



Township of Brock Downtown Community Improvement Plan (Draft)

May 2024



Ontario 

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



Table of Contents

1	Introduction	1
1.1	Introduction	1
1.2	Background	1
1.3	Community Improvement Project Area	2
1.4	Enabling Legislation	2
1.5	Building Façade Design Guidelines	3
1.6	Regional Revitalization Program	3
1.7	Community Participation	3
2	Vision, Goals, and Objectives of this Plan	4
2.1	Introduction	4
2.2	Vision	4
2.3	Goals and Objectives	4
3	Municipal Leadership Initiatives	7
3.1	Introduction	7
3.2	Gateway Improvements	7
3.3	Wayfinding and Signage	7
3.4	Heritage Recognition and Preservation	8
3.5	Marketing and Communications	8
3.6	Implementation	9
4	Financial Incentive Programs	10
4.1	Introduction	10
4.2	Interpretation of the Financial Incentive Programs	10
4.3	Financial Incentive Programs	11
4.4	Planning and Building Fees Program	11
4.5	Development Charges Program	12
4.6	Façade Improvement Program	12
4.7	Signage Improvement Program	14
4.8	Property Improvement Program	15
4.9	Catalyst Development Program	17
4.10	Downtown Housing Program	19
4.11	Commercial Support Program	20
4.12	Priority Property Program	22
5	General Eligibility Criteria	24

5.1	Consistent with the Vision of this Plan	24
5.2	Located within the CIPA.....	24
5.3	Façade Design Guidelines	24
5.4	Ontario Heritage Act	24
5.5	Heritage Conservation Opportunities	24
5.6	Compliance with Applicable Laws and Policies	25
5.7	Maximum Value of Grant	25
5.8	Minimum Costs	25
5.9	Professional Services	25
5.10	No Retroactive Incentives	25
5.11	Combination of Programs	25
5.12	Number of Applications per Property	25
5.13	No Tax Arrears.....	25
5.14	Consistent with Approved Application.....	26
5.15	No Duplication of Eligible Costs.....	26
5.16	Disclosure of Other Funding Sources	26
5.17	Permanent Improvements Only	26
5.18	Landowner Authorization	26
5.19	Minimum Affordability Period	26
5.20	Transition of Applications in Progress.....	26
6	Implementation.....	27
6.1	Implementation Period	27
6.2	Interpretation	27
6.3	Community Improvement Project Area	27
6.4	Plan Administration	28
6.5	Funding	28
6.6	Application Process	29
6.7	Plan Monitoring and Evaluation	30
6.8	Glossary.....	32



1 Introduction

1.1 Introduction

The Township of Brock (“Township”) has prepared this Community Improvement Plan (“CIP” or “Plan”) to encourage broad revitalization and community improvement outcomes in Beaverton, Cannington, and Sunderland (“Downtown Areas”). Each of the Downtown Areas benefit from a unique sense of place, rich heritage, and traditional main street character.

The continued revitalization and improvement of the Downtown Areas, as envisioned through this Plan, will build on these desirable characteristics, and contribute to their continued revitalization for the benefit of residents, businesses, and visitors alike.

1.2 Background

A CIP is a long-term revitalization and economic development tool used to promote and facilitate desirable community improvement works. They are commonly implemented by municipalities throughout Ontario to promote and encourage

beautification, rehabilitation, and other improvements to properties and buildings.

Community improvement works facilitated by CIPs are principally achieved through financial incentive programs that aim to stimulate investment by landowners and businesses on private property to achieve specific community improvement and economic development outcomes.

This investment is further augmented by complimentary initiatives undertaken by a municipality to improve the public realm, and in doing so, further augment the revitalization visions, goals, and objectives of this Plan.

The 2013 Downtown Community Improvement Plan (“Downtown CIP”) was first adopted in 2013 to facilitate the revitalization of Beaverton, Cannington, and Sunderland. It established a range of financial incentives that focused on promoting overall beautification of properties and buildings, heritage preservation, housing, sustainable development, and desirable redevelopment.

The community improvement works contemplated by the Downtown CIP were intended to support the broad revitalization of the Downtown Areas.

In 2023, the Township initiated a review and update of the Downtown CIP on the following basis:

- > The land use planning and policy framework applicable to the Township has since evolved;
- > There are new revitalization priorities and needs within the Downtown Areas; and
- > The 2013 Downtown CIP was intended as a 10-year plan. It has since reached its intended conclusion.

On this basis, an updated suite of financial incentive programs have been developed in direct response to the identified revitalization and community improvement priorities of the Downtown Areas. It also identifies several initiatives that may be undertaken by the Township to demonstrate leadership and a commitment to the ongoing revitalization and economic development of the Downtown Areas.

1.3 Community Improvement Project Area

The Community Improvement Project Area (“CIPA”) is a map that delineates which properties within the Downtown Areas are eligible for the financial incentive programs established by this Plan. The CIPA shows two “Priority Areas” within each of the Downtown Areas:

- > **Priority Area 1:** includes existing commercial, office, institutional, residential, and mixed-use buildings where there is a concentration of economic, commercial, and service-oriented activity.

- > **Priority Area 2:** includes lands adjacent to and/or in the vicinity of Priority Area 1 that are generally comprised of low-rise residential uses, with limited commercial office, and institutional uses.

There is variation in form, function, and revitalization needs of lands and buildings between Priority Area 1 and Priority Area 2. On this basis, some of the financial incentive programs are applied to Priority Area 1 and Priority Area 2, as detailed in Sections 4.2 through 4.11 of this Plan.

1.4 Enabling Legislation

Section 28 of the Planning Act enables municipalities to prepare and adopt a CIP and CIPA. Under the Planning Act, the Township may issue grants to eligible applicants provided their property is within a designated CIPA, and provided that a CIP has been adopted.

It is a requirement of the Planning Act that the Township’s Official Plan establish enabling policies to prepare and adopt a CIP and CIPA. Policy 4.6 of the Official Plan establishes direction for the preparation and adoption of a CIP and CIPA. Beaverton, Cannington, and Sunderland are recognized by the Official Plan as designated CIPAs.

Authority to adopt and administer this Plan is also granted under Section 106 of the Municipal Act, 2001, which generally prohibits municipalities from directly or indirectly assisting manufacturing, business or other industrial or commercial enterprises. An exception to Section 106 is made under Section 106(3) for municipalities exercising powers under Section 28 (6) or (7) of the Planning Act, being to adopt a CIP and CIPA.

1.5 Building Façade Design Guidelines

The Building Façade Design Guidelines (“Façade Guidelines”) form a critical component to the interpretation and implementation of this Plan. The Façade Guidelines were developed to assist building owners in the renovation and rehabilitation of buildings in the Downtown Areas and were specifically prepared to initially facilitate implementation of the 2013 Downtown CIP.

This Plan represents a critical tool for the continued implementation of the Façade Guidelines, in a similar manner as the 2013 Downtown CIP. Community improvement works facilitated through the financial incentive programs of this Plan will need to be consistent with the Façade Design Guidelines as a component of eligibility.

The Façade Design Guidelines are therefore recognized by this Plan as a companion document. The policies of this Plan make explicit reference to the Façade Design Guidelines where they apply as an eligibility criterion. Section 5 of this Plan establishes additional policy regarding the relationship between this Plan and Façade Design Guidelines.

1.6 Regional Revitalization Program

The Township may seek financial assistance from Durham Region to further support implementation of this Plan through the Regional Revitalization Program (RRP). The RRP facilitates regional investment towards key objectives for area municipalities that advance the goals of the Regional Official Plan and achieve positive economic and community improvement objectives.

This includes financial support for projects funded by the financial incentive programs

detailed in Section 4. Regional participation and financial support will be provided in accordance with Guideline for the Regional Revitalization Program document created by the Regional Municipality of Durham.

1.7 Community Participation

This Plan has been developed through close consultation with the community, including Council, Township staff, landowners, local businesses, and the general public. The following consultation activities were undertaken to develop this Plan:

- > **Phase 1:** This Phase involved an initial project meeting between the consultant and Township staff, an in-person guided walking tour of each Downtown Area, a meeting with Durham Region staff and the Brock Board of Trade, and a presentation to Council. The Ministry of Municipal Affairs and Housing was also notified of the Township’s intent to update the Downtown CIP.
- > **Phase 2:** This Phase focused on broader discussions with the community, through a public open house, stakeholder workshop, and additional meetings with key stakeholders to consult on the draft Downtown CIP and CIPA. These consultation activities represented an opportunity for the community to provide input and feedback on the draft Downtown CIP and CIPA that were subsequently taken into consideration for preparing this Plan.
- > **Phase 3:** This Phase involved meeting the statutory requirements of the Planning Act, including the Statutory Public Meeting and presentation of the final Downtown CIP and CIPA for consideration of adoption.



