

Schedule "A" to By-law 18-46



CLEARVIEW

THE CORPORATION OF THE TOWNSHIP OF CLEARVIEW

Clearview Community Improvement Plan

May 28, 2018

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1.0 INTRODUCTION

1.1 Community Improvement Plans

A Community Improvement Plan (CIP) is a tool that allows a municipality to direct funds and implements planning policy initiatives toward a specifically defined project area. Section 28 of the Planning Act, R.S.O 1990, c.P.13 gives municipalities that have enabling policies in their Official Plans, the ability to prepare Community Improvement Plans. The Community Improvement Plans are intended to encourage rehabilitation initiatives and/or stimulate development. Once implemented, the plan allows municipalities to provide grants or loans to assist in the rehabilitation of lands and/or buildings within the defined Community Improvement Project Areas.

First impressions count. You have to get customers to take notice and stop before they will come through the door.

1.2 Purpose

The purpose of this CIP is to create stronger economic bases, and cleaner and more appealing environments within the Township of Clearview. The CIP will focus on the commercial nodes found within the settlement areas, however, is not limited to those areas.

The Township will aid existing local businesses and property owners by providing a grant program if the businesses approve of and abide by certain urban design principles and guidelines set forth in this CIP. This CIP aims to create areas to retain and expand businesses and their clientele, attract new commercial development within the CIP boundaries and to attract overall investment and development within the Township, in accordance with the Official Plan.

1.3 Rationale

1.3.1 Strategic Plan

The Township conducted a Strategic Plan exercise in 2008 the results of which included a number of goals and strategic actions. Goal 1 is Economic Development; Encouraging employment opportunities and investment in Clearview Township. Some desired outcomes include:

- Residents can find meaningful employment
- Citizens able to live and work in Clearview for their whole lives
- People are commuting to Clearview to work

- Reputation as a community that is open for business
- Strong communication and partnerships with the Clearview business sector.

Strategic Action 1.2 is to “prioritize economic development sectors and opportunities for Clearview Township”.

Goal 2 is Growth and Development; Managing growth that recognizes and support the character of the community. The relevant desired outcomes include:

- Sustainable vibrant communities
- Attractive and pleasing neighbourhoods
- Safe, secure, healthy community

Goal 4 is Community Heritage; Preserving and sustaining Clearview Township’s natural, cultural and built heritage. The relevant desired outcomes include:

- Communities will reflect their historical character

1.3.2 Official Plan

The Clearview Official Plan in Section 10.1 states that:

Council recognizes the need to maintain and rehabilitate Clearview’s physical environment, infrastructure, buildings, recreational facilities and arrangement of existing land uses, and therefore is committed to ongoing improvement where deficiencies and/or opportunities exist. The following explains the municipality’s goals and objectives for community improvement and provides criteria for the selection of community improvement areas, the prioritization of community improvement projects and the implementation of community improvement plans and programs.

The goals and objectives of the CIP section of the Official Plan is:

- To stabilize and enhance existing development by providing safe, convenient and an attractive environment for Township residents
- To provide for and encourage the ongoing maintenance, improvement, rehabilitation (particularly heritage restoration) and renewal of the Township’s residential, commercial and industrial areas
- To maintain and improve the economic base of the Township

- To enhance the Township's attractiveness to new development (economic growth and to poster a favourable climate for private investment
- To ensure that buildings and properties are maintained to acceptable standards

Downtowns are the main focus of the Community Improvement Plan as each downtown area is the heart of its community. It provides employment and goods and services for the residents and visitors to the community. A healthy downtown reflects on the whole community and encourages investment and pride. A healthy downtown is a gathering place for residents making it important to building the social strength of the community. However, if a downtown is not healthy, one that may have vacancies or property standards issues can conversely discourage investment in the community and have a negative impact on the community's social fabric. This is why a Community Improvement Plan can play an important role.

1.4 Goals and Objectives

The downtown and commercial businesses in the small towns gives people their first sense of the community and leaves a lasting impression. Our downtowns are the face and life blood of a community and reflect the community's values. A community's heritage is celebrated in its downtown through its buildings that tell a story of the community's past and its values are celebrated in the downtown's present.

