



Downtown Community Improvement Plan

FOR THE TOWN OF DEEP RIVER

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Version 4.0



J2g Jp2g Consultants Inc.
ENGINEERS · PLANNERS · PROJECT MANAGERS

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1.0 Introduction

The Town of Deep River is located along the Ottawa River and the Trans-Canada Highway, approximately mid-way between North Bay and Ottawa in the County of Renfrew. Deep River has a large geographic area (approximately 51 square kilometers) however the majority of the land to the south of the Town is owned by Atomic Energy of Canada Limited (AECL) and is home to the Chalk River Laboratories. The Town was established in the 1950's as a planned community for the employees at the Chalk River Laboratories and has seen both growth and decline since. According to the 2016 Census, the Town of Deep River has a population of approximately 4,100.

1.1 Background

The Town of Deep River, with assistance and guidance from Jp2g Consultants Inc., have prepared a Community Improvement Plan (CIP) for the Town of Deep River. A Community Improvement Plan is a tool used by municipalities to stimulate private investment into an area by offering financial incentives and directing funds towards the defined area.

1.2 Project Area

The Community Improvement Project Area (CIPA) is delineated on Schedule 'A' to By-law No. 39-2020 and is included below as Figure 1.



FIGURE 1: COMMUNITY IMPROVEMENT PROJECT AREA BOUNDARY

1.3 Purpose of the Plan

The purpose of this Plan is to establish a framework which provides financial incentives to develop, redevelop, and revitalize properties to stimulate private investment into the Town.

1.4 Goals and Objectives

The following goals and objectives of the Downtown CIP build on the goals of the Town's Official Plan:

- > **Goal:** Improve the visual and functional aspects of the downtown.
 - > **Objective:** To improve the building façades and signage through façade and signage improvement grant programs.
 - > **Objective:** To repair the sidewalks and replace the existing canopies which are dated and in need of replacement.
 - > **Objective:** To update the streetscape of the major downtown streets by providing amenities such as furnishings and waste receptacles and by adding landscaping such as shade trees and planter boxes.

- > **Goal:** Promote the safety of pedestrians and cyclists within the downtown.
 - > **Objective:** To repair the cracking sidewalks.
 - > **Objective:** To improve existing pedestrian and cyclist street crossing and identify opportunities for future crossings.
 - > **Objective:** To provide additional bicycle parking/hub and look for opportunities to improve cyclist safety within the downtown core.

- > **Goal:** Promote a favorable climate to encourage private investment for the revitalization, redevelopment, and improvement of the downtown.
 - > **Objective:** To offer incentive programs which will be utilized by private landowners and tenants.
 - > **Objective:** To encourage private investment into private property by investing in the publicly owned lands.

2.0 Legislative Authority and Policy Basis

2.1 Planning Act

Section 28 of the Planning Act provides the legislative basis for a Municipality to pass a by-law designating a community improvement project area to allow for the preparation of a Community Improvement Plan. Section 28(2) gives the Council of the Town of Deep River the legislative authority to

Section 28(1) of the Planning Act defines community improvement as:

“the planning or replanning, design or redesign, resubdivision, 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 therefor, as may be appropriate or necessary”

Once a CIP comes into effect, the municipality may:

- > Acquire land, hold land acquired, clear, grade or otherwise prepare land for the purpose of community improvement;
- > Construct, repair, rehabilitate or improve buildings on land acquired or held by it in the project area in conformity with the community improvement plan;
- > Sell, lease, or otherwise dispose of any land acquired or held by it in conformity with the Community Improvement Plan; and
- > Make grants or loans in conformity with the community improvement plan for the purpose of carrying out the plan to owners or tenants to pay for the whole or part of the eligible costs of the Community Improvement Plan.

2.2 Municipal Act

Section 106(1) prohibits municipalities from directly or indirectly assisting any manufacturing business or other industrial or commercial enterprise through the granting of bonuses for that purpose. Section 106(2) specifies that the municipality shall not grant assistance by,

- > giving or lending any property of the municipality, including money;
- > guaranteeing borrowing;
- > leasing or selling any property of the municipality at below fair market value; or
- > giving a total or partial exemption from any levy, charge, or fee.

However, Section 106(3) provides an exception to subsection (2) where a municipality may exercise powers under Section 28(6), (7) or (7.2) of the Planning Act or Section 365.1 of the Municipal Act. This exception provides the municipality

with the power and tools for community improvement, including tools relating to the remediation and redevelopment of brownfield properties.

2.3 County of Renfrew Official Plan

The Community Improvement policies of the County of Renfrew Official Plan apply to the Town of Deep River in addition to the policies of the local Official Plan. This Plan has been developed in accordance with the relevant policies of the County of Renfrew Official Plan.

2.4 Town of Deep River Official Plan

The Town of Deep River Official Plan provides the enabling policies under Section 28 of the Planning Act which allows the municipality to prepare or provide for the preparation of a community improvement plan. This Plan has been developed in accordance with the relevant policies of the Town of Deep River Official Plan.

2.5 Deep River Downtown CIP Background Report

The Deep River Downtown CIP Background Report provided a background review of the legislation regarding Community Improvement Plans and conducted consultation with the public, businesses, the Town and Council. The background report looked to identify the needs within the downtown and made recommendations for financial incentive programs and municipal leadership strategies based on the identified needs for this Community Improvement Plan.

The Background Report was presented to Council on January 27, 2020 and Council provided direction to proceed with the preparation of the Downtown Community Improvement Plan.

3.0 Stakeholder Consultation

In order to gain a comprehensive understanding of the downtown and its needs, input from the public, business owners and tenants, Town Staff, and Council was gathered through the use of various research methods. The consultation period occurred from mid-October to mid-December. The following tools were used to gather input:

- > Online public survey;
- > Business and property owner and tenant survey;
- > Socially distance in-person and phone interviews with Council members; and
- > Interviews with Town Staff.

The results of this consultation are summarized in the Background Report, dated January 20, 2021. The input received was used to inform this Community Improvement Plan by identifying the needs of the downtown to provide assistance to private property owners and outline initiatives to be undertaken by Council to improve the public land within the Downtown Area.

4.0 Municipal Leadership Strategy

4.1 Overview

The Municipal Leadership Strategy is a key component of a Community improvement Plan; it demonstrates the Municipality's leadership and illustrates the Town's commitment to improving the municipality. A municipal leadership strategy identifies a series of initiatives that Council and the Town intend to undertake to revitalize areas that have been identified as needing improvement. Municipal investment is an integral part of encouraging private landowners to invest in their property and shows the private landowners that there is a commitment to improving the area.

