

# Community Improvement Plan Program

Municipality of West Grey

*West  
Grey*



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## **1 | Introduction**

The Municipality of West Grey is set amongst tall pines, meandering rivers and pristine lakes—the perfect backdrop for raising a family and satisfying the spirit of exploration. Three branches of the mighty Saugeen River wander through West Grey and host world-class fly fishing, canoe and kayak trips, and family-friendly camping. Visit our many parks and conservation areas to explore trails, old-growth pines and catch a glimpse of the many species of birds, butterflies and wildlife.

Strap on a pair of cross-country skis or lace up a pair of skates in the winter months. West Grey has two indoor ice rinks for figure skating and a robust minor hockey program that promotes skilled and fair play. Snowmobilers love West Grey for its many trails, rest areas and picturesque scenery. Stop in to warm up at any of the West Grey restaurants for home-made cooking and fellowship.

At the heart of West Grey, is its many volunteers, service clubs and faith groups. These groups organize fundraising events, host festivals and provide instant connection to community for everyone.

The Municipality of West Grey offers many essential services including water and sewer systems in Durham and Neustadt; infrastructure investment and maintenance; recycling and garbage pickup; recreation programming; libraries; and its own police and fire service. There are many facilities to host meetings or large receptions.

Visit the speciality shops to purchase tasty sweets or unique local art by some of the country's best who have made West Grey their home.

In West Grey, everyone is welcome and will feel immediately at home.

### **1.1 | What is a Community Improvement Plan?**

A Community Improvement Plan (CIP) enables municipalities to develop policies and provide incentives targeting specific types of growth and investment. The Municipality of West Grey has identified a need for a CIP program to help promote and enable prioritized development across the municipality and to support and complement Grey County's Official Plan. West Grey's CIP has been prepared to serve as a long-term strategy to revitalize the community, better utilize under-developed properties and promote private investment in land and buildings.

### **1.2 | Purpose of the Community Improvement Plan**

West Grey intends to realize its economic development vision of being 'Investment Ready and Open for Business' while maintaining its vibrant and sustainable rural

economy, and ensuring it is well-positioned for future generations. This CIP program is meant to enable and boost development momentum across the municipality. The intent of this program is to offer targeted incentives across West Grey's settlement and rural areas.

Along with facilitating the revitalization and improvement of the entire Municipality of West Grey, the CIP program will provide a menu of incentives to promote and support the following types of priority development and revitalization projects:

- Support for revitalization of storefronts, publicly-used frontages, and streetscapes;
- Support the adaptive re-use of commercial, industrial, agricultural and institutional buildings;
- Promote the development, redevelopment and/or conversion of brownfield, vacant and greyfield properties;
- Increase attainable housing stock, including secondary suites, multi-unit housing, purpose-built rental housing, rooming house developments and apartment dormitory-style developments; and
- Increase value-added agricultural uses, agri-tourism, farmers markets and facility improvement projects along roadways, recreational facilities, lookouts, lakes and trails.

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

- Improve and beautify buildings, façades and properties;
- Adaptive reuse and restoration of historic properties and structures;
- Improve community infrastructure, open spaces and pedestrian networks;
- Remediate and redevelopment or reuse of environmentally contaminated properties (brownfields);
- Sensitive and appropriate redevelopment of underutilized properties, or development of existing properties (e.g., conversion of upper storey space for residential uses);
- Provide opportunities for affordable/attainable housing;
- Improvements of buildings to enhance accessibility for persons with disabilities; and
- Promote of economic development and business growth.



The revitalization and improvement of the community will take many different forms and will require the participation of the municipality, the public and various 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. 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.

### **1.3 | Application of the Community Improvement Plan**

This CIP applies to the geographic area designated by a municipal by-law as the “Community Improvement Project Area”. Activities under this CIP can only take place within the designated community improvement project area. The Community Improvement Plan applies to the entirety of the municipality, based on policies in the Municipality of West Grey Official Plan for Durham and Neustadt and the County of Grey Official Plan for the rest of the municipality. Council may choose to modify the “Community Improvement Project Area” by-law by passing another by-law to replace it.

Generally, the purpose of this CIP is to promote the revitalization of the municipality. Revitalization means different things to different neighbourhoods and areas of the community. In a village or commercial area, revitalization will take place in the form of façade improvements, adaptive reuse of historic buildings, improvements to upper stories, brownfield remediation, streetscaping, improved water/waste water facilities and other improvements. In commercial areas, revitalization may be better focused on improved landscaping and redevelopment opportunities, as well as improvements to encourage walkability, for instance.

### **1.4 | How to use the Community Improvement Plan**

The Municipality of West Grey’s CIP enables the municipality to issue financial incentives to private property owners interested in undertaking improvements to their building, property, or to developing or redeveloping their land. The financial incentive programs outlined in this CIP will be used by local businesses, property owners, and tenants, and are intended to facilitate community-enhancing property and building improvement projects. This CIP is intended to be read and interpreted in its totality. The interpretation of the CIP will be at the sole discretion of the CIP staff administrator. Programs will be made available only when council assigns incentive funds. Available funding for incentive programs may change on an annual basis based on council’s consideration and to reflect the municipality’s evolving community improvement needs.

Interested property owners and tenants are encouraged to review this CIP and contact the Municipality of West Grey to confirm their eligibility, discuss their project and to identify the types of financial incentives that could be applicable.





