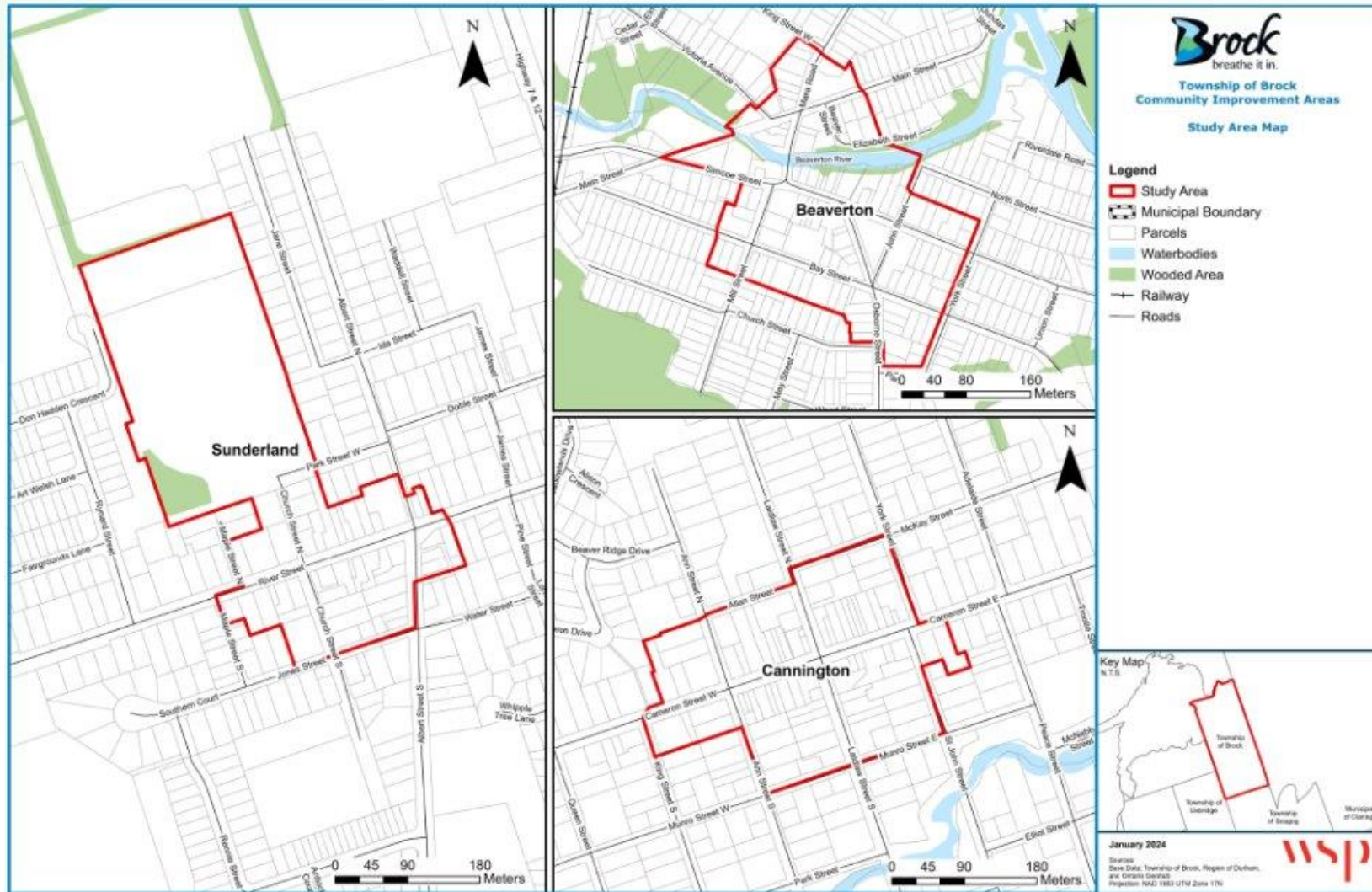
- **Location of awarded grants:**

- 6 in Beaverton, 10 in Cannington, and 5 in Sunderland

- **Type of grant:**

- 19 Façade Improvement Grants
- 1 Façade Improvement and Residential Habilitation Grant(s)
- 1 Permit Fees, Façade Improvement, and Tax Increment Grant

Study Area and Current Community Improvement Project Area



Project Timeline

Project Start



Project Finish

Phase 1: Project Initiation and Discussion Paper
Late November 2023: Project Initiation and Community Walking Tour
January – February 2024: Discussion Paper and Stakeholder Meetings
March 11: Presentation to Council
Phase 2: Draft Downtown CIP and Public Consultation
April: Draft CIP and CIPA
April 30: Public Open House
May 2: Key Stakeholder Workshop
Early May: Stakeholder Meetings
Phase 3: Downtown CIP and Council Adoption
May 27: Statutory Public Meeting
June: Council Adoption

Why Update the CIP?

