

Downtown CIP Review and Update

Public Open House

April 30, 2024

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



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?

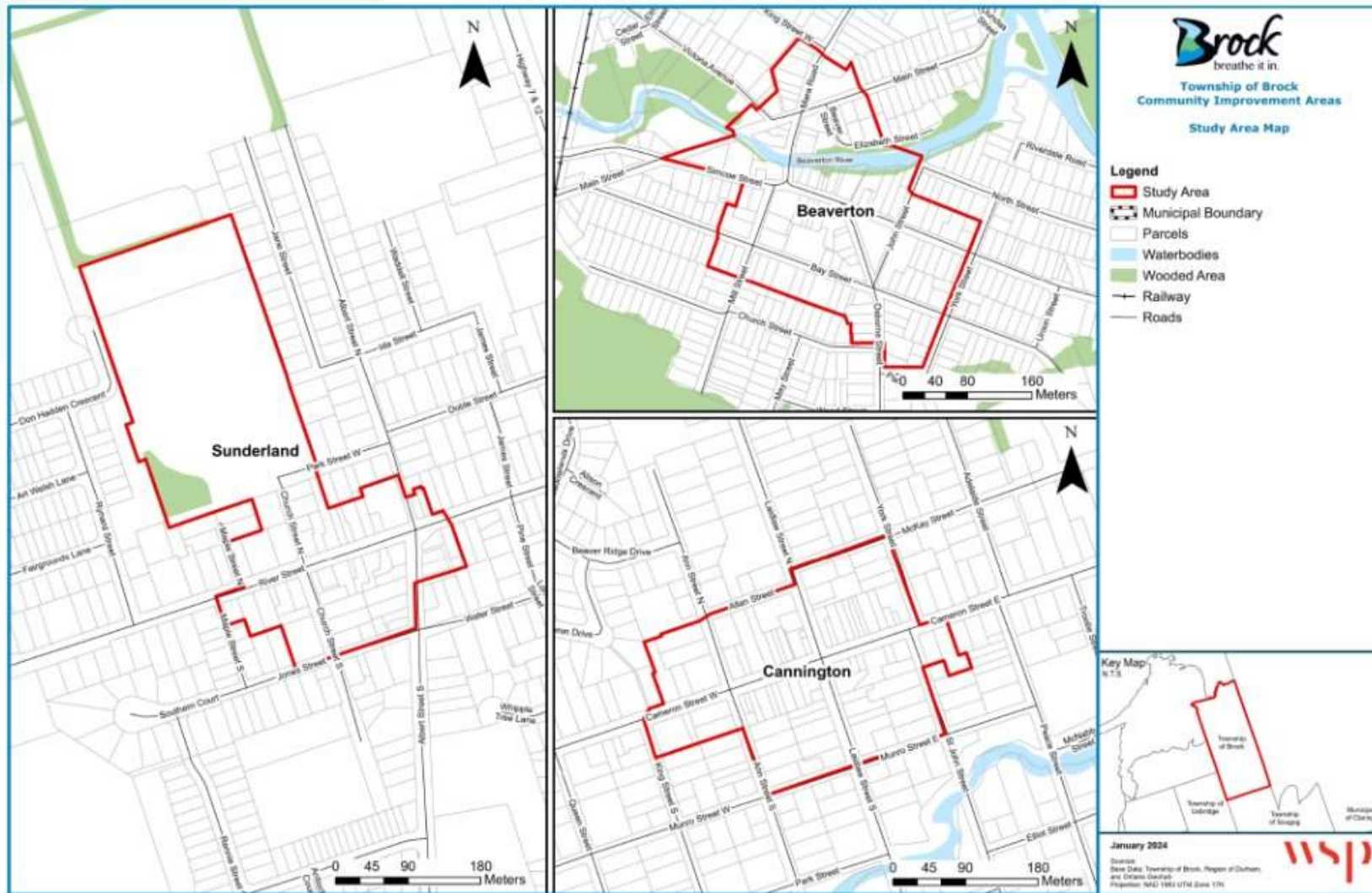
- A CIP is a planning tool permitted under Section 28 of the Planning Act.
 - Designate the Community Improvement Project Area (CIPA)
 - Prepare and adopt the CIP
 - Administer financial incentive programs
- A Community Improvement Plan (CIP) is a revitalization tool to:
 - Encourage community improvement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

What is the Downtown CIP?