2 Vision, Goals, and Objectives of this Plan

2.1 Introduction

Establishing a Vision for the Downtown Areas is critical to the implementation of this Plan. Identifying the complimentary goals and objectives of the Vision further contributes to realizing the intended revitalization outcomes, while also establishing a basis to monitor and assess the success of this revitalization strategy.

2.2 Vision

A vision statement has been developed for the Downtown Areas to guide implementation of this Plan.

Each Downtown Area is:

- > A unique destination, that benefits from an authentic and distinct history and heritage;

- > Offers a range of housing options, including housing that is more affordable and/or accessible;
- > Safe, accessible, walkable, and enables active transportation;
- > Vibrant and active, with a mix of commercial uses and cultural activities that attract residents and visitors alike;
- > Well maintained, connected, and celebrates the beauty of its buildings, properties, and proximity to significant natural features (such as the Beaver River); and
- > Distinguished from adjacent neighbourhoods through a cohesive and connected built form.

2.3 Goals and Objectives

To support the implementation of the vision statement for the Downtown Areas, the following goals and supporting objectives have been developed:

Goal #1: Celebrate the rich history and heritage of the Downtown Areas, while promoting high quality built form.

1. Properties with heritage value will be rehabilitated or restored through financial incentives and supporting municipal initiatives.
2. Existing building stock will be rehabilitated in a manner that is compatible with and reflects the unique character of the Downtown Areas.
3. New development and redevelopment will be compatible with the Downtown Areas through architecture and design that recognizes their unique character.
4. Implement the Façade Design Guidelines as a tool for assessing applications for financial incentive programs and development approvals.
5. Prepare Urban Design Guidelines to establish clear built form expectations for development and redevelopment.

Goal #2: Support additional housing opportunities within the Downtown Areas.

1. Implement incentive programs to encourage residential intensification within the Downtown Areas, subject to municipal servicing allocation.
2. Work with the Region of Durham and other partners to increase servicing capacity in Cannington and Sunderland.
3. Encourage rental units within the Downtown Areas.
4. Support the development of affordable housing options by providing financial incentives and through other funding opportunities.
5. Ensure that new residential or mixed-use development contributes to the rehabilitation, preservation, and/or adaptive reuse.

unique character of the Downtown Areas and represents high quality design.

Goal #3: Promote Tourism within the Downtown Areas.

1. Celebrate the Beaver River and provide additional opportunities for public access, recreation, and leisure, including trail development.
2. Support implementation of the Brock Tourism Plan.
3. Provide additional active transportation amenities, including bicycle parking.
4. Enhance the visibility of local tourism opportunities such as trails and cycling routes by incorporating wayfinding, signage, and maps to guide visitors and highlight nearby parking areas.
5. Support the development of cultural and creative spaces, including performance and exhibition venues, as well as public accommodations such as inns and hotels.
6. Coordinate with the Brock Board of Trade to identify initiatives, strategies, and potential partnerships to support the economic viability and vitality of local businesses.

Goal #4: Ensure the Downtown Areas are vibrant hubs for businesses and residents.

1. Support local businesses through promotion, branding, and providing additional economic opportunity.
2. Use incentive programs to encourage infill and intensification, to bring more businesses and residents into the Downtown Areas.
3. Recognize heritage buildings and properties, and support the

5. Encourage the development of vacant lands and the redevelopment of underutilized properties and buildings.
6. Facilitate improvements to building façades, business signage, property maintenance, and landscaping that contributes to a sense of place that is characterized as unique, with a high standard of quality and design.





3 Municipal Leadership Initiatives

3.1 Introduction

The Municipal Leadership Initiatives identified in this Section represent specific actions or strategies that are intended to be implemented by the Township over the intended horizon of this Plan. The Municipal Leadership Initiatives will function as a catalyst to further encourage private sector investment in the designated CIPA, and augment continued revitalization of the Downtown Areas.

3.2 Gateway Improvements

Gateway features are built elements that intend to visually welcome people to an area and create a visual connection to the surrounding community. Gateway features are often located at prominent locations, such as major intersections, to communicate a sense of identity by reflecting local heritage, character, and

values. They may take the form of walls, plantings, signs, markers, public art, or arches, for example.

Gateway features would greatly contribute to recognizing the distinct sense of place and identity of the Downtown Areas within the broader Township and beyond. These features would recognize the special significance of each of the Downtown Areas and help define their distinctive character.

To support the continued revitalization of the Downtown Areas, it is recommended that gateway features be located at prominent road intersections, as may be identified by the Township. It is recommended that the Township undertake consultation with the community to inform appropriate gateway improvements.

3.3 Wayfinding and Signage

Wayfinding and signage are important contributors to visitor experience and economic activity. The Township has recently invested in enhanced wayfinding

and signage to promote local businesses, direct visitors to local attractions and cultural resources, and more broadly assist people with navigating the Downtown Areas.

Consistent with recent improvements to wayfinding and signage, the Township may consider continued enhancement to wayfinding and signage based on the following principles:

1. Signage should be highly legible, accessible, and scaled to both motor vehicles and pedestrians;
2. It should use a consistent design template that contributes to unique branding for each of the Downtown Areas or at least for the Township;
3. The promotion of local businesses, landmarks, cultural venues, parks, and civic institutions should be highlighted;
4. The use of digital signage may be considered, in order to remain relevant and/or highlight seasonal attractions, such as festivals or fairs; and
5. Develop and implement a wayfinding strategy and commit the Township's resources to implementation of its recommendations.

3.4 Heritage Recognition and Preservation

The rich history and heritage of the Downtown Areas should be celebrated through ongoing initiatives. Recognizing history and heritage contributes to fostering a distinct sense of place and identity. This Plan supports celebrating the history and heritage of the Downtown Areas through the following means:

1. The Township may explore the feasibility of adopting a Heritage Conservation District (HCD) within the Downtown Areas. HCDs are a tool

available to municipalities to help conserve, enhance, and recognize historic buildings or areas by ensuring that new development contributes to the heritage character of the Downtown Areas.

2. The wayfinding strategy identified in Section 3.3 of this Plan represents an opportunity to recognize and promote the heritage of the Downtown Areas and further supports complementary revitalization initiatives identified by this Plan.
3. There may be an opportunity for the Township to partner with private landowners to support the preservation, rehabilitation, and/or adaptive reuse of heritage buildings or building exhibiting heritage value.
4. The Township, in partnership with the Beaverton, Cannington, and Sunderland historical societies, may undertake municipally led initiatives to promote and educate the community and visitors about the history of the Downtown Areas, including significant persons, buildings, or events.

3.5 Marketing and Communications

An effective marketing and communications plan to support implementation of this Plan is critical to its long-term success. A specific focus should be on educating and promoting this Plan to landowners, businesses, and tenants. Opportunities to market this Plan include:

1. **Publications:** Promotional material, including brochures, as well as digital content, can be an effective means to summarize the details of this Plan.

2. **Service Excellence:** The Plan Administrator is key to the long-term success of this Plan by actively promoting the financial incentive programs and committing the resources of the Township to its implementation. This includes ensuring a high level of customer service through liaising with the community, and in response to queries and application processing.
3. **Celebrate Success:** The Township may explore opportunities to highlight or celebrate the positive contributions of this Plan to community improvements and revitalization within the Downtown Areas. This may include, for example, showcasing specific projects, annual awards, project highlights, or storefront displays to indicate a property, building, or business has been the beneficiary of the financial incentive programs of this Plan.
4. **Education:** The Township may hold informational workshops or educational sessions to share information about this Plan and the potential benefits of the financial incentive programs.
5. **Promotion:** Promoting the CIP is fundamental to its uptake and long-term success. This may be achieved through the creation of digital content (e.g., using the Township's website), or through social media channels. Additional opportunities to promote this Plan include through local community events, conferences, meetings with the Brock Board of Trade, or other relevant gatherings of business and/or landowners.
6. **Implementation Strategy:** The Township may undertake preparation of a separate implementation strategy to specifically focus on promotion and marketing of this Plan.

3.6 Implementation

This Plan does not establish a specific implementation timeframe for the Municipal Leadership Initiatives or the prioritization for the various initiatives. The implementation of the Municipal Leadership Initiatives will be dependent upon the Township's resources, and in response to emerging opportunities to advance the initiatives in whole or in part, however, this should be monitored as part of the plan monitoring and evaluation framework detailed in Section 6.7 of this Plan.