The Downtown CIP was intended as a 10-year revitalization strategy. The revitalization priorities of the Township have evolved, and the CIP needs to be responsive and remain relevant to revitalization challenges and opportunities.

1. Revisit the vision, goals, objectives and municipal leadership initiatives
 - What are the current revitalization challenges and opportunities?
2. Refine the financial incentive programs
 - Are the programs relevant and are the eligible costs appropriate?
3. Review CIP administration and implementation policies
 - Can implementation of the CIP be more effective and efficient?
4. Assess the CIPA boundaries
 - Which properties may be eligible to apply to the financial incentive programs?

Revitalization Priorities

1. Building facades and signage
2. Housing
3. Heritage buildings and properties
4. Landscaping and property maintenance
5. Surface parking areas
6. Laneways and alleys
7. Strategic sites and areas
8. Variation in revitalization priorities between Beaverton, Cannington, and Sunderland



What We've Heard from the Community

1. Broad support for undertaking the Downtown CIP review and update
2. Township has an important role for undertaking supporting initiatives that will contribute to the long-term effectiveness of the Downtown CIP
3. Opportunity to further recognize the history and heritage of the Downtown Areas
4. Important to identify the right types of community improvement works and associated values of the financial incentive programs
5. Consideration for flexibility regarding who is eligible to apply and which properties / uses
6. Promote and market the Downtown CIP to encourage uptake
7. Critical that the financial incentive programs are appropriately funded

Updated Downtown Community Improvement Plan

- Draft Community Improvement Plan, dated May 2024
- Updated Vision
- New Community Improvement Project Area and Mapping
- Two “Priority Areas”
- Changes to existing grant programs
- New Catalyst Development Program, Downtown Housing Program, Business Support Program, and Priority Property Program.
- General Eligibility Policies
- Municipal Leadership Strategy
- Administration

Vision, Goals and Objectives

Vision

- A unique, vibrant and distinguished destination that benefits from an authentic and rich history with a mix of uses and activities
- Well maintained that celebrates the beauty of buildings and properties
- Safe, accessible, and walkable
- Range of housing options

Goals and Objectives

- Celebrate the rich history and heritage of the Downtown Areas
- Support additional housing opportunities
- Vibrant areas for businesses, residents and tourists

Municipal Leadership Initiatives



Gateway Improvements

- Gateway features are built elements (ex. walls, plantings, signs, markers, public art, arches, etc.) that create a local sense of place and identity.



Wayfinding and Signage

- Wayfinding and signage contribute to visitor experience and economic activity, by promoting local businesses and directing visitors to local attractions.