# The Planning Framework



## 2 | The Planning Framework

A Community Improvement Plan (CIP) is a tool established under Section 28 of the *Planning Act*. The CIP 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 Municipality of West Grey.

### 2.1 | Legislative Authority

This CIP is prepared in accordance with the *Planning Act*, which provides the legislative authority for the Municipality of West Grey to prepare a CIP.

Section 28 of the Ontario *Planning Act*, 1990, as amended, gives the Municipality of West Grey the legislative authority to define a community improvement project area and prepare a community improvement plan for that area. The CIP must be prepared in accordance with the community improvement policies of the municipality'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* or 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 and 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 and 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

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 educational 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.

## 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. CIPs are planning tools that can proactively implement the Provincial Policy Statement, including its policies for redevelopment, intensification, remediation of brownfields, sustainability, enhancing the vitality of villages and hamlets and long-term economic prosperity.



## 2.3 | County of Grey Official Plan

### 2.3.1 | County of Grey Official Plan (2019)

The Grey County Official Plan provides guidance on local CIP areas and programs. Section 9.16 in Grey County's 2019 Official Plan provides comments regarding a Local municipality's ability to develop a CIP. The plan states;

*"Local municipal councils, under the Planning Act may choose to designate Community Improvement Areas. Identifying a Community Improvement Area must be carried out through a by-law designating the whole, or any part of the local municipality as a Community Improvement Area;*

*"The goal of any Community Improvement Area is to foster and co-ordinate the physical improvements and maintenance of older or neglected areas of a community for environmental, social, or community economic reasons;" and*

*"Community Improvement Plans will be submitted to the Ministry of Municipal Affairs and Housing (MMAH) for review and comment. The County may provide grants, loans, or other assistance as County Council deems appropriate for the purposes of carrying programs as described in local municipal Community Improvement Plans."*

## 2.4 | West Grey Official Plan

The Municipality of West Grey Official Plan provides further criteria for community improvement plans at Section E6.1, Community Improvement Areas, which states;

*"E6.1.1 Council may choose through a by-law to designate the whole or parts of Durham and Neustadt as Community Improvement Areas under Section IV of the Planning Act (R.S.O. 1990).*

*E6.1.2 The goal of such Community Improvement Area shall be to foster and coordinate the physical improvements and maintenance of older or dilapidated areas of Durham and Neustadt for environmental, social or community economic reasons. Specifically, Community Improvement Areas are intended to:*

- a) 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;*
- b) To address issues which may be particular to one neighbourhood.*
- c) To ensure the maintenance and renewal of older housing stock.*
- d) To foster redevelopment, reuse and/or maintenance of existing brownfield sites and/or current industrial sites.*
- e) To enhance retail and downtown commercial areas within the Municipality.*

- f) *To encourage the preservation and adaptive re-use of built heritage.*
- g) *To promote energy efficiency and sound environmental design.*
- h) *To foster economic growth within designated areas.*
- i) *To promote intensification in targeted areas.*
- j) *To enhance the visual characteristics of neighbourhoods.*
- k) *To encourage local participation in funding programs for local development which may also be eligible for Provincial or Federal funding.*

## **E6.2 Community Improvement Plans**

*E6.2.1 Council may undertake the preparation of a Community Improvement Plan for any part of the Community Improvement Area.*

*E6.2.2 The Community Improvement Plan will identify a specific project that needs to be conducted in order to improve the quality of life and the built environment within a particular area.*

*E6.2.3 The Community Improvement Plan should include:*

- a) *Reasons for selecting the lands subject to the Community Improvement Plan.*
- b) *Background information such as conditions of hard and soft services, building conditions, land uses, etc.*
- c) *The proposed improvements to be undertaken.*
- d) *Means of financing the improvements.*
- e) *Staging of improvements.*
- f) *Acquisition of land by the Municipality, if any.*
- g) *The Municipality shall endeavour to take advantage of, wherever possible, federal and/or provincial programs which provide funding for community improvements.”*

The background of the slide features a close-up photograph of several bright pink flowers, likely petunias, with green foliage. A semi-transparent teal rectangular box is overlaid on the upper left portion of the image, containing the title text in white.

# Approach to Community Improvement

## 3 | Approach to Community Improvement

Community improvement is a long-term process involving incremental improvements. 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 goals of the CIP.

### 3.1 | Goals & Objectives

The goals and objectives ensure that community improvement activities are contributing to a “future-friendly” West Grey. Financial incentive programs should contribute toward achieving one or more of the following goals:

#### 3.1.1 | Residential

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

- **Why:** limited stock of attainable housing to buy and rent; and
- Increased need for mixed housing types to improve affordability and access.

#### 3.1.2 | Agricultural

Increase agricultural value-add, agri-tourism, and facility improvement projects.

- **Why:** increase diversified agricultural uses, increased agri-tourism.

#### 3.1.3 | Vacant / Brownfield

Promote the development, redevelopment and/or conversion of brownfield, vacant, and greyfield properties.

- **Why:** improve assessment base; improvement of underutilized property and creation of industry or residential/commercial, depending on development type.

#### 3.1.4 | Villages / Settlement Areas

Revitalize storefronts, publicly-used frontages, highway corridors, and streetscapes; reduce vacant storefronts/buildings and increased residential capacity.