A healthy and vibrant downtown boosts the economic health and quality of life in a community. A healthy downtown creates jobs, incubates small businesses, protects property values, and increases the community's options for goods and services. A healthy downtown reflects the health of the whole community.

Attractive facades, and the collective image of the downtown area, can significantly help sell the businesses and the business district to potential customers. The first impression is all you have to entice a visitor to your business so the façade treatment is key. The quality of the façade is a reflection of what sort of experience a potential customer will have once they go inside.

Downtowns have an advantage over regional type developments in terms of their historical value and their compact, pedestrian friendly scale. Downtowns provide unique experiences that draw day and overnight tourists.

Downtown building facades are important elements in preserving and enhancing the small-town character of Clearview's communities and revitalizing the business climate.

Streetscape and facade improvements are a visible sign that positive things are happening, and that building owners, business owners, local government and the community care about their downtown and their businesses.

The goals of the Community Improvement Plan for the Township of Clearview include:

1. Building healthier, stronger downtowns and communities.
2. Encourage the upgrading and re-use of vacant land and buildings.
3. Protect, promote, enhance and celebrate the unique heritage of Clearview, our people, family and buildings.
4. Encourage residents to shop locally and use the local services and provide employment opportunities for local residents.
5. Provide distinctive, attractive, walkable downtowns and build a strong sense of place and increase community pride.
6. Enhance the community improvement area's image and attract commercial investment. Support and help maintain local services, such as shops, restaurants, grocery stores, service industries such as banking, legal, personal service etc. Increase the tax base and diversify the local market. Bring expenditures from external sources into the local market.
7. Increase pedestrians and eyes on the street which reduces vandalism and crime.

The goals and objectives are an integral part of the Community Improvement Plan and have been used to guide the development of the Plan and identify the Project Areas.

2.0 PROVINCIAL PLANNING POLICY

2.1 Provincial Policy Statement

In addition to Section 28 of the Planning Act, which authorizes Community Improvement Plans, there are other provincial interests related to the intensification and redevelopment of properties. The Provincial Policy Statement, issued under the authority of Section 3 of the Planning Act, provides policy direction on matters of provincial interest related to land use planning.

Section 1.1.3.1 of the Provincial Policy Statement states that “Settlement areas shall be the focus of growth and development, and their vitality and regeneration shall be promoted.”

The applicable policies of Subsection 1.3 of the Provincial Policy Statement describes specifically how planning bodies shall promote economic development and competitiveness by:

- a) “providing for an appropriate mix and range of employment and institutional uses to meet long-term needs;
- b) providing opportunities for a diversified economic base, including maintaining a range and choice of suitable sites for employment uses which support a wide range of economic activities and ancillary uses, and take into account the needs of existing and future businesses;
- c) encouraging compact, mixed-use development that incorporates compatible employment uses to support liveable and resilient communities;”

The applicable policies of Subsection 1.7.1 of the Provincial Policy Statement states that long-term economic prosperity should be supported by:

- a) “promoting opportunities for economic development and community investment-readiness
- b) optimizing the long-term availability and use of land, resources, infrastructure, electricity generation facilities and transmission and distribution systems and public service facilities;
- c) maintaining and, where possible, enhancing the vitality and viability of downtowns and mainstreets;

- d) encouraging a sense of place, by promoting well-designed built form and cultural planning, and by conserving features that help define character, including built heritage resources and cultural heritage landscapes;
- e) promoting the redevelopment of brownfield sites;
- g) providing opportunities for sustainable tourism development;"

2.2 Places to Grow

The Places to Grow Growth Plan for the Greater Golden Horseshoe was released by the Ministry of Public Infrastructure Renewal to give guidelines to planning bodies for imminent future growth outside of the greenbelt. According to subsection 2.2.2.1(h) of the Proposed Growth Plan for the Greater Golden Horseshoe "Population, household and employment growth will be accommodated by –

- h) encouraging cities and towns to develop as complete communities with a diverse mix of land uses, a range and mix of employment and housing types, high quality public open space and easy access to local stores and services."