4 Financial Incentive Programs

4.1 Introduction

This Plan establishes a suite of financial incentive programs to address a broad range of community improvement and revitalization priorities within each of the Downtown Areas. Each of the financial incentive programs aim to advance the vision, goals and objectives for Beaverton, Cannington, and Sunderland, while being responsive to the unique revitalization needs and opportunities of each Downtown Area.

4.2 Interpretation of the Financial Incentive Programs

Each of the financial incentive programs contain specific information that must be interpreted in conjunction with all other policies of this Plan. The programs are generally structured as follows:

- > **Purpose:** Describes the purpose of the Program and its intended community improvement outcome.
- > **Eligible Properties:** Identifies which properties and/or land uses are eligible to apply for the Program.
- > **Eligibility Costs:** Lists which types of community improvement works or projects are eligible to be included in the calculation of a grant value.
- > **Grant Value:** Identifies the maximum value of a grant that an applicant may be eligible for.
- > **Payment of Grant:** Provide payment details of how and when a grant may be issued to an eligible applicant by the Township.
- > **Eligibility Criteria:** Lists specific eligibility criteria for each program, in addition to the general eligibility criteria identified in Section 5 of this Plan.

4.3 Financial Incentive Programs

This Plan establishes a total of nine financial incentive programs:

1. Planning and Building Fees Program;
2. Development Charges Program;
3. Façade Improvement Program
4. Signage Improvement Program;
5. Property Improvement Program;
6. Catalyst Development Program;
7. Downtown Housing Program;
8. Business Support Program; and
9. Priority Property Program.

The specific details of each program are presented in Section 4.4 through 4.12 of this Plan.

4.4 Planning and Building Fees Program

4.4.1 Purpose

The Planning and Building Fees Program offers a grant to offset fees associated with Planning Act applications and building permits that are incurred for certain types of community improvement works.

4.4.2 Eligible Properties

1. This Program is available to all commercial, office, and mixed-use properties located in Priority Area 1 and Priority Area 2, as shown on the CIPA.
2. The Program shall also be available to institutional buildings and properties, provided they are owned or managed by a non-profit or not-for-profit, community-based organization.

4.4.3 Financial Incentive Value

The maximum value of the grant shall be 100% of eligible costs, or \$5,000, whichever is less.

4.4.4 Eligible Costs

The total value of the Planning and Building Permit Fees Program shall be calculated on the following basis:

1. Planning Act applications, including zoning by-law amendment, site plan application, minor variance, and consent, or any combination thereof.
2. Building permits, demolition permit, or change of use permit, or any combination thereof.

4.4.5 Payment of Grant

Payment of the grant by the Township for an approved application shall be in accordance with the following:

1. Planning Fee Grant: The grant shall be paid after the works (including construction) is completed, to the satisfaction of the Township. This includes full payment of any applicable planning fees.
2. Building Permit Fee Grant: The grant shall be paid after the works (including construction) are completed, to the satisfaction of the Township. This includes full payment of any applicable building permit fees.

4.4.6 Specific Eligibility Criteria

In addition to Section 5 General Eligibility Criteria, the following specific eligibility criteria shall also apply:

1. The applicant shall be responsible for initially paying all fees associated with the applicable eligible costs.

4.5 Development Charges Program

4.5.1 Purpose

The Development Charges Program offers a grant to offset the Township’s portion of development charges applicable to residential, non-residential, and mixed-use development and redevelopment.

4.5.2 Eligible Properties

1. This Program is available to all commercial, office, and mixed-use properties located in Priority Area 1 and Priority Area 2, as shown on the CIPA.
2. The Program shall also be available to institutional buildings and properties, provided they are owned or managed by a non-profit or not-for-profit, community-based organization.

4.5.3 Financial Incentive Value

1. In Priority Area 1, the maximum value of the grant shall be 50% of eligible costs, or \$10,000, whichever is less.
2. In Priority Area 2, the maximum value of the grant shall be 25% of eligible costs, or \$5,000, whichever is less.

4.5.4 Payment of Grant

The grant shall be paid only upon completion of the approved works, and to the satisfaction of the Township.

4.5.5 Eligible Costs

The total value of the Development Charges Program shall be calculated on the following basis:

1. Development of a vacant property for commercial, office, mixed-use, or multi-residential uses.
2. Redevelopment of a property for commercial, office, mixed-use, or residential uses.

3. Major additions to a commercial or mixed-use property, resulting in a minimum increase of 25% to the gross floor area of the existing building.

4.5.6 Specific Eligibility Criteria

In addition to Section 5 General Eligibility Criteria, the following specific eligibility criteria shall also apply:

1. The applicant shall be responsible for initially paying all development charges associated with the applicable eligible costs.

4.6 Façade Improvement Program

4.6.1 Purpose

The purpose of the Façade Improvement Program is to encourage improvement of building façades in a manner that recognizes the unique heritage and character of the Downtown Areas, while generating more interest in local businesses and contributing to greater economic viability and activity.

4.6.2 Eligible Properties

1. This Program is available to all commercial, office, and mixed-use properties located in Priority Area 1, as shown on the CIPA. Additionally, in both Priority Area 1 and Priority Area 2, any buildings or properties that are designated under Part IV or V of the Ontario Heritage Act shall also be eligible.
2. The Program shall also be available to institutional buildings and properties, provided they are owned or managed by

a non-profit or not-for-profit, community-based organization.

4.6.3 Eligible Costs

The total value of the Façade Improvement Program shall be calculated on the following basis:

1. Repair, replacement, or general restoration of a façade, masonry, and/or brickwork;
2. Repair or replacement of architectural detailing, including corncing and parapets, among other similar architectural features;
3. Window and door replacement, provided the replacement is a component of a more comprehensive façade improvement project, and provided that the replacement includes an improvement to a detailed aesthetic feature (e.g., a muntin or mullions);
4. Repair, replacement, or installation of new lighting, including signage lighting and security lighting;
5. Repair, replacement, or installation of a new awning(s);
6. Improvements that contribute to barrier-free access to a building or business (e.g., ramps, automatic doors, etc.), provided the improvements satisfy the standards of the Accessibility for Ontarians with Disabilities Act;
7. Professional services of an architect, designer, engineer, or heritage professional associated with any of the above design features.

4.6.4 Financial Incentive Value

1. In Priority Area 1, the maximum value of a grant shall be:
 - a. For properties located on a corner lot, or for any building that is designated under the Part IV or Part

V of the Ontario Heritage Act, or listed under the municipal register, the maximum value of a grant shall be \$12,500, or 50% of total eligible costs, whichever is less.

- b. For façades facing a rear surface parking area, the maximum value of a grant \$18,000, or 50% of eligible costs, whichever is less.
 - c. For all other properties, the maximum value of a grant shall be \$10,000, or 50% of total eligible costs, whichever is less.
2. In Priority Area 2, the maximum value of a grant shall be:
 - a. For properties located on a corner lot, the maximum value of a grant shall be \$8,000, or 50% of eligible costs, whichever is less.
 - b. For all other properties, the maximum value of a grant shall be \$6,000, or 50% of eligible costs, whichever is less.

4.6.5 Payment of Grant

The grant shall be paid only upon completion of the approved works, and to the satisfaction of the Township.

4.6.6 Specific Eligibility Criteria

In addition to Section 5 General Eligible Criteria, the following specific criteria shall also apply:

1. All façade improvements shall be deemed to comply with the Façade Design Guidelines.
2. In Priority Area 1, improvements to a façade facing a rear surface parking area or alleyway shall only be eligible

where improvements are also being undertaken for all street facing façades.

3. In no case shall improvements undertaken exclusively to a façade facing a rear surface parking area or alleyway be eligible for this Program.
4. Window and door replacement shall only be eligible for this Program where at least two other eligible costs are also being undertaken. The repair, replacement, or installation of new lighting shall not constitute an additional eligible cost for the purpose of satisfying this criterion.
5. The repair, replacement, or installation of new lighting shall only be eligible where at least three other eligible costs are also being undertaken.

4.7 Signage Improvement Program

4.7.1 Purpose

The purpose of the Signage Improvement Program is to encourage improvement to business signage that recognizes the character and heritage of the Downtown Areas, contributes to a unique sense of place, is pedestrian scaled, aesthetically pleasing, and captures the interest of those passing by.

4.7.2 Eligible Properties

1. This Program is available to all commercial, office, and mixed-use properties located in Priority Area 1 and Priority Area 2, as shown on the CIPA.
2. The Program shall also be available to institutional buildings and properties, provided they are owned or managed by a non-profit or not-for-profit, community-based organization.

4.7.3 Eligible Costs

The total value of the Signage Improvement Program shall be calculated on the following basis:

1. Installation of new signage;
2. Replacement of existing signage;
3. Repair, restoration, or improvement to existing signage with historic or heritage significance;
4. Costs associated with the removal of existing signage that does not satisfy the Façade Design Guidelines; and
5. Professional services of an architect, designer, or heritage professional associated with any of the above design features.

