

Slide 1

Hello and thank you for joining us for the Southwest Middlesex Community Improvement Plan Key Stakeholder Workshop. A version of this presentation will be available on the Municipality's website if you would like to review it in more detail.

We'd like to iterate that hearing from the business representatives and getting the business communities input on this Plan is key to its success. It is only through community and business buy-in can this plan succeed. For any business owners and members of the public joining us this evening, we encourage comments and feedback throughout the presentation but will especially appreciate feedback and Participation during the interactive session that follows this presentation.

Slide 2

The purpose of this workshop is to provide an overview of the Southwest Middlesex CIP project, provide an overview of CIP policy, specifically the basics of CIP legislation and rules, review the key content included in a CIP, provide an overview of how a CIP relates to the local SWM Community, and complete an interactive workshop where we will obtain stakeholder feedback.

Slide 3

Section 28 of the Planning Act, which is supported by other Provincial legislation) provides municipalities a broad toolkit to facilitate private investments that will have spin-off benefits for the community through a Community Improvement Plan. The Planning Act is the primary piece of legislation that sets out the following process for the preparation of CIPs.

A Municipality must first designate a CIPA – this is the area to which the Community Improvement Plan will apply and only landowners or tenants within this area can apply for grants under the CIP.

Once the CIPA is finalized, the Municipality can move forward with preparing and adopting a Community Improvement Plan. The community improvement plan will include various grants, loans, and tax relief programs that landowners and tenants can apply for. The Municipality can then provide these grant and loans to pay for eligible costs that are defined within the CIP and related to community improvement.

Slide 4

Section 28 also provides the following definitions related to Community Improvement Plans. The following definitions for ‘Community Improvement’, Community Improvement Project Area, and for Eligible Costs provide guidance and clarity on what a CIP can and cannot do. The Southwest Middlesex Community Improvement Plan will need to comply with these definitions.

Slide 5

Based on the previously detailed legislation dictated by Section 28 of the Planning Act, the following General ‘CIP Rules’ apply to all CIP’s, including the Southwest Middlesex CIP:

CIPs (and incentives) can only apply to designated Community Improvement Project Areas (CIPA).

Grants and loans eligible through community improvement plans can only cover ‘eligible costs’ (i.e., land and buildings).

Grants and loans must be for revitalization purposes, or energy efficient buildings. (typically – greenfield areas are not eligible).

General eligibility criteria:

- Retroactive incentives are not permitted,
- A CIP cannot apply to properties or landowners that are tax arrears; and,
- The CIP and eligible grant applications Must conform with all Municipal, County, and Provincial policies, standards, and procedures.

Slide 6

Under Section 106 of the Municipal Act, Municipalities are prohibited from directly or indirectly assisting local businesses by giving or lending money (considered “bonusing”). However, under Section 28 of the Planning Act, having a CIP in place effectively cancels this prohibition and allows the Municipality to assist financially with improvements to private properties through grants, loans, and tax relief.

In summary, a CIP is a plan or framework for the physical revitalization and beautification of defined areas of a Municipality (called a Community Improvement Project Area). A CIP is also a tool that allows

Municipalities to provide financial incentives to private landowners/ tenants as legislated under the Ontario Planning Act. Without a CIP implemented, Municipalities are prohibited from providing funding to private development (as per Municipal Act).

It should be understood that a CIP is not a catch-all answer to all your problems but is just one tool within the Municipalities Toolbox that can provide benefits to the community. A CIP is also not an Economic Development Strategy or a Marketing Campaign, however it can be part of one or both of these strategies. Furthermore, a CIP is not a strategic plan, an official plan, or a zoning by-law. Lastly, a CIP is not implemented only by the Municipality but requires buy-in and Participation from landowners in order for the full community benefits to be seen.

Slide 7

You may be wondering what is included in a CIP? What are the issues that can be addressed through CIPs? In line with the Planning Act definitions of “community improvement” and “eligible costs” that were covered previously in this presentation, the following graphic illustrates the various issues that are often addressed through a CIP. These issues can include walkability, wayfinding, accessibility, affordable housing, beautification and even streetscapes and urban design.

Slide 8

Community improvement issues can be addressed two-ways within a CIP; either through Municipal-Led Initiatives or through Financial Incentive Programs.

While the Municipality cannot apply for grants through the CIP, there are multiple initiatives, projects, and/or studies that can be included within a CIP to enable the Municipality to provide proactive and visible leadership in achieving the goals of the CIP. Municipal initiatives often focus on municipal property improvements, such as streetscape or parking lot improvements, or policy development, such as the development of a Business improvement Area or a Wayfinding Strategy and can cover a wide variety of topics based on what needs are outlined as part of the CIP process. Implementation of the municipally led initiatives within a CIP are, however, subject to the availability of resources. Just because they are included in the CIP, does not mean the Municipality is committed to implementing them.

