

Strategic Community Improvement Plan

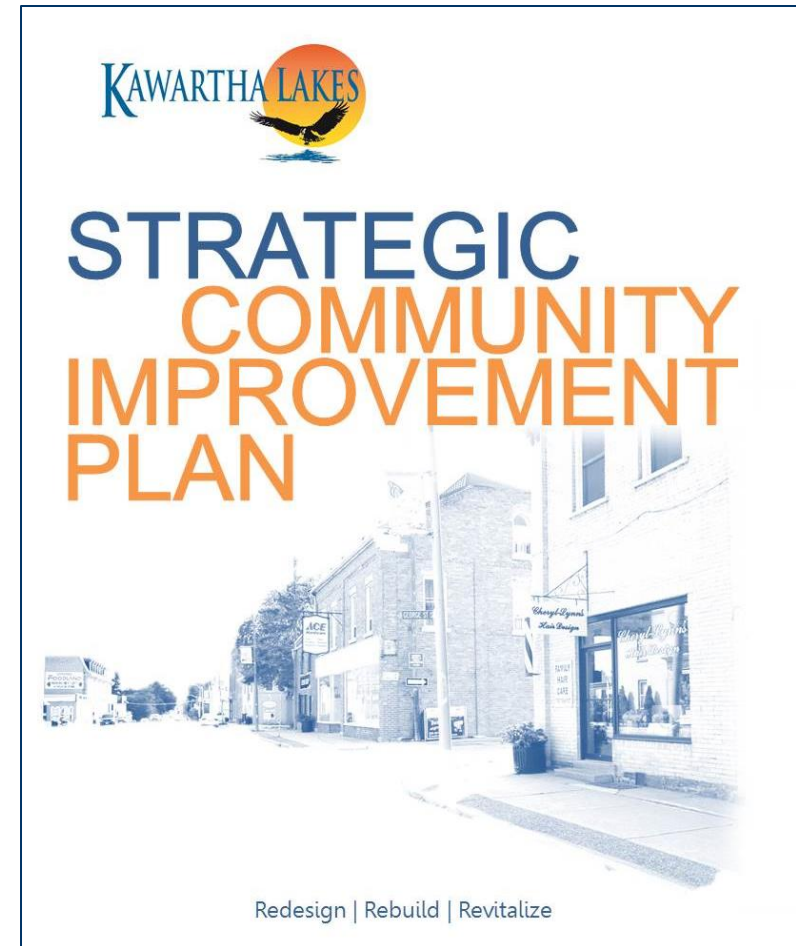
Development Services

July 4, 2018



Presentation Overview

1. Background & Foundations
2. About our CIP
3. Application Process
4. Administration
5. Next Steps



1. Background & Foundations



The Legal Context

- **Municipal Act** prohibits municipalities from assisting businesses either directly or indirectly unless the assistance is for community improvement, and is provided through an approved CIP
- **Planning Act** provides that a municipality must have provisions in their Official Plan relating to the CIP for Council to designate a CIP Area by-law

What Can CIPs Do?

- A CIP is a popular tool because:
 - Where a municipality supports property and business owners through financial incentives, the incentives tend to stimulate property improvements
 - Property improvements contribute to the vitality and vibrancy of the streets
 - Vital and vibrant streets attract residents, visitors and economic development

Why Prepare Our CIP Now?

- Allocated funds
 - \$500,000 loan provided by Kawartha Lakes Community Futures Development Corporation (KLCFDC)
 - \$500,000 loan provided by the City
 - \$96,000 Provincial Main Street Revitalization Initiative grant
- Foundational work completed in planning, urban design and economic development that supports and informs the CIP



Foundations Of Our CIP

- Our CIP is built on and informed by:
 - Draft CIP prepared through 2014 - 2016
 - Survey of best practices in other municipalities
 - Consultation with stakeholders and staff
 - Review of City's guiding documents, policies, public consultation, and program development in recent years

