



Staff Report

Planning & Development Services

Report To: COW-Operations_Planning_and_Development_Services
Meeting Date: July 2, 2024
Report Number: PDS.24.085
Title: Community Improvement Plan Spring 2024 Applications
Prepared by: Rachael Magill, Communications Coordinator for Planning & Development Services
Adam Smith, Director of Planning & Development Services

A. Recommendations

THAT Council receive Staff Report PDS.24.085, entitled "Community Improvement Plan Spring 2024 Applications";

AND THAT Council approve the allocation of \$124,093.21 from the CIP Reserve Fund to support the following projects as recommended by the Community Improvement Plan Review Committee;

Recipient	Recommended 2024 Funding
1. 3 Grey Street North, Thornbury (The Blue Mountains Chamber of Commerce)	\$2035.10 Grant
2. 187 Marsh Street, Clarksburg (Marsh Street Centre)	\$15,198.72 Grant
3. 11 Bruce Street South, Thornbury (Brendan Thomson)	\$10,000.00 Grant
4. 43 Bruce Street South, Thornbury (Jeanne Stellar)	\$25,000.00 Grant
5. 496350 Grey Road 2, Clarksburg (Georgian Hills Vineyards Inc.)	\$15,000.00 Grant \$14,869.67 Loan
6. 177 Marsh Street, Clarksburg (Roger Edwards)	\$12,571.25 Grant
7. 175 Marsh Street, Clarksburg (ArtBank Collective)	\$9689.75 Grant
8. 206 Marsh Street, Clarksburg (Al & Keri Lockhart)	\$2141.18 Grant
9. 186 Marsh Street, Clarksburg (Clarksburg Village Association)	\$11,273.21 Grant
10. 190 Russell Street East, Clarksburg (Lemonade Collective)	\$6314.33 Grant

AND THAT Council delegates signing authority for executed Community Improvement Plan Agreements to the Mayor and Clerk;

AND THAT Council support inclusion of the review of the Community Improvement Plans in the 2025 Budget.

B. Overview

This report provides Council with an overview of applications received for the Spring 2024 Intake of the Community Improvement Plan. It seeks Council approval of the allocation of funding to support the applications and recommends expediting a review of the Community Improvement Plans.

C. Background

Council approved a \$250,000 budget for the 2024 Community Improvement Plan program through the 2024 budget process. As the final approval authority, this report provides Council with funding allocation recommendations from the CIP Review Committee for the Spring 2024 intake period.

For reference, 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.

Combined, the two CIPs feature 18 programs. The titles of each program are outlined in the chart below.

Housing Within Reach CIP Programs	Town-Wide Revitalization CIP Programs
1. Attainable Housing Feasibility Grant	1. Study and Design Grant Program
2. Development Charges Grant Equivalent Program	2. Building Façade and Signage Grant Program
3. Tax Increment Equivalent Program	3. Building Improvement and Renovation Program
4. Municipal Fees Grant or Loan Equivalent Program	4. Tax Increment Equivalent Program
5. Downtown Apartment Rehabilitation or Conversion Program	5. Brownfield Tax Assistance Program
6. Additional Residential Unit Program	6. Municipal Fees Grant Equivalent Program
7. Surplus Land Grant Program	7. Property Enhancement and Improvement Program
8. Landbanking Policy	8. Energy Efficiency Improvement Program
	9. Vacant Building Conversion or Expansion Program
	10. Destination Infrastructure Program

D. Analysis

The Spring 2024 CIP intake received thirteen applications under the Town-wide Revitalization Program, ten of which were recommended for funding by the CIP Review Committee.

The ten recommended applications include a total funding request of \$124,093.21. The total construction cost of the projects is estimated at \$278,769.77. A measure of the program's success is the private investment leveraged. If approved, the Town would have leveraged \$154,676.56 in investment from the private sector through the CIP this Spring.

The Spring 2024 application period was open from March 11, 2024 to April 19, 2024. Each application required submitting 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, social media accounts and a press release.