Financial Incentive Programs are the second way in which community improvement can be undertaken as part of a CIP. Financial benefits, such as grants or loans, are offered to eligible landowners and tenants through a CIP's financial incentive programs in order to pay for part of improvement projects that are consistent with the goals of the CIP. Implementation of these programs is also subject to the availability of municipal resources. Various financial programs can be "turned on" by Council in different years of the CIP's implementation to target certain types of improvements or certain areas of the community.

The side graphic also illustrates the additional components that help make-up a CIP.

Goals and Objectives are included to assist the Municipality in determine what their needs and opportunities are, as well as determine how the success of the CIP will be measures. The goals and opportunities also help the Municipality to decide which community improvement projects to support. Community Improvement projects need to focus on eligible costs that support the CIP's goals and objectives.

A designated CIP area, as discussed in previous slides, is the area where the CIP incentives should apply.

Next, a CIP will include Municipal-led initiatives. These incentives focus on what the Municipality can do to help improve the community while financial incentive programs focus on how landowners can improvement community and where the Municipality wants the money to go.

A CIP's marketing plan addresses the various methods in which the Municipality will be spreading the word and garnering attention about the CIP and the available financial incentive programs.

The implementation plan addresses how the Municipality is going to administer the CIP, including how many financial incentive program grants will be provided each year and who at the Municipality will be administering the CIP and approving the financial incentive program applications.

And finally, a CIP's monitoring plan is included to allow a Municipality to track the success of the CIP. The monitoring plan details how the Municipality will track the progress of the CIP and the distribution of CIP funds over a yearly basis and over the lifespan of the plan. The intended implementation timeline for this **plan** is 10 years, however, it is recommended that Council review the **plan** every 3 years (or as determined necessary) to address changes in **community** priorities, adjust financial incentives, amend any goals or municipal initiatives, and/or to ensure consistency with updates to other municipal planning policy.

Slide 9

We will now move onto the Local Context and preliminary options specific to the Southwest Middlesex Community Improvement Plan, starting with the potential Southwest Middlesex Community Improvement Project Areas, or CIPA's. The SWM CIPA(s) could include:

- The Urban Area of Glencoe or simply the Downtown Core of Glencoe
- The Community Improvement Project Areas could include The Community Area of Wardsville or simply the Commercial area of Wardsville.
- The Community Improvement Project Areas could include Commercial uses or commercial buildings located in the Hamlet areas of Pratt Siding, Appin, Melbourne, and Middlemiss.
- The Community Improvement Project Areas could include Lands adjacent to Arterial Roads.
- The Community Improvement Project Areas could include Lands designated Agriculture.

It is important to remember that the designation of a CIPA or multiple CIPAs is a balancing act. The greater the CIP Area, the less noticeable and concentrated the investments may be. Following this presentation, in the interactive workshop portion of this session, you will be asked to provide your input on where you think the SWM CIP should apply.

Before I move on, are there any comments on areas not included above that should be considered?

Slide 10

After an initial assessment of the Southwest Middlesex community and the project team's determination of need, the following Municipal-led initiatives and financial incentive programs have been proposed.

Proposed Municipal-Led Initiatives include:

1. Downtown Streetscape Improvements: Improvements could address traffic calming measures; gateway features; key intersection improvements and crosswalks; streetscape, sidewalk, and boulevard treatments; public art installations; and tree planting and planting beds.
2. Lobbying for Partnerships; The Municipality could explore and lobby for opportunities for funding from the Federal and Provincial governments, other agencies, or the private sector, including public/private partnerships, which will assist in implementing the Goal and Objectives

of the Community Improvement Plan. The focus could be on the use of funding for improvements to infrastructure, streetscape improvements, and building improvements.

- a. Partnerships could also be developed to fund local events that bring people into the Municipality's settlement areas. Events could include seasonal events, outdoor markets, community gardens, winter festival of lights, etc.
3. Designation of a Business Improvement Area; The Municipality could discuss the benefits and costs of designating a Business Improvement Area with the business community.
4. Downtown/Municipal Marketing Program; The Municipality could establish a marketing strategy to "brand" and market Downtown Glencoe in order to promote business improvement activities, tourism and recreational activities within the community.
 - a. Marketing can also focus on heritage and tourism, through the promotion of municipal natural and cultural heritage resources as a draw for tourism in addition to traditional tourist activities.
5. Urban Design Guidelines: The Municipality could develop urban design guidelines to guide the direction of CIP enhancements to existing building stock, new developments and the built environment.
6. CIP Applicant Recognition Award: To further encourage private landowners to become involved in the beautification of their community and to highlight successes of the Community Improvement Plan program, the Municipality could undertake the development of a CIP Applicant Recognition Award. This Award will recognize applicants who have applied for CIP Incentive Funding and have played a pivotal role in achieving the goal and objectives of this CIP.
7. Gateway and Wayfinding Signage Initiative; The *Municipality* could undertake a Gateway and Wayfinding Signage Initiative to encourage more through-travelers to visit the downtown commercial area of Glencoe. Coordinated signage, wayfinding, and local mapping could be developed as part of this initiative to highlight Southwest Middlesex's many cultural and natural community assets.
8. Heritage Planning and Funding; The Municipality could undertake a municipal heritage plan to thoroughly research and identify the tangible and intangible heritage resources. Funding could also be provided for interpretive panels and additional commemorative plaques associated with buildings, sites of historical events or significance.
9. Strategic Property Acquisition, Investment, and Partnership program; The Municipal Property Acquisition, Investment and Partnership Program is a program developed to facilitate direct