- **Why:** create neighbourhood character, increase business and tourism.

#### 3.1.5 | Residential and Commercial

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



- **Why:** increase assessment base, increase housing stock, increase marketable commercial rental units.

### 3.2 | Community Improvement Project Area

All community improvement activities described in this CIP will only be undertaken within an area currently designated as a community improvement project area.

The community improvement project area is designated by municipal by-law, in accordance with Section 28 of the *Planning Act*. Changes to the community improvement project area will not require amendment to this CIP, but can be implemented by passing a new by-law.

The entire Municipality of West Grey has been designated as a community improvement project area, as enabled by the municipal and county Official Plans.

### 3.3 | Community Improvement Activities

The revitalization of the Municipality of West Grey is best approached as a partnership between the municipality and private stakeholders, such as property owners, business owners and tenants. The municipality will not be able to successfully implement this CIP on its own. There will be a role for other organizations, including community associations, the Chamber of Commerce and service clubs to promote the incentives of this CIP and champion its implementation. These organizations can also complement the programs of the CIP through their own initiatives, such as maintaining seasonal streetscape beautification improvements, like flower plantings, lighting and so on.

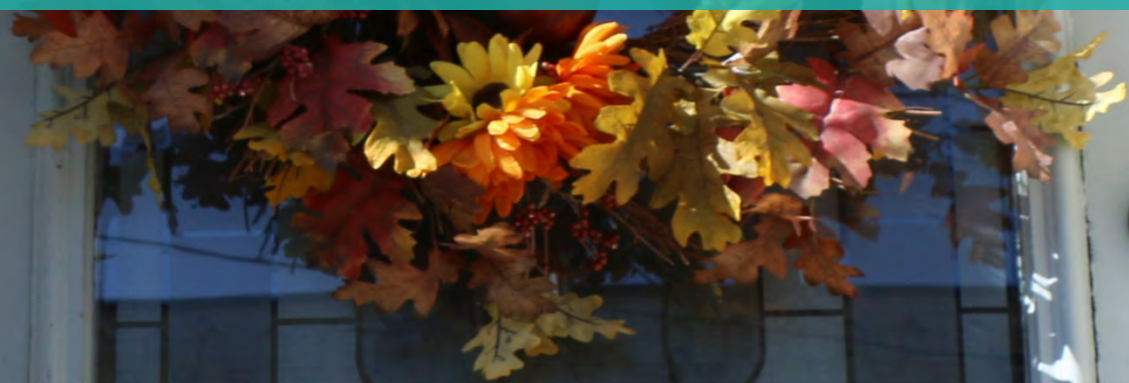
The municipality will lead its own programs and initiatives to demonstrate its leadership in community revitalization, including specific improvements to public spaces, other capital improvements, further studies, marketing/administration of the Community Improvement Plan and support for community involvement.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

Financial incentives in the form of grants may be offered to private landowners or tenants to assist them in improving their properties. Eligible landowners and tenants will be encouraged to re-use, improve and redevelop their property through these incentives. It is not the intent of this CIP to require council to fund or operate all the identified incentive programs throughout the life of this CIP. Council may, at their discretion, based on feedback from municipal staff and input from the community and stakeholders, implement different programs in any given year by adjusting funding to other programs. By approving a broad range of incentives identified in the West Grey,

the CIP becomes flexible and able to meet changing circumstances. This allows council and staff to respond to changes from year to year as opportunities may arise.



# Financial Incentive Programs

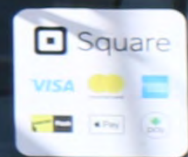


*Hours*

**Fri-Sat** 10am-5pm

**Sunday** 12pm-4pm

*or by chance*



## 4 | Financial Incentive Programs

The private sector needs to be engaged in community improvement to revitalize the municipality. While municipal leadership programs may help address public lands, improvements to private property would need to be initiated by property 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 CIP.

[4.1 | Façade, Building & Signage Improvement Grant](#)

[4.2 | Property, Landscaping and Parking Area Improvement Grant](#)

[4.3 | Accessibility Improvement Grant](#)

[4.4 | Planning & Building Permit Fee Grant](#)

[4.5 | Secondary Suite Development Grant](#)

[4.6 | Surplus Land & Building Grant](#)

[4.7 | Environmental Study Grant](#)

### 4.1 | Façade, Building & Signage Improvement Grant

#### 4.1.1 | Purpose

The façade, building and signage improvement grant is intended to encourage property owners and tenants to rehabilitate, repair and/or improve buildings and facades, as well as improve signage, such as install pedestrian-scaled, attractive signage. The eligibility criteria ensure that these improvements are consistent with the goals and objectives of the CIP. As established by the eligibility criteria, improvements must be attractive, make use of historic or high-quality materials and must be consistent with the Municipality of West Grey's character. These improvements will benefit the aesthetics of streetscapes, encourage better maintenance of private properties, enhanced the activity of the street, promote walkability and encourage conservation of historic properties.

#### 4.1.2 | Eligible Costs

1. Repair, replace or restore façade masonry, brickwork, architectural detailing, and/or structural deficiencies/improvements;
2. Repair, replace or install of awnings and canopies;
3. Repair, replace or improve or install signage on building facades including signage lighting;

4. Paint, clean or complete other similar treatments to improve facades 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. Paint or install murals or similar wall art (side and rear facades 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.