The Community Improvement Plan Review Committee, comprised of staff from various departments, met on May 17, 2024 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, including but not limited to site visit and inspection, photographic evidence and 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 1 - Financial Incentive Program Value Guidelines.

Applications Recommended for Approval

#1 - Application 2024-1: 3 Grey Street North, Thornbury (The Blue Mountains Chamber of Commerce)

Programs: Building Facade & Signage Grant Program, Building Improvement & Renovation Program, Municipal Fees Grant Equivalent Program

The Blue Mountains Chamber of Commerce owns and operates the commercial building located at 3 Grey Street North in Thornbury. The building is used as the Chamber's Office, with the remainder of the building rented as office space to a tenant. At the front of the property is a two-sided billboard that is available for rent by Chamber members for business advertising.

The CIP application includes repainting the existing two-sided billboard sign at the front of the property, repainting the front door and the exterior frames of the two east-facing side windows of the building, installing a second magnetic 4ft x 8ft billboard to the rear of the building along the Georgian Trail, and for municipal fees to cover the cost of a sign application for the new billboard.

Total Funding Recommended: \$2035.10

Total Estimated Project Cost: \$3996.10

#2 - Application 2024-2: 187 Marsh Street, Clarksburg (Marsh Street Centre)

Programs: Building Façade & Signage Grant Program, Property Enhancement & Improvement Program, Municipal Fees Grant Equivalent Program

The Marsh Street Centre offers community programs and an affordable venue for community organizations/entrepreneurs and people of all ages and backgrounds to celebrate local art, music, culture and personal life events. The CIP application includes supporting the Centre as it operates in a 97-year-old building and requires a new façade (including strapping, spray foam installation, two new windows, paneling/cladding, flashing and electrical for future light fixtures) due to existing damage and lack of insulation. Support for purchasing two new black composite benches from the Town is also sought. A Municipal Land Use Permit and Municipal Land Occupation Agreement will also be needed as the façade encroaches on the sidewalk.

Total Funding Recommended: \$15,198.72

Total Estimated Project Cost: \$25,790.44

#3 - Application 2024-3: 11 Bruce Street South, Thornbury (Brendan Thomson)

Programs: Building Improvement & Renovation Program

The building was built in 1867. The main floor is retail, with a renovated 1-bedroom, 2-bath apartment on the second floor. In Fall 2023, the contractor installed a temporary water barrier (ice and water shield) and Tyvek over the knee wall between the buildings for the winter season. The CIP application includes funding for the new EPDM roof membrane and new flashing for this roof section.

Total Funding Recommended: \$10,000.00

Total Estimated Project Cost: \$23,038.44

#4 - Application 2024-4: 43 Bruce Street South, Thornbury (Jeanne Stellar)

Programs: Building Façade & Signage Grant Program, Building Improvement & Renovation Program

The property contains six commercial units and four residential units. The CIP application includes replacing all the windows and most of the exterior doors in the building. Current windows and doors are dated and energy inefficient (many are single-paned), so this would significantly improve temperature control in the building.

Total Funding Recommended: \$25,000.00

Total Estimated Project Cost: \$82,027.83

#5 - Application 2024-5: 496350 Grey Road 2, Clarksburg (Georgian Hills Vineyards Inc.)

Programs: Vacant Building Conversion or Expansion Program

The property is a vineyard that produces grapes, wine, and cider. Agricultural tourism is also offered, with tastings, retail and events. The project includes a roof over the patio area, gazebo

structures for two private group tasting areas and patio stones on gravel for the base/flooring of two private group tasting areas. The patio roof is critical to accommodate the rise in agritourism customer demand with more covered space. Gazebos & patio stones in private group areas are needed to accommodate the increase of larger groups in the area.

