

Attachment 4: Summary of Comments and Responses

	Agency / Organization	Date Received	Comment Received	Project Team's Response
1	Brock Board of Trade	30-Apr-24	What is the intent of the financial incentives programs that contemplate heritage buildings?	The intent of the incentive programs that contemplate listed and/or designated heritage buildings is to support future initiatives that the Township may undertake to formally recognize heritage resources within the downtowns.
2	Brock Board of Trade	30-Apr-24	How may non-profits support municipal leadership strategies?	The Municipal Leadership Initiatives are intended to be undertaken by the Township, but also contemplate that implementation may require coordination, collaboration, and partnership with a broad range of stakeholders, including other levels of government, as well as non-government agencies and organizations.
3	Brock Board of Trade	30-Apr-24	How can general awareness of the Downtown CIP be improved?	The Township intends to undertake a subsequent initiative to develop a marketing and communications plan to promote the Downtown CIP and generate broad interest and awareness of the financial incentive programs.
4	Mayor/ Councillors	30-Apr-24	Can landowners use landscaping grants to enhance appearance of dumpsters in parking lots?	The Property Improvement Program identifies waste and refuse containers and/or enclosures as an eligible cost, with the intent to improve overall aesthetic appearance.
5	Mayor/ Councillors	30-Apr-24	Is there a need or opportunity to update the façade guidelines?	An update to the façade guidelines is not currently proposed. Staff will monitor implementation of the Downtown CIP and note if an update to the guidelines may be warranted.
6	Mayor/ Councillors	30-Apr-24	There is some concern regarding historic uptake of the 2013 Downtown CIP. How might this be addressed?	The Township intends to undertake a subsequent initiative to develop a marketing and communications plan to promote the Downtown CIP and generate broad interest and awareness of the financial incentive programs. Uptake will also depend on the funding available for the Downtown CIP on an annual basis.

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7	Mayor/ Councillors	30-Apr-24	What if landowners do not support applications from tenants?	The marketing and communications plan to promote the Downtown CIP is intended to generate broad interest and awareness of the financial incentive programs. This may contribute to more effective coordination between landowners and tenants through a better understanding of the opportunities available through the Downtown CIP.
8	Mayor/ Councillors	30-Apr-24	Risk that businesses may receive funding and close down shortly after	It is acknowledged that this is an inherent risk with the administration of a CIP. The Downtown CIP establishes many policies that are intended to safeguard the Township's resources. Continued monitoring and evaluation of implementation of the Downtown CIP may inform future updates or amendments.
9	Mayor/ Councillors	02-May-24	Opportunities for partnerships?	The Municipal Leadership Initiatives are intended to be undertaken by the Township, but also contemplate that implementation may require coordination, collaboration, and partnership with a broad range of stakeholders, including other levels of government, as well as non-government agencies and organizations.
10	Stakeholder Workshop	02-May-24	Beaverton: Desirable - the historic Town Hall, the Library, and the Waterfront Needs improvement - streetscape, aesthetics, lack of cohesion, the bridge is closed, and land uses.	The Downtown CIP identifies a shared revitalization vision and goals and objectives for the Downtown Areas. This includes celebrating the history and heritage of the Downtown Areas, supporting new housing opportunities, the promotion of tourism, and ensuring the Downtown Areas are vibrant. The Municipal Leadership Initiatives also identify different opportunities to implement the revitalization vision, and reflect input received from participants of the Workshop. This includes