4.7.4 Financial Incentive Value

1. In Priority Area 1, the maximum value of a grant shall be:
 - a. On a property that has only one street facing façade, the maximum value of a grant shall be \$4,000, or 50% of eligible costs, whichever is less.
 - b. On a corner lot with two street facing façades, the maximum value of a grant shall be \$8,000, or 50%, whichever is less.
2. In Priority Area 2, the maximum value of a grant shall be \$2,500, or 50% of eligible costs, whichever is less.

4.7.5 Payment of Grant

The grant shall be paid only upon completion of the approved works, and to the satisfaction of the Township.

4.7.6 Specific Eligibility Criteria

In addition to Section 5 General Eligible Criteria, the following specific eligibility criteria shall also apply:

1. All signage improvements shall be undertaken in accordance with the Façade Design Guidelines.
2. In Priority Area 1, and only at the discretion of staff, signage facing a rear surface parking area may also be eligible for this Program, provided there is direct access to the associated commercial or office use from the rear of the building.

4.8 Property Improvement Program

4.8.1 Purpose

The purpose of the Property Improvement Program is to encourage improvements to properties and privately owned surface parking areas to improve overall visual aesthetic, functionality, security, pedestrian movement, and active transportation amenities.

4.8.2 Eligible Properties

1. This Program is available to all commercial, office, and mixed-use properties located in Priority Area 1, as shown on the CIPA.
2. The Program shall also be available to institutional buildings and properties, provided they are owned or managed by a non-profit or not-for-profit, community-based organization.

4.8.3 Eligible Costs

The total value of the Property Improvement Program shall be calculated on the following basis:

1. Improvement to existing surface parking areas and pedestrian connections,

including the new or improved hardscape surface treatment, curbing, repainting, lighting, signage (including parking and wayfinding), and landscaped parking lot islands.

2. Improvements to stormwater management infrastructure (including rainfall and snowmelt).
3. Improvements to barrier-free parking, ramps and pedestrian walkways to comply with the Accessibility for Ontarians with Disabilities Act.
4. Landscape features to buffer surface parking areas from adjacent sidewalks or roads, provided the surface parking area is located in a side yard or rear yard only.
5. Waste storage enclosures, including above ground enclosures or semi-underground enclosures and deep waste collection containers.
6. Pedestrian and active transportation amenities, including benches, dedicated bicycle parking facilities, walkways, and pedestrian connections.
7. Professional landscape services for construction, modification, or installation purposes.
8. Professional services of an engineer, architect, designer, or heritage professional associated with any of the above design features.

4.8.4 Financial Incentive Value

1. In Priority Area 1, the maximum value of a grant shall be \$10,000, or 50% of eligible costs, whichever is less.

2. In Priority Area 2, the maximum value of a grant shall be \$5,000, or 50% of eligible costs, whichever is less.

4.8.5 Payment of Grant

The grant shall be paid only upon completion of the Project, to the satisfaction of the Township.

4.8.6 Specific Eligibility Criteria

In addition to Section 5 General Eligibility Criteria, the following additional specific criteria shall also apply:

1. To be eligible for this Program, the property owner shall be required to enter into an agreement with the Township requiring that all or a portion of the parking area be dedicated for public parking as indicated on signage that is posted and maintained on site at the landowner's expense. Further, the agreement may include terms requiring that the dedicated public parking spaces are provided during certain hours of the day and/or days of the week (e.g., evenings and weekends).
2. In no case shall a landowner be required to dedicate parking spaces for public use that would otherwise place the lands in deficiency of the minimum parking spaces required by the Zoning By-law for the land uses existing at the time of entering into an agreement with the Township, or where a landowner has an existing contractual obligation to provide a dedicated parking space for a tenant.
3. The following design criteria shall apply to landscape buffers:
 - a. Only a landscape buffer directly abutting a rear or exterior side lot line shall be eligible for this Program. For greater clarity, only those portions of the applicable yard that are within 1.5 m of a rear or exterior side lot line shall be eligible;

- b. A landscape buffer shall be required to be continuously abutting an applicable lot line, with the exception of a driveway used for accessing a surface parking area and/or a pedestrian connection;
 - c. A landscape buffer must be a permanent feature, as defined by curbing, hardscape features (such as armour stone), or a raised planter;
 - d. The minimum width of a landscape buffer shall be 1.5 metres; and
 - e. A landscape buffer shall be comprised of native plant species and may include xeriscaping.
4. The following design criteria shall apply to surface parking areas and pedestrian paths of travel:
 - a. New asphalt or recycled asphalt shall be an acceptable surface treatment for parking areas only;
 - b. Alternative surface treatments are encouraged, including permeable and/or decorative pavers for parking areas only;
 - c. Any improvement to a surface parking area shall be required to meet or exceed the minimum requirements for barrier-free parking spaces under Ontario Regulation 191/11: Integrated Accessibility Standards or subsequent legislation;
 - d. Paths of travel intended for pedestrian movement, including pathways, walkways, or any other connections, shall be comprised of decorative pavers that are visually distinguishable from the surface

treatment of a parking area, and if possible, be permeable;

- e. The consolidation of accesses to surface parking areas shall be achieved to minimize interruption of sidewalks and contribute to greater pedestrian and active transportation safety;
- f. Where feasible, parking lot islands are encouraged and shall be comprised of xeriscaping and native plant species;
- g. Where a surface parking area receives new surface treatment, landscape buffers shall be required in accordance with Policy 4.8.6.3 of this Plan;
- h. Lighting shall be designed to deter crime and contribute to an overall safer built environment;
- i. Replacement or new lighting shall use LED bulbs only, be downward facing, and where feasible, mounted on decorative posts or poles; and
- j. Bicycle parking facilities shall be permanent, designed to provide sufficient protection from theft (including the design of the bicycle rack itself and use of lighting), and where feasible, include a bike repair station that incorporates features such as tools and/or an air pump.

- 5. All works undertaken through this Program shall be permanent.

4.9 Catalyst Development Program

4.9.1 Purpose

The purpose of the Catalyst Development Program is to encourage private sector investment in major development or redevelopment projects that significantly

contribute to the continued and long-term revitalization of the Downtown Areas, including new housing opportunities.

4.9.2 Eligible Properties

- 1. The Program is available to all properties in both Priority Area 1 and Priority Area 2, however the proposed development must be mixed-use.
- 2. The Program shall also be available to institutional buildings and properties, provided they are owned or managed by a non-profit or not-for-profit, community-based organization.

4.9.3 Eligible Costs

The total value of the Catalyst Development Program shall be calculated on the following basis:

- 1. Development of a vacant property for the purpose of mixed-use development;
- 2. Redevelopment of a property or existing building for mixed-use development;
- 3. Renovation of an existing mixed-use building, including works to bring the building into compliance with the Ontario Building Code, as well as structural rehabilitation.
- 4. Major additions to an existing mixed-use building, provided there is at least a 25% increase of the total gross floor area of the existing building;
- 5. Major additions to a building used exclusively for commercial or office uses, provided there is an addition of at least three new dwelling units;
- 6. Infrastructure work including the improvement or reconstruction of existing on-site municipal servicing;

7. Major improvements to parking areas, such as the relocation of existing buildings or reconfiguration of a parking area, of which the proposed development may require a site plan, minor variance, zoning by-law amendment, and/or building permit; and
8. Professional services of an engineer, architect, planner, or heritage professional associated with the above noted works.

4.9.4 Financial Incentive Value

The maximum value of the Catalyst Development Program shall be based on the following:

1. The financial value of the grant shall be based on a percentage of the post-development increase to municipal tax assessment, also referred to as the 'tax increment'.
2. The grant shall be paid to an eligible applicant annually over an agreed upon time period and on a depreciating basis, referred to as the 'grant period'.
3. In year one of the grant period, the value of the grant shall equal 100% of the tax increment. In subsequent years of the grant period, the value of the grant shall decrease until it reaches 0% of the tax increment.
4. The total cumulated value of the grant over the grant period shall not exceed 50% of eligible costs.

4.9.5 Payment of Grant

1. The first installment of the grant shall only be paid upon completion of the approved works to the satisfaction of the Township.
2. In all years of the grant period, the eligible applicant shall be responsible for initially paying all municipal taxes, at which time the Township will issue the

annual grant amount in accordance with the agreement, provided that all other requirements of this Plan and the agreement are satisfied.