Subsection 2.2.6.2(b) states that "Municipalities will promote economic development and competitiveness by –

- b) providing opportunities for a diversified economic base, including maintaining a range and choice of suitable sites for employment uses which support a wide range of economic activities and ancillary uses, and take into account the needs of existing and future businesses."

3.0 FAÇADE IMPROVEMENT AND ACCESSIBILITY GRANTS

3.1 Building Façade Improvements

Generally, a one-time grant of up to 50 percent to a maximum of \$5,000.00 for a front façade and/or landscaping and an additional \$2,500 for a side and/or rear façade, to a maximum of \$7,500 of the costs to assist commercial building owners and tenants to improve a building façade and/or façade signs in accordance with the Façade Guidelines and the Sign By-law for the Township of Clearview. This may include phasing improvements, over more than one budget year.

Additionally, Council has the authority to provide a further \$5,000 in grants for high quality signage and associated lighting up to 80% funding. Therefore, an application for quality signage and associated lighting could cover 80% funding from both sources of \$5,000.00 for the front facade combined to a total of \$10,000.00.

3.1 Accessibility Improvements

Generally, a one-time grant of up to 50 percent to a maximum of \$5,000.00 for the installation of accessibility features that will lead to the elimination of the barriers for persons with disabilities. The focus of these grants will be primarily for access into commercial establishments. Consideration may, however, be given to accessible improvements to washroom facilities particularly for restaurants or any other accessible item Council wishes to address.

The funding of accessible improvements will be budgeted for from time to time by Council and may be identified separately for access into buildings or washroom improvements, or any other accessible item Council may identify.

3.2 Grant Eligibility Requirements

Staff will review applications based on the eligibility requirements and the degree to which the project implements the Façade Guidelines found herein where applicable, for financial incentives and report to Council with recommendations. Council will decide which applications will be approved.

Generally, no improvements carried out prior to the approval of the application will be eligible for funding.

To ensure that the efforts are genuine and worthwhile, the minimum amount of grant that should be applied for is \$500.00.

Grants would be available to a property owner or tenant occupying an assessed building in the Community Improvement Area upon satisfactory completion of the project. Assistance granted under any of the financial incentive programs to a particular property is not transferable to any other property. The owners' authorization is required for an application by a tenant.

Grants would be available for properties that are zoned Commercial and if they are located within the entrance to a settlement area, properties zoned Industrial on a main entrance to the community may also be considered.

The following types of businesses are generally not eligible to obtain the improvement grant: financial institutions, liquor and beer stores, post offices, other Federal or Provincial institutions, and adult entertainment establishments.

Building façade grants will be granted based on a primary grant for the building façade that forms the primary entrance to the building, and a secondary grant for a building side that faces the street or the rear of a commercial building in the downtown that is highly visible.

Examples of façade improvements include: signage, associated lighting, awnings, storefront glass doors, transom windows, storefront windows where they replace non-storefront windows, installation of storefront cornice, building cornice, painting of woodwork, installation of base panels, masonry cleaning and re-pointing and general renovation of storefronts.

Grants will not be made available for building insulation, eaves trough and interior work, other than interior work for accessibility if directed by Council.

Residential buildings within downtown locations that are zoned Commercial are also eligible, although commercial buildings will generally be given priority for façade grants.

The Township at its sole discretion will select eligible applications based on the eligibility criteria, budget and any other applicable policy. The Township will not be influenced by precedent and is not obligated to fund any project. The Township may choose projects that meet the overall intent of the Community Improvement Plan.

The total of the grants made in respect of particular lands and buildings under this Community Improvement Plan and the tax assistance as defined in Section 365.1 of the Municipal Act, 2001 that is provided in respect of the lands and building in this Community Improvement Plan shall not exceed the cost of rehabilitating the lands and building.