City Plans, Policies and Programs



2. About Our CIP

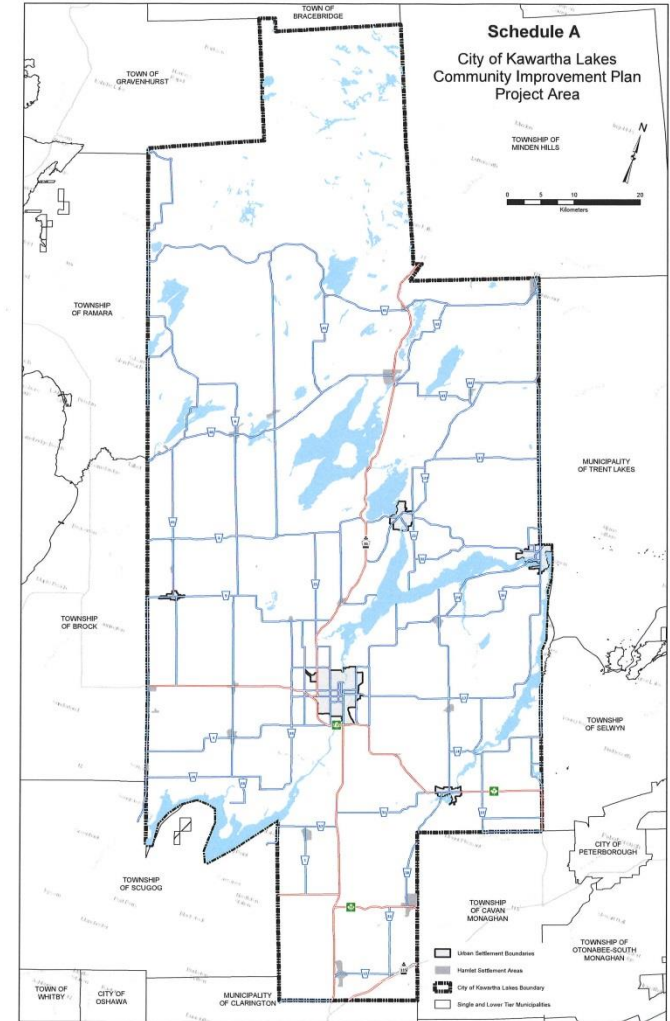


Objectives Of Our CIP

- Our CIP is aimed at:
 1. Derelict building repairs and improvements to functionality
 2. Heritage districts and building restoration and improvements
 3. Affordable rental housing private space retrofits in mixed-use buildings
 4. Downtown mainstreet revitalization and enhancements

CIP Project Area

- The CIP extends city-wide
- Focus Areas are ideal candidates:
 - Bobcaygeon
 - Coboconk-Norland
 - Fenelon Falls
 - Lindsay
 - Omemee
 - Woodville



CIP Focus Area Example: Lindsay



Financial Incentive Programs

- The CIP is a 10-year program
- The financial programs and tools may be activated and de-activated at the discretion of Council, and subject to the availability of funding
- The CIP proposes the following 3 tools:
 1. Grants
 2. Loans
 3. Rebates

Community Improvement Programs

- **14 programs** to which grant and loan tools apply:
 - Design Studies
 - Planning Applications & Building Permits
 - Development Charges
 - Signage Improvement
 - Façade Improvement
 - Trent-Severn Façade Improvement
 - Marina Slips
 - Building Repair & Renovation
 - Start-up / Entrepreneur Building Improvement
 - “Pop-up” Business Construction
 - Accessibility Improvement
 - Heritage Conservation
 - Outdoor Patio
 - Outdoor Art

Rebate Tool

PROGRAMS	OBJECTIVES	ELIGIBLE COSTS	REBATE
Tax Increment Equivalent	Encourage redevelopment	Amount of the municipal portion of the resulting property tax increase; effective for 10 yrs	Year 1 = 100% rebate Year 2 = 90% rebate ... Year 10 = 10% rebate
Heritage Property Tax	Encourage conservation of heritage properties designated under OHA	Amount of the municipal portion of the resulting property tax increase; effective for up to 10 yrs	10-40% annually

