



CLEARVIEW

REPORT TO COUNCIL

Report Number: CS-023-2018

Department: Community Services (Planning & Development)

Meeting Date: April 9, 2018

Subject: Proposed Community Improvement Plan Amendment – Increase funding for signage and associated lighting

RECOMMENDATION:

Be It Resolved, that Council of Township of Clearview hereby:

- 1) Receive report CS-023-2018 from the Director of Community Services regarding a proposed amendment to the Community Improvement Plan for increased funding for signage and associated lighting;
- 2) Authorize staff to hold a public meeting on an amendment to the Community Improvement Plan to consider increasing funding for signage and associated lighting.

BACKGROUND:

On June 26, 2017 Council passed a Community Improvement Plan for the Township of Clearview. That Plan funds façade improvements and landscaping at a rate of 50% up to \$5,000. Last year we received 20 applications and approved 9.

The Province of Ontario, in partnership with the Association of Municipalities Ontario (AMO) to administer the Program, has come forward with funding for a number of municipalities to invest in communities' main street/downtown areas to support small businesses. This program runs similar to gas tax funding whereby there is no application to be made. Treasurers are the administrator of this contract. Municipalities will need to identify the program category, the project(s), anticipated results and estimated cost if Council decides to pass the agreement by-law. The amount of funding for Clearview Township is \$50,164.26.

AMO advises the following:

“The funding can be used to support revitalization efforts related to energy efficiency, accessibility, aesthetics and marketability. There will be two program categories:

1. Implementing priorities under existing Community Improvement Plans (includes grants for renovations, retrofits and structural improvements); and/or,
2. Funding for municipal improvements that will support main street businesses, such as signage, streetscape improvement and marketing plan implementation. Municipalities can fund projects in one or both categories.”

This funding fits perfectly with our Community Improvement Plan.

The Proposal

Your Director recognizes that the CIP Program is still in its early stages. However, one observation is that there is a need for the replacement of façade signs and that for many small business owners, coming up with the funds to do quality signage and associated lighting is out of their financial ability. Therefore, your Director is suggesting that for a limited time, that being as long as the Province funds are available, that the Township use these funds to top up the 50% to 80% funding.

An awning with lettering can cost \$6,000 to \$8,000 plus gooseneck lighting can be \$3,000. Therefore, business owners need to come up with some \$5,000 to take advantage of the program. If the funding were increase to 80% for this, business owners could obtain up to \$8,000 to cover signage and associated lighting worth \$10,000 for a \$2,000 investment. This utilization of Provincial funding may make the difference between many businesses.

COMMENTS AND ANALYSIS:

Provincial Policy Statement (2014)

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; “The proposal is consistent with the Provincial Policy Statement (2014) issued under the Planning Act.

Places to Grow for the Greater Golden Horseshoe (2017)

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.”

County of Simcoe Official Plan

Similar to the Provincial Policies, the policies of the County Official Plan that are at play with this housekeeping amendment are those that relate to economic development such as under Section 1.3 "Goals of the Official Plan" that includes "To further community economic development which promotes employment and business opportunities;".

Clearview Township Official Plan (2001)

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"

The proposal conforms to the Township's Official Plan.

CLEARVIEW STRATEGIC PLAN:

Item 1.8 of the Strategic plan is to "explore and implement Downtown Beautification Measures". This proposal is in line with the Township's Strategic Plan.

COMMUNICATION PLAN:

Public Meeting notice would be advertised in the local newspapers in accordance with the requirements of the Planning Act and by the Township's social media.

FINANCIAL IMPACT:

Other than the public notice expenses, this proposal has no financial impact on the municipality.

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