- The Downtown CIP was adopted by Council in 2013.
- Applies to the Downtown Areas of Beaverton, Cannington, and Sunderland
- Establishes a range of financial incentive programs, used by property owners and tenants
 - E.g., building facades, business signage, heritage preservation, etc.



Study Area and Current Community Improvement Project Area



Updating the Downtown 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?

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

2013 Downtown Community Improvement Plan

Forgo Revenue

- Planning and Building Fee Rebate Program
- Development Charges Rebate
- Parkland Dedication Rebate
- Parking Standard Rebate

Forgo Tax Increase

- Heritage Property Tax Relief
- Property Tax Increment Equivalent Grant

Make Public Investment

- Commercial Façade Improvement
- Residential Conversion and Rehabilitation
- Design Studies
- Project Feasibility Study

Brownfield Tax Assistance Program

- Planning and Building Fees Rebate
- Development Charges Rebate
- Parkland Dedication Rebate
- Property Tax Increment Grant

2013 Downtown Community Improvement Plan

- **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

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



Draft Downtown CIP and CIPA

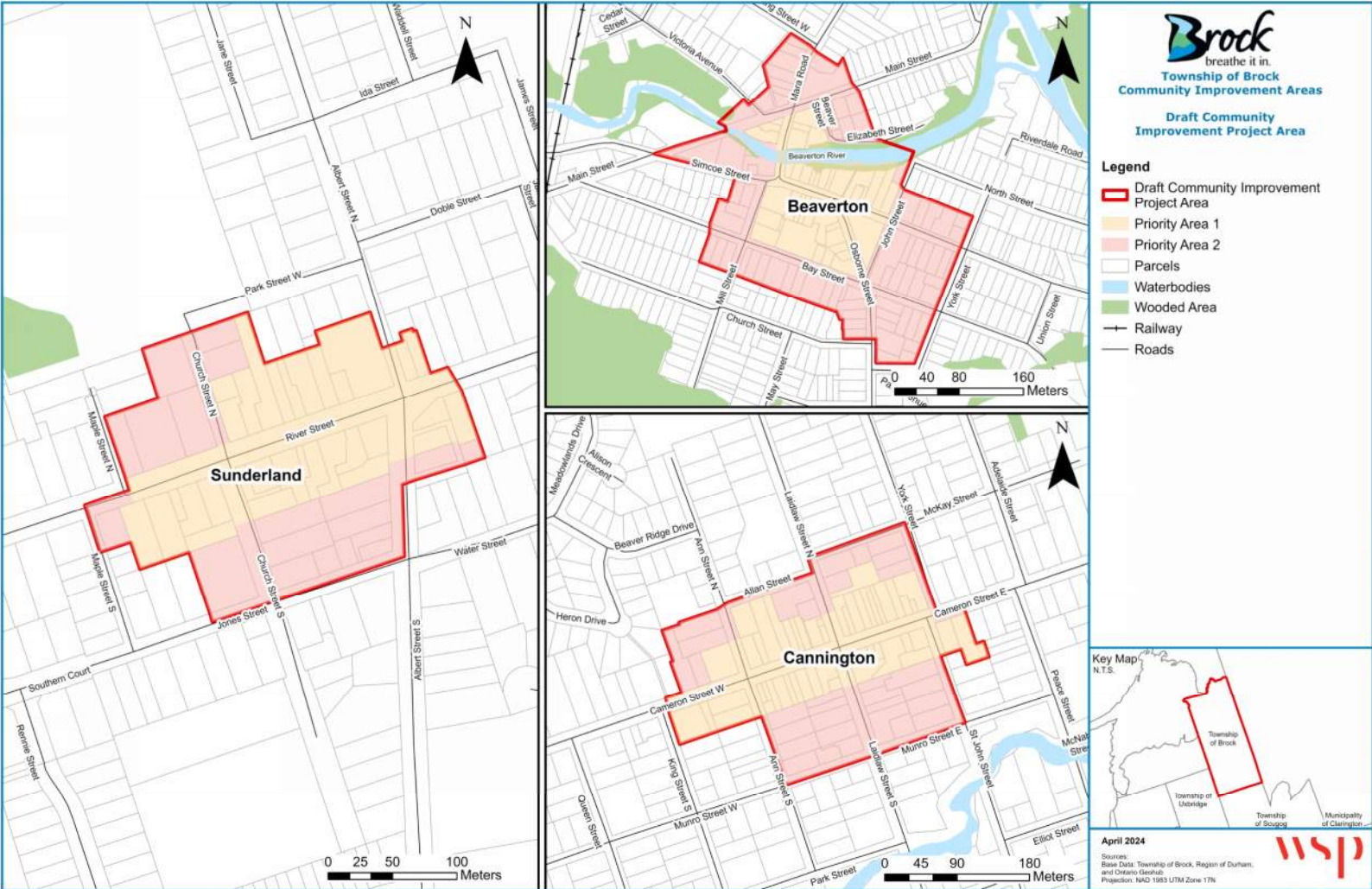
The Draft Downtown CIP is organized into six sections:

