



# **TOWNSHIP OF SOUTHGATE**

Community Improvement Plan

October 21, 2020

# TOWNSHIP OF SOUTHGATE COMMUNITY IMPROVEMENT PLAN

## Table of Contents

<b>1. INTRODUCTION .....</b>	<b>8</b>
<b>1.1 Township of Southgate .....</b>	<b>8</b>
<b>1.2 Village of Dundalk.....</b>	<b>9</b>
<b>1.3 Village of Holstein.....</b>	<b>9</b>
<b>1.4 What is a Community Improvement Plan .....</b>	<b>9</b>
<b>1.5 Purpose of the Community Improvement Plan .....</b>	<b>10</b>
<b>1.6 Application of the Community Improvement Plan.....</b>	<b>11</b>
<b>1.7 How to Use the Community Improvement Plan .....</b>	<b>11</b>
<b>2. THE PLANNING FRAMEWORK .....</b>	<b>12</b>
<b>2.1 Legislative Authority .....</b>	<b>12</b>
<b>2.1.1 Community Improvement .....</b>	<b>12</b>
<b>2.1.2 Community Improvement Project Area.....</b>	<b>13</b>
<b>2.1.3 Community Improvement Plan.....</b>	<b>13</b>
<b>2.1.4 Tools &amp; Activities Under the Planning Act .....</b>	<b>13</b>
<b>2.1.5 Transfer of Grants Between Upper &amp; Lower-Tier Municipalities .....</b>	<b>13</b>
<b>2.1.6 Other Relevant Sections of the Planning Act.....</b>	<b>14</b>
<b>2.1.7 Municipal Act.....</b>	<b>14</b>
<b>2.1.8 Development Charges Act.....</b>	<b>14</b>
<b>2.2 Provincial Policy Statement (2014).....</b>	<b>15</b>
<b>2.3 County of Grey Official Plan.....</b>	<b>15</b>
<b>2.3.1 County of Grey Official Plan (2013) .....</b>	<b>15</b>
<b>2.3.2 County of Grey Official Plan (2018) .....</b>	<b>16</b>
<b>2.4 Township of Southgate Official Plan.....</b>	<b>16</b>
<b>3. APPROACH TO COMMUNITY IMPROVEMENT .....</b>	<b>17</b>
<b>3.1 Goals and Objectives.....</b>	<b>17</b>
<b>3.1.1 Downtown Revitalization.....</b>	<b>17</b>
<b>3.1.2 Attainable and Affordable Housing.....</b>	<b>17</b>

3.1.3	Adaptive Re-use .....	17
3.1.4	Agricultural Development .....	18
3.1.5	Brownfield Redevelopment .....	18
3.2	Community Improvement Project Area .....	18
3.3	Community Improvement Activities .....	18
4.	FINANCIAL INCENTIVE PROGRAMS .....	19
4.1	Tax Increment Equivalent Grant .....	19
4.1.1	Purpose .....	19
4.1.2	Eligible Costs .....	19
4.1.3	Program Details.....	20
4.1.4	Payment of Grant .....	20
4.1.5	Eligibility Criteria .....	21
4.2	Building and Land Improvement Grant .....	22
4.2.1	Purpose .....	22
4.2.2	Eligible Costs .....	22
4.2.3	Program Details.....	22
4.2.4	Payment of Grant .....	22
4.2.5	Eligibility Criteria .....	23
4.3	Façade, Building and Signage Improvement Grant .....	23
4.3.1	Purpose .....	23
4.3.2	Eligible Costs .....	23
4.3.3	Program Details.....	24
4.3.4	Payment of Grant .....	24
4.3.5	Eligibility Criteria .....	24
4.4	Property, Landscaping and Parking Area Improvement Grant .....	25
4.4.1	Purpose .....	25
4.4.2	Eligible Costs .....	25
4.4.3	Program Details.....	26
4.4.4	Payment of Grant .....	26
4.4.5	Eligibility Criteria .....	26

<b>4.5</b>	<b>Accessibility and Public Health and Safety Improvement Grant</b> .....	26
4.5.1	Purpose .....	26
4.5.2	Eligible Costs .....	27
4.5.3	Program Details.....	27
4.5.4	Payment of Grant .....	27
4.5.5	Eligibility Criteria .....	27
<b>4.6</b>	<b>Destination Infrastructure Grant</b> .....	28
4.6.1	Purpose .....	28
4.6.2	Eligible Costs .....	28
4.6.3	Program Details.....	28
4.6.4	Payment of Grant .....	29
4.6.5	Eligibility Criteria .....	29
<b>4.7</b>	<b>Planning &amp; Building Permit Fee and Development Charges Grant</b> .....	29
4.7.1	Purpose .....	29
4.7.2	Eligible Costs .....	30
4.7.3	Program Details.....	30
4.7.4	Payment of Grant .....	30
4.7.5	Eligibility Criteria .....	31
<b>4.8</b>	<b>Housing Rehabilitation and Conversion Grant</b> .....	31
4.8.1	Purpose .....	31
4.8.2	Eligible Costs .....	31
4.8.3	Program Details.....	32
4.8.4	Payment of Grant .....	32
4.8.5	Eligibility Criteria .....	32
<b>4.9</b>	<b>Startup Space Leasehold Improvement Grant</b> .....	33
4.9.1	Purpose .....	33
4.9.2	Eligible Costs .....	33
4.9.3	Program Details.....	34
4.9.4	Payment of Grant .....	34
4.9.5	Eligibility Criteria .....	34

<b>5.</b>	<b>BROWNFIELD INCENTIVE PROGRAMS</b>	<b>35</b>
5.1	Environmental Study Grant Program	35
5.1.1	Purpose	35
5.1.2	Eligible Costs	35
5.1.3	Program Details	35
5.1.4	Payment of Grant	36
5.1.5	Eligibility Criteria	36
5.2	Brownfield Property Tax Assistance Program	36
5.2.1	Purpose	36
5.2.2	Eligible Costs	37
5.2.3	Program Details	37
5.2.4	Payment of Grant	38
5.2.5	Eligibility Criteria	39
<b>6.</b>	<b>SURPLUS LAND &amp; BUILDINGS</b>	<b>39</b>
6.1	Purpose	39
6.2	Eligible Costs	39
6.3	Program Details	40
6.4	Payment of Grant	40
6.5	Eligibility Criteria	40
<b>7.</b>	<b>SUMMARY OF PROGRAM INCENTIVES</b>	<b>40</b>
<b>8.</b>	<b>MONITORING &amp; EVALUATION</b>	<b>42</b>
8.1	Process for Monitoring & Evaluation	42
8.1.1	Establish the Monitoring Database	42
8.1.2	Determine Baseline Conditions	43
8.1.3	Collect Data	43
8.1.4	Prepare Annual CIP Evaluation Report to Council	44
8.1.5	Program & Plan Adjustment	44
<b>9.</b>	<b>IMPLEMENTATION</b>	<b>45</b>
9.1	Definitions	45
9.2	Interpretation	48

9.2.1	Interpretation at Sole Discretion of Council .....	48
9.3	Implementation Period .....	48
9.3.1	Implementation Period .....	48
9.3.2	Dissolution of Community Improvement Plan .....	48
9.4	Administration of Program .....	48
9.4.1	Designation of Plan Administrator .....	48
9.4.2	Designation of Approval Authority .....	48
9.4.3	Administration of Financial Incentive Programs .....	48
9.4.4	Submission of Applications for Financial Incentives .....	49
9.4.5	Approval of Applications for Financial Incentives .....	49
9.5	Budgeting for the Incentive Programs .....	49
9.5.1	Annual Budget for Financial Incentive Programs .....	49
9.5.2	Changes to Funding Levels .....	49
9.5.3	Funding Sources .....	49
9.6	General Eligibility Requirements for Incentive Programs .....	49
9.6.1	Timing of Community Improvement Works .....	50
9.6.2	Only Property Owners or Tenants with Consent .....	50
9.6.3	Financial Incentives Not Available to Greenfield Properties .....	50
9.6.4	No Outstanding Property Tax Arrears .....	50
9.6.5	Number of Applicants Per Property .....	50
9.6.6	Complete Financial Incentive Application & Supporting Materials .....	50
9.6.7	Project in Accordance with Municipal Bylaws, Policies, Procedures, Standards and Guidelines .....	51
9.6.8	Project in Conformity with the Official Plan & Zoning Bylaw .....	51
9.6.9	Project in Accordance with Planning Approvals & Building Permits .....	51
9.6.10	Conformity with Design Criteria .....	51
9.6.11	Completed Works to be Consistent with Approved Application .....	51
9.6.12	Combination & Value of Incentives .....	52
9.6.13	Not Maintenance or Life Cycle Replacements .....	52
9.6.14	Grants to be a Maximum 50% of the Eligible Costs .....	52
9.6.15	Minimum Grant of \$500 .....	52

<b>9.7</b>	<b>General Process and Submission Requirements for Incentive Programs.....</b>	<b>52</b>
9.7.1	Municipality Not Responsible for Applicant’s Costs.....	53
9.7.2	Application Prior to Commencement of Works.....	53
9.7.3	Applicant to Declare Other Funding.....	53
9.7.4	Administrator’s Application Review.....	53
9.7.5	Financial Incentive Program Agreement.....	53
9.7.6	Additional Information May be Required.....	53
9.7.7	Project Audit at the Cost of the Applicant.....	54
9.7.8	Inspection of Completed Project.....	54
9.7.9	Failure to Meet Requirements.....	54
9.7.10	Discontinuation of Funding.....	54
9.7.11	Cancelation of Grant due to Failure to Initiate the Project.....	54
<b>9.8</b>	<b>Application Process for Incentive Programs.....</b>	<b>54</b>
9.8.1	Application Process.....	54
9.8.2	Application Process Changes.....	55
9.8.3	Pre-Application Consultation and Application Submission.....	55
9.8.4	Application Review & Evaluation.....	56
9.8.5	Application Approval.....	57
9.8.6	Completion of Works and Payment.....	58
<b>9.9</b>	<b>Timeline for Application Review &amp; Decision.....</b>	<b>59</b>
<b>10.</b>	<b>URBAN DESIGN CRITERIA.....</b>	<b>59</b>
<b>10.1</b>	<b>Façade &amp; Building Improvement Criteria.....</b>	<b>60</b>
10.1.1	Criteria to Maintain and Restore Historic or Original Building Materials, Architectural Elements and Features.....	60
10.1.2	Criteria to Maximize Façade Interest, Detailing and Differentiate the Components of a Façade (base, middle and top).....	60
10.1.3	Criteria to Maximize Barrier-Free Access.....	61
10.1.4	Criteria to Create an Active, Inviting Façade Using Murals, Awnings and Patios/Sidewalk Cafes.....	61
<b>10.2</b>	<b>Signage Criteria.....</b>	<b>62</b>
10.2.1	Signage Should be Scaled for Pedestrians and Not Vehicular Traffic.....	62

<b>10.3</b>	<b>Property &amp; Landscaping Improvement Criteria .....</b>	<b>62</b>
<b>10.3.1</b>	<b>Criteria to Minimize Visual Impact of Parking Area .....</b>	<b>62</b>
<b>10.3.2</b>	<b>Criteria to Maximize Landscaping and Planting to Create Visual Interest .....</b>	<b>63</b>
<b>10.3.3</b>	<b>Criteria to Encourage Sustainable Planting and Paving Materials .....</b>	<b>63</b>
<b>10.4</b>	<b>Built Form, Scale &amp; Massing Criteria .....</b>	<b>63</b>
<b>10.4.1</b>	<b>Criteria for Additions Should be Sensitive to the Existing Context and Have a Minimal Impact on the Existing Building, Particularly Historic Buildings.....</b>	<b>64</b>
<b>10.4.2</b>	<b>Criteria for New Buildings Should be Compatible with the Existing Urban Fabric and be Designed to be Pedestrian-Oriented .....</b>	<b>64</b>
<b>11.</b>	<b>MARKETING THE PLAN .....</b>	<b>64</b>
<b>12.</b>	<b>CONCLUSION .....</b>	<b>66</b>



# Township of Southgate

## Community Improvement Plan

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### 1. INTRODUCTION

#### 1.1 Township of Southgate

The Township of Southgate is a local municipality in the southern part of Grey County. It is a rural township with 2 small villages, Dundalk and Holstein, and several small rural hamlets. The Township is a result of the amalgamation of the Village of Dundalk and the Townships of Egremont and Proton in 2000. The Township is 644 hectares (249 sq. miles) in size.

The Township had a population of 7,354 in 2016. The Township is the “southern gateway” to Grey County and that is where the municipality’s name, Southgate, comes from. The population of the Township is rapidly expanding particularly in Dundalk, where the current population of 2,000 is expected to double in the next 5 – 10 years. This rapid population expansion and the addition of many new subdivisions indicates that the Township has been impacted by the rapidly expanding Greater Toronto Area.

The economy of Southgate is primarily based on agriculture. Agriculture in Southgate is changing with the migration of many Mennonite families from the Waterloo Region. Manufacturing also plays an important part in the community with many new small-scale on-farm industries. Retail and service economy is also a major employer which is mostly concentrated in Dundalk.

The key strengths of Southgate as a great location for your business are:

- Close to Greater Toronto Area (GTA)
- Lower cost of living
- Lower labour costs
- Strong agricultural base
- Reliable labour
- Close to large GTA labour force
- Less traffic (reverse commuting)
- The GTA is somewhat familiar with area due to tourism, snowmobiling, cottages and events.
- Near retirement communities
- Southgate has a strength in green industry.

## **1.2 Village of Dundalk**

The pioneer families began arriving and settled the area surrounding the junction of the Toronto-Sydenham Road (now Hwy 10) and the 230 Sideroad (now Main St. in Dundalk). This was the first location of the village of Dundalk.

In 1850 settlement began in what is now Dundalk. Around 1870, the land was surveyed for the Toronto, Grey and Bruce Railroad line. In 1873, the railway was completed, and the village was moved in closer to the railway station. At this time, the village became known as Dundalk Station. Elias B. Grey of County Louth in Ireland is credited for naming the village of 'Dundalk' after his hometown in Ireland. In 1886, Dundalk had a population of 850 and was incorporated as a village.

Dundalk is the largest community in Southgate. It is the primary service centre for much of Southgate and neighbouring communities. Downtown Dundalk severely impacted and declined in importance by the closure of the railway in 1980s. As the importance of truck transportation increased the community's location which centred on the railway rather than on Highway 10 also contributed to its decline.

