



# Staff Report

## Planning & Development Services – Planning Division

**Report To:** COW-Operations, Planning and Development Services  
**Meeting Date:** June 27, 2023  
**Report Number:** PDS.23.063  
**Title:** Recommendation Report – 2023 Community Improvement Plan Applications  
**Prepared by:** Adam Smith, Director of Planning & Development Services  
Tim Hendry, Manager of Communications and Economic Development  
Rachael Havens, Communications Coordinator, Planning and Development Services

### A. Recommendations

THAT Council receive Staff Report PDS.23.063, entitled “Recommendation Report – 2023 Community Improvement Plan”;

AND THAT Council approves the allocation of \$150,243.34 from the CIP Reserve Fund to support the following projects as recommended by the Community Improvement Plan Review Committee;

| Recipient   | Recommended 2023 Grant |
|---|------------------------|
| 1. 33 Bruce Street, Thornbury (Marion Erskine, Marion’s Hair Studio)  | \$14,865.34            |
| 2. 190 Russell Street, Thornbury (Melissa Goldmintz, Lemonade Collective)   | \$9,322.50             |
| 3. 6 Bruce Street North, Thornbury (Rheanna Kish, Pom Pom)  | \$1,951.03             |
| 4. 54 King Street East, Thornbury and 23 Napier Street East, Thornbury (Carolyn Letourneau, Beaver Valley Outreach) | \$1,396.36             |
| 5. 69 King Street, Thornbury (Grant Campbell, The Lillypad Day Spa)   | \$11,337.51            |
| 6. 37 Bruce Street South, Thornbury (Jane Grahek)   | \$10,000.00            |
| 7. 28 Bruce Street South, Thornbury (Michael Hebbert, Bonkers)  | \$9,846.50             |
| 8. 41a Bruce Street South, Thornbury (Sabine Abt)   | \$10,000.00            |

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|--|-------------|
| 9. 13/15 Bruce Street South, Thornbury (Anne Wildeman, Birch & Benjamin) | \$4,533.50  |
| 10. 178 Marsh Street, Clarksburg (Andrew von Teichman)                   | \$76,990.60 |

AND THAT Council directs staff to complete a survey to acquire feedback on the program and the application process.

## B. Overview

In response to [FAF.23.018 - 2023 Community Improvement Plan Implementation and Budget Approval](#) that was presented to Council on February 2, 2023, Council approved a \$250,000 budget for this year's CIP program. The funding comprises of \$150,000.00 from the Community Improvement Plan (CIP) Reserve Fund and \$100,000.00 in grants received from the County. This report provides Council, as the final approval authority, with funding allocation recommendations from the Community Improvement Plan Review Committee.

## C. Background

In 2021, Council approved two CIPs, the [Housing Within Reach Community Improvement Plan](#) and the [Town-wide Revitalization Community Improvement Plan](#). A CIP is a planning and economic development tool that municipalities use to facilitate broad community revitalization goals through grants or loans to private property owners and tenants.

Together, the Town's two CIPs feature a range of programs that provide grants and incentives to businesses and agencies to support a wide variety of economic development objectives in the community. The CIPs were developed through 2020 and a consultant, WSP Canada, was retained to lead the project. The development of the CIPs included background research, a review of other municipal approaches, and a variety of consultation initiatives, including an open house and statutory public meeting. As a result of the project process and the engagement, two proposed CIPs were ultimately supported by Town Council on January 11, 2021 and adopted by bylaw.

Combined, the two CIPs feature 18 programs. The titles of each program are outlined in the chart below. Attachments 2 and 3 to this report provide complete details and descriptions.

| Housing Within Reach CIP Programs  | Town-Wide Revitalization CIP Programs   |
|--|---|
| <ol style="list-style-type: none"><li>1. Attainable Housing Feasibility Grant</li><li>2. Development Charges Grant Equivalent Program</li><li>3. Tax Increment Equivalent Program</li><li>4. Municipal Fees Grant or Loan Equivalent Program</li><li>5. Downtown Apartment Rehabilitation or Conversion Program</li><li>6. Additional Residential Unit Program</li></ol> | <ol style="list-style-type: none"><li>1. Study and Design Grant Program</li><li>2. Building Façade and Signage Grant Program</li><li>3. Building Improvement and Renovation Program</li><li>4. Tax Increment Equivalent Program</li><li>5. Brownfield Tax Assistance Program</li><li>6. Municipal Fees Grant Equivalent Program</li></ol> |

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|--|--|
| 7. Surplus Land Grant Program<br>8. Landbanking Policy | 7. Property Enhancement and Improvement Program<br>8. Energy Efficient Improvement Program<br>9. Vacant Building Conversion or Expansion Program<br>10. Destination Infrastructure Grant |
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## D. Analysis

The first intake in 2023 received fourteen applications, with ten of the applications deemed complete. The funding requests totaled \$150,243.34. The total construction cost of the projects is estimated at \$2,348,952.29. A measure of success for the program is the private investment leveraged. If approved, the Town would have leveraged \$2,198,708.95 in investment from the private sector through the CIP in 2023.