#### **4.1.3 | 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. However, this grant shall not be combined with more than two grants in any given twelve (12) month period.

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

1. The grant will be paid as a single payment upon completion of the improvements, to the satisfaction of the CIP staff administrator.

#### **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 by-laws, policies, standards, guidelines, 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 may 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, mixed-use, industrial or agricultural 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.

## 4.2 | Property, Landscaping and Parking Area Improvement Grant

### 4.2.1 | 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 ensure that these improvements are consistent with the goals and objectives of this CIP.

### 4.2.2 | 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, such as permeable surfaces, decorative surfaces, or installation of landscaping;
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.

#### 4.2.3 | Program Details

1. The maximum amount of the grant is \$5,000 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. However, this grant shall not be combined with more than two grants in any given twelve (12) month period.

#### 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 CIP staff administrator.

#### 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 by-laws, policies, standards, guidelines, 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 may 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, mixed-use, industrial, multi-residential or agricultural properties (as defined in Section 8) are eligible for this grant. For clarity, single detached dwellings and other residences (e.g., semi-detached and townhouses) are not eligible for this grant.

## 4.3 | Accessibility Improvement Grant

### 4.3.1 | Purpose

The accessibility improvement grant is intended to promote improvements to properties, including access ramps, entryway widening, as well as levelling or repairs to pathways and stairs. The grant will contribute to the accessibility and walkability of the municipality.

### 4.3.2 | Eligible Costs

1. Install new automatic doors;
2. Install new wheelchair access ramps;
3. Widen public entryways;
4. Level or repair pathways/accesses and stairs;
5. Install an elevator or lift;
6. Improvements to interior accessibility for the public will be considered in combination with external improvements; and
7. Any combination of the above improvements.

### 4.3.3 | Program Details

1. The maximum amount of the grant is \$5,000 or 50% of the eligible costs, whichever is less.
2. The grant may be combined with other grant programs. However, this grant shall not be combined with more than two grants in any given twelve (12) month period.

### 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 CIP staff 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 by-laws, policies, standards, guidelines, 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 may 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, mixed-use, industrial, multi-residential or agricultural properties (as defined in Section 8) are eligible for this grant. For clarity, single detached dwellings and other residences (i.e., semi-detached or townhouses) are not eligible for this grant.

## 4.4 | Planning & Building Permit Fee Grant

### 4.4.1 | Purpose

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

### 4.4.2 | Eligible Costs

1. Redevelopment of property for commercial, industrial, office or a mix of uses;
2. Major additions to a commercial, industrial or mixed-use property, 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 mixed-use or commercial building to residential units;
5. Professional services by an engineer, architect, biologist, or professional planner; or
6. Any combination of the above.

### 4.4.3 | 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 by-law 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.

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.

#### 4.4.4 | Payment of Grant

1. The grant is paid after the works are completed, to the satisfaction of the CIP staff administrator. This includes full payment of any applicable planning and building permit fees to the maximum amount in the grant. The grant is intended to act as a rebate for these fees, as per 4.4.3 (1) (2).
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 grants may be combined with other grant programs. However, this grant shall not be combined with more than two (2) grants in any given twelve (12) month period.

#### 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 by-laws, policies, standards, guidelines, 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 may 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.

### 4.5 | Secondary Suite Development Grant

#### 4.5.1 | Purpose

To assist property owners with financing the cost of the development process by providing a grant in the amount of applicable local and County development charges to

encourage secondary units across the municipality, in support of more affordable housing.

#### **4.5.2 | Eligible Costs**

1. Development of a portion of an existing residential, commercial, or agricultural property for use as a secondary suite;
2. Development or redevelopment of an existing residential or agricultural outbuilding for use as a secondary suite;
3. The unit(s) may be required to meet established affordability criteria to qualify for development charge grants;
4. In general, any projects that are eligible for other incentives outlined in this CIP will also be eligible for the Planning and Building Fee Grant if the applicant is required to obtain planning approvals or a building permit.

#### **4.5.3 | Program Details**

1. A grant to a maximum of \$5,000 is available to cover the development charges or building costs associated with the development of secondary suites. The grant shall not exceed 50% of the total costs of developing the secondary suite.

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

1. The grant is paid after the works are completed, to the satisfaction of the CIP staff administrator. This includes full payment of any applicable planning and building permit fees to the maximum amount in the grant. The grant is intended to act as a rebate for these fees, as per 4.4.5 (1) (2).

#### **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 by-laws, policies, standards, guidelines, 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 may 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.

## 4.6 | Surplus Land & Building Grant

### 4.6.1 | 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, with priority given to affordable housing developments

### 4.6.2 | Eligible Costs

1. Affordable 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.

### 4.6.3 | 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.

### 4.6.4 | Payment of Grant

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

### 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 by-laws, policies, standards, guidelines, Official Plan and zoning, as well as any applicable provincial, federal or government agency requirements (e.g., conservation authority).

## 4.7 | Environmental Study Grant

### 4.7.1. | Purpose

This grant is intended to assist in recapturing the social and economic value of brownfield properties. Financial incentives are established to help stimulate private investment in 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 the community. Further, the

brownfield remediation provides opportunities for intensification and offers environmental benefits.