4.9.6 Specific Eligibility Criteria

In addition to Section 5 General Eligibility Criteria, the following specific eligibility criteria shall apply:

1. An application to this Program shall clearly demonstrate how the proposed development conforms to the Township's Official Plan and advances the vision of the Official Plan as well as this CIP.
2. At its discretion, the Township may assess the merit of an application based on other criteria, including but not limited to the provision of more affordable housing options, intensification, green development and sustainability, urban design, or other relevant criteria.
3. Program eligibility shall be subject to municipal servicing capacity.
4. The proposed works must result in a significant increase in municipal tax assessment.
5. Applicants to this Program shall be required to submit an estimate of the tax increment, based on the existing tax assessment, and post-development tax assessment.
6. This Program shall not be combined with any other financial incentive program of this Plan.
7. The default grant period shall be 10-years, however the Township may enter into an agreement with an eligible applicant for an alternative grant period,

at its discretion and based on the nature of the proposed development.

8. If the subject lands are sold in whole or in part, or if there is otherwise a change in ownership, the Township shall not be obligated to uphold the agreement, unless otherwise agreed to by the Township.

4.10 Downtown Housing Program

4.10.1 Purpose

The Downtown Housing Program promotes new housing opportunities within the Downtown Areas through the rehabilitation of existing residential units and the development of new residential units.

4.10.2 Eligible Properties

1. All properties within Priority Area 1 and Priority Area 2 shall be eligible for this Program, provided that the Official Plan permits residential uses on the eligible property.
2. The Program shall also be available to institutional buildings and properties, provided they are owned or managed by a non-profit or not-for-profit, community based organization.

4.10.3 Eligible Costs

The total value of the Downtown Housing Program shall be calculated on the following basis:

1. In Priority Area 1 and Priority Area 2, the following costs shall be eligible:
 - a. Intensification of an existing mixed-use building by converting an upper-storey non-residential space into residential units;
 - b. Conversion of non-residential space located in the rear-portion of a non-residential building to a residential use, provided the new residential

use is located on the ground floor only;

- c. Development of a vacant lot (including surface parking areas) for the purpose of a mixed-use building, provided that at least two new residential units are created; and
 - d. Renovations to existing residential units that are undertaken to comply with the Ontario Building Code, Property Standards By-law, and Fire Code.
2. In Priority Area 2 only, the following costs shall be eligible:
 - a. The development of two or more dwelling units within a multi-residential building as permitted by the Zoning By-law; or
 - b. Improvements to legally existing secondary units that are undertaken to comply with the Ontario Building Code.

4.10.4 Financial Incentive Value

The maximum value of the Downtown Housing Program shall be calculated based on the following:

1. Where residential units are offered at market rate, the maximum value of the grant shall be:
 - a. \$10,000 per residential unit, or 50% of eligible costs, whichever is less.
 - b. The maximum number of residential units eligible for this program shall be four units per property, or \$40,000 per property.
2. Where residential units are offered as affordable, the maximum value of the grant shall be:

- a. \$15,000 per residential unit, or 50% of eligible costs, whichever is less.
- b. The maximum number of residential units eligible for this program shall be four units per property, or \$60,000 per property.

4.10.5 Payment of Grant

The grant shall be paid only upon completion of the Project, to the satisfaction of the Township.

4.10.6 Specific Eligibility Criteria

In addition to Section 5 General Eligibility Criteria, the following additional criteria shall apply:

1. The minimum number of new residential units shall be two.
2. The conversion of ground floor commercial space with direct access from the sidewalk shall not be eligible for this Program.
3. The Township may require an eligible applicant to enter into an agreement to ensure the residential units remain affordable for a set period of time, and further the agreement may be registered on title.
4. The availability of this Program is subject to municipal servicing capacity.
5. At its sole discretion, the Township may evaluate the merit of an application based on the following criteria:
 - a. The total number of new residential units being constructed; and
 - b. If the residential units are rental units.
6. Applications that satisfy these criteria shall be preferred and given preference over other applications, in particular where there may be limited funds remaining for this Program in any given funding year.

7. The availability of this Program is subject to the availability of municipal servicing.

4.11 Commercial Support Program

4.11.1 Purpose

The purpose of the Commercial Support Program is to support continued commercial viability in the Downtown Areas by encouraging the rehabilitation of existing ground floor commercial space, or the conversion of ground floor non-commercial uses to commercial uses. The Program also promotes the installation of permanent patios, and laneway improvements.

4.11.2 Eligible Properties

1. The Program is available in Priority Area 1 for all existing commercial uses, and where a non-commercial use is proposed to be converted to a commercial use.
2. The Program shall also be available to institutional buildings and properties, provided they are owned or managed by a non-profit or not-for-profit, community based organization.

4.11.3 Eligible Costs

The total value of the Commercial Support Program shall be calculated on the following basis:

1. Commercial rehabilitation or conversion:
 - a. Repair, replacement or extension of plumbing, heating, ventilation, or electrical systems to comply with the Ontario Building Code or Ontario Electrical Safety Code, or to service a new commercial space;

- b. Repair, replacement, or extension of fire protection system elements to comply with the Fire Code, or to service a new commercial space;
 - c. Installations or renovations to comply with Accessibility for Ontarians with Disabilities Act;
 - d. Construction or repair of stairs, railings, and/or ramps to comply with the Ontario Building Code;
 - e. Replacement of doors, windows, and walls, provided that these improvements are only undertaken to comply with the Fire Code;
 - f. Interior improvements related to the restoration of designated heritage properties;
 - g. Repair or replacement of roofs or prevent future leaks;
 - h. Structural repairs to walls, ceiling, floors, and foundations;
 - i. Flood proofing measures, or other similar improvements that may be identified for weatherproofing; and
 - j. Additions to an existing commercial space that results in a 25% increase to the existing gross floor area.
2. Business improvement and opportunities:
- a. Installation or refurbishment of exterior seating and tables, including pedestrian benches;
 - b. Installation or refurbishment of decorative signage, lighting, or permanent landscaping features;
 - c. Permanent structural elements for a patio or outdoor seating area, including where located on a rooftop and associated works that may be required, such as structural repair or reinforcement, access, egress, or any works required to comply with the Ontario Building Code, Fire Code, or Ontario Electrical Safety Code;
 - e. Permanent fencing and/or barriers;
 - f. Improvements to pedestrian walkways and connections from the street to a building entrance;
 - g. Improvements and rehabilitation to private laneways that provide access from a surface parking area located in the rear yard to the front of a building or provide access to a public street, including but not limited to resurfacing of the walkway, refurbishment of the façade facing the laneway, lighting, signage, security features, or other similar works that contribute to overall visual aesthetic, design, pedestrian safety, and functionality of the laneway itself; and
 - h. Professional services of an architect, designer, engineer, or heritage professional associated with the above noted works.
- 4.11.4 Financial Incentive Value
- The maximum value of a grant shall be \$10,000, or 50% of eligible costs, whichever is less.
- 4.11.5 Payment of Grant
- The grant shall be paid only upon completion of the Project, to the satisfaction of the Township.
- 4.11.6 Specific Eligibility Criteria
- In addition to Section 5 General Eligibility Criteria, the following additional criteria shall apply:

1. Only permanent improvements shall be eligible for this Program.
2. In all cases, proposed improvements must be undertaken to either:
 - a. Comply with an applicable code (e.g., Ontario Building Code) where there is currently a deficiency; or
 - b. Represent an upgrade to exceed the minimum requirements of an applicable code.
3. The following costs shall not be eligible for a grant under this Program:
 - a. Lifecycle replacement of windows, doors, roofing material, or any other similar building components;
 - b. Non-permanent or moveable items and fixtures, such as furniture, appliances, signage, or lighting; and
 - c. Decorative or finishing elements, such as casing, baseboard, trim, crown moulding, paint, drywall, doors, or any other similar element.
2. At its discretion, Council may enact a by-law to amend Schedule B to the CIPA to modify the properties eligible for this Program. For clarity, an amendment to this Plan shall not be required for this purpose.
3. Eligible properties shall be selected based on the following criteria:
 - a. Priority properties shall be located within the CIPA.
 - b. The Program shall be exclusively limited to a small number of properties that would particularly benefit from additional financial incentives to promote property investment, where otherwise the programs of this Plan are deemed to be insufficient in this regard.
 - c. A priority property shall be located in a prominent location and be highly visible, such as being located at a major intersection, on a corner lot, or important vista.
 - d. A priority property may include buildings that have fallen into disrepair, are underutilized, or have been vacant for a prolonged period of time.
 - e. Properties eligible for this Program may also be deemed by the Township as having heightened community value or significance, such as being connected to important events, activities, or people.
 - f. A priority property may also be identified on the basis that the proposed community improvement

4.12 Priority Property Program

4.12.1 Purpose

The purpose of the Priority Property Program is to expedite the revitalization of specific properties within the CIPA where there will be an immediate and substantive impact on desirable community revitalization. Generally, these properties are characterized as being in particular need of improvement, are situated in prominent locations, have significant value to the community, or where their revitalization would function as a broader catalyst to advance revitalization priorities of the Downtown Areas.