This section identifies opportunities for the Town to improve areas that were determined to be areas of improvement within the downtown area. These opportunities were largely based on results of the stakeholder consultation that occurred while preparing the background information report, and Town and Council's interests. Timelines for implementation of the various strategies have been provided, based on interest and urgency, however it is at the sole discretion of the Town on how and when to engage these strategies.

4.2 Municipal Leadership Programs

4.2.1 Streetscaping Strategy

PRIORITY/TIMING: High Priority (Immediate)

DESCRIPTION:

The Town may undertake the preparation of a Streetscaping Strategy for the downtown area. Various improvements to the streetscape were identified as priority issues in the Downtown CIP Background Report (i.e. canopy re-development, sidewalk improvements, street furnishings). This Plan encourages the preparation of a Streetscaping Strategy prior to undertaking these improvements as to provide a guide for the improvements to follow that will result in a cohesive and unified downtown streetscape.

DETAILS:

The Streetscaping Strategy would outline a vision for the streets within the downtown core area and act as a guide for the revitalization of the downtown streetscape. The intent of the Strategy is to provide a vision of the future of the downtown core and offer guiding policies to reaching that vision. A key aspect of the Streetscaping Strategy will be concept renderings of the envisioned revitalized streetscape. The Strategy should include concept renderings of options for the Town-owned canopies. The Strategy may also address the following elements:

- Pedestrian and cyclist safety (e.g. improved crossings and sidewalks, bike lanes)
- Street furnishings (e.g. benches, garbage receptacles, lighting)
- Vegetation (i.e. canopy trees, planter boxes, landscaping)
- Wayfinding (e.g. signage, information boards, Town map)
- Accessibility
- Development/re-development of town-owned lands
- Other elements the Town feels essential to the revitalization of the downtown

The Town may also decide to include building façade renderings in the Streetscape Strategy.

The Streetscape Strategy will provide the basis for the revitalization of the various aspects of the downtown area including, but not limited to: the town-owned canopies, sidewalks, parking, and roadway. The Strategy may also provide preliminary cost estimates for the various elements slated for revitalization. Streetscape Design Guidelines, if established, should be consistent with the vision of the revitalized downtown area. The Town should ensure that they have the County of Renfrew’s support if including Deep River Road and Ridge Road in the Strategy.

4.2.2 Canopy and Sidewalk Improvement Program

PRIORITY/TIMING: High Priority (Immediate)

DESCRIPTION:

The Town may undertake the revitalization of the Town-owned canopies and sidewalks to improve the overall appearance of the downtown area and act as encouragement for private property improvements. The concept renderings prepared as part of the Streetscaping Strategy should be used as a basis for the canopy redevelopment.

DETAILS:

The canopies and sidewalks were two elements identified during public consultation as being high priority for improvement. The concept renderings from the Streetscaping Strategy should be used to determine the appearance of the new canopies and should be consistent with the vision of the downtown area. The final design should be brought to Council for approval. Canopy improvements and sidewalk improvements should occur concurrently due to the canopy posts being encased in the sidewalk.

4.2.3 Gateway and Wayfinding Improvement Program

PRIORITY/TIMING: Medium Priority

DESCRIPTION:

Highway 17 runs through a section of Deep River however, it bypasses the downtown area. The Town of Deep River and the downtown area would benefit from signage along the Highway, specifically at the intersection of Highway 17 and Deep River Road where the Town owns lands. The gateway feature should be designed to reflect the values of Town of Deep River and encourage passersby to explore the downtown core.

DETAILS:

Signage along the highway to draw in highway drivers was a high priority item during the consultation process. The Town owns a piece of property (the water tower property) at the intersection of Highway 17 and Deep River Road. The Town will need to work with the Ministry of Transportation Ontario (MTO) to address any signage issues. Additional signage along the highway corridor may also be considered by the Town.

4.2.4 Streetscape Design Guidelines

PRIORITY/TIMING: High/Medium Priority

DESCRIPTION:

The Town may choose to undertake the preparation of Streetscape Design Guidelines to guide the revitalization of the downtown in a way that sees revitalization occur in a cohesive and unified way. The Plan supports the establishment of Streetscape Design Guidelines to guide revitalization in a way which is consistent with the vision of the Town and cohesive to the other properties within the downtown area.

DETAILS:

Cohesiveness and unity of the appearance of the downtown were both items mentioned during the consultation process as needing improvement. The Town may choose to undertake the preparation of Streetscape Design Guidelines together with the Streetscaping Strategy, or separately; however, the documents should be consistent with one another. Having Urban Design Guidelines may also be beneficial during the concept renderings of the downtown area as part of the Streetscaping Strategy to give examples of how the design guidelines would appear as implemented. The Streetscape Design Guidelines could address, but is not limited to:

- Building façades;
- Accessibility;
- Street furnishings;

- Signage;
- Landscaping; and
- Canopies.

The Streetscape Design Guidelines may also be useful for the Review Team when determining if applications fit the intent of this Plan and the downtown area as a whole.

4.2.5 In-ground Infrastructure Replacement Program

PRIORITY/TIMING: Medium Priority (On-going)

DESCRIPTION:

The Town may benefit from choosing to undertake infrastructure improvements during the course of street revitalizations, especially if the redevelopment will require the redevelopment of roads. This would also help for the replacement of this infrastructure to be staggered over a period of time.

DETAILS:

The in-ground infrastructure within the downtown area is reaching its end-of-life and as such, will need to be replaced in the near future. If there are municipal projects, including those that are part of this Plan, the Town should consider the feasibility of replacing the in-ground infrastructure concurrent to these improvement works. Any works done on Deep River Road and Ridge Road will require the approval from the appropriate authority at the County of Renfrew.

5.0 CIP Financial Incentive Programs

5.1 Overview

This Plan offers a comprehensive suite of financial incentive programs which are intended to stimulate private investment into the downtown area by providing assistance with the costs of certain kinds of property improvements.

The *Planning Act* provides the legislative basis to allow the Town to offer financial incentives, in the form of grants or loans, to assist with the cost of eligible community improvement works to achieve the community improvement goals. The Town's Official Plan provides the enabling policies which allowed for the preparation of this Plan.

All programs are subject to funding allocated by Town Council on an annual basis.

