

Township of Southgate

Administration Office

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Staff Report CAO2020-031

Title of Report: RED Program Funding Agreement Approval Report

Department: Administration

Council Date: April 15, 2019

Council Recommendation:

Be it resolved that Council receive Staff Report CAO2020-031 as information; and
That Council approve the RED Funding application agreement for streetscaping of Downtown Dundalk, specifically for Proton Street upgrades of streetlight poles, parking lot, signage, banners, bows, benches, flower baskets, planter boxes, bike racks and waste/recycling containers; and
That Council approve the RED Funding Agreement by Municipal By-law.

Background:

The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) released a Rural Economic Development (RED) Program funding announcement on July 26, 2019 with an application intake that opened on July 29th, 2019 and closed on September 9th, 2019.

Ontario's Rural Economic Development (RED) program provides cost-share funding to support activities that create strong rural communities in Ontario and opens doors to rural economic development through:

- funding assistance to address barriers to economic development, better position for rural communities to attract and retain jobs and investment and enhance economic growth
- funding to build community capacity and support for economic development in Ontario's rural communities
- investments in rural communities to help diversify and grow local economies – making economic growth more inclusive so Rural Ontario continues to share in the province's economic prosperity

Municipalities are eligible for program funding. There are 2 streams of funding:

- **Economic Diversification and Competitiveness Stream:** up to 50% of eligible project costs to a maximum of \$150,000.
- **Strategic Economic Infrastructure Stream:** up to 30% of eligible project costs to a maximum of \$250,000.

The funds available for Downtown Revitalization are for projects that focus on identifying and implementing actions to improve and promote traditional town centres. Minor capital projects related to streetscaping and landscaping such as wayfinding signage and beautification are eligible for funding. Examples of beautification are lighting, banners, murals, street furniture, public art and trees.

Staff reported the funding would not pay for hard capital investment in cement to replace sidewalks or construction to resolve accessibility issues on Proton Street in the business section of Dundalk. Our initial research was to look at reconstruction of Proton Street between Main Street and Proton Street to redevelop the area to address accessibility issues and look at future streetscape designs. This was to address concerns raised in our new 2019-2023 Community Action Plan to make the downtown business section of Dundalk an attraction for our residents, shoppers and visitors.

The EDO applied to OMAFRA for the RED project funding to upgrade Downtown Dundalk Proton Street Upgrades including streetlight poles, parking lot, signage, banners, bows, benches, flower baskets, planter boxes, bike racks and waste/recycling containers. We have now been approved for the project and we are looking to Council for final approval to proceed with the funding agreement with OMAFRA.

The information to describe the project in the RED application was the following:

The purpose of the project is to revitalize Downtown Dundalk. The project is part of a larger road, sidewalk, streetscaping and underground infrastructure project. The opportunity arose as there was a need to replace the Main Street in Dundalk, which is a County Road with the Township, reconstructing the road to replace the aging water and sewer mains along with the SCTV connections to residential and commercial properties from the mains. While the road was under construction other utilities were replaced or added, including adding fibre internet to each of the buildings on the reconstructed sections of the road. As part of the project the street lighting/ utility poles will be replaced. Our plan through the RED program is to add streetscaping elements that will be added to the streetlight poles downtown to include banners and hanging flower baskets to beautify the business section of the downtown. There is also our plan to add wayfinding signage at the Main Street intersection to show facilities and businesses on Proton St. which is the other main downtown street section in Dundalk. Ground based streetscaping elements such as garbage bins, recycling containers, benches and bike stands will be placed on the new sidewalk. The addition of this local Municipal and County investment in the road, sidewalk, streetscaping and infrastructure is a major public investment to revitalize the downtown and encourage private sector investment in the commercial buildings to attract new business and jobs to the vacant storefronts. In our growing community Downtown Dundalk has 7 vacant storefronts that need occupation by businesses, which will also be providing local jobs. The streetscaping project will revitalize the look of the downtown and shows the public sectors our commitment to revitalize downtown and to fill the vacant storefronts. The improvement in streetscaping will encourage private sector investments in the vacant buildings some of which not only need facade improvements, but upgrades for accessibility and building/fire code compliance. The installation of a wayfinding signage program in the downtown should also improve the marketing of the businesses on Proton St. to travellers driving through the downtown.

This project was applied for to secure funding to advance the CAP Goal #2 of Revitalizing Downtown Dundalk and upgrading Proton Street as the next construction phase after Main Street East. The RED funding project is intended to support the streetscaping of Downtown Dundalk.

Staff Comments:

At the March 4th, 2020 Council meeting staff report CAO2020-024 titled, Southgate RED Funding Agreement Approval Report, was presented and the following motion was approved by Council:

Moved By Councillor Shipston; **Seconded By** Councillor Sherson;
Be it resolved that Council receive Staff Report CAO2020-024 as information; and
That Council approve proceeding with the RED Funding application agreement for Streetscaping of Downtown Dundalk, specifically for Proton Street upgrades of streetlight poles, parking lot, signage, banners, bows, benches, flower baskets, planter boxes, bike racks and waste/recycling containers.
 Carried No. 2020-131

Staff recommends that Council approve the RED Funding Agreement with OMAFRA.

Financial Impact or Long-Term Implications

The costs within the project are for the following project items:

Project Item	Cost
Hanging Flower Baskets	\$ 5,797.00
Downtown Banners	\$ 3,390.00
Litter/Recycle Containers	\$ 7,641.00
Benches	\$ 7,322.00
Bike Racks	\$ 1,243.00
Planter Boxes	\$ 4,678.00
Wayfinding Signage	\$ 5,650.00
Street Poles for Lighting & Bows	<u>\$23,391.00</u>
Total Project Cost	\$59,112.00
RED Funding	<u>\$17,733.60</u>
Southgate Cost of the Project	\$41,378.40

The financial impact to the Township of Southgate as a result of this report is the project could be funded from various reserves and capital investment. The reserve options are the following:

Reserve Account	Reserves Amount
ED- Signage	\$24,568.26
ED-Downtown Parking	\$10,000.00
ED-Downtown Improvements	\$20,000.00

Communications & Community Action Plan Impact:

This report has been written and presented to Council to communicate accurate information to the public.

Goal 2 - Revitalizing Downtown Dundalk

Action 2:

The residents and businesses of Southgate envision our largest town once again becoming a source of community pride and a hotbed of community activity, with a much-improved appearance and a broader range of business opportunity.

Strategic Initiatives:

2-B - The Township will have developed, adopted and implemented Community Improvement Plans for settlement areas, including incentives for downtown redevelopment and re-use.

2-F - The Township will appoint and work with a Downtown Revitalization Advisory Committee, involving community organizations, businesses, landlords and tenants, and other stakeholders.

2-G - The Township will have installed prominent signage to direct visitors to downtown attractions and businesses.

2-H - The Township will support the renewal of the downtown murals. –

Concluding Comments

1. That Council receive staff report CAO2020-031 as information.
2. That Council approve the RED Funding Agreement that is included in the By-law document with OMAFRA.
3. That Council approve the RED Funding Agreement by Southgate Municipal By-law.

Respectfully Submitted,

CAO approval: Original Signed By

Dave Milliner – CAO

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