Heritage Recognition and Preservation

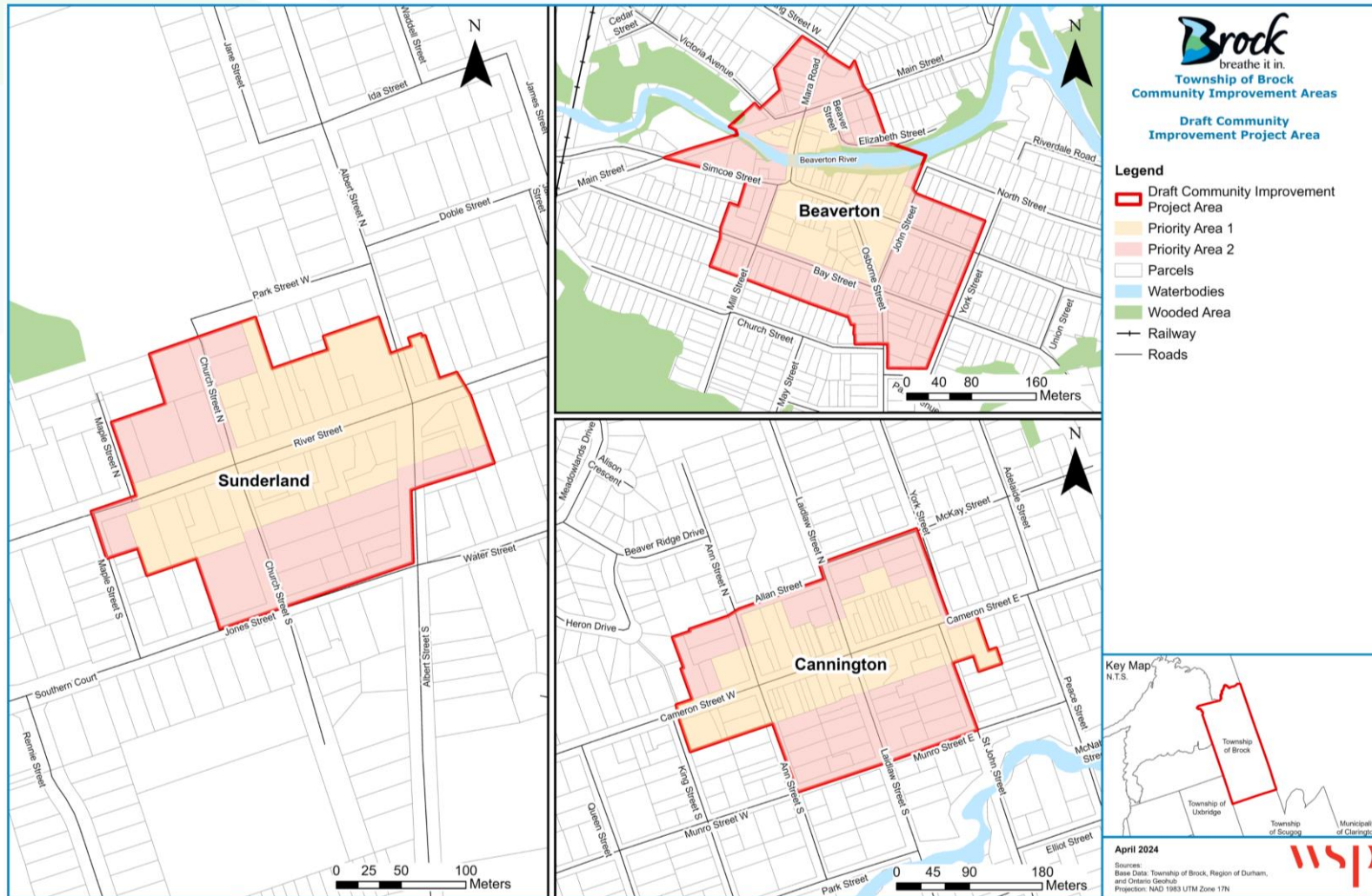
- Opportunities to better recognize heritage properties and buildings, including their conservation and preservation.



Marketing and Communications

- A marketing and communications plan to support the implementation of this CIP is critical to its long-term success.

Proposed CIPA – Priority Areas



Planning and Building Fees Program

Purpose

Grant to offset fees associated with Planning Act applications and building permits that are incurred for certain types of community improvement works.

Financial Incentive Value

100% of eligible costs, or \$5,000, whichever is less.

Eligible Fees

Fees associated with Planning Act applications and Building Permits.

Availability

Available to all commercial, office, and mixed-use properties located in Priority Area 1 and Priority Area 2, as shown on the CIPA.

Development Charges Program

Purpose

Grant to offset the Township's portion of development charges applicable to residential, non-residential, and mixed-use development.

Financial Incentive Value

In Priority Area 1, 50% of eligible costs, or \$10,000, whichever is less.

In Priority Area 2, 25% of eligible costs, or \$5,000, whichever is less.

Eligible Costs

Fees associated with Development Charges.

Availability

Available to all commercial, office, and mixed-use properties located in Priority Area 1 and Priority Area 2, as shown on the CIPA.

Façade Improvement Program

Purpose

Grant to encourage improvement of building façades in a manner that recognizes the unique heritage and character of the Downtown Areas.

Financial Incentive Value

In Priority Area 1 and 2, depends on location of building and location of façade work.

Eligible Costs

Costs associated with restoration of façade, architectural detailing, window and door replacement, new lighting or awning, and improvements that contribute to barrier free access.

Availability

Available to all commercial, office, and mixed-use properties located in Priority Area 1. Additionally, available to any buildings designated under Part IV or V of the Ontario Heritage Act.

Signage Improvement Program

Purpose

Grant to encourage improvement to business signage that contributes to a unique sense of place and captures the interest of those passing by.