Participation by the Municipality as an active player in rehabilitation projects and addressing vacant properties within Southwest Middlesex's urban area and community area. Participation in this program is limited to the Municipality itself, unless a landowner/developer enters into a partnership arrangement with the Municipality by invitation of or agreement with the Municipality. This program would allow for the Municipality to further implement 'rent-this-space' program(s) within key settlement areas of Southwest Middlesex.

I'd like to open the floor to see if there are any questions regarding the municipal-led initiatives above? Are there areas of need missing that need to be included in a municipal-led program?

Slide 11

Onto Proposed Financial Incentive Programs. The proposed financial incentive programs for the Southwest Middlesex CIP are as follows:

1. Design and Study Grant; for the completion of studies, plans, or designs to investigate the site-specific potential of an improvement project, such as concept plans; site plan drawings; environmental studies; structural analyses; evaluation of building systems; traffic impact studies; or other site studies or plans that may be required at the time of pre-consultation/site plan approval.
2. Commercial Conversion/Rental Housing Grant; assist in the small-scale conversion of existing vacant space (or underused space) into new commercial, rental housing, Mixed-use and other eligible uses. Eligible costs would include conversion of non-commercial or vacant building spaces, upper storey space, existing ground-floor commercial space to a better use, or expansion of existing eligible uses.
3. Planning and Building Permit Fees Grant; Would offset the planning and building fees required by the Municipality (i.e., planning application fees, and building permit/demolition fees).
4. Façade Improvement Grant; To assist with the financing of improvements to an existing building's façade (i.e., replacing façade treatment and materials, new windows, lighting, awnings, etc.)
5. Signage Improvement Grant: To assist with the financing of improvements to an existing buildings commercial signage to promote an attractive, active and pedestrian-friendly streetscape, and one that reflects a cohesive vision for the Municipality.

6. Building, Property, and Accessibility Improvement Grant; To assist with the financing of improvements to privately owned buildings and property in order to meet the current Building Code, improve aesthetic quality (i.e., landscaping, outdoor patios, walkways, etc.), as well as the removal of barriers and other improvements to building accessibility (i.e., ramps, railings, automatic door openers, etc.)
7. Tax Increment Grant: To encourage the reurbanization of properties in the CIPA, grants covering a portion of the tax increase as a result of major improvement projects would be provided.
 - a. Eligible projects would include infill, intensification, adaptive reuse, and redevelopment of eligible uses.
 - b. Grants could be equal to any percentage of the municipal portion of taxes and could be provided for 5-10 years following reassessment.
8. Pop-up Business Construction Grant; To assist landowners and entrepreneurs in creating vibrant seasonal or semi-permanent uses on underutilized lots or spaces within the CIPA.
9. Public Safety Improvement Grant: to help ensure the public is safe when within enclosed spaces and to restore consumer confidence to shop, dine, and use local services. This grant will also help businesses to 'return to normal' once the pandemic is over.
10. Farm Gate Grant: The objective of this grant is to support local agriculturally related uses by providing retail opportunities for local foods or produce. The grant will support the development of semi-permanent or seasonal kiosks/stands along arterial roads (as designated in the municipal Official Plan)
11. Something that wasn't mentioned in previous options but was brought up as an interest in our afternoon session was the Brownfield Financial Tax Incentive Program: The Brownfield Financial Tax Incentive Program provides tax assistance to eligible applicants whose properties require environmental remediation and/or risk assessment/management prior to redevelopment.

I'd like to open the floor to business owners now to see if the above incentive programs would help your business. If not, what programs or need-areas were you hoping to get out of the CIP? Please feel free to share your opinions and ideas (no matter how 'out-there' you think you may be). It is our job to take your ideas and create a grant that assists you and your business as best possible.

Slide 12

That concludes the presentation portion of this workshop – does anyone have any questions? If you are watching this presentation on your own time, please submit your questions via email to

Moira.Davidson@stantec.com.

Slide 13

We will now be moving onto the interactive workshop portion of this session. For the interactive portion of this workshop, we will be using Google Jamboard, which is an interactive whiteboard system that allows for online, cross-platform collaboration. The workshop is set-up in a similar way to in-person consultation where multiple boards would be placed around a room for a walk-through experience. Please use the following link to access the Southwest Middlesex Community Improvement Plan Key Stakeholder Workshop material.

shorturl.at/igCHJ

If you are calling into this presentation, please type the following into your internet search bar:

lowercase shorturl dot a t forward slash i q uppercase C uppercase H uppercase J. If you are unfamiliar with jamboard and are watching this presentation on your own time, please find the google jamboard tutorial on the Municipal Website.