The risks and costs associated with brownfield rehabilitation are often key barriers to the rehabilitation and redevelopment of brownfield properties. Additionally, 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 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 Municipality of West Grey 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.

#### **4.7.2 | Eligible Costs**

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

#### **4.7.3 | 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.

#### **4.7.4 | 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 other grant programs. However, this grant shall not be combined with more than two grants in any given twelve (12) month period.

#### **4.7.5 | Eligibility Criteria**

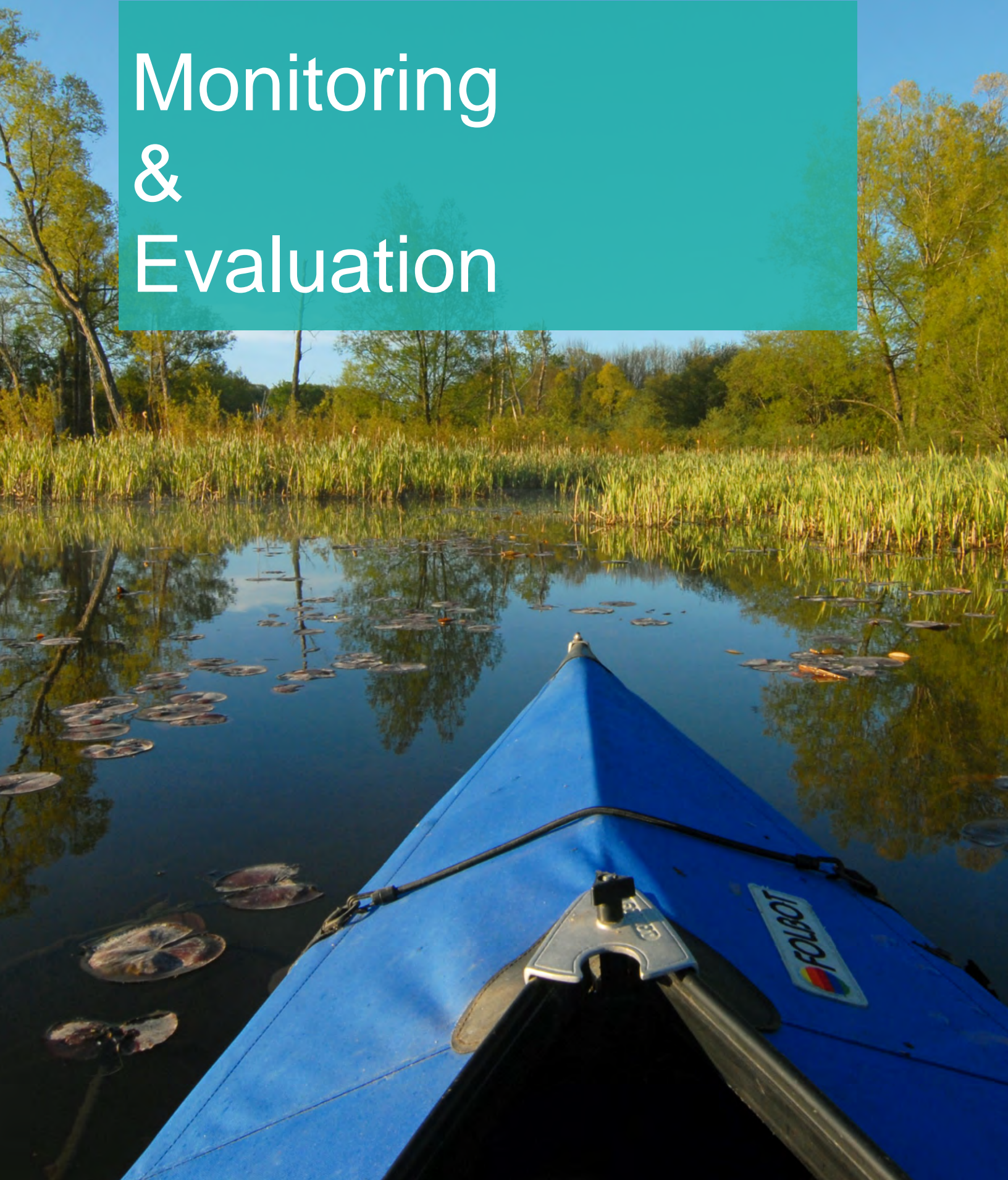
1. All general eligibility criteria outlined in Section 8 apply. For clarity, this shall mean that the project must comply with all municipal by-laws, policies, standards,

guidelines, 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 may be accompanied by a building permit.
3. To be eligible for the Environmental Study Grant Program, a Phase I 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 municipality of West Grey, at the discretion of the municipality.



# Monitoring & Evaluation



## 5 | 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. The CIP staff administrator 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 CIP should be monitored, evaluated and, if necessary, revised, on a regular basis.

### 5.1 | Process for Monitoring & Evaluation

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

#### 5.1.1 | Establish the Monitoring Database

The CIP staff 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 CIP and its individual programs. At this time, it is suggested that the CIP staff 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 periodic 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 overnight stays, number of new businesses established in the municipality, etc.).

### **5.1.2 | Determine Baseline Conditions**

For the indicators identified in 5.1.1, the CIP staff administrator should identify baseline conditions at the outset of the CIP implementation, so that variables may be compared from year-to-year, beginning with the implementation of this CIP.