3.2.1 Specific Examples of eligible works include:

1. Repainting and/or cleaning of the façade
2. Restoration and repointing of façade brickwork and masonry and replacing siding with wood siding
3. Installation, repair or replacement of storefront and building cornices, parapets and other visible architectural features
4. Repair or replacement of street level facade windows and doors
5. Restoration to original façade appearance
6. Repair, replacement and installation of standard awnings (not curved, circular, domed, arched or round or aluminum slatted)
7. Repair, replacement and installation of façade exterior lighting, particularly gooseneck lighting of the storefront signage
8. Replacement of new façade signage, specifically signs having individual raised letters that complement the façade design and creative projecting signs (advertising the type of business over the name of the business). Signs on flat board are discouraged. Individual lettering is encouraged along with awning signs
9. the installation of accessible ramps which may include "stopgap.ca" initiatives or other accessibility features that will lead to the elimination of the barriers for persons with disabilities, which may include improvements to washrooms in restaurants or other establishments as determined by Council and as funding is available from time to time.

3.2.3 Ineligible work:

1. Stucco over original brick
2. Painting brick
3. Awnings that are curved, circular, domed, arched or round
4. Backlit signs or cabinet signs
5. Metal or vinyl siding

3.3 Priority and Weighting of Competing Grant Applications

Applications that most succinctly achieve the goals and objectives of the Plan and Façade Guidelines will be favoured.

Applications that significantly improve the façade will be favoured.

Applications for properties within downtown locations will be given priority, particularly those within the community of Stayner.

Applications for facades that they are highly visible in the community improvement area may be given priority.

Priority may be given to existing commercial businesses and vacant buildings that are being renovated for commercial purposes.

Priority may be given for the restoration of historic buildings in downtown locations.

Applications that include additional works to be implemented by the Owner or Tenant (partial fund of the project) outside of the grant and/or include sweat equity will be preferred.

Applications that include more than one façade element, for example: signage and lighting; or storefront cornices, planters and standard awnings (not curved, circular, domed, arched or round), may be favoured.

Applications that include landscaping to soften or buffer industrial type buildings and outdoor storage to be installed by the owner or tenant may also be preferred.

The addition of outdoor café's where they can be accommodated, that may include locations beside or behind a storefront with landscaping features including trees lite for evening use, is encouraged.

The removal of billboards from the settlement areas is encouraged and may be suitably funded.

3.4 Grant Commitment

To obtain a commitment for a grant, the property owner or tenant must submit a detailed proposal and at least two estimates for consideration, prior to commencement of the improved works.

The grant commitment will lapse if a notice of completion of the improvement works has not been within twelve (12) months of the date of the grant

commitment. An extension of up to four months may be granted by the Council following receipt of a written request by the property owner or tenant explaining the reasons for the extension and providing a new date of completion.

3.5 Letter of Undertaking

The property owner and tenant, where applicable, who receives a grant is required to execute a letter of undertaking which includes terms and condition of the grant.

The grant recipient is required to indemnify the Township against any claims, actions, demands and expenses that are made or brought about against the recipient because of the recipient's failure to exercise reasonable care, skill or diligence in the performance of the improvement.

3.6 Grant Payment

The Town will pay the grant following receipt of a notice of completion of the works, and inspection by the Director of Community Services, or designate and the Chief Building Official, or designate.

4.0 COMMUNITY IMPROVEMENT PROJECT AREA

4.1 Project Area Description

The CIP Project Area includes all the lands within the municipality of the Township of Clearview as identified in Map 1.0. However, priority will be set by the Grant Eligibility Requirements of Section 3 and the CIP Façade Guidelines.

5.0 IMPLEMENTATION

5.1 Administration

This Community Improvement Plan will be administered by the Township of Clearview as part of the implementation of the Township's Strategic Plan efforts and implementation of the Official Plan.

5.2 Official Plan

This Community Improvement Plan has been prepared in accordance with the Community Improvement policies of the Official Plan of the Township of Clearview.

5.3 Monitoring and Amendments

Council will conduct periodic reviews of the activities relating to this CIP to determine their effectiveness. Council may also amend this Plan as necessary to ensure that the goals and objectives outlined in Section 1.4 of this Plan are achieved. Any increase in program financing permitted under Section 28 of the Planning Act will require an amendment to this Plan.