4.12.2 Eligible Properties

1. Properties eligible for this Program are identified under Schedule B to the CIPA.

works will function as a catalyst to encourage other landowners to apply for the financial incentive programs of this Plan by demonstrating the economic and community benefits.

- g. Only properties that are designated by the Official Plan to permit a non-residential use or mixed-use development shall be eligible for this Program.
- 4. Any eligible applicant within the CIPA may submit a request to the Township to be identified on Schedule B. Notwithstanding, Council shall be the ultimate decision-making authority on identifying priority properties.

4.12.3 Eligible Costs

- 1. The eligible costs shall be as indicated in the applicable financial incentive program, as detailed in Sections 4.4 through 4.11, with the exception of Section 4.9 Catalyst Development Program, which is not eligible to be combined with this Program.

4.12.4 Financial Incentive Value

The total value of the Priority Property Program shall be calculated on the following basis:

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

4.12.5 Payment of Grant

The grant shall be paid based on the payment policies of the applicable financial incentive program, in accordance with Sections 4.2 through 4.10 of this Plan.

4.12.6 Specific Eligibility Criteria

In addition to Section 5 General Eligibility Criteria, the specific eligibility criteria of the applicable financial incentive program shall apply, in accordance with Sections 4.2 through 4.10 of this Plan.



5 General Eligibility Criteria

Township staff if their property is within the current CIPA.

5.1 Consistent with the Vision of this Plan

All community improvement works funded by this Plan must demonstrate to the satisfaction of the Township that they contribute to achieving the Vision for the applicable Downtown Area as established in Section 2 of this CIP.

5.3 Façade Design Guidelines

All community improvement works funded by this Plan must be consistent with the relevant sections of the Façade Design Guidelines for Beaverton, Cannington, and Sunderland.

5.2 Located within the CIPA

1. The subject property must be located within the boundary of the CIPA to be eligible to apply for a financial incentive program established by this Plan.
2. The CIPA is administered as a separate by-law from this Plan and may be amended from time to time at the discretion of Council. Applicants interested in applying for a financial incentive program established by this Plan are encouraged to confirm with

5.4 Ontario Heritage Act

Where a subject property is designated under the Ontario Heritage Act, any proposed improvements shall be undertaken in accordance with the reasons for designation as set out in the by-law designating the property.

5.5 Heritage Conservation Opportunities

At its sole discretion, the Township may encourage or require the rehabilitation, improvement, or conservation of properties

or buildings that have demonstrated heritage value or significance, where an application has been made on that subject property or building.

5.6 Compliance with Applicable Laws and Policies

Applications shall conform to the Official Plan, Zoning By-law, and all other applicable laws of the Township, Region, Province of Ontario, and Government of Canada, and/or the Lake Simcoe Region Conservation Authority.

5.7 Maximum Value of Grant

In no case shall the total value of all incentives exceed the total eligible costs of community improvement works funded by the financial incentive programs of this Plan.

5.8 Minimum Costs

An application may be declined where the calculated total grant value would be less than \$1,000.

5.9 Professional Services

1. The professional services of a planner, engineer, designer, or heritage professional shall not exceed 15% of the total eligible costs per financial incentive program.
2. A professional planner, engineer, designer, or heritage planner shall be in good standing with their respective accredited body, and only be retained on the basis that the professional services are directly related to the eligible costs.

5.10 No Retroactive Incentives

A project that is either completed or underway at time of application shall not be

eligible for the financial incentive programs established by this Plan.

5.11 Combination of Programs

1. All financial incentive programs established by this Plan are eligible to be combined, with the exception of the Tax Increment Equivalent Grant.
2. For clarity, the Tax Increment Equivalent Grant shall not be combined with any other program established by this Plan.

5.12 Number of Applications per Property

1. The Township shall not consider more than one application per property in a given funding year.
2. Where community improvement works are proposed to be phased across two or more funding years, applicants may be eligible to apply again in subsequent years.
3. The Township may reject a subsequent application, or reduce the amount of the grant, if the subsequent improvements involve removal or retraction from previously approved eligible costs.

5.13 No Tax Arrears

A property shall not be eligible for a financial incentive program established by this Plan if the subject lands are in tax arrears or accounts receivable at the time of application.

5.14 Consistent with Approved Application

1. All community improvement works must be undertaken and completed in a manner that is consistent with an approved application.
2. At its discretion, if the Township deems that the works were undertaken in a manner that was inconsistent with an approved application, the Township may delay, reduce or cancel the financial incentive, and may require repayment of the incentive.

5.15 No Duplication of Eligible Costs

An eligible cost shall not receive funding from more than one financial incentive program established by this Plan.

5.16 Disclosure of Other Funding Sources

1. Applicants are required to disclose other sources of funding to the Township as part of the application process.
2. Where funding from another source(s) has been awarded, the Township may deduct the value of that funding from the total awarded incentive.

5.17 Permanent Improvements Only

1. Only permanent community improvements shall be eligible for the financial incentive programs established by this Plan.
2. Further, no lifecycle replacements shall be eligible, including doors, windows, and roofing material, among other similar building elements.

5.18 Landowner Authorization

Tenants are required to show proof of authorization and consent from a landowner to be eligible to apply for the financial incentive programs of this Plan.

5.19 Minimum Affordability Period

1. As applicable, the Township shall require that eligible applicants enter into an agreement requiring that new residential units be maintained as affordable for a minimum period of time.
2. The default minimum affordability period shall be 15-years. At its discretion, the Township may require an alternative affordability period.
3. The agreement between the Township and an eligible applicant shall be registered on title.,

5.20 Transition of Applications in Progress

This Plan is to be adopted by Council in 2024. It is therefore recognized that some applications may have been prepared and submitted based on the 2013 Downtown CIP. Where these applications were in progress at the time of adoption of this Plan, they will be evaluated on the policies and requirements of this Plan.



6 Implementation

6.1 Implementation Period

1. This Plan is intended to be implemented over a 10-year period; however, Council may direct staff to undertake an interim review of the CIP and CIPA after five years.
2. Notwithstanding the above, nothing shall prevent the implementation of this Plan for more than 10-years, provided an interim five-year review is undertaken.
3. If Council, in consultation with Township staff, determines that the revitalization goals and objectives of this Plan have not been realized, or if it is determined that the Plan or components of the Plan are no longer relevant, the CIP and CIPA may be dissolved, in which case a new CIP and CIPA may be prepared and adopted by a by-law(s) of Council.

6.2 Interpretation

1. This Plan must be read, interpreted, and administered in its totality.
2. Interpretation and administration of this Plan shall be at the sole and exclusive direction of the Township, the administrator, or Council, as the situation may dictate.

6.3 Community Improvement Project Area

1. The financial incentive programs of this Plan only apply to properties within the designated CIPA. For clarity, properties that are not within the CIPA are not eligible for the financial incentive programs of this Plan.
2. Where a portion of a lot is within the designated CIPA, it shall be interpreted that the entirety of the lot is within the designated CIPA is therefore eligible for the financial incentive programs of this plan.

3. The CIPA is established separately from this Plan by a by-law of Council. On this basis, the CIPA may be amended separately from this Plan by a new by-law of Council.

6.4 Plan Administration

1. By default, Council delegates approval authority to a Plan Administrator on matters related to the implementation of this Plan, including decisions related to the approval of applications for financial incentives.
2. The Plan Administrator shall oversee the day-to-day implementation of this Plan. The core responsibilities of the Plan Administrator shall, at a minimum, include the following activities to support the Plan:
 - a. Meeting with interested applicants to review the Plan within the context of proposed community improvement works and to confirm eligibility;
 - b. Act as a resource for eligible applicants and facilitate the submission of applications from eligible applicants;
 - c. Identify necessary submission materials, including any supporting documents, studies or reports, that would be required to deem an application complete;
 - d. Coordinate the review and processing of eligible applications with the Review Panel and/ or Council, as may be applicable;
 - e. Facilitate execution of a financial incentive agreement between an eligible applicant and the Township, and coordinate payment of the financial incentive at the appropriate time, in accordance with the policies of this Plan;

- f. Commit the Township's resources to ensure the Plan is appropriately monitored and evaluated.