5.2 General Eligibility

This subsection outlines the requirements for a property to be eligible for any of the financial incentive programs listed below. In addition to the individual requirements of each program, all applications must meet the following criteria:

- a) An application for any financial incentive program contained in the CIP must be submitted to the Town prior to the commencement of any works to which the financial incentive program applies and prior to an application for a building permit;
- b) If the applicant is not the owner of the property (e.g. tenant), the applicant must provide written consent from the owner of the property to make the application;
- c) An application for any financial incentive program contained in the CIP must include plans, estimates, contracts, reports, and other details, as required by the Review Team, to satisfy the Town with respect to projected costs and conformity to the CIP, as well as all municipal by-laws, policies, procedures, stands and guidelines, including the Official Plan, Zoning By-law, and Site Plan requirements and approvals;
- d) The Review Team will review applications and supporting materials for CIP programs. The Team will evaluate applications against program eligibility requirements and make a recommendation to Town Council. The application is subject to approval by the Town's Council;

- e) As a condition of application approval, the applicant may be required to enter into an agreement with the Town. The Agreement will specify the terms, duration, and default provisions of the incentive to be provided;
- f) To be considered eligible, any community improvement works must be on a property located within the community improvement project area, as indicated on Schedule 'A' to By-law 39-2020.
- g) Where other sources of government and/or non-profit organization funding (Federal, Provincial, etc.) that can be applied against the eligible costs are anticipated or have been secured, these must be declared as part of the application. Accordingly, the grant may be reduced on a pro-rated basis;
- h) The Town reserves the right to audit the cost of any and all improvement works that have been approved under any of the financial incentive programs, at the expense of the applicant;
- i) The Town is not responsible for any costs incurred by an applicant in relation to any of the programs, including and without limitation, costs incurred in anticipation of a tax incentive and/or grant payment;
- j) If the applicant is in default of any of the general or program specific requirements, or any other requirements of the Town, the Town may delay reduce or cancel the approved tax incentive and/or grant payment and require repayment of the approved tax incentive and/or grant;
- k) The Town may discontinue any of the programs contained in the Downtown CIP at any time, but applicants with approved tax incentive and/or grant payments will still receive said payment, subject to meeting the general and program specific requirements;
- l) Town staff, officials, and/or agents of the Town may inspect any property that is the subject of an application for any of the financial incentive programs offered by the Town;
- m) Eligible applicants can apply for one, more, or all of the incentive programs contained in the CIP, with the exception of the Tax Increase Grant which cannot be combined with any other grant in this plan. No two programs may be used to pay for the same eligible cost, also, the total of all tax incentives and grants provided in respect of the subject property for which an applicant is making application under the programs contained in the CIP shall not exceed the eligible cost of the improvement works to the property;

- n) The subject property shall not be in arrears of any municipal taxes, area rates or other charges;
- o) All expenses that are eligible for the incentive programs contained herein, must be paid in full and the amount of the incentive will be reimbursed as a grant to the applicant. Grants will only be paid out when the work has been completed and paid invoices are submitted to the Town;
- p) Applications may be circulated to any internal municipal organizations for review and comment;
- q) Outstanding work orders from the Town's Fire Department or the Building Department must be addressed prior to grant approval; and
- r) Application for financial incentives shall be in accordance with the eligibility criteria indicated for each individual incentive program (Sections 5.4–5.9) as well as the general policies and requirements for submitting applications as outlined in Section 7.0 of this Plan.

5.3 Summary of Financial Incentive Programs

The following is a summary of the incentive programs offered by the Town of Deep River:

1. **Facade Improvement Grant Program** (Up to a maximum of 50% of eligible costs up to a maximum grant of \$10,000);
2. **Signage Improvement Grant Program** (Up to a maximum of 50% of eligible costs up to a maximum grant of \$2,500);
3. **Building Improvement/Energy Efficiency Grant Program** (Up to a maximum of 50% of eligible costs up to a maximum grant of \$5,000);
4. **Accessibility Improvement Grant Program** (Up to a maximum of 50% of eligible costs up to a maximum grant of \$2,500);
5. **Tax Increase Grant Program** (Up to a maximum of 50% of eligible costs up to a maximum of \$4,000 per year, for a maximum of five (5) years); and
6. **Municipal Application/Permit Fees Grant Program** (Up to a maximum of 100% of eligible costs up to a maximum grant of \$1,500).

5.4 Façade Improvement Grant Program

Purpose

To incentivize private investment into the façades of the existing downtown commercial buildings within the CIPA.

Grant Program:

Matching grant of up to a maximum of 50% of eligible costs up to a maximum grant of \$10,000, whichever is less, per commercial unit.

This grant will be dispersed as follows:

- 100% on Final Completion

Eligible Costs:

The following list of eligible costs only apply to the front or exterior façades that front on a public street, or a façade which has the primary entry of a commercial business:

- Repair, replacement, or restoration of façade masonry, brickwork, and/or cladding, including exterior painting;
- Repair, replacement, or restoration of windows, doors, eaves, and/or other significant architectural detailing;
- Repair, replacement, or installation of awnings and canopies;
- Repair, replacement, or installation of exterior lighting;
- Street furniture related to the façade;
- Painting or installation of murals or similar wall art (side facades only);
- Modifications to the entrance way;
- Any other improvement works as approved by the Town; or
- Any combination of the above.

Additional Details:

All General Eligibility requirements outlined in Section 6.2 apply.

Applicants must submit design drawings, architectural/engineering plans, and a work plan indicating proposed improvements, and a cost estimate for the improvement works.

The grant will be paid based on the actual cost of the improvement works, up to the amount approved in the application.

5.5 Signage Improvement Grant Program

Purpose

To promote the improvement of the signage within the downtown community improvement project area.

Grant Program:

Matching grant of up to a maximum of 50% of eligible costs up to a maximum grant of \$2,500, whichever is less, per commercial unit.

This grant will be dispersed as follows:

- 100% on Final Completion

Eligible Costs:

Improvements to, or new, building and/or free-standing signage, including:

- Graphic Design of signage;
- Sign materials and/or construction;
- Sign lighting;
- Any other signage-related improvement works as approved by the Town; or
- Any combination of the above.

Additional Details:

All General Eligibility requirements outlined in Section 6.2 apply.

May apply to multiple signs, up to the maximum allotted.

Applicants must submit design drawing indicating the proposed signage improvement works and include a cost estimate for the improvement works.

The grant will be paid based on the actual cost of the improvement works, up to the amount approved in the application.

5.6 Building Improvement/Energy Efficiency Grant Program

Purpose

To assist with improving the existing buildings within the downtown CIP project area and improve energy efficiency.

Grant Program:

Energy Efficiency Grant: up to 50% of eligible costs up to a maximum grant of \$5,000, whichever is less, per commercial unit.

Building Improvement Grant: up to 50% of eligible costs up to a maximum grant of \$5,000, whichever is less, per commercial unit.

These grants will be dispersed as follows:

- 100% on Final Completion

Eligible Costs:

Eligible costs for the Energy Efficiency Grant:

- Replacement of existing heating systems, central air-conditioning systems, and/or hot water systems with recognized energy efficient systems (e.g. ENERGY STAR® systems);
- Insulation upgrades to attics, exterior walls, exposed floors, basements, and crawl spaces;
- Replacement of doors, windows, and/or skylights with ENERGY STAR® models;
- installation of small-scale renewable energy generation systems which are not subject to approval under the Green Energy Act, as determined by the Ministry of Energy;
- Any other related improvement works as approved by the Town; or
- Any combination of the above.