## **1.3 Village of Holstein**

The village of Holstein was originally named Hols-a-Wood. In 1881 the C.N.R. railroad into Holstein had been completed. The local area contributed \$60,000 to have the railway pass through Holstein. A dam was created when the railway crossed the creek in Holstein. The dam provided a cheap source of power for the feed mill. The owner of the mill and the land east of it was W.T Petrie. He envisioned the land and water east of the railroad as a natural park area. He donated this area to the village of Holstein. In 1905, Grey County passed a bylaw creating the "Police Village of Holstein" from the unincorporated village of Holstein.

Holstein is the second largest community in Southgate. It was the centre of the former Township of Egremont and was a service centre for that area. Holstein was impacted by the closure of the railway and the increased importance of truck transportation.

## **1.4 What is a Community Improvement Plan**

A Community Improvement Plan (CIP) is a tool where municipal planners and economic developers can work to develop policies and provide incentives targeting specific types of growth and investment. The Township of Southgate has identified a need for a Community Improvement Plan program to help promote development in Southgate.

The Community Improvement Plan Program has been drafted under Section 28 of the Ontario Planning Act, 1990, as amended, which gives the Township of Southgate the legislative authority to define Community Improvement Project Areas and prepare a Community Improvement Plan

for those areas. The CIP has been designed to work in conjunction with the Grey of Grey's Community Improvement Plan (PDR-CW-30-19) and S.28 of the Planning Act and O. Reg. 550/06 Prescribed Matters – Upper Tier Community Improvement Plans.

A Community Improvement Plan for Southgate has been prepared to serve as a long-term strategy to:

- Revitalize the downtown areas;
- Assist in the improvement and renovation of downtown buildings;
- Revitalize the buildings that require structural improvements;
- Fill the empty retail / commercial storefronts;
- Upgrade the streetscape;
- Encourage the development of new buildings in the downtowns;

### **1.5 Purpose of the Community Improvement Plan**

Along with facilitating the revitalization and improvement of Southgate, the CIP program will provide incentives to promote and support the following types of development and revitalization projects that were identified in the County of Grey Community Improvement Plan:

- Support for downtown revitalization of store fronts, publicly used frontages and streetscapes;
- Promotion of the redevelopment and/or conversion of brownfield, vacant and grey field properties;
- Increased value-added agricultural uses, agri-tourism and facility improvement projects;
- Increase affordable and attainable housing, including secondary suites, multi-unit housing, purpose built rental housing, rooming house developments and apartment dormitory style developments; and
- Support the adaptive re-use of commercial, industrial and institutional buildings.

Revitalization and improvement refer to activities that contribute to the economic development, beautification, quality of life, aesthetic improvements and the creation of a sense of place. Examples of activities that contribute towards long-term revitalization include:

- Redevelopment of underutilized properties;
- Development of existing properties;
- Improvement and beautification of buildings, façades and properties;
- Improvements of buildings to enhance accessibility for persons with disabilities;
- Improvement of community infrastructure, open spaces and pedestrian networks;
- Conversion of upper storey space for residential uses;
- Adaptive reuse and restoration of historic properties and structures;

- Remediation and redevelopment or reuse of environmentally contaminated properties (brownfields);
- Providing opportunities for affordable/attainable housing; and
- Promotion of economic development and business growth.

The revitalization and improvement of the community will require the participation of the Township, land & building owners, businesses, the public, associations/committees and various other stakeholders.

This CIP establishes a set of financial incentive programs aimed at encouraging private investment to undertake many of the above-noted activities. Eligible projects are listed for each incentive program, along with details regarding the value of the financial incentive and how it is being calculated. The CIP recognizes that improvements achieved through the various municipal initiatives can serve as catalysts for further private investment and are therefore critical to an overall revitalization strategy.

### **1.6 Application of the Community Improvement Plan**

The CIP will apply to the designated Community Improvement Project Area which includes the geographic area of the Township of Southgate. Activities and incentives under the CIP can only take place within the designated Community Improvement Project Area. To provide incentives in other areas of the Township, Council may choose to modify the Community Improvement Project Area and extend the incentives to other areas. A by-law will need to be passed by Council to amend the CIP Area.

The purpose of the CIP is to promote the revitalization of Southgate. Revitalization may mean different things to each area. In a downtown, revitalization may take place in the form of façade improvements, interior improvements to buildings, streetscaping, parking, accessibility, adaptive reuse of historic buildings, improvements to upper storeys, brownfield remediation and other improvements.

### **1.7 How to Use the Community Improvement Plan**

The CIP enables the municipality to issue financial incentives to private property owners interested in undertaking improvements to their building, property or to develop or redevelop their land. The financial incentive programs outlined in the CIP will be used by local businesses, property owners and tenants. The programs are intended to facilitate the community enhancing property and building improvement projects. The CIP is intended to be read and interpreted in its totality. Interpretation of the Plan will be at the sole discretion of the Council or its designated approval authority. Programs will only be available when Council assigns funding to the programs. It is expected that the availability or funding of programs will change based on their

uptake by the private sector, the success of the programs and the evolving community improvement needs.

Interested program applicants are encouraged to review the CIP and contact the Township of Southgate to confirm their eligibility, discuss their project and to identify the types of financial incentives that could be applicable.

## **2. THE PLANNING FRAMEWORK**

A Community Improvement Plan (CIP) is a tool established under Section 28 of the Planning Act. The Plan must consider and conform to other policy plans and studies and it must be prepared in accordance with the requirements of the Planning Act. This section briefly discusses the basis for preparing a CIP for the Township of Southgate.

### **2.1 Legislative Authority**

The CIP is prepared in accordance with the Planning Act, which provides the legislative authority for the Township of Southgate to prepare a CIP.

Section 28 of the Ontario Planning Act, 1990, as amended, gives the Township of Southgate the legislative authority to define Community Improvement Project Areas and prepare Community Improvement Plans for those areas. The Plan must be prepared in accordance with the Community Improvement Policies of the Township's Official Plan and the specific powers granted under the Planning Act. In accordance with subsections 106(1), (2) and (3) of the Municipal Act, the municipality may not provide financial assistance or bonusing to a commercial or other industrial enterprise, unless the assistance is provided through a CIP prepared in accordance with the Planning Act.

#### **2.1.1 Community Improvement**

Section 28(1) of the Planning Act defines community improvement as:

“...the planning or re-planning, design or redesign, subdivision, clearance, development or redevelopment, construction, reconstruction and rehabilitation, improvement of energy efficiency, or any of them, of a community improvement project area, and the provision of such residential, commercial, industrial, public, recreational, institutional, religious, charitable or other uses, buildings, structures, works, improvements or facilities, or spaces therefore, as may be appropriate or necessary” and includes the provision of affordable housing under Section 28(1.1).

### **2.1.2 Community Improvement Project Area**

Section 28(2) permits municipalities, where the municipality has appropriate policy in the Official Plan, to pass a by-law designating a “community improvement project area” and to prepare a “[CIP].” Once the CIP has been adopted by the municipality and comes into effect, the municipality may exercise authority under section 28(6), (7), or (7.2) of the Planning Act of section 365.1 of the Municipal Act, 2001 in order that the exception provided in Section 106(3) of the Municipal Act, 2001 will apply.

### **2.1.3 Community Improvement Plan**

A Community Improvement Plan is defined in the Planning Act as “a plan for the community improvement of a Community Improvement Project Area.”

### **2.1.4 Tools & Activities Under the Planning Act**

The Planning Act allows municipalities when carrying out a [CIP] within a Community Improvement Project Area to:

- Acquire and hold land (Section 28[3]);
- Construct, repair, rehabilitate or improve buildings on the land acquired or held by the municipality, or it may sell or dispose of land in conformity with the Community Improvement Plan; (Section 28[6]);
- Make grants or loans to registered owners, assessed owners and tenants of lands and buildings within the community improvement project area for the purpose of rehabilitating such lands and buildings in conformity with the [CIP] (Section 28[7.1]); and
- Make grants or loans related to an environmental site assessment, environmental remediation, development, redevelopment, construction & reconstruction of lands and buildings for rehabilitation purposes or for the provision of energy efficient uses, buildings, structure, works, improvements or facilities (Section 28[8]).

### **2.1.5 Transfer of Grants Between Upper & Lower-Tier Municipalities**

Section 28 (7.2) speaks to the allowance of upper-tier municipalities to participate in the funding for local CIP Programs. Section 28 (7.2) states:

“The council of an upper-tier municipality may make grants or loans to the council of a lower-tier municipality and the council of a lower-tier municipality may make grants or loans to the council of the upper-tier municipality, for the purposes of carrying out a [CIP] that has come into effect, on such terms as to security and otherwise as the council considers appropriate, but only if the official plan of the municipality making the grant or loan contains provisions relating to the making of such grants or loans.”

### **2.1.6 Other Relevant Sections of the Planning Act**

Section 17 of the Planning Act outlines the statutory process for adopting the CIP, including the provision of at least one public meeting to be held a minimum of 20 days after making the CIP publicly available for review.

Section 28(7.3) of the Planning Act specifies that the total of all grants and loans made in respect of particular lands and buildings under Section 28 (7) and (7.2) of the Planning Act and property tax assistance provided under Section 365.1 of the Municipal Act, 2001 in respect of the land and buildings shall not exceed the eligible cost of the [CIP] with respect to those lands and buildings.

Section 69 of the Planning Act allows municipalities to reduce or waive the amount of a fee in respect of a planning application where it feels payment is unreasonable; many CIPs offer application fee refunds as a financial incentive.

### **2.1.7 Municipal Act**

The Ontario Municipal Act, S.O. 2001, C. 25 governs many procedures, tools, and powers of municipalities. The following sections of the Municipal Act are relevant to the implementation of [CIPs]:

- Section 106(1) of the Municipal Act establishes that municipalities can neither directly or indirectly assist manufacturing businesses or other industrial or commercial enterprise through engaging in “bonusing”; however, municipalities applying a CIP program are exempt from this prohibition under Section 28 of the Planning Act.
- Section 107 of the Municipal Act outlines the powers a municipality has to make grants, including the power to provide a grant in the form of a loan or by guaranteeing a loan, subject to criteria outlined in Section 106.
- Section 365.1.2 of the Municipal Act provides the authority to allow municipalities to pass a by-law providing property tax assistance to an eligible property in the form of cancellation of all or part of the property taxes levied on the property for municipal and education purposes during the “rehabilitation period” and the “development period” of the property.

### **2.1.8 Development Charges Act**

Section 5 of the Development Charges Act allows a municipality to provide a full or partial development charge exemption for certain types of development, subject to the Development Charges bylaw.

## **2.2 Provincial Policy Statement (2014)**

The Provincial Policy Statement (2014) provides municipalities with policy direction and guidance related to land use planning and development. The Provincial Policy Statement emphasizes efficient and effective land use planning and serves as a pillar upon which plans and policies are developed at a municipal level, in a manner consistent with Provincial interests. CIPs are planning tools that can proactively implement the Provincial Policy Statement, including its policies for redevelopment, intensification, remediation of brownfields, urban renewal, sustainability, enhancing the vitality of downtown areas, and long-term economic prosperity.

## **2.3 County of Grey Official Plan**

### **2.3.1 County of Grey Official Plan (2013)**

The Grey County Official Plan provides guidance on Local CIP Areas and Programs. Section 6.16 in Grey County's 2013 Official Plan provides comments regarding a local municipality's ability to develop a CIP. The plan states,

“Identifying a Community Improvement Area shall be carried out through a bylaw designating the whole, or any part of the local municipality as a Community Improvement Area. The goal of any Community Improvement Area shall be to foster and co-ordinate the physical improvements and maintenance of older or dilapidated areas of a community for environmental, social or community economic reasons.”

Community Improvement Areas are intended to achieve one or many of the following objectives:

- To encourage the efficient provision and maintenance of physical infrastructure, public services and utilities to serve present and future needs on a local and regional scale;
- To address issues which may be particular to one neighbourhood;
- To ensure the maintenance and renewal of older housing stock;
- To foster redevelopment, reuse and/or maintenance of existing brownfield sites and/or current industrial sites;
- To enhance retail and downtown commercial areas within the municipalities;
- To encourage the preservation and adaptive re-use of built heritage;
- To promote energy efficiency and sound environmental design;
- To foster economic growth within designated areas;
- To promote intensification in targeted areas;
- To enhance the visual characteristics of neighbourhoods; and



- To encourage local participation in funding programs for local development which may also be eligible for Provincial or Federal funding.

### **2.3.2 County of Grey Official Plan (2018)**

The 2018 Grey County Official Plan, adopted by Grey County Council on October 25, 2018 and received approval from the Province on June 6, 2019. The County Plan also contains language that will guide the development of future CIPs. The description of CIPs is identical to the 2013 Official Plan, except for the following objectives:

- To encourage the efficient provision and maintenance of physical infrastructure, public services and utilities to serve present and future needs on a local and regional scale;
- To address issues which may be particular to one neighbourhood or region;
- To ensure the maintenance and renewal of older housing stock;
- To promote the creation of affordable housing units;
- To foster redevelopment, reuse and/or maintenance of existing brownfield sites and/or current industrial sites;
- To enhance the visual appeal of downtown core areas and neighbourhoods;
- To promote on-farm business growth or farm innovation;
- To encourage the preservation and adaptive re-use of built heritage;
- To promote energy efficiency and sound environmental design;
- To foster economic growth within designated areas;
- To promote intensification in targeted areas;
- To encourage local participation in funding programs for local development which may also be eligible for Provincial or Federal funding.

The County may provide grants, loans or other assistance as County Council deems appropriate for the purposes of supporting the incentives identified in local municipal Community Improvement Plans.

### **2.4 Township of Southgate Official Plan**

Section 4.2.2 of the Township of Southgate Official Plan provides development criteria for the maintenance and improvement of the downtown commercial core area [which] is a primary objective of this Official Plan. New development in the commercial core shall maintain and/or enhance the existing character of the downtown. The following policies shall be considered:

- i. Commercial core areas should remain as compact as possible in order to facilitate easy pedestrian access to stores and facilities.
- ii. The development of diverse, compatible land uses shall be encouraged.