6.4.1 Plan Review Panel

1. Staff from relevant Township departments will be assigned to take part on a Review Panel. The Review Panel will evaluate applications for financial incentives. The Administrator will facilitate this review process and coordinate with the Review Panel on a case-by-base basis depending on the nature and scope of an application.
2. The Review Panel shall be responsible for reviewing financial incentive applications and commenting on the applications.
3. The Review Panel may participate and provide input to the Plan Monitoring and Evaluation program, as requested by the Plan Administrator.

6.4.2 Council Direction

From time to time, the Administrator may seek formal direction from Council on matters related to issuing a decision on applications for financial incentives on a case-by-case basis.

6.5 Funding

1. On an annual basis, Council may consider establishing a budget to fund the financial incentive programs of this Plan.
2. The budget to fund this Plan shall be at the sole discretion of Council and may be informed though consultation with Township staff.

3. From time to time, Council may determine that changes to the value of the financial incentive programs are necessary. Any decision in this regard should be informed in consultation with the Plan Administrator.
4. At its sole discretion, Council may allocate portions of the financial incentive budget to specific financial incentive programs of this Plan. Alternatively, Council may direct that certain financial incentive programs of this Plan are not allocated budget and shall therefore be deemed inactive until such time that funding is made available by a decision of Council.
5. This Plan recognizes that funding of the financial incentive programs may be dependent on available municipal resources and evolving budget priorities, including other strategic priorities.
6. Annual funding of this Plan will be made at the sole discretion of Council, without an amendment to this Plan.
7. Nothing in this Plan is intended to commit the Regional Municipality of Durham or any other stakeholder to funding the projects and programs outlined in this Plan. Participation by any other stakeholder is subject to their independent budgeting and approvals process.
8. Any unused portion of an allocated annual budget for this Plan may be carried over to the following funding year.

6.6 Application Process

This Plan contemplates an application process that may include a total of eleven steps.

Step 1: Pre-application Meeting

1. Applicants may be required to arrange and participate in a pre-application consultation meeting with the Plan Administrator in order to discuss and confirm application requirements, program eligibility, proposed scope of work, design expectations, project timing, supporting documentation requirements, etc.

Step 2: Application Submission

2. The applicant shall be required to submit a complete application, which will include all of the required application forms, in addition to any supporting documentation, as identified or required by the Plan Administrator or Review Panel. Supporting materials may include, for example, photographs, detailed plans, technical specifications, supporting studies, cost estimates, written authorization, among others.

Step 3: Application Completeness

3. The Plan Administrator shall review the application to ensure the submission requirements have been satisfied and if so, may deem the application complete. If the Plan Administrator determines an application to be incomplete, it will be rejected and returned to the applicant.

Step 4: Application Circulation and Evaluation

4. Once an application has been deemed complete, the Plan Administrator will circulate the application to the Review Panel for evaluation against the incentive program eligibility requirements, including both general and specific requirements.

Step 5: Application Decision

5. Based upon the proposal, application, supporting material, and fulfillment of the eligibility requirements, the Plan Administrator, in consultation with the Review Panel, will render a recommendation on the application. The Plan Administrator may seek formal direction from Council regarding a decision depending on the nature and scope of an application.
 - a. If an application is refused, it will be returned to the applicant with a rationale for the decision. The applicant will then have an opportunity to resubmit an application provided the reapplication satisfies the reasons for refusal. Further, where the decision is rendered and an application is refused, the applicant shall have the right to appeal the decision to Council.
 - b. If an application is approved, notice of the decision will be provided to the applicant.

Step 7: Financial Incentive Agreement

6. If an application is recommended for approval, the Plan Administrator will prepare the financial incentive agreement. The financial incentive program agreement will outline the terms and payment of the grant and conditions should an eligible applicant default on the agreement.

Step 8: Community Improvement Works

7. Once a financial incentive agreement is executed, an applicant may initiate community improvement works in accordance with the agreement. It is the sole responsibility of an applicant to inform the Plan Administrator when the community improvement works are complete.

Step 9: Inspection

8. To inform a decision to issue payment, the Plan Administrator may conduct a site visit, or alternatively, request photographs or similar evidence of the completed works from the applicant.

Step 10: Payment of Grant(s)

9. Payment of the financial incentive, in accordance with the agreement, will be issued upon successful completion of the approved work, to the satisfaction of the Plan Administrator.

Step 11: Default

10. Should the Plan Administrator determine that the applicant defaulted on any of the eligibility requirements of this Plan or fail to meet the detailed requirements of each of the incentive programs or any other requirements of the Township, the Township may delay, reduce, or cancel the approved incentive program benefits, and may require repayment of any of the incentive program benefits, at the discretion of the Township.
11. Further, any program commitments may be cancelled if work does not commence within six months of approval of an application.

6.7 Plan Monitoring and Evaluation

1. The success of this Plan will depend on the implementation of a monitoring and evaluation framework to ensure the programs are being utilized and that they are achieving their intended outcomes.

2. Upon implementation of this Plan, the Plan Administrator shall establish a database for monitoring and reviewing applications. For each application, the Plan Administrator shall collect and enter into a database:
 - a. The type of project and they type of grant(s) being sought;
 - b. Value of the grant(s) being sought as well as the total value of construction;
 - c. Address, property, applicant, and ownership information;
 - d. The names of contractor(s) and supplier(s);
 - e. The type and quantity of improvements being made, as specific to the application (e.g., length of façade, number of signs, area of landscaping, number of parking spaces created/improved, number of trees planted, length of walkways created/improved, number of bicycle parking spaces created/improved, etc.);
 - f. The status of the application and any related grant payment(s).
3. The following additional baseline information and data may assist with long-term monitoring and evaluation. The Plan Administrator, at their discretion, may work to identify any of the following data and information:
 - a. Number and type of businesses;
 - b. Building or unit vacancy;
 - c. Number of residential units;
 - d. Inventory of existing pedestrian and active transportation amenities (e.g., benches and bicycle racks), and their general condition;
 - e. Number of off-street private commercial parking spaces.
4. Further, the Plan Administrator should endeavor to collect “before” and “after” photos of each subject property.
 - a. On an approximate annual basis, the Plan Administrator should report to Council on the successes and issues of the Plan. An annual report may note some or all of the following information:
 - b. Number of enquiries, and how many of those inquiries resulted in a formal application;
 - c. Notable changes in existing conditions in relation to the baseline data;
 - d. Total number of applications, total value of grants, and total value of construction;
 - e. Any unintended outcomes of Plan implementation, or challenges with interpretation and/or administration, including resources (e.g., staff, funding, etc.);
 - f. Recommended modification or amendments to this Plan or the CIPA, including considerations such as eligible costs, maximum grant values, or which programs should be funded, among others.
5. The Plan Administrator, at their discretion, may undertake consultation with the business community, landowners, relevant organizations, and Council, to augment the details of the plan monitoring and evaluation framework established by this Plan.

6.8 Glossary

The following is a glossary of terms and their associated definitions for the purpose of interpreting this Plan:

“Affordable” means as defined in the Provincial Policy Statement, 2020.

“Applicant” means a registered owner, assessed owner or tenant of lands and buildings within the CIPA, and/or any person to whom a registered owner, assessed owner or tenant of lands and buildings within the CIPA has assigned the right to make an application to this Plan.

“Community Improvement” as defined in accordance with its definition under Section 28 of the Planning Act.

“Community Improvement Plan” means as defined in accordance with its meaning under Section 28 of the Planning Act.

“Community Improvement Project Area” means as defined in accordance with its meaning under Section 28 of the Planning Act.

“Council” means the Council of the Township of Brock.

“Eligible Applicant” means an applicant (as defined above) who meets all of the general and program specific requirements of the financial incentive programs and prepares and applies for community improvement works that is in accordance with the definition of the Planning Act and the program specific requirements, as outlined in this Plan. The Plan Administrator reserves the right to determine whether or not an applicant is deemed eligible under this Plan.

“Façade Design Guidelines” means the Council endorsed Façade Design Guidelines for Beaverton, Cannington, and Sunderland.

“Mixed-use” means any combination of two or more of the following uses: residential, commercial, office, or institutional.