- Section 1: Introduction
- Section 2: Vision, Goals and Objectives of this Plan
- Section 3 Municipal Leadership Strategies
- Section 4: Financial Incentive Programs
- Section 5: General Eligibility Criteria
- Section 6: Implementation

A draft CIPA has also been prepared. The CIPA shows which properties within the Township may be eligible to apply to the financial incentive programs of the CIP.

Draft Community Improvement Project Area

Proposed properties that may be eligible to apply to the financial incentive programs.



Municipal Leadership Strategies



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.

Overview of 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).

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.

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.

Eligible Costs

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.

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.

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.

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.

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.

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.

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.

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.

Eligible Costs

Any financial incentive program established by this Plan.

Availability

Identified within Schedule B of the CIPA.

Administration

- This Plan is intended to be implemented over a 10-year period.
- Council may direct staff to undertake an interim review of the CIP and CIPA after five years.
- A Plan Administrator shall oversee the day-to-day implementation of the CIP.
- Funding of the financial incentive programs may be dependent on available municipal resources and evolving budget priorities, including other strategic priorities.
- The CIP will be monitored and assessed on a regular basis.

Conclusion

- This 2013 Downtown CIP has performed reasonably well.
- It was intended as a 10-year strategy and is due for an update.
- There are new and evolving revitalization priorities within the Downtown Areas.
- There are opportunities to refine and/or expand the range of financial incentive programs in response to the revitalization priorities.
- Program availability is subject to funding and balancing other initiatives and priorities.
- The Plan will be regularly monitored and evaluated.

Next Steps and Contact Information

Next Steps

1. Stakeholder Workshop
2. Stakeholder Meetings
3. Statutory Public Meeting
4. Revised Draft CIP and CIPA

Who is Listening:



Robin Prentice

RPP, MCIP – Director of Development Services

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Discussion Questions

Please use the '**Raise Hand**' feature or '**Chat Function**' to ask a question or share a comment:

1. What are some examples of revitalization priorities within the Downtown Areas?
2. What types of businesses or properties may most benefit from the financial incentive programs?
3. What expectations should the Township have of applicants (e.g., eligibility criteria)?
4. Are there initiatives or leadership actions the Township might undertake to further support the Downtown CIP?