Eligibility Criteria & Conditions

- WHO?
 - For **grants** = registered property owner or tenant, or a person with assigned rights
 - For **loans** and **rebates** = registered property owner
- WHAT?
 - A property that:
 - is commercial or mixed-use, or changing to one of these land uses
 - does not have tax arrears, outstanding charges, or any legal claims, liens or orders
 - A project that:
 - meets the CIP objectives as well as municipally-endorsed policies, plans and guidelines
 - has applicable building permits and planning approvals in place
- WHERE?
 - The property must be within the designated CIP Project Area
- Additional conditions are outlined in Section 5

3. Application Process



Application Intake & Review

- Application intake is anticipated for Fall 2018
- All applicants are required to attend a pre-screening consultation meeting with staff before submitting an application
- A Steering Committee comprised of advisory staff, and members of KLCFDC and Council, will be appointed to review and evaluate applications, and provide oversight
- A merit-based system will be used to screen applications

Funding Distribution

- Funding will be awarded based on the project's score and availability
 - **Grants** – priority will be given to applicants within Downtown Revitalization communities
 - **Loans** and **Rebates** – available to the broader community
- Grant awards under \$10,000 may be administered by the Director of Corporate Services
- Council approval would be required for any grants exceeding \$10,000 and all loans and rebates

Grant and Loan Programs – Example

- Façade Improvement
 - **Objectives:** Improve and renew exterior appearance/aesthetic of building
 - **Eligible costs:** Exterior treatment, architectural features, windows/doors/awnings, lighting, re-design of storefront

Riverbank Pizza — Non-Historic



Existing Façade

Colours

	Base: Drum Beat
	Trim: Dark Secret
	Accent: Winter Bird



Example – Funding Tools

- **Grant**

- 50% of the eligible costs
- Maximum up to \$5,000
- Grants may be combined up to \$10,000, but cannot be applied to the same project cost

- **Loan**

- Low / no interest, or forgivable
- \$10,000 to \$50,000
- A companion grant may be offered

4. Administration Of Our CIP



Implementation

- A marketing strategy will be put in place to advertise and educate about the CIP program
- The CIP will be monitored to determine its effectiveness based on changes to retail uses, vacancy rates, property tax revenues, etc.
- The CIP may be amended as required
- Council may repeal the Plan and/or dissolve the Community Improvement Project Area

5. Next Steps



Next Steps – Process

1. Conclude the public consultation
2. Revise the draft CIP, where necessary
3. Recommend Council adopt the CIP and the Project Area by-law
4. Following appeal period, the CIP comes into force and effect
5. Application intake begins

Next Steps – Projects

1. Staff and applicant to attend a pre-screening consultation meeting
2. Submit a complete application
3. The CIP Steering Committee will review the application
4. The City will provide a decision
 - Successful applicants will enter into an Agreement with the City
5. Community improvement project commences
 - Work must commence within 6 months of the City's approval or per the Agreement; grants will be issued at completion of work
 - **Applications for projects that have already begun will not be considered**

Other Considerations

- The City may inspect the property
- The City may audit the costs
- The applicant is responsible for the costs associated with preparing a CIP application
- If the applicant falls into default of any of the eligibility requirements or any other requirements of the City, the City may delay, reduce, or cancel the incentive, and may require repayment of any of the incentive

A photograph of the exterior of a coffee shop named 'Sweet Bottoms Coffee'. The shop has a large glass window and a wooden door. A sign above the door reads 'Sweet Bottoms Coffee' and 'WiFi'. A neon 'OPEN' sign is visible in the window. A man is sitting at a table outside, looking at his phone. A chalkboard sign on the table says 'SENTIMENTAL CLOTH'. A Union Jack flag and a carousel horse are visible in the window display. A hanging basket of white flowers is on the right side of the building.

QUESTIONS?

Redesign | Rebuild | Revitalize