- iii. New commercial development should endeavour to maintain the historical built form and architecture of the downtown core.
- iv. To provide for the rejuvenation of the downtown core by encouraging the expansion of and reconditioning of existing buildings to accommodate commercial ventures.
- v. The maximum use of existing buildings in the downtown core to accommodate a range of uses by promoting the use of existing buildings and conversions to promote vitality and variety.
- vi. All forms of residential development shall be encouraged, with emphasis on multiple type forms.
- vii. The preservation of the cultural and historic features that exist in the downtown core by promoting commercial ventures to locate within existing buildings.
- viii. The establishment of a positive pedestrian oriented streetscape.

### **3. APPROACH TO COMMUNITY IMPROVEMENT**

Community improvement is a long-term process involving incremental improvements. Over time, many improvements can yield real and visible improvement. A series of goals and objectives, guided by a long-term vision, can be used to evaluate individual decisions to ensure that improvements are working towards achieving the desired ends.

#### **3.1 Goals and Objectives**

The Plan is further guided by goals and objectives to ensure that community improvement activities are contributing to the vision for Southgate. The incentive programs should contribute toward achieving one or more of the following goals:

##### **3.1.1 Downtown Revitalization**

Downtown revitalization of store fronts, building interiors, publicly used frontages, and streetscapes, reduction of vacant storefronts and increased residential capacity.

##### **3.1.2 Attainable and Affordable Housing**

To increase attainable housing stock, including secondary suites, multi-unit housing, rooming house developments, purpose built rental housing, and apartment dormitory style developments.

##### **3.1.3 Adaptive Re-use**

Adaptive re-use of commercial, industrial and institutional buildings, support development of new commercial uses.

### **3.1.4 Agricultural Development**

To increase agricultural value-added, agri-tourism and facility improvement projects.

### **3.1.5 Brownfield Redevelopment**

To promote the redevelopment and/or conversion of brownfield and greyfield properties.

## **3.2 Community Improvement Project Area**

All community improvement activities described in this Plan will only be undertaken within areas designated as Community Improvement Project Areas. The Community Improvement Project Area is designated by bylaw and passed by Council, in accordance with Section 28 of the Planning Act. Changes to the Community Improvement Project Areas will not require amendment to the CIP but can be implemented by passing a new Community Improvement Project Area bylaw. The entire municipality is designated as Community Improvement Project Area within the Township of Southgate.

## **3.3 Community Improvement Activities**

The revitalization of Southgate is best approached as a partnership between the municipality and private stakeholders, such as property owners, business owners and tenants. The Township will not be able to successfully implement this Plan on its own. Along with working closely with Grey County to ensure alignment, collaboration, complementary and supportive approaches towards revitalization, the municipality will also rely on other organizations, including community associations, business associations and service clubs to promote the incentives of this Plan and champion its implementation. These organizations can also complement the programs of the Plan through their own initiatives, such as maintaining seasonal streetscape beautification improvements such as flower plantings, lighting and light post banners, etc.

The Township will lead its own programs and initiatives to demonstrate its leadership in downtown revitalization, including specific improvements to streetscapes and public spaces, other capital improvements, further studies, marketing/administration of the Community Improvement Plan and support for community involvement. The private sector will become engaged in revitalization by participating in private property improvements and utilizing the financial incentives outlined in the Plan as made available by the municipality.

Financial incentives in the form of grants may be offered to private landowners, building owners or tenants to assist them in improving their properties. Eligible landowners, building owners and tenants will be encouraged to re-use, improve and redevelop their property through the availability of these incentives. It is not the intent of this Plan to require Council to fund or operate all the identified incentive programs throughout the life of this Plan. At Council's discretion,

based on feedback from Township staff and input from the community and stakeholders, different programs may be implemented in any given year by adjusting funding to specific programs.

#### **4. FINANCIAL INCENTIVE PROGRAMS**

The private sector needs to be engaged in community improvement to revitalize Southgate. While municipal programs address public lands, improvements to private property need to be initiated by property owners, building owners and tenants. Financial incentives are established to help stimulate private investment in buildings and properties.

The following set of financial incentive programs are established by this Plan:

- Tax increment equivalent grant;
- Building and land improvement grant;
- Façade, building and signage improvement grant;
- Property, landscaping and parking area improvement grant;
- Accessibility improvement grant;
- Destination infrastructure grant;
- Planning and building permit fee grant; and
- Development Charge grant.

##### **4.1 Tax Increment Equivalent Grant**

###### **4.1.1 Purpose**

The Tax Increment Equivalent Grant is intended to encourage desirable and attractive infill development and redevelopment in Southgate. The Tax Increment Equivalent Grant cannot be combined with any other grant in this Plan for the same project. To ensure that the redevelopment is in the municipality's best interest, the design of the project will need to comply with the Plan's design principles, as described in the eligibility criteria.

###### **4.1.2 Eligible Costs**

1. Redevelopment of a property for commercial, office, industrial, agricultural or mixed uses;
2. Adaptive reuse of a property to suit a new commercial, office or mixed uses;
3. Structural work, interiors renovations, electrical, plumbing, heat & air conditioning renovations to bring the building up to rentable standards or to bring the building up to code;
4. Additions to a commercial, office, industrial, agricultural or mixed-use property;

5. Infrastructure work including the improvement or reconstruction of existing on-site public infrastructure as may be required to service a proposed commercial, office, industrial, agricultural or mixed-use development (water services, sanitary and storm sewers);
6. Conversion of upper-storey space in a commercial, office or mixed-use property for attainable or affordable residential units;
7. Major renovations or improvements to upper-storey space for attainable or affordable residential units;
8. Façade, signage and streetscaping improvements required as part of a proposed development;
9. Energy efficiency improvements;
10. Professional services by an engineer, architect, or professional planner; or
11. Any combination of the above.

#### **4.1.3 Program Details**

1. The Tax Increment Equivalent Grant is offered to eligible property owners only where the property assessment increases as a result of redevelopment or improvement and there is a subsequent increase in municipal property taxes.
2. The Tax Increment Equivalent Grant would provide a grant to pay a portion of the municipal property taxes attributed to the increase in the property assessment over a 10-year period.
3. Grants will be equal to a percentage of the municipal property tax increase resulting from the improvements and will be paid to the owner each year for a maximum of 10 years. The percentage of property tax increment grant the municipality may cover in any one year is at the sole discretion of the municipality, with the understanding that by year 10, the amount will be reduced until it reaches 0%. In year one, the amount of the grant may equal up to 100% of the tax increment. In subsequent years, the amount shall decrease 10% per year until it reaches 0%, over a 10-year period.
4. The total amount of all tax increment equivalent grant shall not exceed 50% of the total eligible costs of the improvements.
5. Applications may also be eligible for tax assistance from the County to cover the County tax portion, subject to County Council approval.

#### **4.1.4 Payment of Grant**

1. The Tax Increment Equivalent Grant is paid after the improvements are completed to the satisfaction of the Plan Administrator and after the property owner's taxes are fully paid. In subsequent years, the annual grant is recalculated and paid after taxes are fully paid.

2. The Tax Increment Equivalent Grant for each specific project shall not be combined with any other incentive outlined in this Plan. It is intended that this program be a stand-alone program and that the owners of a property would not accumulate incentives under the Tax Increment Equivalent Grant and another incentive program. The property owner will be responsible for the entire cost of the project.

#### **4.1.5 Eligibility Criteria**

1. All general eligibility criteria outlined in Section 8 apply. For clarity, this shall mean that the project must comply with all municipal bylaws, policies, standards, guidelines and Official Plan and zoning, as well as any applicable Provincial, Federal or government agency requirements (e.g., conservation authority).
2. Application submission shall be in accordance with the application submission requirements under Section 8. For clarity, this shall typically include submission of a site plan or drawings to demonstrate the intended improvements and modifications being proposed. Where required, this shall be accompanied by a building permit.
3. Proposals shall comply with the design criteria outlined in Section 8, along with any and all design guidelines as may be implemented by the municipality in the future.
4. At its sole discretion, the Township may require the applicant to submit a business plan, prepared to the satisfaction of the municipality, in relation to an application for the Tax Increment Equivalent Grant.
5. To be eligible for the Tax Increment Equivalent Grant the property shall be improved such that the amount of work undertaken is sufficient to result in an increase in the assessed value of the property.
6. In order to determine the suitability of the Tax Increment Equivalent Grant, prior to applying for the program, eligible applicants may be required to estimate the total potential value of the tax increment, based on current assessment values and anticipated investment.
7. If the total value of the Tax Increment Equivalent Grant is significantly less than the applicant's estimate value, at the sole discretion of the municipality, the applicant may be given the opportunity to withdraw their application for Tax Increment Equivalent Grant program and apply for one or more of the other incentive programs in this Plan as may be applicable to the project.
8. Should an eligible applicant be approved for the Tax Increment Equivalent Grant, and if the subject property is sold, in whole or in part, before the original grant period lapses, the original owner may not be entitled to receive the remaining grant payment, in accordance with the terms of the program agreement. The payments are also non-transferrable to the new owner unless specifically stipulated as part of the Financial Incentive Program Agreement executed between the owner and the municipality.

## **4.2 Building and Land Improvement Grant**

### **4.2.1 Purpose**

To encourage the rehabilitation, repair and/or improvement of buildings and lands for commercial, office or mixed use.

### **4.2.2 Eligible Costs**

1. Entrance modifications to provide barrier-free accessibility, where required.
2. Repair/replacement of roof.
3. Structural repairs to walls, ceilings, floors, and foundations.
4. Extension/upgrading of plumbing and electrical services for the creation of retail, office or upper floor affordable residential space.
5. Such other similar structural improvements.
6. Other external improvements not eligible under the Façade, Building and Signage Improvement Grant in Section 4.3.

### **4.2.3 Program Details**

1. The maximum amount for a building and land improvement grant is \$50,000 or 50% of the eligible costs, whichever is less.
2. The applicant will be required to submit a cost estimate from a licensed contractor or supplier, including the breakdown of costs, and shall be consistent with the cost estimate indicated on the accompanying building permit application, where applicable.
3. Construction of all proposed improvement must be completed within 12 months of the date of approval of the grant or loan
4. The grant may be combined with other grant programs. The grant shall not be combined with the Tax Increment Equivalent Grant program, which exists as a stand-alone incentive program.

### **4.2.4 Payment of Grant**

1. The grant will be paid as a single payment upon completion of the improvements, to the satisfaction of the Plan's Administrator.
2. For upper floor affordable housing developments, the grant will be paid based on the proportion of units that are affordable within the overall development. For example, if 50% of the proposed units are deemed to be affordable, then 50% of the grant will be provided.

#### **4.2.5 Eligibility Criteria**

1. All general eligibility criteria outlined in Section 8 apply. For clarity, this shall mean that the project must comply with all municipal bylaws, policies, standards, guidelines and Official Plan and zoning, as well as any applicable Provincial, Federal or government agency requirements (e.g., conservation authority).
2. Application submission shall be in accordance with the application submission requirements under Section 8. For clarity, this shall typically include submission of a site plan or drawings to demonstrate the intended improvements and modifications being proposed. Where required, this shall be accompanied by a building permit.
3. Improvements shall comply with the design criteria outlined in Section 8, along with any and all design guidelines as may be implemented by the municipality in the future.
4. Where a property is designated under the Ontario Heritage Act or listed by the municipality as being of historical interest, applicants may be required to submit historical research and documentation on the subject property in support of the grant application. The municipality may be able to supplement this information based on its own information and records.
5. Only commercial, office and mixed-use properties (as defined in Section 8) are eligible for this grant. For clarity, single detached dwellings and other residences are not eligible for this grant.

#### **4.3 Façade, Building and Signage Improvement Grant**

##### **4.3.1 Purpose**

The façade, building and signage improvement grant is intended to encourage the rehabilitation, repair and/or improvement of buildings and façades on the part of property owners and tenants, along with the improvement of signage, and the installation of pedestrian-scaled, attractive signage. The eligibility criteria ensure that these improvements are consistent with the goals and objectives of the Plan. As established by the eligibility criteria, improvements must be attractive, make use of historic or high-quality materials, and must be consistent with character of the area. These improvements will benefit the aesthetics of streetscapes, encourage better maintenance of private properties, enhance the activity of the street, promote walkability and encourage conservation of historic properties.

##### **4.3.2 Eligible Costs**

1. Repair, replacement or restoration of façade masonry, brickwork, and/or architectural detailing, including historic/heritage woodwork & trim;
2. Repair, replacement or installation of awnings and canopies;



3. Repair, replacement, improvement or installation of signage on building façades including signage lighting;
4. Painting, cleaning or other similar treatments to improve façades or enhance their durability over the long term, provided these activities are:
  - a. Part of a larger improvement project (i.e., association with other eligible costs listed in the program); and/or
  - b. Considered to be essential to the restoration of a building designated under the Ontario Heritage Act or listed by the municipality of being of historical interest, in accordance with the Ontario Heritage Act.
5. Painting or installation of murals or similar wall art (side and rear façades only);
6. Costs associated with professional architectural services in association with the design of the above eligible projects; or
7. Any combination of the above.

#### **4.3.3 Program Details**

1. The maximum amount for a façade or building improvement is \$5,000 or 50% of the eligible costs, whichever is less.
2. The maximum grant for signage improvement is \$2,500 or 50% of the eligible costs, whichever is less.
3. The maximum grant for professional architectural services shall not exceed 15% of the grant that is calculated for eligible construction costs.
4. The grant may be combined with other grant programs. The grant shall not be combined with the Tax Increment Equivalent Grant program, which exists as a stand-alone incentive program.

#### **4.3.4 Payment of Grant**

1. The grant will be paid as a single payment upon completion of the improvements, to the satisfaction of the Plan's Administrator.

#### **4.3.5 Eligibility Criteria**

1. All general eligibility criteria outlined in Section 8 apply. For clarity, this shall mean that the project must comply with all municipal bylaws, policies, standards, guidelines and Official Plan and zoning, as well as any applicable Provincial, Federal or government agency requirements (e.g., conservation authority).
2. Application submission shall be in accordance with the application submission requirements under Section 8. For clarity, this shall typically include submission of a site plan or drawings to demonstrate the intended improvements and modifications being proposed. Where required, this shall be accompanied by a building permit.

3. Improvements shall comply with the design criteria outlined in Section 8, along with any and all design guidelines as may be implemented by the municipality in the future.
4. Where a property is designated under the Ontario Heritage Act or listed by the municipality as being of historical interest, applicants may be required to submit historical research and documentation on the subject property in support of the grant application. The municipality may be able to supplement this information based on its own information and records.
5. Only commercial, office, industrial, agricultural and mixed-use properties (as defined in Section 8) are eligible for this grant. For clarity, single detached dwellings and other residences are not eligible for this grant.