Eligible costs for the Building Improvement Grant:

- Structural repairs to walls, ceilings, floors and/or foundations;
- Repair, or replacement of roof or roofline;
- Installation/upgrading of fire protection systems;
- Other similar improvement works related to health and safety issues, as approved by the Town.

Additional Details:

All General Eligibility requirements outlined in Section 6.2 apply.

Applicants must submit design drawings, architectural/engineering plans, and a work plan indicating proposed improvements, and a cost estimate for the improvement works.

The grant will be paid based on the actual cost of the improvement works, up to the amount approved in the application.

Improvements to doors and windows which are shown by the Applicant to improve energy efficiency will not be eligible for this grant if the applicant has also applied for a façade improvement grant for the replacement of doors and windows.

With regard to an application for a grant for energy efficiency improvements, the Applicant will be required to demonstrate that the improvement results in a significant improvement (i.e. 15%) to the energy efficiency of the building or unit.

5.7 Accessibility Improvement Grant Program

Purpose

To promote the undertaking of accessibility improvements within the downtown core.

Grant Program:

Matching grant of up to a maximum of 50% of eligible costs up to a maximum grant of \$2,500, whichever is less, per commercial unit.

This grant will be dispersed as follows:

- 100% on Final Completion

Eligible Costs:

Accessibility improvements including:

- Installation of wheelchair and mobility device ramps;
- Installation of automatic doors;
- Widening of entryways;
- Installation of accessibility improvements external to the building;
- Levelling or repair of pathways, accesses, and/or stairs;
- Any other accessibility-related improvement works as approved by the Town; or
- Any combination of the above.

Additional Details:

All General Eligibility requirements outlined in Section 6.2 apply.

Applicants must submit design drawings, architectural/engineering plans, and a work plan indicating proposed improvements, and a cost estimate for the improvement works.

The grant will be paid based on the actual cost of the improvement works, up to the amount approved in the application.

Accessibility improvements shall be above and beyond the requirements of the Ontario Building Code, as applicable to the property.

5.8 Tax Increase Grant Program

Purpose

To stimulate private investment into the downtown CIPA and promote the undertaking of building improvements.

Grant Program:

The total amount of the grant provided will not exceed the value of the work that resulted in the reassessment.

This grant excludes the education and County portions of the tax bill. The Town is only able to rebate the municipal portion of the tax bill.

The Grant will cover up to 50% of the municipal portion of the tax increase up to \$4,000 per year, for a period of up to five (5) years.

This grant will be dispersed as follows:

- 100% after payment of taxes, once the property has been reassessed by MPAC, following completion of the CIP project

The Town will collect the full amount of the property taxes owed by each of the years of the programs applicability and will issue the grant to the approved applicant after final tax bills for each year have been collected. If the tax bill is not paid in full, the Town will cancel all future grants and collect past grants made as part of this program.

Eligible Costs:

Any improvements to properties, commercial units, and/or buildings in the CIP project area which meets the goals and objectives of the CIP.

Additional Details:

All General Eligibility requirements outlined in Section 6.2 apply.

Minimum increase in assessment: \$25,000, directly related to a building permit for CIP improvements.

5.9 Municipal Application/Permit Fees Grant Program

Purpose

To stimulate private investment into the private lands by helping to cover the costs of the municipal fees related to projects undertaken under the CIP.

Grant Program:

Building Permit Fee: up to 50% of building permit fees, up to a maximum grant of \$1,500.

Planning Approvals Fee: up to 100% of planning approval fees, up to a maximum grant of \$1,500.

This grant will be dispersed as follows:

- 100% on Final Completion

Eligible Costs:

This grant applies to:

- Building permit fees for improvements related to a CIP improvement; and
- Planning approval fees for improvements related to CIP improvement works (e.g. minor variance)).

Additional Details:

All General Eligibility requirements outlined in Section 6.2 apply.



6.0 Implementation

6.1 Interpretation

This Plan is to be read and interpreted in its entirety. The CIP should also be read in conjunction with the Community Improvement Project Area By-law No. 39-2020 and Schedule 'A' to the By-law and the *Planning Act*. Additionally, the interpretation of the CIP is at the sole discretion of Council, in consultation with Town staff.

6.2 Implementation Period

It is anticipated that the Downtown Community Improvement Plan will be implemented over a 10-year period from 2021 to 2030. However, Council may choose to extend the implementation period as deemed necessary and as funds permit.

Once Council is satisfied that the CIP has reach it's intended goal, Council may then choose to repeal the community improvement project area by-law and render the plan obsolete.

6.3 Administration of the CIP

A person, and/or team, should be appointed to administrate the financial incentive programs of the Downtown Community Improvement Plan. The Plan Administrator and/or Review Team will be in charge of administering Sections 5.0 and 7.0 of the Downtown CIP. They would be in charge of attending the pre-consultation meetings, reviewing the applications in accordance with the general and program specific eligibility requirements, and implementing the financial incentives in accordance with Section 7.0.

The Municipal Leader Strategy set out in Section 4.0 will be implemented by Town Staff, in consultation with Council and the Review Team and/or Plan Administrator. Execution of the initiatives, programs and plans will be contingent upon available funding and time of the Municipality as well as Council's approval. Council will establish an annual budget for the Strategies, in consultation with the recommended implementation timelines set out in Section 4.0.

The Approval Authority, by default, will be Council making decisions on the financial incentive applications. Council may choose to delegate this authority to a committee of its choosing by by-law in consideration of recommendation by Staff. The Plan Administrator may be included as a member of this committee.

6.4 Budget and Financial Implications

The Downtown Community Improvement Plan will be funded by an annual budget established by Council for the Financial Incentive Programs listed in Section 5.0, with the exception of the Tax Increase Rebate Program. Funding for the financial incentive programs will be allocated on a first come, first serve basis, as funds permit. However, if the allocated funds have been expended before the end of the year, Council may, at their sole discretion, choose to add additional funds to the budget.

The Municipal Leadership Strategy outlined in Section 4.0 will be included in the annual budget for the year(s) that they are intended to be carried out, as recommended in Section 4.0.

The Town is encouraged to explore external funding opportunities where possible to support the incentive programs, including Provincial funding sources such as the Rural Economic Development (RED) Grant.