Total Funding Recommended: \$15,000.00 Grant and \$14,869.67 Loan

Total Estimated Project Cost: \$59,739.33

#6 - Application 2024-6: 177 Marsh Street, Clarksburg (Roger Edwards)

Programs: Property Enhancement & Improvement Program, Destination Infrastructure Program

The CIP application includes creating an outdoor sculpture gallery at one of Clarksburg's busiest entrances to showcase a variety of local contemporary sculptors. Locals and visitors to Clarksburg and Thornbury will be greeted with unique outdoor art pieces that impress and indicate the artist experience that awaits within the community. The project includes supplying and installing pea stone, twelve outdoor light fixtures, five concrete pedestals and one carbon steel rotating frame.

Total Funding Recommended: \$12,571.25

Total Estimated Project Cost: \$25,142.50

#7 - Application 2024-7: 175 Marsh Street, Clarksburg (ArtBank Collective)

Programs: Property Enhancement & Improvement Program

The ArtBank, an art gallery, is the historical Hartman Bank built in 1904. It sits on one of the most active corners in Clarksburg. The CIP application includes beautifying the sidewalks of Clark & Marsh Streets by installing three elevated steel planters.

Total Funding Recommended: \$9689.75

Total Estimated Project Cost: \$19,379.50

#8 - Application 2024-8: 206 Marsh Street, Clarksburg (Al & Keri Lockhart)

Programs: Building Façade & Signage Program

The building currently houses Riverside Press. The CIP application includes re-siding the north exterior wall (installing rigid insulation over existing concrete/stucco, strapping and installing siding). Similar work was completed in 2022 on the south and west sides of the building. The proposed work will complete the redevelopment of 206 Marsh Street.

Total Funding Recommended: \$2141.18

Total Estimated Project Cost: \$4282.36

#9 - Application 2024-9: 186 Marsh Street, Clarksburg (Clarksburg Village Association)

Programs: Property Enhancement & Improvement Program, Destination Infrastructure Program

The CIP application includes renovations to the Parkette at 186 Marsh Street, in front of the post office. This will enhance safety and functionality, making the space suitable for various community events, such as musical performances and artist showcases. Changes include building up the greenspace to align with the walkway to eliminate trip hazards, constructing two small patios to serve as event spaces for community activities throughout the year and planting shrubs and other vegetation. Funding for streetscape improvement is also sought to create a more vibrant community environment. Changes include ten new planter boxes along

the sidewalks (complementing the existing ones), the expansion of the use of metal frames for displaying art and signage (currently used on 11 hydro poles along Marsh St. and sought for four additional poles along Clark St.), the printing of local artwork for the 15 hydro poles frames, rotated seasonally, and the purchase of 12 Christmas trees for the main corridor.

Total Funding Recommended: \$11,273.21

Total Estimated Project Cost: \$22,546.41

#10 - Application 2024-10: 190 Russell Street East, Clarksburg (Lemonade Collective)

Programs: Building Improvement & Renovation Program

The building is a boutique fitness facility. The CIP application includes renovating the men's and women's shower stalls to enhance safety, hygiene, and accessibility and installing two barrier-free shower stalls and tiles.

Total Funding Recommended: \$6413.43

Total Estimated Project Cost: \$12,826.86

Applications Not Considered

The following three applications were formally submitted but are not recommended for approval by Council. The rationale for the staff recommendation is included below each application.

#11 - Application 2024-11: 788277 Grey Road 1, Clarksburg3 (Vildhus Wellness Centre)

Programs: Building Improvement & Renovation Program

The property is used as a retreat and wellness centre. The CIP application includes rehabilitating the space, including siding, eavestroughs, soffit and fascia.

Total Funding Recommended: \$0.00

Total Estimated Project Cost: \$152,211.00

The Review Committee recommends denying this application. The submission states that the property is used as a retreat centre, which is not currently a permitted use under the Town's Zoning By-law.

#12 - Application 2024-12: 496415 Grey Road 2, Clarksburg (Tom & Karen Ferri)

Programs: Property Enhancement & Improvement Program

Potholes on one section of the laneway are an ongoing issue and an incumbrance to accessing the on-farm market and shipping the apples. Resurfacing the lane will ensure smooth and easy access. The project includes the supply and installation of gravel limestone.