#### **4.4 Property, Landscaping and Parking Area Improvement Grant**

##### **4.4.1 Purpose**

This grant is intended to encourage property owners and tenants to improve their property, including landscaping, parking areas, pedestrian connections, sidewalk cafes/patios and other improvements. The eligibility criteria ensures that these improvements are consistent with the goals and objectives of this Plan.

##### **4.4.2 Eligible Costs**

1. Professional landscaping and/or installation of alternative ground cover treatments, such as xeriscaping (native plants);
2. Re-sodding, provided it is a component of a larger landscaping improvement project (i.e. associated with other eligible projects in this program);
3. Repair, replacement and improvements to driveways and parking areas in rear or side yards, such as permeable surfaces, decorative surfaces, or installation of landscaping in front yard or side yard parking areas;
4. Installation or improvement of a permanent sidewalk café or patio that is located at the edge of a sidewalk (for clarity, an outdoor sitting area that is not directly adjacent to the sidewalk or which is located on municipal property is not eligible, and a temporary sidewalk café or temporary/moveable components of a sidewalk café are not eligible);
5. Installation or improvement of pedestrian walkways;
6. Tree planting;
7. Installation of benches or permanent planters;
8. Services of a professional landscape architect to design the features noted above; or
9. Any combination of the above.

#### **4.4.3 Program Details**

1. The maximum amount of the grant is \$3,500 or 50% of the eligible costs, whichever is less.
2. The maximum grant for professional architectural services shall not exceed 15% of the grant that is calculated for eligible construction costs.
3. The grant may be combined with other grant programs. The grant shall not be combined with the Tax Increment Equivalent Grant program, which exists as a stand-alone incentive program.

#### **4.4.4 Payment of Grant**

1. The grant will be paid as a single payment upon completion of the improvements, to the satisfaction of the Plan's Administrator.

#### **4.4.5 Eligibility Criteria**

1. All general eligibility criteria outlined in Section 8 apply. For clarity, this shall mean that the project must comply with all municipal bylaws, policies, standards, guidelines and Official Plan and zoning, as well as any applicable Provincial, Federal or government agency requirements (e.g., conservation authority).
2. Application submission shall be in accordance with the application submission requirements under Section 8. For clarity, this shall typically include submission of a site plan or drawings to demonstrate the intended improvements and modifications being proposed. Where required, this shall be accompanied by a building permit.
3. Proposals shall comply with the design criteria outlined in Section 8, along with any and all design guidelines as may be implemented by the municipality in the future.
4. Where a property is designed under the Ontario Heritage Act or listed by the municipality as being of historical interest, applicants may be required to submit historical research and documentation on the subject property in support of the grant application. The municipality may be able to supplement this information based on its own information and records.
5. Only commercial, office, industrial, agricultural or mixed-use properties (as defined in Section 8) are eligible for this grant. For clarity, single detached dwellings and other residences are not eligible for this grant.

#### **4.5 Accessibility and Public Health and Safety Improvement Grant**

##### **4.5.1 Purpose**

The accessibility, **public health and safety** improvement grant is intended to promote improvements to properties, including access ramps, entryway widening, alterations and

additions for to accommodate public health directives such as social distancing, as well as installation, levelling or repairs to pathways, patios and stairs. It is intended that any improvements incented under this grant program will exceed the requirements on the Ontario Building Code. The grant will contribute to the accessibility and walkability of the municipality. Grants related to the Public health and safety improvements will be as a result of requirements from a declared public emergency.

#### **4.5.2 Eligible Costs**

1. Installation of new automatic doors;
2. Installation of new wheelchair access ramps;
3. Widening of public entryways;
4. Levelling or repairs to pathways/accesses and stairs;
5. Installation of barriers such as plexiglass, or wood for physical separations;
6. Installation of outside patios and decks when indoor areas are prohibited form opening;
7. Upgrades to air filtration systems; and
8. Any combination of the above improvements.

#### **4.5.3 Program Details**

1. The maximum amount of the grant is \$3,500 or 50% of the eligible costs, whichever is less.
2. The grant may be combined with other grant programs. The grant shall not be combined with the Tax Increment Financing program, which exists as a stand-alone incentive program.

#### **4.5.4 Payment of Grant**

1. The grant will be paid as a single payment upon completion of the improvements, to the satisfaction of the Plan's Administrator.

#### **4.5.5 Eligibility Criteria**

1. All general eligibility criteria outlined in Section 8 apply. For clarity, this shall mean that the project must comply with all municipal bylaws, policies, standards, guidelines and Official Plan and zoning, as well as any applicable Provincial, Federal or government agency requirements (e.g., conservation authority).
2. Application submission shall be in accordance with the application submission requirements under Section 8. For clarity, this shall typically include submission of a site plan or drawings to demonstrate the intended improvements and modifications being proposed. Where required, this shall be accompanied by a building permit.

3. Improvements shall comply with the design criteria outlined in Section 8, along with any and all design guidelines as may be implemented by the municipality in the future.
4. Only commercial, office, industrial, agricultural or mixed-use properties (as defined in Section 8) are eligible for this grant. For clarity, single detached dwellings and other residences are not eligible for this grant.
5. Accessibility improvements shall be above and beyond the requirements of the Ontario Building Code, as applicable to the property.

#### **4.6 Destination Infrastructure Grant**

##### **4.6.1 Purpose**

To encourage local stakeholders, organizations and municipalities to upgrade and invest in destination infrastructure.

##### **4.6.2 Eligible Costs**

1. Capital improvements to core attractions such as trails, waterfront (i.e. parking, restrooms, staging, lookouts).
2. Signage that improves visitor experiences (i.e. interpretive/historical plaques, dementia friendly signage, kiosks, route markers for cycling/hiking, etc.).
3. Community wayfinding signage.
4. Permanent installation of outdoor art.
5. Converting vacant lands to parks/green space enhancements.
6. Streetscape beautification (i.e. banners, benches, garbage/recycle receptacles, green space/park enhancements, seasonal decorations).

##### **4.6.3 Program Details**

1. The maximum amount for a capital improvement is \$5,000 or 50% of the eligible costs, whichever is less.
2. The maximum grant for signage or wayfinding signage improvement is \$2,500 or 50% of the eligible costs, whichever is less.
3. The maximum grant for the installation of outdoor art shall is \$2,500 or 50% of the eligible costs, whichever is less.
4. The maximum grant for the conversion of vacant lands to parks or green space enhancements is \$2,500 or 50% of the eligible costs, whichever is less.
5. The maximum grant for street beautification enhancements is \$2,500 or 50% of the eligible costs, whichever is less.

6. The grant may be combined with other grant programs. The grant shall not be combined with the Tax Increment Equivalent Grant program, which exists as a stand-alone incentive program.

#### **4.6.4 Payment of Grant**

1. The grant will be paid as a single payment upon completion of the improvements, to the satisfaction of the Plan's Administrator.

#### **4.6.5 Eligibility Criteria**

1. All general eligibility criteria outlined in Section 8 apply. For clarity, this shall mean that the project must comply with all municipal bylaws, policies, standards, guidelines and Official Plan and zoning, as well as any applicable Provincial, Federal or government agency requirements (e.g., conservation authority).
2. Application submission shall be in accordance with the application submission requirements under Section 8. For clarity, this shall typically include submission of a site plan or drawings to demonstrate the intended improvements and modifications being proposed. Where required, this shall be accompanied by a building permit.
3. Proposals shall comply with the design criteria outlined in Section 8, along with any and all design guidelines as may be implemented by the municipality in the future.
4. Where a property is designated under the Ontario Heritage Act or listed by the municipality as being of historical interest, applicants may be required to submit historical research and documentation on the subject property in support of the grant application. The municipality may be able to supplement this information based on its own information and records.
5. Only commercial, office and mixed-use properties (as defined in Section 8) are eligible for this grant. For clarity, single detached dwellings and other residences are not eligible for this grant.

### **4.7 Planning & Building Permit Fee and Development Charges Grant**

#### **4.7.1 Purpose**

Application and permit fees and development charges imposed by the municipality may present barriers to investment and redevelopment in the municipality. This program is intended to encourage sensitive, attractive and desirable infill development and redevelopment by reducing the costs involved with making improvements to private property.

#### 4.7.2 Eligible Costs

1. Redevelopment of a property for commercial, office, industrial, agricultural or a mixed-uses;
2. Major additions to a commercial, office, industrial, agricultural or mixed-use properties, involving an increase of at least 25% of the existing gross floor area;
3. Infrastructure work including the improvement or reconstruction of existing on-site public infrastructure (water services, sanitary and storm sewers);
4. Conversion of upper-storey space in a commercial, office or mixed-use building to attainable or affordable residential units;
5. Professional services by an engineer, architect, or professional planner;
6. Any combination of the above; and
7. In general, any projects that are eligible for other incentives outlined in this Plan will also be eligible for the Planning & Building Fee and Development Charges Grant if the applicant is required to obtain planning approvals or a building permit.

#### 4.7.3 Program Details

1. **Planning Fee Grant:** A grant to a maximum of \$2,500 is available to cover the cost of minor variance applications, zoning bylaw amendment applications or site plan applications. The grant may equal 100% of the municipality's fees, provided it does not exceed \$2,500. Further, the grant cannot exceed 50% of the eligible costs listed above. Any planning applications may also be eligible for an equivalent grant to offset the County planning fee, subject to County Council approval.
2. **Building Permit Fee Grant:** A grant to a maximum of \$2,500 is available to cover the cost of building permit fees or demolition permit fees. The grant may equal 100% of the municipality's fees, provided it does not exceed \$2,500. Further, the grant cannot exceed 50% of the eligible costs listed above.
3. **Development Charges Grant:** A grant to a maximum of \$10,000 is available to cover the cost of development charges (DCs). The grant may equal 100% of the municipality's DCs, provided it does not exceed \$10,000. Further the grant cannot exceed 50% of the eligible costs listed above.

#### 4.7.4 Payment of Grant

1. The grant is paid after the works are completed, to the satisfaction of the Plan Administrator. This includes full payment of any applicable planning and building permit fees and development charges to the maximum amount in the grant. The grant is intended to act as a rebate for these fees.
2. For affordable housing developments, the grant will be paid based on the proportion of units that are affordable within the overall development. For example, if 50% of

the proposed units are deemed to be affordable, then 50% of the grant will be provided.

3. The planning fee and building permit fee and development charges grants may be combined with other grant programs. This grant shall not be combined with the Tax Increment Equivalent Grant program, which exists as a stand-alone incentive program.

#### **4.7.5 Eligibility Criteria**

1. All general eligibility criteria outlined in Section 8 apply. For clarity, this shall mean that the project must comply with all municipal bylaws, policies, standards, guidelines and Official Plan and zoning, as well as any applicable Provincial, Federal or government agency requirements (e.g., conservation authority).
2. Application submission shall be in accordance with the application submission requirements under Section 8. For clarity, this shall typically include submission of a site plan or drawings to demonstrate the intended improvements and modifications being proposed. Where required, this shall be accompanied by a building permit.
3. Proposals shall comply with the design criteria outlined in Section 8, along with any and all design guidelines as may be implemented by the municipality in the future.

#### **4.8 Housing Rehabilitation and Conversion Grant**

##### **4.8.1 Purpose**

To provide a grant for the rehabilitation of a previous residential unit, or the conversion of upper floor commercial/residential/mixed-use building space into affordable residential units. The grant is also to assist with financing of building improvements that would have previously been cost prohibitive.

##### **4.8.2 Eligible Costs**

1. Entrance modifications to provide barrier-free accessibility, where required.
2. Repair/replacement of roof.
3. Structural repairs to walls, ceilings, floors, and foundations.
4. Extension/upgrading of plumbing and electrical services for the creation of upper floor affordable residential space.
5. Such other similar structural improvements.
6. Interior design and restoration to existing upper floor or rear residential units in a mixed-use building, which will improve living conditions, result in an increase in value, or bring units into compliance with the applicable codes and by-laws.



7. Conversion of existing commercial, residential or mixed-use building space where two or more new upper floor residential units are created.
8. Other external improvements not eligible under the Façade, Building and Signage Improvement Grant in Section 4.3.

#### **4.8.3 Program Details**

1. The maximum amount for a housing rehabilitation and conversion grant is \$50,000 or 50% of the eligible costs, whichever is less.
2. The applicant will be required to submit a cost estimate from a licensed contractor or supplier, including the breakdown of costs, and shall be consistent with the cost estimate indicated on the accompanying building permit application, where applicable.
3. Construction of all proposed improvement must be completed within 12 months of the date of approval of the grant or loan.
4. The grant may be combined with other grant programs. The grant shall not be combined with the Tax Increment Equivalent Grant program, which exists as a stand-alone incentive program.

#### **4.8.4 Payment of Grant**

1. The grant will be paid as a single payment upon completion of the improvements, to the satisfaction of the Plan's Administrator.
2. For upper floor affordable housing developments, the grant will be paid based on the proportion of units that are affordable within the overall development. For example, if 50% of the proposed units are deemed to be affordable, then 50% of the grant will be provided.

#### **4.8.5 Eligibility Criteria**

1. All general eligibility criteria outlined in Section 8 apply. For clarity, this shall mean that the project must comply with all municipal bylaws, policies, standards, guidelines and Official Plan and zoning, as well as any applicable Provincial, Federal or government agency requirements (e.g., conservation authority).
2. Application submission shall be in accordance with the application submission requirements under Section 8. For clarity, this shall typically include submission of a site plan or drawings to demonstrate the intended improvements and modifications being proposed. Where required, this shall be accompanied by a building permit.
3. Improvements shall comply with the design criteria outlined in Section 8, along with any and all design guidelines as may be implemented by the municipality in the future.

4. Where a property is designated under the Ontario Heritage Act or listed by the municipality as being of historical interest, applicants may be required to submit historical research and documentation on the subject property in support of the grant application. The municipality may be able to supplement this information based on its own information and records.
5. Only commercial, office and mixed-use properties (as defined in Section 8) are eligible for this grant. For clarity, single detached dwellings and other residences are not eligible for this grant.

## **4.9 Startup Space Leasehold Improvement Grant**

### **4.9.1 Purpose**

To assist new businesses and startup companies to set up shop by providing grants to property owners and tenants for the financing of non-temporary interior leasehold improvements or accessibility improvements for commercial space or live/work space to increase the marketability of property and rental units.