6.5 Marketing the CIP

For the Downtown CIP to be successful, it is important that the Plan has the support and buy-in of the downtown property owners and tenants as well as the entire community. The community and stakeholders also need to be kept up to date with any changes to the Plan, what is occurring as a result of the Plan, and given a chance to interact with CIP projects, namely Municipal initiatives. At the discretion of Town Staff and Council, it may be decided to complete the following activities on an on-going basis to market and promote the Plan:

- > **Municipal Leadership Strategy:** The Town may choose to advertise any of the programs, initiatives and projects that will be undertaken as part of the Community Improvement Plan. For some project, such as the Streetscaping Plan, there is an opportunity to involve the community in the design and decision-making.
- > **Brochure:** To provide business and property owners and tenants, the Town may choose to create a brochure, or newsletter, providing a brief overview of each program and the process. These brochures could be sent out to the businesses and property owners as well as available at Town Hall.
- > **Webpage:** A webpage, which contains the Downtown Community Improvement Plan and Application Form, is strongly recommended. The webpage could also contain information about on-going projects and show projects that have been completed as a result of the Downtown CIP. It is also recommended to advertise the Plan on the Town's social media pages.

- > **Project Advertising:** The Town may choose to implement an advertising program where recipients of a financial incentive program where the work has been completed may be given a sign or decal and asked to post it in the window of their business advertising the improvements as a CIP funded project. An example of potential wording is “another project brought to you by the Downtown Community Improvement Plan”.

6.6 Monitoring the CIP

An integral part of ensuring the Downtown CIP is effective, is monitoring the Plan. The monitoring program proactively tracks the progress and collecting the data received as part of the applications. As part of tracking the process and effectiveness of the CIP, data collection will include, but is not limited to:

- Approved applications;
- Unapproved applications and the reason(s);
- Value of the project;
- Grant(s) applied for;
- Value of the increase in municipal property assessment; and
- Applicant feedback.

The results of the data collection will be summarized in an Annual Report prepared by the Review Team in order to assess the effectiveness of the programs and identify any changes that would improve the efficacy of the Plan. The finalized Report should then be provided to Council and any recommended amendments brought forward.

Another aspect of the monitoring will be establishing a baseline for items such as streetscaping features (i.e. shade trees, planter boxes, benches, bicycle parking), vacancies, and employment statistics. These baseline characteristics should be compared with updated list of items in the Annual Report.

The individual financial incentive programs listed in Section 5.0 can be activated, deactivated, or discontinued by Council at any point, without amendment to this Plan. Any new incentives will require a formal amendment to this Plan in accordance with Section 28 of the *Planning Act*.

6.7 Glossary

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

Administrator or **Plan Administrator** means the Town Staff member(s) and/or designated Council Member(s) who are primarily responsible for ensuring that the responsibilities of the Plan Administrator, as set out in this Plan, are fulfilled.

Applicant means, unless otherwise indicated, a registered property owner, assessed property owner, or property/commercial unit tenant, 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 Plan.

Approval Authority means the body responsible for approving or denying the financial incentive applications. By default, the approval authority for the Downtown Community Improvement Plan is Council, However, Council may designate an approval authority in accordance with the policies of this Plan.

Commercial means land used predominately for the buying and selling of good and services.

Council means the Council of the Corporation of the Town of Deep River.

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 as defined in accordance with its definition under Section 28 of the *Planning Act*.

Community Improvement Project Area, unless otherwise specified, is as defined in accordance with its definition under Section 28 of the *Planning Act*.

Community Improvement Works means activities undertaken in accordance with the policies of this Plan, including activities that may be funded by the financial incentives of Section 5.0 or activities undertaken as part of the Municipal Leadership Strategy outlined in Section 4.0.

Eligible Applicant means an applicant (as defined above) who meets all of the general and program specific requirements of the Financial Incentive Programs and prepares a and submits an application for a grant that is in accordance with the specific requirements of the program, as outlined in this Plan. The Downtown Community Improvement Plan Review Team reserve the right to determine whether or not an applicant is eligible for the Financial Incentive Programs. Eligible Applicants may also be referred to as “eligible property owners” throughout this Plan.

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

Plan or this Plan means the Deep River Downtown Community Improvement Plan, unless otherwise specified.

Review Team means the Downtown Community Improvement Plan Review Team, which is the body of person(s) designated to administer and monitor the Community Improvement Plan and its Financial Incentive Programs. The Review Team consists of several staff members of the Corporation of the Town of Deep River. Council may choose to delegate the authority to approve financial incentive applications to the Review Team. See also the definition for Administrator.

Town means the Corporation of the Town of Deep River.

7.0 Application Process

This Section outlines the application process and provides a detailed framework for how the applications will be submitted, reviewed, and implemented. This Section should be read in conjunction with Sections 5.2 and 5.4–5.9 regarding general and program-specific requirements and eligibility criteria. Council may choose to alter the application process without amending this Plan.

STEP 1: PRE-APPLICATION CONSULTATION & APPLICATION SUBMISSION

1. Applicants must schedule and attend a pre-consultation meeting with the Review Team and/or Plan Administrator to discuss and confirm the application requirements, program requirements, etc.
2. The submission will need to include a complete application. A complete application includes all required application forms, and any supporting documentation that was deemed to be required as a result of the pre-consultation meeting.
3. Once all the required forms and documents are received a preliminary screening of the application will be undertaken by the Review Team to determine if the application is complete.
4. Based on the findings of the preliminary review, the Review Team may choose to make a site visit. The applicant will be informed of an approximate time for the site visit. The applicant should accompany the inspector, wherever possible.
5. If the application does not meet the application or program requirements, the application will not be accepted, and the applicant will be notified.
6. If the application is accepted, the applicant will be notified, and the application will be entered into the Town's CIP database for financial incentive programs in order to track the application details and keep track of the submitted applications.
7. Acceptance of the application does not guarantee program approval. (Please note that an application for any financial incentive program contained in this Plan must be submitted to the Town prior to the commencement of any works to which the financial incentive program applies and prior to an application for a building permit.)

STEP 2: APPLICATION REVIEW & EVALUATION

1. Once the application has been submitted and accepted, the Review Team will evaluate the application based on the both the general and program-specific eligibility requirements.
2. Based on the application and the results of the preliminary review and evaluation against program requirements, a recommendation report will be prepared by the Review Team. The report may recommend approval or refusal of the application.
3. Should the Report recommend approval of the application, a Financial Incentive Program Agreement will be prepared by the Review Team. The Financial Incentive

Program Agreement will then be forwarded to the applicant to be signed and dated, if applicable.

4. Once the signed Agreement has been returned to the Town, the application, recommendation report, and signed agreement should be sent to the Plan Administrator to initiate the approval process.
5. Should an agreement be forwarded to the applicant for signature, the Review Team does not guarantee program approval.