### **5.1.3 | Collect Data**

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

### **5.1.4 | Prepare Annual CIP Evaluation Report to Council**

Based on the information obtained, the CIP staff 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 CIP. 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; and
- 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 CIP.

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.

### 5.1.5 | Program & Plan Adjustment

Based on the annual review and report to council, adjustments to this CIP may be required, including:

- **Adjustments to the CIP:** Based on the monitoring and evaluation process, changes to the terms of this CIP, the eligibility requirements, or the financial incentive programs may be required. Council or the CIP staff administrator may choose to discontinue funding for one or more of the financial incentive programs and may do so without amending this CIP. However, the review or removal of a financial incentive program or the addition of eligibility criteria or eligible costs will require an amendment to this CIP in accordance with Section 28 of the *Planning Act*.
- **Adjustments to Program Funding:** The CIP staff administrator may choose to cease, reduce or increase funding to one or more of the financial incentive programs, based on an evaluation of this CIP. Adjustments to program funding or the amount of the annual budget will not require an amendment to this CIP.

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



# Implementation





## 6 | Implementation

The CIP staff administrator will oversee the implementation of this CIP while day-to-day tasks associated with implementation will be coordinated by the CIP staff administrator. This section outlines how the CIP is to be implemented and administered.

### 6.1 | Definitions

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

**Administrator or CIP Staff Administrator** means one or two municipal staff members assigned by the CAO, are primarily responsible for coordinating the CIP.

**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 CIP.

**Approval Authority** means the body responsible for approving or denying financial incentive applications. The CIP staff administrator will be the approval authority after appointment by bylaw, in accordance with the policies of this CIP.

**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 CIP, including activities that may be funded by the financial incentives.

**Council or council** means Municipality of West Grey Council.

**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 by-law 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 submits an application for a grant or loan that is in accordance with the specific requirements of the program, as outlined in this CIP. The CIP staff 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 the CIP.

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

**Greenfield Property** means a vacant property that has no prior history of development, or 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 CIP staff administrator, 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 m 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.

**Multi-residential** means the development of multiple residential units on a single site (e.g., an apartment building), which does not include single-detached dwellings, semi-detached dwellings, or townhouse development.

**Municipality** means the Municipality of West Grey.

**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 by-law 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.

## **6.2 | Interpretation**

### **6.2.1 | Interpretation at Sole Discretion of the CIP Staff Administrator**

Ultimately the Community Improvement Plan will be interpreted at the sole discretion of the CIP staff administrator after by-law appointment by council.

## **6.3 | Implementation Period**

### **6.3.1 | Implementation Period**

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

### **6.3.2 | Dissolution of Community Improvement Plan**

Once council is satisfied that the CIP has been carried out, council may choose to dissolve the community improvement project by a by-law, which renders the CIP inoperative.

## **6.4 | Administration of Program**

### **6.4.1 | Designation of CIP staff administrator**

Upon implementation of this CIP, the CAO will designate a member of municipal staff to be the CIP staff administrator. An alternate CIP staff administrator will also be designated in the event that the primary CIP staff administrator becomes unavailable.

### **6.4.2 | Designation of Approval Authority**

The CIP staff administrator will be the approval authority of the grant applications, designated by Council through by-law.

### **6.4.3 | Administration of Financial Incentive Programs**

The financial incentive programs outlined in the CIP will be administered by the CIP staff administrator or the appointed alternate.

#### **6.4.4 | Submission of Applications for Financial Incentives**

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

#### **6.4.5 | Approval of Applications for Financial Incentives**

Decisions on financial incentive applications and Financial Incentive Program Agreements will be made by the CIP staff administrator.

#### **6.4.6 | Reconsideration of Applications**

Should an application be refused all applicants will be given an opportunity to request that the CIP staff administrator reconsider its decision

### **6.5 | Budgeting for the Incentive Programs**

#### **6.5.1 | 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 the CIP and based on annual priorities.

#### **6.5.2 | Changes to Funding Levels**

By the monitoring process outlined in the CIP, the CIP staff administrator will determine if 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 this Community Improvement Plan will be made at the sole discretion of the CIP staff administrator, without an amendment to the CIP.

#### **6.5.3 | Funding Sources**

The municipality shall identify, explore and pursue external funding sources where possible to support the incentive programs, including provincial funding sources as may be made available from time to time, and provincial or county participation in the financial incentives, where possible.

### **6.6 | General Eligibility Requirements for Incentive Programs**

The following general eligibility requirements are applicable to all incentive programs and must be met in order 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:

#### **6.6.1 | Timing of Community Improvement Works**

In order to be eligible for any incentive program contained with the Municipality of West Grey Community Improvement Plan, a financial incentive program application form must be submitted to the municipality (accepted and processed by the CIP staff administrator) prior to commencing any community improvement works. 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.

#### **6.6.2 | 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.

#### **6.6.3 | Financial Incentives Not Available to Greenfield Properties**

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

#### **6.6.4 | Outstanding Property Tax Arrears**

The property owner must not have property tax arrears at the time of application and through the duration of the incentive benefit period, as identified within the Municipality of West Grey Community Improvement Plan.

#### **6.6.5 | 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 CIP staff administrator 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.

#### **6.6.6 | Complete Financial Incentive Application and 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

and contracts, applicable reports and any additional information as required by the municipality.