### **4.9.2 Eligible Costs**

1. Installation, change, repair and/or restoration of partitions.
2. Installation, repair or reinstall of plumbing, heating, HVAC, electrical, fixtures, cable, telephone, fibre and other service-specific installations.
3. Change, repair, re-install of flooring, ceiling, walls, fixed cabinets and other structurally permanent elements.
4. Painting, repainting, or re-facing of interior platforms, walls and any surfaces.
5. Install, repair or restoration of masonry, brickwork or wood.
6. Install, replacement, repair or restoration of other architectural features.
7. Install, replacement or repair of windows.
8. Entranceway modifications that improve the appearance and/or access to the commercial unit(s).
9. Redesign and reconstruction of the front of building.
10. Machinery and equipment if bolted to the floor.
11. Demolition or removal of fixtures, structural and non-conforming or hazardous materials.
12. Installation of appropriate new interior signage or improvements to existing signage.
13. Installation or repair of interior lighting.
14. Restoration of historic features.
15. Implementation of accessibility improvements, up to AODA standards.

#### **4.9.3 Program Details**

1. The maximum amount for a startup space leasehold improvement grant is \$5,000 or 50% of the eligible costs, whichever is less.
2. The applicant will be required to submit a cost estimate from a licensed contractor or supplier, including the breakdown of costs, and shall be consistent with the cost estimate indicated on the accompanying building permit application, where applicable.
3. Construction of all proposed improvement must be completed within 12 months of the date of approval of the grant or loan
4. The grant may be combined with other grant programs. The grant shall not be combined with the Tax Increment Equivalent Grant program, which exists as a stand-alone incentive program.

#### **4.9.4 Payment of Grant**

1. The grant will be paid as a single payment upon completion of the improvements, to the satisfaction of the Plan's Administrator.

#### **4.9.5 Eligibility Criteria**

1. All general eligibility criteria outlined in Section 8 apply. For clarity, this shall mean that the project must comply with all municipal bylaws, policies, standards, guidelines and Official Plan and zoning, as well as any applicable Provincial, Federal or government agency requirements (e.g., conservation authority).
2. Application submission shall be in accordance with the application submission requirements under Section 8. For clarity, this shall typically include submission of a site plan or drawings to demonstrate the intended improvements and modifications being proposed. Where required, this shall be accompanied by a building permit.
3. Improvements shall comply with the design criteria outlined in Section 8, along with any and all design guidelines as may be implemented by the municipality in the future.
4. Where a property is designated under the Ontario Heritage Act or listed by the municipality as being of historical interest, applicants may be required to submit historical research and documentation on the subject property in support of the grant application. The municipality may be able to supplement this information based on its own information and records.
5. Only commercial, office and mixed-use properties (as defined in Section 8) are eligible for this grant. For clarity, single detached dwellings and other residences are not eligible for this grant.
6. Grants are eligible to owners of buildings with a minimum of 2 stories (with startup areas being located on the ground floor).

7. Property owners must be matched up with a prospective startup company with demand management and matching being carried out by the municipality.

## **5. BROWNFIELD INCENTIVE PROGRAMS**

The Brownfield Incentive Programs are intended to assist in recapturing the social and economic value of brownfield properties. Financial incentives are established to help stimulate private investment for undertaking the rehabilitation and redevelopment of such properties. There are several suspected brownfield sites in the municipality and remediation of these sites is desirable to improve the aesthetics of our community. Further, the brownfield remediation provides opportunities for intensification and offers environmental benefits.

The following brownfield incentive programs are established by this Plan:

- Environmental Study Grant
- Brownfield Property Tax Assistance Program

### **5.1 Environmental Study Grant Program**

#### **5.1.1 Purpose**

The risks and costs associated with brownfield rehabilitation are often key barriers to the rehabilitation and redevelopment of brownfield properties. The lack of information on specific properties and the reluctance of property owners to undertake and fund environmental studies inhibits interest in addressing these properties. The Environmental Study Grant Program will promote the completion of studies with respect to environmental conditions of properties by owners that otherwise may not occur due to cost premiums associated with these assessments. The Township of Southgate will benefit from the undertaking of environmental studies since it will bring about detailed information regarding the potential remediation costs of potential brownfield properties within the municipality.

#### **5.1.2 Eligible Costs**

1. Phase II Environmental Site Assessment (ESA);
2. Phase III ESA;
3. Remedial Work Plan; and/or
4. Risk Assessment Plan

#### **5.1.3 Program Details**

1. Grants for the completion of Phase II Environmental Site Assessment (ESA), a Phase III ESA, Remedial Work Plan, and/or a Risk Assessment Plan may be provided to

eligible applicants for a total of 50% of the cost to complete the study (or studies) to a maximum of \$5,000 per property.

#### **5.1.4 Payment of Grant**

1. Grants will be provided to the property owner following the submission and acceptance of the final completed study by the municipality.
2. Grants are provided on a one-time basis to each eligible applicant for each approved project.
3. The Environmental Study Grant may be combined with some other grant programs; however, this grant shall not be combined with the Tax Increment Equivalent Grant, which exists as a stand-alone incentive program.

#### **5.1.5 Eligibility Criteria**

1. All general eligibility criteria outlined in Section 8 apply. For clarity, this shall mean that the project must comply with all municipal bylaws, policies, standards, guidelines and Official Plan and zoning, as well as any applicable Provincial, Federal or government agency requirements (e.g., conservation authority).
2. Application submission shall be in accordance with the application submission requirements under Section 8. For clarity, this shall typically include submission of a site plan or drawings to demonstrate the intended improvements and modifications being proposed. Where required, this shall be accompanied by a building permit.
3. To be eligible for the Environmental Study Grant Program, a Phase 1 ESA must be completed and submitted to the municipality in order to demonstrate that site contamination is likely.
4. All environmental studies must be completed by a “qualified person” as defined in Section 8.
5. Any studies prepared with an Environmental Study Grant may become the property of the Township of Southgate, at the discretion of the municipality.

### **5.2 Brownfield Property Tax Assistance Program**

#### **5.2.1 Purpose**

Offering property tax assistance to owners of brownfield properties will encourage the cleanup and redevelopment of these properties and contribute to achieving the goals of this Plan. In accordance with Section 365.1 of the Municipal Act, the municipality may defer or cancel all or a portion of municipal property taxes during the period in which the brownfield site is being cleaned up or redeveloped (the rehabilitation period and development period, as defined in the

Municipal Act). The municipality may also apply to the Minister of Finance, on behalf of the property owner, to have the education portion of the property taxes deferred or cancelled.

### **5.2.2 Eligible Costs**

1. Eligible costs related to reducing the concentration of contaminants on, in or under the subject property to permit a record of site condition to be filed in the Environmental Site Registry under Section 168.4 of the Environmental Protection Act. Eligible costs include costs for:
  - a. Phase III Environmental Site Assessments (ESAs and Risk Assessment Plans (except where such a cost has been included as part of an issued Environmental Study Grant);
  - b. Environmental remediation costs, including any action taken to reduce the concentration of contaminants on, in or under the property to permit a Record of Site Condition to be filed in the Environmental Site Registry under Section 168.4 of the Environmental Protection Act;
  - c. Costs related to complying with any certificate of property use issued under Section 168.6 of the Environmental Protection Act;
  - d. The costs of preparing a Record of Site Condition;
  - e. Placing clean fill and related grading;
  - f. Installing environmental and/or engineering controls or works. As specified in the Phase III ESA and/or Risk Assessment Plan;
  - g. Monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Phase III ESA and/or Risk Assessment Plan; and
  - h. Environmental insurance premiums.

### **5.2.3 Program Details**

1. **Municipal Property Tax Assistance:** The municipality may pass bylaws to provide a deferral or cancellation of all or a part of the municipal property taxes on a brownfield site during the Rehabilitation Period and Development Period, as defined in Section 365.1(1) of the Municipal Act. The total value of the property tax assistance will not exceed the total eligible costs, which are defined in the eligibility requirements above. The level and duration of the property tax assistance will be considered on a case-by-case basis. Prior to passing the bylaw approving the property tax assistance, the municipality will be required to notify the Ministry of Finance. Within 30 days of passing the bylaw, the municipality will also be required to notify the Minister of Municipal Affairs and Housing and the Minister of Finance.

2. Provincial Tax Assistance: The municipality may apply for Provincial Tax Assistance, on behalf of the owner, to cancel or freeze all or a portion of the education portion of property taxes. The application will need to be approved by the Minister of Finance and may be subject to a different timeline than the approved Municipal Tax Assistance. The municipality must be offering municipal property tax assistance for the owner to be eligible for Provincial tax assistance.
3. The Brownfield Property Tax Assistance Program may be combined with some other grant programs; however, this grant shall not be combined with the Tax Increment Equivalent Grant, which exists as a stand-alone incentive program.
4. Applications may also be eligible for tax assistance from the County to cover the County tax portion, subject to County Council approval.

#### **5.2.4 Payment of Grant**

1. **Municipal Property Tax Assistance:** The municipal portion of the property tax assistance is limited to the Rehabilitation period and Development Period of the project. The municipal portion of the property tax assistance will be undertaken in accordance with the provisions of Section 365.1(1) of the Municipal Act. The municipal portion of the property tax assistance may start at the beginning of the Rehabilitation Period and run for a period specified by Council in a bylaw, but shall not extend beyond the time periods outlined in Section 365.1(1) of the Municipal Act, which is the earlier of a) eighteen months, and b) the date a Record of Site Condition is filed, or c) when the total amount of property tax assistance is equal to the eligible remediation costs (as defined above). The Development Period begins when the Rehabilitation Period ends and concludes on the earlier of a) the end date specified in the bylaw or b) when the property tax assistance is equal to the eligible remediation costs. The duration of property tax assistance may consist of both the Rehabilitation Period and the Development Period, subject to the limitations for each period as described above. The implementing bylaw is to specify whether the property tax assistance will occur during the Rehabilitation Period, the Development Period, or both.
2. **Provincial Tax Assistance:** The exemption may commence at the start of the Rehabilitation Period and continue through the Development Period for a maximum time period as defined in the implementing bylaw, and subject to program and termination requirements established by Section 365.1(1) of the Municipal Act. The education portion of the property tax assistance may be delivered on a different timetable from the municipal portion of the property tax assistance for the given property. The conditions imposed by the Minister of

Finance for the education portion of the property tax assistance under Section 365.1 of the Municipal Act may differ from those outlined in this Plan.

### **5.2.5 Eligibility Criteria**

1. A property must have had a Phase II Environmental Assessment undertaken which concluded that action is required to remediate this site.
2. All general eligibility criteria outlined in Section 8 apply. For clarity, this shall mean that the project must comply with all municipal bylaws, policies, standards, guidelines and Official Plan and zoning, as well as any applicable Provincial, Federal or government agency requirements (e.g., conservation authority).
3. Application submission shall be in accordance with the application submission requirements under Section 8. For clarity, this shall typically include submission of a site plan or drawings to demonstrate the intended improvements and modifications being proposed. Where required, this shall be accompanied by a building permit.
4. Successful applicants may also be eligible for other financial incentive programs, provided that the total value of incentives does not exceed the total eligible cost of rehabilitating the land and buildings.
5. At its sole discretion, the municipality may require preparation of a business plan or feasibility study as a condition of approving tax assistance.
6. Application of Provincial tax assistance shall be at the sole discretion of the municipality. Initially, the municipality may wish to seek Provincial tax assistance on behalf of the owner on a “pilot project” basis only and may discontinue such applications in the future. Should the municipality choose not to apply for Provincial tax assistance such a decision shall not require an amendment to this Plan.

## **6. SURPLUS LAND & BUILDINGS**

### **6.1 Purpose**

Lands and buildings that are deemed to be surplus to the needs of the local municipality will be offered through a Request for Proposal (RFP) process. The municipality will identify lands and buildings that are surplus and determine the best use for these within the scope of the RFP process.

Surplus lands and/or buildings owned by the County may also be offered, from time to time, if approved by County Council.

### **6.2 Eligible Costs**

1. Affordable & Attainable housing projects will be given top priority.



2. Surplus lands and buildings will be offered through a Request for Proposal process.
3. Land and buildings to be awarded at a reduced cost or possibly no cost.

### **6.3 Program Details**

1. Proposals submitted will be assessed based on the criteria identified in the Request for Proposal.
2. The proposal that best meets or exceeds the criteria identified in the RFP will be awarded the land or building at a reduced rate or possibly at no cost.

### **6.4 Payment of Grant**

1. The land or building will be awarded based on the submissions received as part of the RFP process.

### **6.5 Eligibility Criteria**

1. All general eligibility criteria outlined in Section 8 apply. For clarity, this shall mean that the project must comply with all municipal bylaws, policies, standards, guidelines and Official Plan and zoning, as well as any applicable Provincial, Federal or government agency requirements (e.g., conservation authority).

## **7. SUMMARY OF PROGRAM INCENTIVES**

<b>Incentive Type:</b>	<b>Description:</b>	<b>Support available:</b>
Tax Increment Equivalent Grant	To encourage desirable and attractive infill development & redevelopment.	To cover a portion of the municipal portion of the property tax as a result in the increase to the property assessment as a result of the improvements, over a 10-year period.
Land & Building Improvement Grant	To encourage the rehabilitation, repair and/or improvement of buildings & lands for commercial, office, industrial, agricultural or mixed use.	Maximum \$50,000 or 50% of the eligible costs (whichever is less).
Façade & Building Improvements	To encourage the rehabilitation, repair and/or improvement of buildings & façades.	Maximum \$5,000 or 50% of eligible costs (whichever is less).
Signage Improvements	To encourage the improvement of signage and the installation of	Maximum \$2,500 or 50% of eligible costs (whichever is less).

	pedestrian-scaled, attractive signage.	
Property, Landscaping & Parking Area Improvements	To encourage improvement of landscapes, parking areas, pedestrian connections, sidewalks cafes/patios.	Maximum \$3,500 or 50% of eligible costs (whichever is less).
Accessibility, <b>Public Health and Safety</b> Improvements	To promote improvement to properties including access ramps, entryway widening, levelling or repairs to pathways and stairs. <b>To facilitate improvements to a property as a result of a declared emergency such as plexi glass, patio's and decks</b>	Maximum \$3,500 or 50% of eligible costs (whichever is less).
Destination Infrastructure Grant	To encourage local stakeholders, organizations and municipalities to upgrade and invest in destination infrastructure.	Maximum capital improvement is \$5,000 or 50% of the eligible costs (whichever is less).  Maximum signage, wayfinding signage, outdoor art or street beautification is \$2,500 or 50% of the eligible costs (whichever is less).  Maximum for conversion of vacant lands to parks or green space is \$2,500 or 50% of the eligible costs (whichever is less).
Planning Fee Grant	To encourage sensitive, attractive and desirable infill development and redevelopment.	Maximum \$2,500 or 50% of eligible costs (whichever is less).
Building Permit Fee Grant	To encourage sensitive, attractive and desirable infill development and redevelopment.	Maximum \$2,500 or 50% of eligible costs (whichever is less).
Development Charges Grant	To assist property owners with financing the cost of the development process.	Equal to 100% of the municipality's portion of the development charges to a maximum of \$10,000.
Housing Rehabilitation and Conversion Grant	To assist with the rehabilitation of a previous residential unit or the conversion of upper floor commercial/residential/mixed-use building space into affordable residential units.	Maximum \$50,000 or 50% of the eligible costs (whichever is less).