The application period was open from April 3, 2023 to May 12, 2023. Each application required the submission of a detailed application form, photos of the current building, drawings of the desired upgrades and two quotes for the proposed work. The amount of funding recommended by Town Staff is based on the lower of the two quotes submitted by the applicant.

The CIP was promoted through the Town's website, e-newsletter and social media accounts, as well as through a press release and mailed flyers to local businesses.

The Community Improvement Plan Review Committee, comprised of staff from various departments, met on May 23, 2023 and May 26, 2023 to review complete applications to confirm eligibility and determine a funding recommendation for Council.

If funding is approved, Financial Incentive Program Agreements will be signed and dated by the applicant, Mayor and the Clerk. The applicant may commence community improvement works once required approvals and permits are secured. Payment of a grant, in accordance with the Financial Incentive Program Agreement, will be issued upon successful completion of the approved works. The applicant will be required to provide the Plan Administrator with final supporting documentation, which may include but is not limited to: site visit and inspection, photographic evidence and/or documentation of the completed works satisfactory to the Town, invoices for all eligible work done and proof of payment to contractors.

### Application Summaries

Summaries are provided below to provide a brief understanding of each application. These summaries can be used in conjunction with Attachment 4 - Financial Incentive Program Value Guidelines.

**Application 2023-01 – 33 Bruce Street, Thornbury (Marion Erskine, Marion's Hair Studio)**  
***Program(s): Building Façade & Signage Program, Building Improvement & Renovation Program***

The building has two commercial spaces (Marion's Hair Studio & Mantra Yoga Studio) and two

residential spaces above. The applicant is seeking to repair the commercial front façade, including refinishing the front doors and repairing the front steps, and upgrade one apartment (currently vacant) to meet the Ontario Building Code, including installing new windows and fire doors and moving the washer/dryer to an exterior wall.

- Total Funding Recommended: \$14,865.34
- Total Estimated Cost of Project: \$29,730.68

**Application 2023-02 – 190 Russell Street, Thornbury (Melissa Goldmintz, Lemonade Collective)**

***Program(s): Building Improvement & Renovation Program***

Lemonade Collective is a fitness centre seeking to install stairs for their pool, which is currently accessible only by ladder. This will improve accessibility for those with mobility issues, including seniors, those with disabilities and those who are injured/recovering from an injury, to allow them to exercise safely and effectively. The applicant proposes to install fiberglass stairs with a stainless-steel railing, which also entails moving the pool lines.

- Total Funding Recommended: \$9,322.50
- Total Estimated Cost of Project: \$18,645.00

**Application 2023-03 – 6 Bruce Street North, Thornbury (Rheanna Kish, Pom Pom)**

***Program(s): Building Façade & Signage Program***

Pom Pom is a seasonally operated ice cream scoop shop looking to freshen up and update the signage and storefront to suit new branding and keep current with growth and improvements within the community. The applicant seeks funding for a weatherproof flavour board with interchangeable flavour magnets, new front, side and back windows for the safety and security of guests and staff, and exterior paint.

- Total Funding Recommended: \$1,951.03
- Total Estimated Cost of Project: \$3,902.06

**Application 2023-04 – 54 King Street East, Thornbury and 23 Napier Street East, Thornbury (Carolyn Letourneau, Beaver Valley Outreach)**

***Program(s): Property Enhancement & Improvement Program, Building Improvement & Renovation Program***

The Beaver Valley Outreach is a not-for-profit organization with offices providing social and essential services in town at 54 King Street East. The second location at 23 Napier Street is a licensed daycare. The applicant is seeking to repaint the parking lot lines, including safe walkways and accessible parking, at both locations and to rebuild the “Bottles for BVO” Drop-off Kiosk at 54 King Street East to enhance the efficiency and safety of their recycling program.

- Total Funding Recommended: \$1,396.36
- Total Estimated Cost of Project: \$2,792.72

**Application 2023-05 – 69 King Street, Thornbury (Grant Campbell, The Lillypad Day Spa)**

***Program(s): Building Façade & Signage Program, Building Improvement & Renovation Program***

The applicant seeks to replace the windows in the attic of The Lillypad Day Spa, as well as

resurface the ceiling and reshingle the mudroom roof. This will improve the façade and energy efficiency of the building and allow year-round use of the mudroom for the BVO Pop-up Shop.

- Total Funding Recommended: \$11,337.51
- Total Estimated Cost of Project: \$22,675.02

**Application 2023-06 – 37 Bruce Street South, Thornbury (Jane Grahek)**

***Program(s): Building Façade & Signage Program***

The building has commercial space on the ground floor (currently vacant, with a new retail store opening soon) and an apartment above. The applicant proposes to replace the front door and the windows on the front and side façades.