STEP 3: APPLICATION APPROVAL

1. If the Review Team has not recommended approval, then the applicant can choose to have Council reconsider the application. If the applicant does choose the application to be reconsidered, a report will be prepared for Council's reconsideration of the application.
2. If the Review Team has recommended approval, the Financial Incentive Program Agreement will be forwarded on to the Plan Administrator to be approved. The Agreement will then be executed by the signing and dating by Town Officials.
3. A copy of the signed and dated Agreement will be provided to the applicant.

STEP 4: PAYMENT

1. Once an application has been approved, the Agreement signed and dated, and all required approvals/work permits have been obtained, community improvement works may commence.
2. Payment of the financial incentive, in accordance with the Financial Incentive Program Agreement, will be provided once the approved work has been successfully completed.
3. Upon completion of the improvement works, and prior to the payment of the financial incentive, the applicant shall be required to provide the Review Team with final supporting documentation, including, but not limited to:
 - Photographic evidence of the completed works, satisfactory to the Town;
 - Invoices for the completed improvement works, including total amount paid for eligible works;
 - Proof of payment to contractors; and
 - Any other documentation proving the successful completion of the works.
4. The Review Team and/or the Plan Administrator may undertake a final site visit to ensure that the improvement works have been completed in accordance with the Financial Incentive Program Agreement.

5. Prior to issuing the financial incentive payment, the Review Team and/or the Plan Administrator will ensure that that all program requirements and details of the Agreement have been met.
6. If the applicant defaults on the Agreement, the Plan Administrator will undertake the appropriate action, as specified in the Agreement.
7. Once all requirements of the program and Financial Incentive Agreement have been met to the satisfaction of the Review Team and/or Plan Administrator, the Plan Administrator will administer the payment of the approved grant in accordance with the program requirements and Financial Incentive Program Agreement requirements.

Appendix A

Financial Incentive Program Application Form

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Town of Deep River Downtown Community Improvement Plan Financial Incentive Program Application Form



- Introduction:** The Town of Deep River Downtown Community Improvement Plan (CIP) establishes a strategy for revitalizing and improving the lands within the downtown core of Deep River. The Downtown CIP provides incentive programs for private landowners and tenants.
- Pre-consultation:** It is a requirement of the Downtown CIP to attend a pre-consultation meeting with the Town prior to the submission of an application for the incentive programs. The purpose of the meeting is to confirm the eligibility of the property.
- Authorization:** If the applicant is not the owner of the property, written consent by the owner, authorizing the applicant to apply on their behalf for the property in question, is required to be submitted with the application.
- Plans & Drawings:** All applications for CIP incentive programs must be accompanied by accurate, detailed copies of plans / drawings / renderings showing the proposed improvements for which the application is being made.
- Supporting Information:** Additional information may be required by the Town in order to evaluate the proposed application for CIP incentive programs.
- Application Processing:** Following the mandatory pre-consultation meeting and upon receipt of an application and other information as required, the Review Team will determine if there is sufficient merit in processing the application further including compliance with minimum eligibility requirements outlined in the Downtown CIP.
- Prior to the release of any funds, the Town will require proof of all costs submitted by the applicant.
- Any outstanding charges from the Town (including tax arrears), work orders, and/or orders or requests to comply on any property owned by the Applicant must be satisfactorily addressed prior to application processing and grant payment.
- Copies:** One (1) copy of this application including plans/drawings/renderings and other information as may be specified, shall be required.
- Further Information:** Sean Patterson
CAO/Director of Public Works
Town of Deep River
100 Deep River Road
P.O. Box 400
Deep River, ON K0J 1P0

Applicant Information

1. Applicant Information:

Applicant(s): _____

Company (if applicable): _____

Address: _____

Phone: Home _____ Work _____

Fax _____ Email _____

2. Property Owner Information (if different from the Applicant):

Registered Owner(s): _____

Company (if applicable): _____

Address: _____

Phone: Home _____ Work _____

Fax _____ Email _____

NOTE: Unless requested otherwise, all communication will be sent to the Applicant, if applicable.

3. If known, please describe any encumbrances, charges or other holdings on the property. If none are known, leave blank.

4. Property Description

Municipal Address: _____

Business name: _____

Legal Description: _____

Date the subject land was acquired by the current owner: _____

Existing Use of Land: _____ Date of Construction: _____

Proposed Use of Land: _____

Zoning: _____ Is an amendment required for proposed work? Yes No

Taxes and Outstanding Work Orders:

Current Assessed Value of Property: _____

Is current tax receipt attached? Yes No

Is the property in tax arrears? Yes No

Are there outstanding work orders on the property? Yes No

If "Yes", please describe: _____

**Note: outstanding charges must be satisfactorily addressed prior to the application processing and grant and/or tax deferral payment*

5. Proposed Improvements

Incentive Programs:

Check off the incentive program(s) for which this application applies. Indicate grant amount requested.

	Façade Improvement Grant	I want to apply for a grant of 50% of the construction costs to a maximum of \$10,000 for my façade improvement project.
	Signage Improvement Grant	I want to apply for a grant of 50% of the construction costs to a maximum of \$5,000 for my signage improvement project.
	Building Improvement/Energy Efficiency Grant	I want to apply for a grant of 50% of the construction costs to a maximum of \$5,000 for my building/energy efficiency improvement project.
	Accessibility Improvement Grant	I want to apply for a grant of 50% of the construction costs to a maximum of \$2,500 for my accessibility improvement project.
	Tax Increase Grant	The municipal taxes are anticipated to increase as a result of my project and I want to apply for a grant to cover 50% of the tax increase to a maximum of \$4,000 per year for up to five (5) years.
	Municipal Application/ Permit Fees Rebate	My project requires a building permit and/or planning approval(s) and I want to apply for a rebate on the fees that I will pay (100% of the Town fees up to a maximum of \$2,500 for the Planning Fee Grant and 100% of the Town fees up to a maximum of \$2,500 for Building Permit Fee Grant)

Description of proposed improvements (attached additional sheets if necessary):

Are copies of plans/drawings/renderings showing the proposed improvements attached?

Yes No

6. Eligibility Considerations

Will a building permit be required for the proposed improvements? Yes No

If you answered yes, what is the status of the permit?

Application Submitted Not Submitted Yet Approval Received

Have you applied previously to the Downtown Community Improvement Plan for any grants for this property/business?

Yes No

Have you secured, or do you intend to apply for any other grants for this proposed project?

Yes No

If you answered yes, please list the other grants and the status of your application(s)

7. Project Costs and Timeline

Please Fill out the following chart indicating the items you are applying for and the two quotes you have received (include the dollar amounts without HST). Quotes must be attached to the application upon submission. You must apply before completing the work.