Startup Space Leasehold Improvement Grant	To assist new businesses and startup companies to set up shop by providing grants for the financing of non-temporary interior leasehold and accessibility improvements.	Maximum \$5,000 or 50% of the eligible costs (whichever is less).
Environmental Study Grant	To encourage the completion of studies with respect to the environmental conditions of properties.	50% of the cost to complete the study to a maximum of \$5,000 per property.
Brownfield Property Tax Assistance	To encourage the cleanup and redevelopment of these properties.	The municipality may defer or cancel all or a portion of municipal property taxes during the period of site remediation.
Surplus Lands & Buildings	Lands and buildings that are deemed to be surplus to the needs of the municipality will be offered through a Request for Proposal (RFP) process.	Subject to the specific project.

**8. MONITORING & EVALUATION**

This Community Improvement Plan is primarily intended to be a flexible revitalization tool. As circumstances evolve, and as market forces, economic conditions and financial resources change, the CIP will also need to evolve. Council or its designated authority will have the discretion to determine funding for the financial incentive programs. However, in order to inform decision making about the implementation budget, and to ensure that the programs are working as they are intended, the Plan should be monitored, evaluated and, if necessary, revised, on a regular basis.

**8.1 Process for Monitoring & Evaluation**

Immediately following adoption of the Community Improvement Plan, the Plan Administrator will begin to undertake the activities outlined in the following sections.

**8.1.1 Establish a Monitoring Database**

The Plan Administrator should initially develop a database upon which to monitor the number, types and success of financial incentive applications. As applications for financial incentives are received, they should be recorded in the database. Additionally, the Administrator should record all pre-application consultations related to potential application submissions, even if the consultations do not result in an application being submitted.

Specific performance indicators will need to be identified and monitored. The selection of indicators will provide guidance about the success of the Plan and its individual programs. At this time, it is suggested that the Plan Administrator gather the following information from applicants (which should be incorporated into the application form for financial incentives):

- The approved/denied value of the grant and the total value of construction (the total public investment versus private investment);
- The effect of the incentives, such as the number of new residential units created and/or rehabilitated, the number and type of retail or businesses created, the number of trees being planted, etc.;
- The projected and actual increase in property assessments and property taxes, as may be applicable; and
- Indirect indicators including economic indicators, qualitative indicators and other indicators which speak more generally to the success of the municipality, and which may or may not be directly attributed to the influence and success of the Community Improvement Plan.

Other indicators should be identified and monitored on a period basis, such as:

- Utilization of the total financial incentives program budget;
- Utilization of the various incentive programs;
- Total dollars spent on other specific variables which indicate advancement of the program (e.g., number of trees planted, number of metres of sidewalks improved, etc.);
- Other indirect indicators, such as economic indicators as may be identified (e.g., number of new businesses established in the municipality, etc.).

### **8.1.2 Determine Baseline Conditions**

For the indicators identified in 7.1.1, the Plan Administrator should identify baseline conditions at the outset of the Plan implementation, so that variables may be compared from year-to-year, beginning with implementation of this Plan.

### **8.1.3 Collect Data**

Throughout the course of a one-year review period, the Plan Administrator should enter information from applications and pre-application consultation meetings into the database on an on-going basis.

#### **8.1.4 Prepare Annual CIP Evaluation Report to Council**

Based on the information obtained, the Plan Administrator will prepare an annual report to Council to evaluate the Community Improvement Plan and its individual programs, based on the changes to the baseline conditions established above, and based generally on the uptake of the programs and any new challenges that have emerged. The report will recommend adjustments to the Community Improvement Plan, including its terms, financial incentive programs and eligibility criteria, in order to improve the programs offered through the Plan. The report will provide recommendations based on the results of monitoring. Recommendations may include:

- Budget adjustments or funding strategies;
- Potential revisions to the Community Improvement Plan area;
- Adjustments to the financial incentive programs including the addition or discontinuation of programs, where necessary;
- Any necessary changes to plan administration or processes.

The report should be made available on the municipality's website each year for public review. The reporting of financial incentive program success should be accompanied by before and after photos of the projects completed to communicate the successes of the Plan.

Additionally, the annual report should include a review, summary and analysis of potential funding opportunities from the Province, County or other sources as may become available.

#### **8.1.5 Program & Plan Adjustment**

Based on an annual review and report to Council, changes to this Plan may be required including:

- **Adjustments to the Plan:** Based on the monitoring and evaluation process, changes to the terms of this Plan, the eligibility requirements, or the financial incentive programs may be required. Council may also choose to discontinue funding for one or more of the financial incentive programs and may do so without amending this Plan. However, the permanent/change/removal of a financial incentive program or the addition of eligibility criteria or eligible costs will require an amendment to this Plan in accordance with Section 28 of the Planning Act.
- **Adjustments to Program Funding:** It is recognized that Council or its designated authority may choose to cease, reduce or increase funding to one or more of the financial incentive programs, based on an evaluation of this Plan. Adjustments to program funding or the amount of the annual budget will not require an amendment to this Plan.

The activities above are intended to be repeated on an annual basis throughout the life of this Plan.

## 9. IMPLEMENTATION

Council or its designated approval authority will oversee the implementation of this Plan while day-to-day tasks associated with implementation will be coordinated by the Plan Administrator. This section outlines how the Plan is to be implemented and administered.

### 9.1 Definitions

To assist in the interpretation of this Plan, the following defines some of the terms used in this Plan:

**Administrator or Plan Administrator** means one or two municipal staff members assigned by Council, who are primarily responsible for ensuring that the responsibilities of the Plan Administrator, as set out herein, are fulfilled.

**Affordable/Attainable Housing** can be defined as housing which accounts for no more than 30% of a household's gross income. Affordable/Attainable housing is housing that gives a household the ability to enter the local housing market before graduating to successively higher levels of housing within the market. Implicit in this definition of attainability is the idea that a range of housing options (type, size, tenure, cost) exist in the local market, allowing households at various income levels to find and secure suitable housing as their needs or means change.

**Applicant**, unless otherwise indicated, means a registered owner, assessed owner or tenant of lands and buildings within the community improvement project area who has a right to apply for one or more financial incentive(s) in accordance with the policies of this Plan.

**Approval Authority** means the body responsible for approving or denying financial incentive applications. By default, the approval authority is Council. However, Council may designate an approval authority in accordance with the policies of this Plan.

**Brownfield** means a site that is under-developed or was previously developed and may be contaminated. They are usually, but not exclusively, former industrial or commercial properties that may be underutilized, derelict or vacant.

**Certificate of Property Use** means a certificate of property use issued in accordance with Section 168.6 of the Environmental Protection Act. The Certificate of Property Use may outline actions or restrictions on use or construction in relation to managing adverse effects of contaminants, as outlined in a risk assessment

**Community Improvement** unless otherwise specified, is as defined in accordance with its definition under Section 28 of the Planning Act.

**Community Improvement Plan** unless otherwise specified, is defined in accordance with its meaning under Section 28 of the Planning Act.

**Community Improvement Project Area** unless otherwise specified, is as defined in accordance with its meaning under Section 28 of the Planning Act.

**Community Improvement Works** refer to the activities undertaken in accordance with the policies of this Plan, including activities that may be funded by the financial incentives.

**Council** means the Council of the Township of Southgate.

**Development Period** means a period that begins when the Rehabilitation Period ends and concludes on the earlier of a) the end date specified in the municipal property tax assistance bylaw or b) when the property tax assistance is equal to the eligible remediation costs, as per section 365.1 of the Municipal Act, 2001.

**Eligible Applicant** means an applicant (as defined above) who meets all the general and program specific requirements of the financial incentive programs and prepares and applies for a grant or loan that is in accordance with the specific requirements of the program, as outlined in this Plan. The Plan Administrator reserves the right to determine whether an applicant is eligible for the financial incentive programs.

**Financial Incentive Program** means a program listed in Section 4 of this Plan.

**Financial Incentive Program Agreement** means an agreement executed between the municipality and a successful applicant for a financial incentive program, as required by this Plan.

**Greenfield Property** means a vacant property that has no prior history of development, or an agricultural use that has not been developed or redeveloped for urban uses. In determining whether a property is considered a greenfield, the Approval Authority, in consultation with the Administrator of this Plan, shall have sole discretion.

**Greyfields** are underutilized properties that have been affected by development, but not to the extent required to be considered a brownfield site. Unlike brownfield sites, greyfield sites have not endured significant environmental damage. An example of a greyfield would be a property containing an abandoned restaurant.

**Gross Floor Area** means, for a dwelling, the total area of the storeys exclusive of basements, cellars, attic, garages, sunrooms, unenclosed verandas or porches; and for a building other than a dwelling, the total area of all the floors contained within the outside walls of the building. Only that floor area having a clear height to the ceiling of at least 2.25 metres may be used to calculate floor area.

**Heritage**, when used as an adjective, means historic and significant with respect to cultural heritage value or interest. Heritage, when used in designated heritage buildings, refers to buildings designated under Part IV of the Ontario Heritage Act. Similarly, the term heritage, when used in reference to a Heritage Conservation District as designated in accordance with Part V of the Ontario Heritage Act.

**Mixed Use** means a combination of a mix of commercial uses (retail, restaurant, office) along with apartment dwellings located either in the upper storey(s) or the rear of the same building.

**Municipality** means the Corporation of the Township of Southgate.

**Plan** or **this Plan** means the Township of Southgate Community Improvement Plan, unless otherwise specified.

**Qualified Person** is a person as defined by Section 168.1 of the Environmental Protection Act, Ontario Regulation 153/04 (as amended by Ontario Regulation 66/08) who meets the qualifications to be a qualified person for the purpose of:

- a) Conducting or supervising a Phase I environmental site assessment;
- b) Conducting or supervising a Phase 2 environmental site assessment; and
- c) Completing the certifications that must be completed by a qualified person in a record of site condition in respect of a property.

A qualified person is considered to meet the qualifications to be a qualified person if:

- a) The person holds a license, limited license or temporary license under the Professional Engineers Act; or
- b) The person holds a certificate of registration under the Professional Geoscientists Act and is a practicing member, temporary member or limited member of the Association of Professional Geoscientists of Ontario.

**Record of Site Condition** means the record of site condition prepared and filed in accordance with Section 168.4 of the Environmental Protection Act.

**Risk Assessment** means an assessment of risks prepared and filed in accordance with Section 168.4 of the Environmental Protection Act.

**Rehabilitation Period** means the period starting from the date a municipal property tax assistance bylaw is passed to the earlier of a) eighteen months, b) the date a Record of Site Condition is filed, or c) when the property tax assistance is equal to the eligible remediation costs (as defined) under Section 168.4 of the Environmental Protection Act.



**Vacant land** is land that does not contain any permanent structures and is not environmentally damaged.

## **9.2 Interpretation**

### **9.2.1 Interpretation at Sole Discretion of Council**

Ultimately the Community Improvement Plan will be interpreted at the sole discretion of Council or the designated approval authority in consultation with Plan Administrator. In some cases, as provided herein, interpretation and discretion may rest with the Plan Administrator.

## **9.3 Implementation Period and Dissolution of the Plan**

### **9.3.1 Implementation Period**

It is anticipated that this Plan will be implemented over a 10-year period. Council may adjust this implementation period as it deems appropriate or necessary, subject to funding, as approved by Council.

### **9.3.2 Dissolution of Community Improvement Plan**

Once Council is satisfied that the Plan has been carried out, Council may choose to dissolve the Community Improvement Project by bylaw which renders the Plan inoperative.

## **9.4 Administration of Program**

### **9.4.1 Designation of Plan Administrator**

Upon implementation of this Plan, Council will designate a member of municipal staff to be the Plan Administrator. An alternate Plan Administrator should also be designated if the primary Plan Administrator becomes available.

### **9.4.2 Designation of Approval Authority**

By default, Council will be the approval authority, making decisions on financial applications. Council may choose to delegate this authority to a committee of its choosing by bylaw in consideration of recommendation by staff. The Plan Administrator may be included as a member of this committee or function as a coordinator for the committee.

### **9.4.3 Administration of Financial Incentive Programs**

The financial incentive programs outlined in this document will be administered primarily by the Plan Administrator, and decisions about whether to approve financial incentive applications will be made by Council or its designated approval authority.

#### **9.4.4 Submission of Applications for Financial Incentives**

Applications for financial incentive programs will be submitted and processed in accordance with the steps outlined in this document. The Plan Administrator will be responsible for ensuring that this process is carried out in a timely manner.

#### **9.4.5 Approval of Applications for Financial Incentives**

Decisions on financial incentive applications and Financial Incentive Program Agreements will be made by Council. Should an application be refused, applicants will be given an opportunity to request that Council reconsider its decision, as applicable. Where Council has designated approval authority to a committee, an applicant will be given an opportunity to appeal a refusal for Council consideration.

### **9.5 Budgeting for the Incentive Programs**

#### **9.5.1 Annual Budget for Financial Incentive Programs**

Council will establish an annual overall budget for financial incentive programs and may allocate all or a portion of the funds to individual programs based on the monitoring process outlined in this document and based on annual priorities.

#### **9.5.2 Changes to Funding Levels**

In accordance with the monitoring process outlined in this document, Council will determine changes in the funding and incentive levels are necessary or warranted to ensure that the Community Improvement Plan functions properly considering the municipality's financial circumstances. Any change to the funding for the financial incentive programs of the CIP will be made at the sole discretion of Council, without an amendment to this Plan.