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11	Stakeholder Workshop	02-May-24	<p>Cannington:</p> <p>Desirable - parkland and river in Cannington.</p> <p>Needs improvement - parking behind stores, closed store fronts, lack of cohesion, second floor of the library and the aesthetics of the downtown.</p>	gateway improvements, programming, wayfinding and signage, heritage recognition, and investing in infrastructure.
12	Stakeholder Workshop	02-May-24	<p>Sunderland:</p> <p>Desirable - parks and walking trail.</p> <p>Needs improvement - parking and the aesthetics of the downtown, cohesion, vacant store fronts, and streetscapes.</p>	
13	Stakeholder Workshop	02-May-24	<p>Participants identified the following priorities for revitalization vision:</p> <ul style="list-style-type: none"> - Pedestrian oriented, walkable, - Connections to waterfront/parks, - Cohesive look of storefronts, - Heritage small town feel, - Vibrant hub of activity with unique shops and restaurants, - Historic archways, - Accessible, - Thriving businesses, - Coordinate hours of operation, - Signage and wayfinding, - Food trucks, festivals & street closures. 	The Downtown CIP identifies a revitalization vision and goals and objectives for the Downtown Areas. This includes celebrating the history and heritage of the Downtown Areas, supporting new housing opportunities, the promotion of tourism, and ensuring the Downtown Areas are vibrant. The Municipal Leadership Initiatives also identify different opportunities to implement the revitalization vision, and reflect input received from participants of the Workshop. This includes gateway improvements, programming, wayfinding and signage, heritage recognition, and investing in infrastructure.

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14	Stakeholder Workshop	02-May-24	All municipal leadership initiatives were supported and deemed important. Gateway improvements and heritage recognition were deemed high priority, and wayfinding and marketing and communication were deemed medium priority. Comments: Need to get visitors into the downtowns, signage to direct people to parks and attractions, maintenance of heritage buildings important, ongoing marketing, more festivals/ events and street closures.	The proposed Downtown CIP now includes a specific Municipal Leadership Initiative that focuses on programming the Downtown Areas and contemplates events and activities that may be held to attract residents and visitors alike. The proposed municipal leadership initiative also identifies opportunities to collaborate, partner, and cooperate with the Region, local business, and other relevant agencies and organizations to support implementation.
15	Stakeholder Workshop	02-May-24	Financial Incentive Programs - façade improvements, signage improvements, property improvement, and priority properties all identified as very important. Planning and building fees, development charges, catalyst development program, downtown housing, and commercial support program all identified as important.	Each of the financial incentive programs identified as very important have been included in the recommended Downtown CIP given the support received for each. The Township notes that the Catalyst Development Program is not proposed to be included in the final CIP.
16	Stakeholder Workshop	02-May-24	Draft Community Improvement Project Areas (CIPA) - broad support for the draft CIPA, and delineation of Priority Area 1 and 2. Some comments about the need to monitor the Downtown CIP, and specifically Priority Area 1 and 2, to understand if they should be updated over time. Request to include 318 Victoria St in Priority Area 1.	The proposed Community Improvement Project Area has been reviewed and some minor updates are proposed in response to public feedback and input. The proposed Downtown CIP includes a plan monitoring and evaluation framework which may be used by the Township to monitor the success and implementation of the Downtown CIP over time, and to inform any updates or modifications that may be deemed necessary over the plan horizon.

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17	Stakeholder Workshop	02-May-24	Improvements to community infrastructure (i.e. the Cannington library) would contribute to activating the Downtown Areas by attracting visitors and residents.	The revitalization vision and Municipal Leadership Initiatives identify different opportunities and priorities for activating the Downtown Areas and creating a more vibrant, & engaging experience for residents & visitors.
18	Public		Opportunities to close the street. Streets should be activated, host events.	The Municipal Leadership Initiatives have been updated to include an additional initiative titled "Programming the Downtown Areas". The recommendations include a range of opportunities to activate the Downtown Areas, including potential closure of streets, where this may be desirable.
19	Region of Durham, Economic Development	07-May-24	Consider adding a section outlining the successes and challenges of the previous CIP?	This information has not been incorporated in the new Downtown CIP. The Background Report includes an analysis of the performance of the 2013 Downtown CIP and offers context on the Downtown CIP and financial incentive programs.
20	Region of Durham, Economic Development	07-May-24	Review the maximum value for façades facing rear surface parking area.	The values have been re-assessed and revised as appropriate.
21	Region of Durham, Economic Development	07-May-24	For the property improvement incentive, will the agreement be ad-hoc or ready to go?	It is the intention of the Township to implement a streamlined application and approval process, and to the extent feasible, will endeavour to administer template documents in this regard.
22	Region of Durham, Economic Development	07-May-24	For the catalyst development program, include table detailing the percentage of tax increase.	Based on several factors, including administration and funding, it is proposed that the Catalyst Development Program be removed from the updated Downtown CIP.
23	Region of Durham, Economic Development	07-May-24	Do all new residential units created need to be affordable to be eligible for CIP funding, or is this section only speaking to certain situations where affordable units are a requirement for funding?	The Downtown Housing Program contemplates both "market rate" and "affordable" dwellings as eligible for financial incentives.