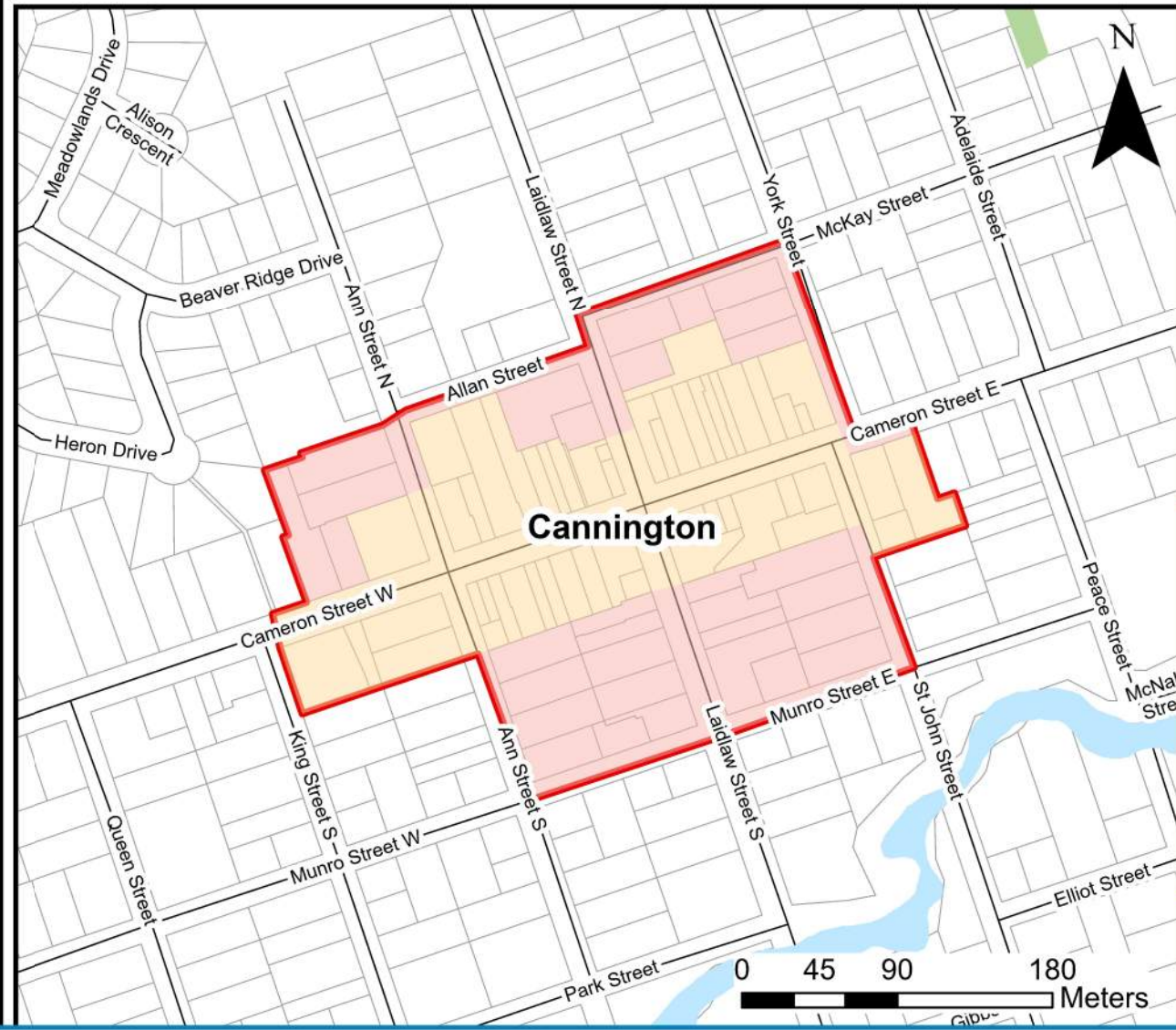
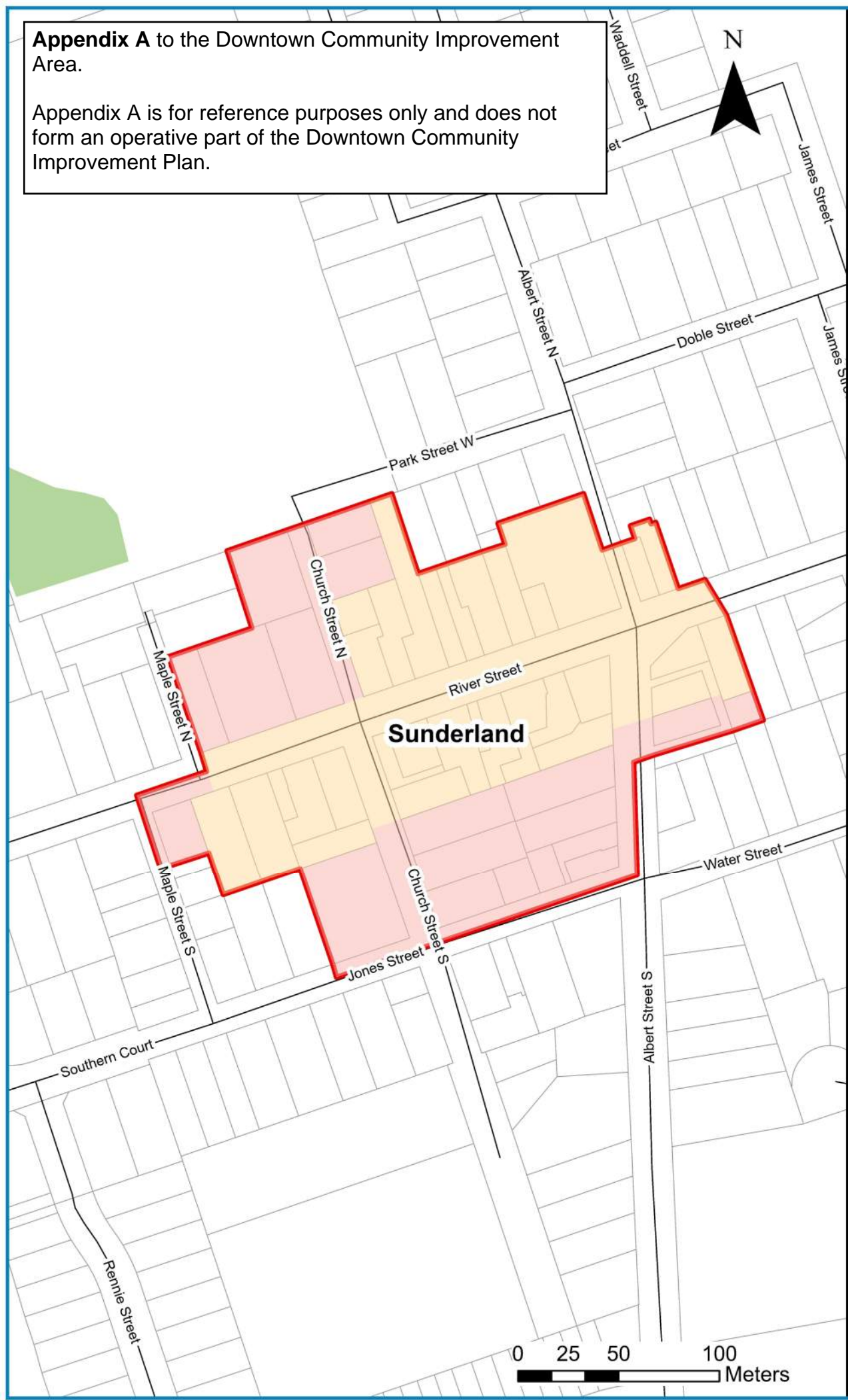
“Plan Administrator” means a member of Township staff who has been designated to be responsible for the ongoing implementation and administration of this Plan.

“Official Plan” means the Township’s Official Plan.

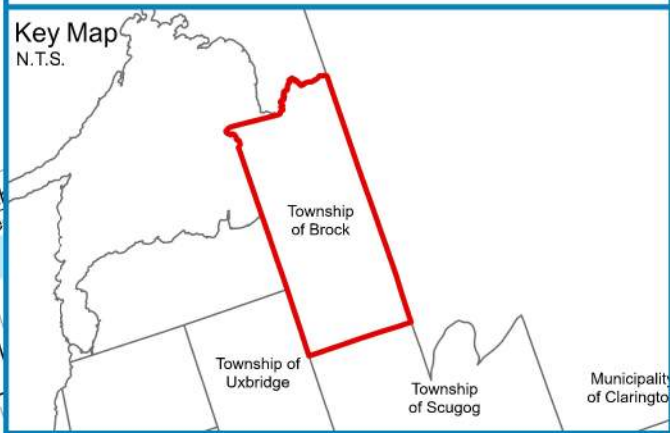
“Zoning By-law” means the Township’s Zoning By-law.

Appendix A to the Downtown Community Improvement Area.

Appendix A is for reference purposes only and does not form an operative part of the Downtown Community Improvement Plan.



- Legend**
- Draft Community Improvement Project Area
 - Priority Area 1
 - Priority Area 2
 - Parcels
 - Waterbodies
 - Wooded Area
 - Railway
 - Roads





Township of Brock Downtown Community Improvement Plan (Draft)

Appendix B (Reserved for Future Use)



Ontario 

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