Item	Quote 1	Quote 2
Total:		

8. Construction/Project Schedule

Estimated start of construction/improvement project: _____

Estimated completion of construction/improvement project: _____

SIGNATURE OF APPLICANT

I/we _____ of the _____(municipality),
County of _____ declare that all the statements
contained in this application are true, and I/we declare that, if the owner is a corporation or
partnership, I/we have the authority to bind the corporation or partnership.

Date

Signature of Applicant

If the applicant is not the registered property owner, the property owner must also sign this
application:

Date

Signature of Property Owner

Appendix B

CIP Application Review Form

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CIP Application Review Form

Deep River Downtown Community Improvement Plan

This CIP is not intended to fund all improvement project, but rather improvement projects which are deemed eligible and most aligned with the goals and objectives of the Plan as well as the priorities of the Municipality. This CIP Review Form is intended to guide the Review Team and/or Plan Administrator through the application review process and help applicants better understand the criteria on which their project proposals will be evaluated on. The purpose of this form is not to be a “pass/fail” review process but rather provide a consistent and transparent way to evaluate the applications based on a specified set of criteria. However, the Review Team and/or Plan Administrator may exercise full discretion in the assessment and decision of any application submitted under the Downtown CIP.

Instructions

1. This Form should only be completed once the Deep River Downtown Community Improvement Plan has been read in its entirety.
2. This Form should be completed by each member of the Review Team and/or the Plan Administrator prior to any discussions regarding a Downtown CIP application.
3. The relevant sections of this Form should be completed and the level of compliance with the general eligibility criteria, program specific criteria, and general goals and objectives of the CIP indicated as follows:
C = Compliant
PC = Partially Compliant
NC = Not Compliant
NA = Not Applicable
4. A comment section has been provided beside each criterion in this Form to allow for the reviewer to provide any comments, concerns, or other explanation, as considered necessary.
5. The completed Form is intended to be made available to the applicant so that they may be provided with helpful and relevant feedback to understand the review and decision-making process.

Project Information

Applicant: _____

Property Location: _____

Description of Proposal: _____

Program(s) Applied for (Check all that apply):

- () Façade Improvement Grant Program
- () Signage Improvement Grant Program
- () Building Improvement/ Energy Efficiency Grant Program
- () Accessibility Improvement Grant Program
- () Tax Increase Grant Program
- () Municipal Application/Permit Fees Grant Program

Form Completed by: _____

Guiding Goals & Objectives

Goal	C	PC	NC	NA	Comments
Improve the visual and functional aspects of the downtown					
Improve the building façades and signage through façade and signage improvement grant programs					
Repair the sidewalks and replace the existing canopies which are dated and in need of replacement					
Update the streetscape of the major downtown streets by providing amenities such as furnishings and waste receptacles and by adding landscaping such as shade trees and planter boxes					
Promote the safety of pedestrians and cyclists within the downtown					
Repair the cracking sidewalks					
Improve existing pedestrian and cyclist street crossing and identify opportunities for future crossings					
Provide additional bicycle parking and look for opportunities to improve cyclist safety within the downtown core					

Goal	C	PC	NC	NA	Comments
Promote a favorable climate to encourage private investment for the revitalization, redevelopment, and improvement of the downtown					
Offer incentive programs which will be utilized by private landowners and tenants					
Encourage private investment into private property by investing in the publicly owned lands					

General Review

Criteria	C	PC	NC	NA	Summary
Is the proposed project located within the community improvement project area?					
Is the proposed improvement works considered eligible for the program applied for?					
Does the application include all required supporting documentation?					
Does the project meet the specific program criteria?					
If more than one grant applied for, are they eligible to be combined?					
Does the project contribute to the improvement of the downtown?					
Is the project feasible?					
How much funding has been obtained for the project from other public sources or programs?					

Additional Comments:

Appendix C

Financial Incentive Program Agreement

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Town of Deep River Community Improvement Plan
Financial Incentive Program Agreement

Registered Property Owner(s): _____

Applicant (if not the Owner): _____

Authorized Agent (if not the Owner): _____

Property Address: _____

Legal Description of the Property: _____

Roll Number of the Property: _____

Telephone Number: _____

Financial Incentive Application
File Number: _____

Date of Application Approval: _____

Anticipated Commencement Date
of Community Improvement Works: _____

Anticipated Completion Date of
Community Improvement Works: _____

Downtown CIP Financial Incentive Programs

Check all that apply:

Façade Improvement Grant \$ _____

Signage Improvement Grant \$ _____

Building Improvement/Energy Efficiency Grant \$ _____

Accessibility Improvement Grant \$ _____

Tax Increase Deferral Grant \$ _____

Municipal Application/Permit Fees Rebate \$ _____

Total Grants: \$ _____

Grant Period:

Provided on a one-time basis upon the successful completion of the improvement works, to the satisfaction of the Town;

OR

Number of Years: _____ From: _____ to _____.

OR

Other, as approved by the Town’s Review Team in conformity with the Downtown Community Improvement Plan: _____

Grant Payment Schedule (applicable to the Tax Increase Grant)

Check all years that a grant will be provided, as approved by the Review Team and Plan Administrator, and indicate the value of the grant in dollars or as a percentage of the taxes calculated each year:

Year 1: _____

Year 2: _____

Year 3: _____

Year 4: _____

Year 5: _____

Declaration:

1. I/We hereby apply for a grant/rebate, pursuant to the Town of Deep River Downtown Community Improvement Plan (CIP) and have completed and fulfilled the requirements of the Financial Incentive Program Application Form to the Satisfaction of the Town.
2. I/We hereby acknowledge receiving and reviewing this form and attached Schedule “A” and agree to be bound by the General Terms and Conditions of the Financial Incentive Programs therein.
3. I/We hereby acknowledge receiving and reviewing this form and attached Schedule “B” and the Specific Terms and Conditions of the Financial Incentive Programs as contained therein.
4. I/We hereby acknowledge that in the event of default, the rebate, refund, and/or grant is immediately cancelled and any rebate, refund, and/or grant monies previously received by the applicant become immediately due for payment to the Town of Deep River.
5. Any of the following events will be considered default during the grant period:
 - a. Commencement of the approved community improvement works is not undertaken within six (6) months of the signing of this Agreement;
 - b. Completion of the community improvement works are not consistent with the description or information provided by the Applicant on an approved Financial Incentive Program Application Form and by supporting materials, or are not completed to the satisfaction of the Town, as confirmed by the Plan Administrator;