Total Funding Recommended: \$0.00

Total Estimated Project Cost: \$3309.27

The Review Committee recommends denying this application, as agricultural properties are not permitted to apply under the Property Enhancement & Improvement Program.

#13 - Application 2024-13: 66 Bruce Street South (Keita Innoue & Melissa Quinn)

Programs: Building Improvement & Renovation Program

This is a residential property. The front entrance abuts the Bruce Street sidewalk. The old natural paving stone will be replaced with concrete, and the old concrete entrance steps will be replaced with new ones.

Total Funding Recommended: \$0.00

Total Estimated Project Cost: \$12,769.00

The Review Committee recommends denying this application. Though this residential property was able to apply due to its location within the Bruce Street/Marsh Street corridor, it does not fit the broader intent of the Town-Wide Revitalization CIP program, which aims to improve the public realm through private property improvement. Furthermore, the Review Committee does not wish to set a precedent by supporting projects for residential properties within the CIP area.

Community Improvement Plan Review

A review of the CIP is currently scheduled for 2026. Staff recommend expediting this review and completing it in 2025. Through three CIP intakes (Spring 2023, Fall 2023 and Spring 2024), it has become clear that there are opportunities to broaden the scope of the program to maximize it's community impact. Through consultation with current and potential applicants, community members, Council and Staff, it is recommended that this review be completed as soon as practicable.

If Council wishes to proceed, Staff will research cost and bring it forward during the 2025 budget process. The Review process will require a formal Request for Proposal (RFP) process to hire a qualified firm to advise on policy changes and best practices. Creating and revising CIPs are regulated under Section 28 of the Planning Act. This process involves public consultation and approval by the Ministry of Municipal Affairs and Housing.

As the Plans have been implemented, staff have been compiling an initial list of potential changes for consideration. Expanding the Town-wide Revitalization CIP to include rural and agricultural properties is a key priority. Currently, these properties are only eligible for three of ten programs within the CIP. Expanding to include the Blue Mountain Village area, presently excluded from the CIP, is also recommended. Both limitations have prevented several projects' submission and/or approval over the three intake periods.

Furthermore, Staff recommend removing the loan program from the CIP and focusing solely on providing grants to maximize the CIP's value. Loans are administratively complex and staff want to ensure the program can be operated in an efficient manner.

Finally, an assessment of grants opportunities within the Housing Within Reach CIP is recommended. Despite extensive promotion and communications on available supports within the program, only one application throughout the three intake periods has been received.

With these changes, alongside those brought forward by the consultant, the refreshed CIP will put the Town in the best possible position to equitably distribute grants that fulfill its overarching goal: revitalizing the community, improving the quality of life of the community's residents, better utilizing underdeveloped properties and promoting private investment in land and buildings.

E. Strategic Priorities

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 character of the Town while ensuring the responsible use of resources and the 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

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

G. Financial Impacts

Staff recommend that Council approve the five applications for a total of \$124,093.21 from the 2024 approved budget of \$250,000.00. Once executed, the agreements require projects to be completed by December 31, 2025. 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

Tim Hendry, Manager, Communications & Economic Development
Shawn Postma, Manager, Community Planning
Tim Murawksy, Manager, Building Services and Chief Building Official

I. Public Engagement

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 Rachael Magill, communications@thebluemountains.ca and Adam Smith directorplanningdevelopment@thebluemountains.ca

J. Attached

1. Attachment 1 - Financial Incentive Program Value Guidelines
2. Attachment 2 – 2023 CIP Application Statuses
3. Attachment 3 – Deputy Mayor Bordignon Notice of Motion Re: Community Improvement Project (CIP) – May 13, 2024

Respectfully submitted,

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Adam Smith
Director of Planning & Development Services

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Report Approval Details

Document Title:	PDS.24.085 Community Improvement Plan Spring 2024 Applications.docx
Attachments:	- PDS-24-085-Attachment-1.pdf - PDS-24-085-Attachment-2.pdf - PDS-24-085-Attachment-3.pdf
Final Approval Date:	Jun 21, 2024

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

Adam Smith - Jun 21, 2024 - 9:01 AM