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24	Region of Durham, Economic Development	07-May-24	Could the Downtown CIP list specific departments to be included on the Review Panel be listed for greater transparency?	Specific departments and/or roles have not been identified in the CIP to allow for flexibility for the Review Panel to change over time as roles within the organization evolve. The Downtown CIP notes that Regional Economic Development staff should also be included on the Review Panel.
25	Region of Durham, Economic Development	07-May-24	If not all programs are funded in a given year, consideration should be given to clearly informing which programs do have funding on a year-to-year basis to help applicants plan projects.	The Downtown CIP has been updated to establish greater clarity on program availability based on funding on a year-to-year basis.
26	Region of Durham, Economic Development	07-May-24	Will the Township be preparing a digitally fillable application package? Will this be done through Cloud Permit?	It is the intention of the Township to implement a streamlined application and approval process, and to the extent feasible, will endeavour to administer template documents in this regard. At this time, Cloud Permit is not being considered for the Downtown CIP.
27	Region of Durham, Economic Development	07-May-24	Can an estimated timeframe for the application circulation and evaluation be provided, or is it too variable?	An estimated review timeframe has not been included in the Downtown CIP as there may be different variables that impact the timeframe, such as number of applications, staff resourcing, the nature of the application itself, etc.
28	Brock Board of Trade	15-May-24	Consider progress payments or a percentage of grant issued at different stages	Based on municipal practice and project team's experience, the Downtown CIP would continue to pay the grant out after the works are complete, to ensure Township interests are safeguarded.
29	Brock Township - Treasurer	22-May-24	It may be challenging to implement the catalyst development program, given resourcing constraints.	The Township has re-assessed the Catalyst Development Program, and based on several factors, including administration and funding, it is proposed that the Catalyst Development Program be removed from the updated Downtown CIP.

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30	Region of Durham, Economic Development	22-May-24	Are there opportunities for additional resources to be identified that might support implementation of the Municipal Leadership Initiatives?	The Downtown CIP has been updated to include reference to collaboration and partnerships with other jurisdictions, as well as agencies and organizations, who may support implementation of the Municipal Leadership Initiatives.
31	Region of Durham, Economic Development	22-May-24	Please consider aligning municipal leadership strategy with tourism opportunities.	The Municipal Leadership Initiatives have been updated to include reference to the role of tourism in supporting continued revitalization of the Downtown Areas through implementation of the various initiatives, and that this will be achieved through partnership with the Region, local businesses, and relevant organizations.
32	Region of Durham, Economic Development	22-May-24	Review the monetary values for the Downtown Housing Program.	The Township re-assessed and revised the monetary values for the Downtown Housing Program.
33	Region of Durham, Economic Development	22-May-24	Regarding page 6, the business support program should be changed to "commercial" support program for consistency.	The wording has been revised to ensure consistency of terminology.
34	Region of Durham, Economic Development	22-May-24	It is noted that certain eligible costs under the commercial support program provisions are similar to signage and lighting program.	The eligible costs are intended to include community improvement works under the commercial program that may be contemplated by other programs. It is intended to provide some flexibility to applicants and administrative benefit to the Township so that an application may be made to a single financial incentive program. The Downtown CIP establishes policies that would prevent an applicant from being awarded multiple grants for the same community improvement works.