#### **6.6.7 | Project in Accordance with Municipal By-laws, etc.**

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

#### **6.6.8 | Project in Conformity with the Official Plan and Zoning By-law**

Existing and proposed land uses must be in conformity with the policies and standards provided by the municipality's Official Plan and in accordance with applicable regulations, such as the Zoning By-law and all other planning documents.

#### **6.6.9 | Project in Accordance with Planning Approvals and 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.

#### **6.6.10 | 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 CIP, and any design guidelines adopted by the municipality in the future, as applicable. The CIP administrator will consider details of exterior design proposed by each application when determining eligibility for incentive programs of the Community Improvement Plan. The CIP staff administrator 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 CIP.

#### **6.6.11 | 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 CIP staff 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.

### **6.6.12 | Combination & Value of Incentives**

The incentive programs made available under the Municipality of West Grey Community Improvement Plan may be used individually or may be combined, subject to the exceptions 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 buildings 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.

### **6.6.13 | 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.

### **6.6.14 | 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).

### **6.6.15 | 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.

## **6.7 | General Process & 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, applicable reports, and any additional information required by the CIP staff administrator.

### **6.7.1 | 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.

### **6.7.2 | 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.

### **6.7.3 | Applicant to Declare Other Funding**

All sources of additional funding or incentives must be declared at the time of submission. The CIP staff administrator will determine incentive reductions based upon any declared funding or incentive.

### **6.7.4 | Administrator's Application Review**

The CIP staff administrator will initially evaluate all applications and supporting materials to make a decision on the applicant.

### **6.7.5 | Financial Incentive Program Agreement**

Should the application be approved, a financial incentive program agreement will be required, which will outline the terms, duration, default and any other provisions of the incentive program.

### **6.7.6 | Additional Information may be Required**

Should the CIP staff administrator 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.

### **6.7.7 | Project Audit at the Cost of the Applicant**

Upon approval and/or completion of community improvement works, the municipality, under direction of the CIP staff 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.

### **6.7.8 | 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 CIP. Inspections would be carried out by the CIP staff administrator.

### **6.7.9 | 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 CIP staff administrator, may delay, reduce or cancel the approved incentive program benefits and may require repayment of any of the incentive program benefits.

### **6.7.10 | 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 CIP, subject to fulfilling any requirements and agreements.

### **6.7.11 | Cancellation of Grant due to Failure to Initiate the Project**

Any program commitments may be cancelled if work does not commence within six (6) months of the approval of an application, or in accordance with an agreement with the municipality.

## **6.8 | Application Process for Incentive Programs**

### **6.8.1 | Application Process**

The application is on a “first come, first served” process for receiving and making decisions on financial incentive applications. 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.

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 may be determined by the CIP staff administrator.



### **6.8.2 | Application Process Changes**

Changes may occur in regards to the application process without amending this CIP. Changes should be considered as part of the annual monitoring and evaluation of the CIP.

### **6.8.3 | Pre-Application Consultation and Application Submission**

1. Applicants are required to arrange and participate in a pre-application consultation meeting with the CIP staff administrator, in order to discuss and confirm application requirements, program eligibility, proposed scope of work, project timing, supporting documentation requirements, etc.
2. 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 CIP staff administrator or by the review panel. 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.
3. Once all the required forms and supporting materials are received, the CIP staff administrator will undertake a preliminary screening of the proposal and application.
  - Based on the application and proposal, the results of the preliminary screening, the CIP staff administrator may perform an initial site visit and inspection of the building/property, as necessary. The CIP staff 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; and
  - If the application meets the program requirements, the application will be accepted. By accepting an application for any of the financial incentive

programs, the CIP staff administrator does not guarantee program approval.

#### 6.8.4 | Application Review & Evaluation

1. Once an application has been accepted by the CIP staff 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 according 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.
2. Applications and supporting documentation will be considered by the CIP staff administrator against the incentive program eligibility requirements (including both general and specific requirements). Based on the proposal, application, and fulfillment of eligibility requirements, the CIP staff administrator will determine if the proposal and application will be considered eligible.
3. Should the CIP staff administrator recommend approval of the application, a financial incentive program agreement will be prepared by the CIP staff administrator. If applicable, the financial incentive program agreement will be forwarded to the applicant to be dated and signed.
4. 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 the review panel to initiate the approval process. Should the application be approved, the CIP staff 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.

#### 6.8.5 | Application Approval

1. Once the application and financial incentive program agreement is approved, the agreement will be executed by signing and dating the agreements by municipal officials. A copy of the signed and dated financial incentive program agreement will be provided to the applicant.
2. If the CIP staff administrator has decided that the application be refused, the applicant may re-submit the application for reconsideration, provided the applicant has made addendums for the reasons for refusal.

### 6.8.6 | Completion of Works and Payment

1. Once an application has been approved 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.
2. Payment of the financial incentive, in accordance with the financial incentive program agreement, will be provided upon successful completion of the approved works.
3. Prior to the issuance of the financial incentive, the applicant may be required to provide the CIP staff administrator with final supporting documentation, which may include but is not limited to:
  - Photographic evidence of the completed works satisfactorily 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 CIP.
4. Final Site Inspection (if required) - The CIP staff 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.
5. Assurance of Conformity to the Program Requirements and Financial Incentive Program Agreement - Prior to issuance of the financial incentive payment, the CIP staff administrator will ensure that all program requirements and details of the Financial Incentive Program Agreement have been met. If the Applicant has defaulted on the Agreement, the CIP staff administrator will take appropriate remedies as specified in the Financial Incentive Program Agreement.
6. Payment of Grant - If all the program requirements financial incentive program agreement requirements have been met to the CIP staff administrator's satisfaction, the CIP staff administrator will issue payment of the approved grant in accordance with the general and specific program eligibility requirement, and the financial incentive program agreement.