#### **9.5.3 Funding Sources**

The municipality shall identify, explore and apply for external funding sources where possible to support the incentive programs including Federal, Provincial, County or private funding sources and financial incentives that may be available.

### **9.6 General Eligibility Requirements for Incentive Programs**

The following General Eligibility Requirements are applicable to all incentive programs and must be met for an applicant to be considered eligible for any of the financial incentive programs. The General Eligibility Requirements must be read by the applicant in association with program specific eligibility requirements and program details. General Eligibility Requirements include:

### **9.6.1 Timing of Community Improvement Works**

In order to be eligible for any incentive program in Southgate Community Improvement Plan, a financial incentive program application form must be submitted to the municipality (accepted and processed by the Plan Administrator) prior to commencing any community improvement works **except for those projects which may have been applied for retroactively as a result of a declared public emergency**. Complete applications must be submitted and approved prior to application for planning approval and/or building permit, as may be required, and prior to commencing community improvement works.

### **9.6.2 Only Property Owners or Tenants with Consent**

Eligible applicants must be either the owner of the property, an agent for the owner of the property, or the tenant of a property to whom the owner has provided written consent for the application. Should ownership change hands prior to the approval of an application or while works are being undertaken, the tenant shall advise the municipality and obtain the new owner's authorization.

### **9.6.3 Financial Incentives Not Available to Greenfield Properties**

In no case shall a greenfield property, as defined in this Plan, be eligible for financial incentive programs.

### **9.6.4 No Outstanding Property Tax Arrears**

The property owner must not have outstanding tax property arrears and must be in good standing regarding taxation at the time of application and through the duration of the incentive benefit period, as identified within the Community Improvement Plan.

### **9.6.5 Number of Applicants Per Property**

There are no specific restrictions on the number of applications that may be submitted by a property owner or tenant in relation to a specific property. The intent of providing this flexibility is to allow applicants to phase in components of their projects over time, should it be necessary. However, the Review Pan may reject an application where it is of the opinion that the proposed works have already been undertaken as part of a previously approved application.

### **9.6.6 Complete Financial Incentive Application & Supporting Materials**

In order to be eligible, all incentive program applications must include completed application forms and supporting materials such as detailed work plans, cost estimates, **proof of payment in the event of a retro active claim for a declared public health emergency** and contracts, applicable reports and any additional information as required by the municipality.

### **9.6.7 Project in Accordance with Municipal Bylaws, Policies, Procedures, Standards and Guidelines**

Community improvement works associated with an incentive program application must be in accordance with all municipal bylaws, policies, procedures, standards, and guidelines in order to be approved.

### **9.6.8 Project in Conformity with the Official Plan & Zoning Bylaw**

Existing and proposed land uses must be in conformity with the policies and standards provided by the Township of Southgate's Official Plan, and in accordance with applicable regulations, including the Zoning Bylaw, and all other planning documents.

### **9.6.9 Project in Accordance with Planning Approvals & Building Permits**

Community improvement works associated with an incentive program application must be undertaken pursuant to application for planning approval and/or building permit, and any additional required permits, and in accordance with the Ontario Building Code and all applicable planning policies and standards.

### **9.6.10 Conformity with Design Criteria**

The proposed exterior design of buildings, including signage associated with an incentive program application must be considered by the municipality as consistent with the municipality's desired goals for appearance/character of the municipality, in relation to the design criteria outlined in this Plan, and any design guidelines adopted by the municipality in the future, as applicable. Council will consider details of exterior design proposed by each application when determining eligibility for incentive programs of the Community Improvement Plan. Council will use the design criteria as well as any future design guidelines adopted by the municipality as tools to characterize whether a project is considered desirable and meets the goals and objectives of this Plan.

### **9.6.11 Completed Works to be Consistent with Approved Application**

Community improvement works undertaken and completed that are associated with an approved incentive program application must be consistent with the project description contained in the application form and supporting materials, and with the program agreement. Should the works not be consistent with the original project description, to the satisfaction of the Plan Administrator, the municipality 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 municipality.

### **9.6.12 Combination & Value of Incentives**

The incentive programs made available under the Community Improvement Plan may be used individually or may be combined, subject to the exception(s) outlined within the specific program details and eligibility criteria in the Community Improvement Plan. The total of all incentive benefits (including grants and refunds) provided to each applicant for each community improvement proposal for a building or lands must not exceed the project's costs related to the planning, or re-planning, design or redesign, re-subdivision, clearance, development or redevelopment, and/or reconstruction and rehabilitation associated with the application.

### **9.6.13 Not Maintenance or Life Cycle Replacements**

Eligible projects are generally only considered to include improvements over existing features. The incentive programs are not intended to cover life cycle replacements or maintenance activities. Exceptions may be considered for original features of designated historic/heritage buildings.

### **9.6.14 Grants to be a Maximum 50% of the Eligible Costs**

In no case shall the total amounts of all grants be greater than 50% of the calculated eligible costs of the project(s).

### **9.6.15 Minimum Grant of \$500**

Should a grant have a value of less than \$500, the approval authority has the sole discretion to reject the application on the basis that the project is too minor and the administrative costs too high to be worth processing the grant.

## **9.7 General Process and Submission Requirements for Incentive Programs**

In order to be eligible for any of the incentive programs, applicants must submit a complete application in accordance with the General Process and Submission Requirements outlined below. A complete application will include:

1. Completed application forms; and
2. Supporting materials such as plans, cost estimates and contracts, **proof of payment for retroactive works**, applicable reports, and any additional information required by the Plan Administrator and/or Council or its designated approval authority.

General process & submission requirements include:

### **9.7.1 Municipality Not Responsible for Applicant's Costs**

The municipality is not responsible for any costs incurred by the Applicant during the application process, including costs associated with preparing the materials which are required by the municipality as part of a complete application.

### **9.7.2 Application Prior to Commencement of Works**

An application must be submitted to the municipality prior to commencing any community improvement works. Should an application be submitted following the commencement of community improvement works, the application will be rejected upon receipt. \*The exception to this criteria is when applying for retroactive relief from improvements made as a result of a declared public emergency.

### **9.7.3 Applicant to Declare Other Funding**

All sources of additional funding or incentives must be declared at the time of submission. The Plan Administrator is entitled to make recommendations for incentive reductions based upon any declared funding or incentive.

### **9.7.4 Administrator's Application Review**

The Plan Administrator will initially evaluate all applications and supporting materials and offer a recommendation to Council or its designated approval authority who will then decide on the application.

### **9.7.5 Financial Incentive Program Agreement**

Should the application be approved by Council or its designated approval authority, a Financial Incentive Program Agreement will be required, which will outline the terms, duration, default, and any other provisions of the incentive program. This agreement will also be subject to approval by Council.

### **9.7.6 Additional Information May be Required**

Should the Plan Administrator, or Council or its designated approval authority require additional information, plans, studies, or any additional works related to the proposed project and incentive program application, the requested information and/or works must be adequately provided and/or undertaken prior to approval of the application.

### **9.7.7 Project Audit at the Cost of the Applicant**

Upon approval and/or completion of community improvement works, the municipality, under direction of the Plan Administrator, reserves the right to audit the costs associated with any of the works described by the approved application for financial incentive(s). Audits will be undertaken at the expense of the applicant.

### **9.7.8 Inspection of Completed Project**

Upon approval and/or completion of community improvement works, the municipality reserves the right to inspect any properties/buildings that are associated with an incentive program application offered within this Plan. Inspections would be carried out by the Plan Administrator.

### **9.7.9 Failure to Meet Requirements**

Should the applicant fall into default of the General Eligibility Requirements, or fail to meet the detailed requirements of each of the incentive programs the financial incentive program agreement, or any other requirements of the municipality, the municipality, under the direction of the Plan Administrator, 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 Plan Administrator in consultation with Council or its designated approval authority.

### **9.7.10 Discontinuation of Funding**

The municipality may discontinue funding any of the incentive programs at any time. However, all applicants with approved incentive program benefits will continue to receive the benefits in accordance with the terms outlined in this Plan, subject to fulfilling any requirements and agreements and subject to available funding as approved by Council or its designated approval authority.

### **9.7.11 Cancellation of Grant due to Failure to Initiate the Project**

Any program commitments may be cancelled if work does not commence within six months of the approval of an application, or in accordance with an agreement with the municipality.

## **9.8 Application Process for Incentive Programs**

### **9.8.1 Application Process**

The municipality may implement either a “first come, first served” or an “intake window(s)” process for receiving and making decisions on financial incentive applications. By default, this Plan is to be administered by a “first come, first served” process. However, Council may choose to change the process in consideration of a recommendation of staff and/or a Committee of

Council. Council has the discretion to modify the approval process for applications at any time. The general process types are outlined as follows:

- i. **First Come, First Served:** In a first come, first served application process, the municipality accepts grants applications throughout the year, provided funding is still available. Applications are processed and decided upon in the order in which they are received. When funding is exhausted, the municipality will close the application process until funding becomes available.
- ii. **Intake Window:** In an intake window application process, the municipality may establish a set timeframe in which it will accept applications. All applications will be reviewed and decided upon at a meeting of Council or the delegated approval authority. During this process, funding may become exhausted. Accordingly, there may be a need to prioritize which approved applications will receive funding. Council or the designated authority will have the sole discretion to determine how the applications may be prioritized for funding (in consideration of the Plan Administrator's recommendations). In no order, applications may be prioritized on a basis of:
  - Consultation with the applicants to determine if any applicants are accepting of application deferral until funding becomes available;
  - Whether properties are designated or listed as being of historical interest;
  - The value of the grant being sought (i.e., a large application may be deferred to permit many smaller improvements to benefit a larger number of property owners);
  - Whether the project or property is considered to carry great importance and significance (e.g. highly visible corner lots); and/or
  - Other criteria as may be determined by Council or its designated approval authority.

### **9.8.2 Application Process Changes**

Council may direct changes to the application process without amending this Plan. Changes should be considered as part of the annual monitoring and evaluation of the Plan and in consideration of the recommendations provided by staff, the Review Panel and/or a Committee of Council.

### **9.8.3 Pre-Application Consultation and Application Submission**

- i. Applicants are 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, project timing, supporting documentation requirements, etc.



- ii. The applicant will be required to submit a completed application, which will include all the required application forms, in addition to any supporting documentation, as required by the Plan Administrator or by Council or its designated approval authority. Supporting documentation may include, but is not limited to, the following materials:
- Photographs of the existing building condition or property;
  - Historical photographs and/or drawings
  - A site plan and/or professional design study/architectural drawings;
  - Specification of the proposed works, including a work plan for the improvements and construction drawings; and/or
  - At least two cost estimates for eligible work provided by licensed contractors or consultants, as appropriate in the context of the financial incentive program. The Plan administrator may reduce this requirement if it is deemed appropriate.
  - In the case of a retroactive claim for works completed as a result of a declared public emergency. Proof of payment for the alterations as well as reasoning for the improvements must be submitted. The time limit for receiving a retroactive claim would be 6 months following the ending of a declared emergency.
- iii. Once all the required forms and supporting materials are received, the Plan Administrator will undertake a preliminary screening of the proposal and application.
- Based on the application and proposal, the results of the preliminary screening, the Plan Administrator may perform an initial site visit and inspection of the building/property, as necessary. The Plan Administrator will inform the applicant of the approximate time for the site visit and inspection. The applicant will accompany the inspector during the inspection, if possible, and will inform the inspector of any potential safety hazards on the site.
  - If the application clearly does not meet the program requirements, the application will not be accepted.
  - If the application meets the program requirements, the application will be accepted. By accepting an application for any of the financial incentive programs, the Plan Administrator does not guarantee program approval.

#### **9.8.4 Application Review & Evaluation**

- i. Once an application has been accepted by the Plan Administrator, information related to the applicant, application, and proposal information will be entered into the municipality's database in order to track the application details, progress and results in accordance with the Monitoring and Evaluation Strategy. This will be an on-

going task throughout the remainder of the application process as this information will need to be updated as the application is processed.

- ii. Applications and supporting documentation will be considered by the Plan Administrator against the incentive program eligibility requirements (including both general and specific requirements). Based on the proposal, application, and fulfillment of eligibility requirements, the Plan Administrator will determine if the proposal and application will be considered eligible. Based on eligibility, a recommendation report will be prepared by the Plan Administrator. The report may recommend approval of the application or refusal of the application.
- iii. Should the Plan Administrator recommend approval of the application, a financial incentive program agreement will be prepared by the Plan Administrator. If applicable, the financial incentive program agreement will be forwarded to the applicant to be dated and signed.
- iv. Once the financial incentive program agreement has been reviewed by all parties and returned to the municipality, the application, recommendation report, and agreement will be forwarded to Council or its designated approval authority to initiate the approval process. Should the application be approved, the Plan Administrator will ensure that all parties sign the agreement prior to the commencement of any approved works. If the agreement is not signed by all parties, the municipality does not guarantee program approval.

#### **9.8.5 Application Approval**

- i. If the Plan Administrator has recommended that the application be refused, the Recommendation Report will be provided to Council or its designated approval authority for a decision. Where a designated approval authority has refused the application, the applicant may re-submit the application for reconsideration by Council, provided the applicant has made consideration of the designated approval authority's reasons for refusal. If Council or its designated approval authority determines that the application should be approved, the process continues from Step (iii) (below)
- ii. Alternatively, if the Plan Administrator has recommended that the application be approved, the Recommendation Report and signed agreement will be forwarded to Council or the designated approval authority for consideration. If the application is approved, the process continues with the next step (iii). If the application is refused, the applicant may re-submit the application for reconsideration by Council provided the applicant has made consideration of Council's reasons for refusal.
- iii. If Council or its designated approval authority approves the application and Financial Incentive Program Agreement, the Agreement will be executed by the

signing and dating of the agreements by municipal officials. A copy of the signed and dated Financial Incentive Program Agreement will be provided to the applicant.