- Total Funding Recommended: \$10,000.00
- Total Estimated Cost of Project: \$21,113.55

**Application 2023-07 – 28 Bruce Street South, Thornbury (Michael Hebbert, Bonkers)**

***Program(s): Building Façade & Signage Program***

The building houses Bonkers Thornbury, a new retail store. The applicant seeks to renovate the storefront to give the store its own entrance, as access is currently shared with two other businesses, which includes the supply and installation of new storefront windows and a door. The applicant also proposes to install a new sign and awning.

- Total Funding Recommended: \$9,846.50
- Total Estimated Cost of Project: \$19,692.99

**Application 2023-08 – 41a Bruce Street South, Thornbury (Sabine Apt)**

***Program(s): Building Improvement & Renovation Program***

The building has a law office on the ground floor (Kopperud Hamilton LLP) and an apartment on the second floor. The applicant seeks to add a vinyl membrane for weatherproofing to the roof of an addition on the rear façade of the building, which houses the files for the law office.

- Total Funding Recommended: \$10,000.00
- Total Estimated Cost of Project: \$21,333.27

**Application 2023-09 – 13/15 Bruce Street South, Thornbury (Anne Wildeman, Birch & Benjamin)**

***Program(s): Building Façade & Signage Program, Building Improvement & Renovation Program***

The building has a commercial space (Birch & Benjamin) on the ground floor, with an apartment above. The applicant proposes replacing the apartment's metal door on the front façade facing Bruce Street. The applicant also seeks to install wood trim around the front doors and window to cover crumbling concrete curbs and seal crumbling brick along the side façade (facing the Parkette) by cladding it with metal trimmed with wood to match the window.

- Total Funding Recommended: \$4,533.50
- Total Estimated Cost of Project: \$9,067.00

**Application 2023-10 – 178 Marsh Street, Clarksburg (Andrew von Teichman)**

***Program(s): Attainable Housing Feasibility Program, Development Charges Grant Equivalent Program, Municipal Fees Equivalent Program, Property Enhancement & Improvement Program***

The applicant proposes to develop a building with ten residential units and two commercial units; two of the residential units will be attainable. The programs the applicant has selected cover feasibility studies, Town and County Development Charges for the two attainable units, municipal fees for the site plan review and building permit and landscaping of the site.

- Total Funding Recommended: \$76,990.60
- Total Estimated Cost of Project: Estimated at \$2,200,000.00

**CIP Program Review**

The 2023 intake was the first intake period of the CIP since Council approval in 2021. Through the process, staff identified opportunities to review and recommend various program improvements. To further support continuous improvement in the program, staff are proposing a survey targeting those that had applied through the CIP or are considering applying. While there are limitations to the scale of program changes that can be made in the absence of a full-scale review of the program in accordance with the Planning Act, there is flexibility offered with respect to intake, administration etc. The process for the 2023 intake worked as expected, and staff are confident in the quality of the submissions provided and recommended to Council through this staff report.

**E. Strategic Priorities**

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**1. Communication and Engagement**

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

**3. Community**

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

**4. Quality of Life**

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

**F. Environmental Impacts**

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No environmental impacts are anticipated as a result of this report.

## **G. Financial Impacts**

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Staff recommend that Council approve the ten applications for a total of \$150,243.34 from the 2023 approved budget of \$250,000.00. Once executed, the agreements require projects to be completed by December 31, 2024. Applicants may request an extension through the Plan Administrator. Designated funds will only be provided to applicants following the successful completion of the project and successful inspection by the Town.

## **H. In Consultation With**

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Allan Gibbons, Communications and Economic Development Coordinator  
Tim Murawksy, Manager, Building Services and Chief Building Official  
Shawn Postma, Manager, Planning  
Deanna Vickery, Supervisor, Development Engineering  
Sam Dinsmore, Deputy Treasurer and Manager, Accounting and Budgets

## **I. Public Engagement**

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The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Adam Smith, [directorplanningdevelopment@thebluemountains.ca](mailto:directorplanningdevelopment@thebluemountains.ca)

## **J. Attached**

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1. Attachment 1 – Financial Incentive Program Value Guidelines

Respectfully submitted,

Adam Smith  
Director of Planning & Development Services

For more information, please contact:

Adam Smith, Director of Planning & Development  
[directorplanningdevelopment@thebluemountains.ca](mailto:directorplanningdevelopment@thebluemountains.ca)  
519-599-3131 extension 246

### Report Approval Details

|                      |  |
|----------------------|--|
| Document Title:      | PDS.23.063 Recommendation Report - 2023 Community Improvement Plan Applications.docx |
| Attachments:         | - PDS-23-063-Attachment-1.pdf  |
| Final Approval Date: | Jun 21, 2023   |

This report and all of its attachments were approved and signed as outlined below:

**No Signature found**

**Tim Hendry - Jun 19, 2023 - 12:39 PM**

**No Signature found**

**Sam Dinsmore - Jun 19, 2023 - 1:02 PM**

**Shawn Postma - Jun 19, 2023 - 3:38 PM**

**Adam Smith - Jun 19, 2023 - 4:10 PM**

**No Signature found**

**Shawn Everitt - Jun 21, 2023 - 6:25 PM**