Financial Incentive Value

In Priority Area 1, on a property that has only one street facing façade, 50% or \$4,000, whichever is less. On a corner lot, 50%, or \$8,000, whichever is less.

In Priority Area 2, 50% of eligible costs, or \$2,500, whichever is less.

Eligible Costs

Cost of installation or replacement of new signage, improvement of existing signage.

Availability

Available to all commercial, office, and mixed-use properties located in Priority Area 1 and Priority Area 2, as shown on the CIPA.

Property Improvement Program

Purpose

Grant to encourage improvements to properties and privately owned surface parking areas.

Financial Incentive Value

In Priority Area 1, 50% of eligible costs, or \$10,000, whichever is less.

In Priority Area 2, 50% of eligible costs, or \$5,000, whichever is less.

Eligible Costs

Cost of improvement to existing surface parking areas and pedestrian connections, stormwater management infrastructure, barrier free parking and pedestrian walkways, and professional services.

Availability

Available to all commercial, office, and mixed-use properties located in Priority Area 1 and Priority Area 2, as shown on the CIPA.

Catalyst Development Program

Purpose

Grant to encourage private sector investment in major development or redevelopment projects.

Financial Incentive Value

Based on the tax increment (percentage of post-development increase to municipal tax assessment). The grant shall be paid over an agreed time basis, on a depreciating basis. The total cumulated value of the grant over the grant period shall not exceed 50% of eligible costs.

Eligible Costs

Cost of development, redevelopment, renovation or major additions for mixed-use buildings, infrastructure and progressional services.

Availability

Available to all properties located in Priority Area 1 and Priority Area 2, as shown on the CIPA.

Downtown Housing Program

Purpose

Grant to promote new housing opportunities within the Downtown Areas.

Financial Incentive Value

At market rate, 50% of eligible costs, or \$10,000 per residential unit, whichever is less. The maximum number of residential units eligible shall be four units per property, or \$40,000 per property.

As affordable, 50% of eligible costs, or \$15,000 per residential unit, whichever is less. The maximum number of residential units eligible shall be four units per property, or \$60,000 per property.

Eligible Costs

Intensification, development, conversion, or renovation of residential units in mixed use building.

Availability

Available to all commercial, office, residential, and mixed-use properties located in Priority Area 1 and Priority Area 2, as shown on the CIPA.

Commercial Support Program

Purpose

Grant to support continued commercial viability in the Downtown Areas.

Financial Incentive Value

50% of eligible costs, or \$10,000, whichever is less.

Eligible Costs

Costs for commercial rehabilitation or conversion, or business improvement, such as patios and outdoor seating.

Availability

Available to all existing commercial uses, and where a non-commercial use is proposed to be converted to a commercial use in Priority Area 1.

Priority Property Program

Purpose

Grant to expedite the revitalisation of specific properties characterized as being need of improvement, or are situated in prominent locations, or having significant value to the community, or where their revitalization would function as a broader catalyst.

Financial Incentive Value

A priority property shall be eligible for any financial incentive established by this Plan. In all cases except for the Catalyst Development Program, the max value of the financial incentive program shall be doubled, or 75% of eligible costs, whichever is less.

Eligible Costs

Any financial incentive program established by this Plan.

Availability

Identified within Schedule B of the CIPA.

General Eligibility Criteria

1. Property must be located within the CIPA.
2. Community improvement works must contribute to achieving the revitalization goals and objectives for the Downtown Areas.
3. Proposed works must be consistent with the Façade Design Guidelines for Beaverton, Cannington, and Sunderland.
4. Applications must conform to applicable land use planning policy and applicable laws (e.g., Township, Region, Province of Ontario, and Government of Canada, and/or the Lake Simcoe Region Conservation Authority).

Administrative Policies

- The Plan establishes a Plan Administrator to improve efficiency and customer service in response to incentive applications.
- A Review Plan composed of staff from relevant Township Staff will evaluate applications.
- The Administrator may seek formal direction from Council on matters related to issues a section of a case-by-case basis



Conclusions

- The draft Downtown CIP has benefited from consultation with the community and key stakeholders
- There are opportunities to expand programs based on feedback on the current CIP
- Monitoring and refinement to the Plan will continue
- Grant availability is subject to funding



Next Steps

Next Steps

1. Review input and feedback
2. Revise Draft CIP and CIPA
3. Present Final CIP for Council Adoption



Thank You.