## 6.9 | Timeline for Application Review & Decision

This CIP 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 CIP staff administrator will accept and review applications for funding in consideration of the following timeline:

1. The CIP staff administrator should be available to meet with a potential applicant for a pre-consultation meeting within twenty (20) business days of being requested to meet by a potential applicant, or as soon as is reasonably possible.
2. The CIP staff administrator shall review an application for financial incentives and notify the applicant of its completeness within fifteen (15) business days of receiving the application.
3. Upon receipt of a complete application, the CIP staff administrator will determine eligibility, if successful, the CIP staff administrator will prepare a Financial Incentive Program Agreement and forward it to the applicant within twenty-five (30) business days of the receipt of the application..
4. The execution of the financial incentive program agreement should occur within ten (10) business days of the application approval.
5. 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.
6. 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.



# Urban Design Criteria





## 7 | Urban Design Criteria

The implementation of this CIP 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 CIP. 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 the CIP staff administrator.

### 7.1 | Façade and 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 CIP grants.

#### Principle

Maintain and restore historic or original building materials, architectural elements and features.

#### Criteria

1. Original colours, architectural detailing 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/vinyl 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.
6. Proposals must be in consideration of historical documentation about the original appearance of the façade, where such documentation is available.

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 window panes 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.

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.

Create an active, inviting façade using murals, awnings and patios/sidewalk cafes.

1. Murals are encouraged on side and rear facades.
2. Murals should generally relate to historic persons, places and events which reference and celebrate the Municipality of West Grey's history.
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 twelve (12) seats) should be designated with decorative fencing.

## 7.2 | 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.

### Principle

### Criteria

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. 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 will not be supported by any of the CIP Programs.
3. Hanging perpendicular signs are encouraged.
4. Back-lit and neon signs are strongly discouraged; and will not be supported by any of the CIP programs.
5. Front-lit signage is encouraged.
6. Embossed or engraved signage is encouraged.
7. Where provided, signage should be contained in the storefront cornice/signboard area of the façade.
8. Signage should not be used in the storefront windows, except a minimal number of painted signs. Storefront windows should be as transparent as possible.

### 7.3 | 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.

Principle	Criteria
Minimize visual impact of parking area.	<ol style="list-style-type: none"> <li>1. Rear yard parking should have 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.</li> <li>2. Parking areas should be buffered from the sidewalk/street. A planting strip including vertical elements (decorative fencing, trees, and plantings) is encouraged.</li> <li>3. The use of permeable paving surfaces is encouraged.</li> <li>4. 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.</li> <li>5. Large parking areas should be broken up with decorative landscaping and tree planting.</li> </ol>
Maximize landscaping and planting to create visual interest.	<ol style="list-style-type: none"> <li>1. Generally, business owners and residents are encouraged to implement and maintain temporary plantings, such as hanging window planters.</li> <li>2. Landscaping and planting strips are encouraged in accordance with the criteria noted above for minimizing the visual impact of parking areas.</li> <li>3. Permanent planting should be completed in accordance with the Core Area Design Study as may be prepared by the municipality.</li> </ol>

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.

## 7.4 | 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 plan.

### Principle

### Criteria

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.

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 By-law. 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 roof line, 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 facades and signage should be in accordance with the façade and building criteria and the signage criteria above.

A winter scene featuring a river flowing through a forest of snow-laden evergreen trees. In the background, a wooden building with a gabled roof is partially visible. The foreground shows a large, snow-covered log or branch in the water. The overall atmosphere is serene and cold.

# Marketing Plan



## 8 | Marketing the Community Improvement Plan

It is important that the municipality'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. To this end, marketing and promoting the incentive programs will be necessary to increase uptake, and therefore help to implement the CIP.

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

**Collateral Material:** The municipality may prepare educational newsletters and/or brochures or other printed collateral material that provide an overview of this CIP 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 municipal website.

**Web Page:** The municipality may create a link on its website to provide general information about the CIP, 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 successfully completed projects.

**Promotional Display:** The municipality may prepare promotional displays that provide an overview of this CIP 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 CIP and on an annual basis during the CIP's implementation to educate property owners, tenants, and other interested parties about the CIP, allow them to ask questions, and to communicate any changes to stakeholders.

**Responsiveness to Public Inquiries:** The CIP staff administrator will be available on an on-going basis to answer questions from potential applicants with respect to the CIP and its programs. The CIP staff 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 and 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 CIP 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 CIP's programs. The municipality may undertake other marketing initiatives as deemed appropriate without requiring an amendment to this CIP.



# Conclusion





## **9| Conclusion**

The Municipality of West Grey's Community Improvement Plan is part of a long-term strategy for improving, strengthening and revitalizing the municipality. The CIP outlines opportunities for participation in community initiatives on the part of both the municipality and the private sector.

This CIP 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 CIP 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.