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35	Brock Board of Trade	22-May-24	Clarify the application intake process.	The application intake policies have been updated in the Downtown CIP. The default intake period will be year-round, however the Township may elect to implement an "intake period" as an alternative, where an application period is open between two specific dates. The policies propose certain criteria to assess applications during an "intake window" approach, where multiple applications are received, or funding becomes exhausted.
36	Brock Board of Trade	22-May-24	How will the proposed Downtown CIP be funded?	The Downtown CIP establishes policies that provide direction on monitoring and evaluation to inform budget decisions by Council. It is up to Council to allocate funding to the CIP on an annual basis, and there is discretion afforded if Council determines that it is appropriate to fund all or only some of the financial incentive programs.
37	Brock Board of Trade	22-May-24	How do the financial incentive programs work with phased development, and more specifically, payment of grants?	The Downtown CIP has been revised to provide additional flexibility for phased development to ensure eligibility for the financial incentive programs for a multi-phased project. Applicants may be eligible to apply for incentives for each phase of the works depending on the nature of the works.
38	T. Smith on behalf of Sunderland Legion	27-May-24	Interested in the priority property program. Sunderland legion is not a designated heritage building but has an important location in downtown Sunderland. Contemplating significant upgrades to address accessibility.	The Downtown CIP includes institutional and community uses as eligible for the financial incentive programs. Further, the Sunderland legion property at 104 River St is proposed to be included as a Priority Property in Schedule B.

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39	S. Glass	27-May-24	Are the design guidelines only applicable to CIP applicants or are all property owners bound by the guidelines?	Yes, at this point in time the façade design guidelines are only applicable through the CIP process.
40	T. Comeau	27-May-24	Is the historical society adding homes to the heritage list? Don't want house on heritage list. Put the fountain that used to be in MacLeod Park in the downtown.	The Downtown CIP process is not recommending specific properties for designation under the Ontario Heritage Act. One of the Municipal Leadership Initiatives included in the Downtown CIP, speaks to heritage recognition and preservation and potential to explore a heritage conservation district within the downtowns as a separate process.
41	L. Gallone, Property Owner	27-May-24	Request property at 325 Simcoe Street in Beaverton be identified as Priority Area 1.	Schedule A has been revised to include the subject property and other properties along Mill St within Priority Area 1, as it meets the intent of the rationale for establishing Priority Area 1 and Priority Area 2.
42	L. Gallone, Property Owner	27-May-24	Does Downtown CIP provide opportunities for landowners to work with the Township and Region in concert on the same project with respect to the private/public interface (i.e. upgrades to the front of a private property alongside upgrades to the public sidewalk/boulevard)?	The Downtown CIP establishes a range of financial incentive programs to facilitate investment of community improvement works, including property improvements, on private lands. The Township and/or Region may consider the efficiencies of undertaking works on abutting public property as Township and Regional budgets will permit. Township staff will explore opportunities through implementation of the Downtown CIP to coordinate with landowners in this regard.
43	Brock Township - Planning	28-May-24	Consider community uses / institutional uses as eligible properties, including community groups or organizations where they maintain building(s) located on municipal property.	The Downtown CIP includes institutional lands as eligible for the financial incentive programs. Further, community based organizations may be eligible to apply to the financial incentive programs.

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44	Brock Township - Planning	28-May-24	Consider including infrastructure, regional jurisdiction (roads, servicing) as a Municipal leadership Initiative.	The Municipal Leadership Initiatives have been revised to include "infrastructure" as an initiative, noting that collaboration and partnership with the Region and other relevant jurisdictions, agencies, and organizations may be appropriate.
45	Durham Region	29-May-24	Regional Revitalization Program is not applicable to Façade, Signage, or Property Improvement Program	This comment is acknowledged.
46	Durham Region	29-May-24	Section 3.3 (now 3.4) - revise wording to read "scaled to motor vehicles, <u>cyclists</u> and pedestrians"	Wording in the Downtown CIP has been revised.
47	Durham Region	29-May-24	Section 3.3 (now 3.4) - revise wording to read "Township's resources to implement its recommendations" and recognize coordination with Region.	Wording in the Downtown CIP has been revised and some wording added to Section 3.6 to recognize coordination with Region where appropriate along Regional roadways.