#### **9.8.6 Completion of Works and Payment**

- i. Once an application has been approved by Council or its designated approval authority and the agreements signed and dated, and once all the required approvals and permits for the work are secured, the applicant may commence community improvement works.
- ii. Payment of the financial incentive, in accordance with the Financial Incentive Program Agreement, will be provided upon successful completion of the approved works.
- iii. Prior to the issuance of the financial incentive, the applicant may be required to provide the Plan Administrator with final supporting documentation, which may include but is not limited to:
  - Photographic evidence of the completed works satisfactory to the municipality;
  - Other documentation proving completion of the project;
  - Invoices for all eligible work done, indicating the total amount paid for eligible works;
  - Proof of payment to contractors, in full; and
  - Presentation of the terms of a loan and/or proof of approval of a loan provided by a financial institution, as it may be applicable in relation to the interest rebate programs contained in this Plan.
- iv. Final Site Inspection (if required) - The Plan Administrator may perform a final site visit and inspection of the building/property (as necessary) in order to ensure that the project has been completed in accordance with the Financial Incentive Program Agreement.
- v. Assurance of Conformity to the Program Requirements and Financial Incentive Program Agreement - Prior to issuance of the financial incentive payment, the Plan Administrator will ensure that all program requirements and details of the Financial Incentive Program Agreement have been met.
- vi. If Applicant has Defaulted on the Agreement - The Plan Administrator will take appropriate remedies as specified in the agreement if the applicant defaults on the Financial Incentive Program Agreement.
- vii. Payment of Grant - If all the program requirements and Financial Incentive Program Agreement requirements have been met to the Plan Administrator's satisfaction in accordance with the decision of Council or its designated approval authority, the Plan Administrator will issue payment of the approved grant in accordance with the

general and specific program eligibility requirement, and the Financial Incentive Program Agreement.

### **9.9 Timeline for Application Review & Decision**

This Plan recognizes that the success and uptake of the financial incentive programs will depend in part on the expedience of the application and review process. As a guide, and subject to the availability of staff resources, the Plan Administrator will accept and review applications for funding in consideration of the following timeline:

- i. The Plan Administrator should be available to meet with a potential applicant for a pre-consultation meeting within ten (10) business days of being requested to meet by a potential applicant or as soon as is reasonably possible.
- ii. The Plan Administrator should review an application for financial incentives and notify the applicant of its completeness within ten (10) business days of receiving the application, or sooner, if possible.
- iii. Upon receipt of the application, the Plan Administrator should prepare a recommendation report to Council or its designated approval authority and, if applicable based on the recommendations contained within the recommendation report, prepare a Financial Incentive Program Agreement and forward it to the applicant within twenty-five (25) business days of receiving the application.
- iv. The application for funding should be considered for approval at the next meeting of Council if Council is the approval authority or the next planned meeting of the designated approval authority.
- v. The total time between receipt of a complete application for funding and the meeting to consider the application should not exceed thirty-five (35) business days.
- vi. The execution of the Financial Incentive Program Agreement should occur within ten (10) business days of the application approval. Should the application be approved, payment of the grant should occur within thirty (30) business days of completion of the project. The applicant is responsible for notifying the municipality of the completion of the project and may be required to provide proof of its completion.
- vii. The timelines identified above are for guideline purposes only and are not intended to be construed as deadlines. Timelines will vary depending on the availability of staff and resources and the nature of the application received.

### **10. URBAN DESIGN CRITERIA**

The implementation of this Plan depends in part upon the establishment and application of design-related eligibility criteria. Urban design criteria are intended to establish an aesthetic standard for improvements made under this Plan. It is recognized that not all urban design

criteria outlined in this section will be applicable in all cases due to the context of the financial incentive application. The interpretation and application of these criteria will ultimately rest with Council or the designated approval authority. The criteria are supported by photographs of useful precedents in the Township of Southgate or other communities, to help illustrate the intent of the criteria. However, the wording takes precedence over the images, which are provided for illustrative purposes only.

### **10.1 Façade & Building Improvement Criteria**

These criteria are applicable to the Façade and Building Signage Improvement Grant Program. Additionally, these criteria should also be considered as part of the development of new buildings under the Tax Increment Equivalent Grant program, the Planning and Building Application Fees Program and The Brownfields Property Tax Assistance Programs. Applications will be assessed for conformity and compatibility with the overall streetscape and adjacent properties.

#### **10.1.1 Criteria to Maintain and Restore Historic or Original Building Materials, Architectural Elements and Features**

1. Original colours, architectural detailing (such as original woodwork and decorative trims) and original materials should be maintained and restored where possible. If original materials or detailing must be replaced, similar materials should be used as much as possible.
2. The reconstruction of missing historic features of the façade is encouraged, based on historic documentation.
3. Alterations should not remove, obscure, overwhelm or cover original historic materials and architectural elements.
4. The use of economical materials such as aluminum cladding is strongly discouraged.
5. Where original colours are not known even in consideration of historic documentation of a property, the use of a palette of heritage colours, as may be offered through many paint supply stores, is encouraged for exterior painting. The applicant will be required to supply samples of proposed paint colours in support of their application.
6. Proposals must be in consideration of historical documentation about the original appearance of the façade, where such documentation is available.

#### **10.1.2 Criteria to Maximize Façade Interest, Detailing and Differentiate the Components of a Façade (base, middle and top)**

1. Principal building entrances should face the street/sidewalk. Secondary entrances may be provided from side yards or rear yards.

2. Doors should be articulated through recessed entryways and detailed framing.
3. Windows should be articulated with detailed framing and division of window panels. Large, undivided windowpanes should be avoided.
4. Detailing and design of the façade should be differentiated using different materials, colours or the application of architectural elements. There should be a base, a middle and a cornice. Repeating elements along the façade are encouraged (e.g., repeating architectural elements or windows). A storefront cornice and signboard should be provided.

### **10.1.3 Criteria to Maximize Barrier-Free Access**

1. Entryways should be barrier-free in accordance with the Ontario Building Code's standards. Building entrances should not have steps. Where this cannot be avoided, the installation of an accessibility ramp or an alternate entrance is encouraged even where it is not required by the Ontario Building Code.
2. Automatic doors are encouraged even where they are not required by the Ontario Building Code.

### **10.1.4 Criteria to Create an Active, Inviting Façade Using Murals, Awnings and Patios/Sidewalk Cafes**

1. Murals are encouraged on side and rear façades. While traditional murals (painting directly onto a wall or building exterior) are acceptable, the program also encourages murals, paintings and photographs on weatherproof boards/materials that can be affixed directly to the exterior of the building/property.
2. Murals should generally relate to historic persons, places and events which reference and celebrate the history of that area within Southgate. Reproductions of historic photographs and images are also encouraged.
3. Awnings are encouraged; where provided, awnings should be designed to be proportional to the façade and use colours that are complementary to the façade colours.
4. In all cases, consideration should be made to incorporate awnings into a façade improvement. Permanent, fabric awnings and retractable awnings are encouraged.
5. Bubble-style awnings are discouraged.
6. Signage may be imprinted on an awning provided it is proportionally sized and scaled for pedestrians.
7. Informal sidewalk cafes are encouraged in the front yard. Where space permits, designated patio areas may be provided in the front or side yard.
8. Large outdoor seating areas (more than 12 seats) should be designated with decorative fencing.

## **10.2 Signage Criteria**

These criteria are particularly applicable to any applications made for a signage improvement grant. However, these criteria should also be considered under any other program where the applicant is proposing new signage as part of their project (e.g., as part of a new building being constructed with the Property Tax Increment Equivalent Grant Program, The Planning and Building Application Fees Program and the Brownfields Property Tax Assistance Program).

### **10.2.1 Signage Should be Scaled for Pedestrians and Not Vehicular Traffic**

1. Signage should be scaled according to the building height and oriented for slow traffic and pedestrians.
2. Only one principal sign should be used, and it should be located above the principal building entrance; and no more than two small signs should be used, and only if they are used to enhance the appearance of the storefront. For clarity, large signs and cluttered signs are to be avoided.
3. Hanging perpendicular signs are encouraged.
4. Back lit and neon signs (except for “open for business” signs) are strongly discouraged; and will not be supported by any of the CIP programs.
5. Lighting for signage is to be dark sky compliant as per the Township Standards.
6. Front-lit signage is encouraged.
7. Embossed or engraved signage is encouraged.
8. Where provided, signage should be contained in the storefront cornice/sign board area of the façade.
9. Signage should not be used in the storefront windows, except a minimal number of painted signs (except for “open for business” signs which are allowed). Storefront windows should be as transparent as possible.
10. Open for Business Signs that indicate the days and hours of business are encouraged and can be back lit or neon and displayed in storefront windows.

## **10.3 Property & Landscaping Improvement Criteria**

These criteria are particularly applicable to any applications made for a property and landscaping improvement grant. However, these criteria should also be considered under any other program where the applicant is proposing landscaping, parking and similar property improvements.

### **10.3.1 Criteria to Minimize Visual Impact of Parking Area**

1. Parking areas should ideally be located at the rear of buildings. Only existing side yard parking areas will be considered for a grant.

2. Rear yard parking should have a clear access or entrance to the building. Rear building entrances are encouraged; where they cannot be provided, signage is encouraged to direct visitors to the main entrance.
3. Driveways from main arteries should be minimized. The width of driveways from main arteries should generally be minimized (two one-way driveways are preferred over one large, two-way driveways).
4. Parking areas should be buffered from the sidewalk/street. A planting strip including vertical elements (decorative fencing, trees, plantings) is encouraged.
5. The use of permeable paving surfaces is encouraged.
6. Parking areas should not restrict pedestrian access to building entrances. Clearly designated walkways and pathways should be provided within parking areas to enable persons to walk from the parking area and into the building or onto the sidewalk.
7. Large parking areas should be broken up with decorative landscaping and tree planting.

### **10.3.2 Criteria to Maximize Landscaping and Planting to Create Visual Interest**

1. Generally business owners and residents are encouraged to implement and maintain temporary plantings, such as hanging window planters.
2. Landscaping and planting strips are encouraged in accordance with the criteria noted above for minimizing the visual impact of parking areas.
3. Permanent planting in Dundalk should be completed in accordance with the Village of Dundalk Community Improvement Plan, Design Phase – Part 2, Preliminary Design as was prepared by Joan Burt Architect in 2010.

### **10.3.3 Criteria to Encourage Sustainable Planting and Paving Materials**

1. The use of permeable paving surfaces is encouraged.
2. The use of native plantings as part of landscaping is encouraged to minimize watering needs and maintenance costs.

## **10.4 Built Form, Scale & Massing Criteria**

These criteria will be applicable to the development of new buildings or any additions made to buildings as may be part of The Property Tax Increment Equivalent Grant Programs, The Planning and Building Application Fees Program or The Brownfields Property Tax Assistance Program.



#### **10.4.1 Criteria for Additions Should be Sensitive to the Existing Context and Have a Minimal Impact on the Existing Building, Particularly Historic Buildings**

1. For buildings considered to be historic, additions should not be located closer to the front lot line than the original building face.
2. The height of building additions should be consistent with the original building height.
3. The roof should correspond with the original roof (e.g., flat or sloping).
4. The design of building additions should be in accordance with the criteria for façade improvements.

#### **10.4.2 Criteria for New Buildings Should be Compatible with the Existing Urban Fabric and be Designed to be Pedestrian-Oriented**

1. New buildings should be located similarly to adjacent buildings. In downtown cores, buildings should be located close to the sidewalk.
2. New builds should not be less than two storeys in height, providing for active uses at the ground floor (retail, restaurants, personal service shops, etc.) and other uses in the upper storey(s) (residential, office space, etc.). New buildings should not exceed three storeys unless in accordance with the Official Plan and Zoning Bylaw. Buildings over three storeys should be subject to step-backs and/or angular plane requirements to minimize the visual impact of tall buildings.
3. The height of the proposed buildings should be similar to the height of adjacent buildings, with the aim of creating a harmonious roofline, minimizing large variations in building height and creating transitions in building height.
4. Principal building entrances should face the street/sidewalk. Secondary entrances may be provided from side yards or rear yards.
5. Parking areas and landscaping should be in accordance with the property and landscaping improvement criteria above.
6. New building façades and signage should be in accordance with the façade and building criteria and the signage criteria above.

### **11. MARKETING THE PLAN**

It is important that the Township's residents and other stakeholders are kept aware of the programs offered by the Community Improvement Plan and of opportunities to participate in the process. Grey County has also identified the importance of Community Improvement Plans across the County and will support and promote the opportunities presented in this Plan through their channels. To this end, marketing and promoting the incentive programs will be necessary to increase their uptake, and therefore help to implement the Plan.

At its discretion, the municipality will complete the following activities on an on-going basis, to market and promote the Plan:

**Collateral Material:** The municipality may prepare educational newsletters and/or brochures or other printed collateral material that provide an overview of this Plan and the incentive programs that are available. Collateral material may be delivered to all property owners, tenants, and other interested parties within the designated Community Improvement Project Area. Brochures and newsletters may also be displayed and provided by the municipality at its municipal office and on the municipality's website.

**Web Page:** The municipality may create a link on its website to provide general information about the Plan, as well as details for each of the financial incentive programs, along with eligibility criteria and how to apply. It may also be informative to provide profiles of successful completed projects.

**Promotional Display:** The municipality may prepare promotional displays that provide an overview of this Plan that can be used at events in which the municipality is participating.

**Public Consultation Events:** The municipality may hold informational seminars, workshops or open houses upon adoption of the Plan and on an annual basis during the Plan's implementation to educate property owners, tenants, and other interested parties about the Plan, allow them to ask questions, and to communicate any changes to stakeholders.

**Responsiveness to Public Inquiries:** The Plan Administrator will be available on an on-going basis to answer questions from potential applicants with respect to the Plan and its programs. The Plan Administrator will also participate in pre-application consultation meetings as well as site visits to discuss the merits of a potential application with the applicant.

**Communication of the Monitoring & Evaluation Program:** Information obtained as a result of the monitoring and evaluation program may also be made available through newsletters and information sheets to promote the achievements of this Plan and to highlight case studies.

**Other Activities:** The municipality may organize and participate in other appropriate activities to encourage participation by property owners, tenants, and other interested parties in this Plan's programs. The municipality may undertake other marketing initiatives as deemed appropriate without requiring an amendment to this Plan.

## **12. CONCLUSION**

The Township of Southgate Community Improvement Plan sets forth a long-term strategy for improving, strengthening and revitalizing Southgate. The Plan outlines opportunities for participation in community initiatives on the part of both the municipality and the private sector.

This Plan outlines the types of projects and programs that will encourage desirable private property improvements and activities that the municipality may initiate to improve the public realm. Additionally, the Plan outlines a strategy for monitoring and evaluating its performance, to ensure that the vision, goals and objectives for the community are being achieved and that the community is evolving in a positive and desirable way.