- c. Demolition of the building which was subject to the community improvement works;
 - d. Use of the grant for ineligible costs, or for works which were not specified as part of the project, as indicated by the Applicant on the approved Financial Incentive Program Application Form and supporting documentation;
 - e. Failure of the property owner to pay taxes in any year during the rebate, refund and/or grant period;
 - f. Bankruptcy of the recipient of the rebate refund, and/or grant;
 - g. Transfer of ownership of the subject real estate, (unless, in sole discretion, the Town approves, in writing, a continuance of this grant with the transferee); or
 - h. Conversion, reconstruction or change in use of the subject building in a manner that defeats or contravenes the stated purposes for which this grant was approved by the Review Team and/or Council in accordance with the grant application.
6. Based on the Applicants Acknowledgement and Agreement, the Town of Deep River agrees to advance the above-described grant upon satisfactory proof of the completion of the work, and documentation of paid invoices associated with the community improvement works.
 7. I/We hereby agree that it is in the responsibility of the Applicant to notify the Town of Deep River of any of the following:
 - a. Change in ownership of the property;
 - b. Change in the tenancy of the subject property, where the Applicant is a tenant;
 - c. The completion of the work; or
 - d. Delay in the timing of commencement or completion if the work as stated herein.
 8. I/We hereby agree that this Agreement Form shall be binding upon the parties and their heirs, executors, successors, and assigns.

THIS AGREEMENT shall be binding upon the successors and assigns of the parties hereto.

IN WITNESS WHEREOF the parties have affixed their hands and seals the _____ day of

_____, 20_____.

SIGNED, SEALED AND DELIVERED
In the presence of

) THE TOWN OF
) DEEP RIVER

)

)

)

)

) _____
) Mayor

)

)

) _____
) Clerk

)

) I/We have authority to bind the Corporation
)

) BUSINESS NAME (Print in Full)
)

)

) _____
)

)

) _____
)

) Name:

) Title:

)

)

) _____
)

) Name:

) Title:

)

)

WITNESS

WITNESS

Note: If a Business is a registered Ontario Corporation, a Witness is not required, but under the signing authority the following wording will be required: "I/We have the authority to bind the Corporation" and/or affix the Corporate Seal.

Schedule “A” – General Terms & Conditions of the Financial Incentive Programs

The general and program specific requirements contained in the Downtown CIP are not necessarily exhaustive and the Town reserves the right to include other requirements and conditions as deemed necessary:

- a. An application for any financial incentive program contained in the CIP must be submitted to the Town prior to the commencement of any works to which the financial incentive program applies and prior to an application for a building permit;
- b. If the applicant is not the owner of the property (e.g. tenant), the applicant must provide written consent from the owner of the property to make the application;
- c. An application for any financial incentive program contained in the CIP must include plans, estimates, contracts, reports, and other details, as required by the Review Team, to satisfy the Town with respect to projected costs and conformity to the CIP, as well as all municipal by-laws, policies, procedures, stands and guidelines, including the Official Plan, Zoning By-law, and Site Plan requirements and approvals;
- d. The Review Team will review applications and supporting materials for CIP programs. The Team will evaluate applications against program eligibility requirements and make a recommendation to Town Council. The application is subject to approval by the Town’s Council;
- e. As a condition of application approval, the applicant may be required to enter into an agreement with the Town. The Agreement will specify the terms, duration, and default provisions of the incentive to be provided;
- f. To be considered eligible, any community improvement works must be on a property located within the community improvement project area, as indicated on Schedule ‘A’ to By-law 39-2020.
- g. Where other sources of government and/or non-profit organization funding (Federal, Provincial, etc.) that can be applied against the eligible costs are anticipated or have been secured, these must be declared as part of the application. Accordingly, the grant may be reduced on a pro-rated basis;
- h. The town reserves the right to audit the cost of any and all improvement works that have been approved under any of the financial incentive programs, at the expense of the applicant;
- i. The Town is not responsible for any costs incurred by an applicant in relation to any of the programs, including and without limitation, costs incurred in anticipation of a tax deferral and/or grant payment;
- j. If the applicant is in default of any of the general or program specific requirements, or any other requirements of the Town, the Town may delay reduce or cancel the approved tax deferral and/or grant payment and require repayment of the approved tax deferral and/or grant;

- k. The Town may discontinue any of the programs contained in the Downtown CIP at any time, but applicants with approved tax deferral and/or grant payments will still receive said payment, subject to meeting the general and program specific requirements;
- l. Town staff, officials, and/or agents of the Town may inspect any property that is the subject of an application for any of the financial incentive programs offered by the Town;
- m. Eligible applicants can apply for one, more, or all of the incentive programs contained in the CIP, with the exception of the Tax Increase Deferral Grant which cannot be combined with any other grant in this plan. No two programs may be used to pay for the same eligible cost, also, the total of all tax deferral and grants provided in respect of the subject property for which an applicant is making application under the programs contained in the CIP shall not exceed the eligible cost of the improvement works to the property; and
- n. The subject property shall not be in arrears of any municipal taxes, area rates or other charges;
- o. All expenses that are eligible for the incentive programs contained herein, must be paid in full and the amount of the incentive will be reimbursed as a grant to the applicant. Grants will only be paid out when the work has been completed and paid invoices are submitted to the Town;
- p. Applications may be circulated to any internal municipal organizations for review and comment;
- q. Outstanding work orders from the Town's Fire Department or the Building Department must be addressed prior to grant approval; and
- r. Application for financial incentives shall be in accordance with the eligibility criteria indicated for each individual incentive program as well as the general policies and requirements for submitting applications as outlined in the Downtown CIP.

Schedule “B” – Specific Terms & Conditions of Each Financial Incentive Program

i. Façade Improvement Grant Program

Purpose

To incentivize private investment into the façades of the existing downtown commercial buildings within the CIPA.

Grant Program:

Matching grant of up to a maximum of 50% of eligible costs up to a maximum grant of \$10,000, whichever is less, per commercial unit.

This grant will be dispersed as follows:

- 100% on Final Completion

Eligible Costs:

The following list of eligible costs only apply to the front or exterior façades that front on a public street, or a façade which has the primary entry of a commercial business:

- Repair, replacement, or restoration of façade masonry, brickwork, and/or cladding, including exterior painting;
- Repair, replacement, or restoration of windows, doors, eaves, and/or other significant architectural detailing;
- Repair, replacement, or installation of awnings and canopies;
- Repair, replacement, or installation of exterior lighting;
- Street furniture related to the façade;
- Painting or installation of murals or similar wall art (side facades only);
- Modifications to the entrance way;
- Any other improvement works as approved by the Town; or
- Any combination of the above.

Additional Details:

All General Eligibility requirements outlined in Schedule A apply.

Applicants must submit design drawings, architectural/ engineering plans, and a work plan indicating proposed improvements, and a cost estimate for the improvement works.

The grant will be paid based on the actual cost of the improvement works, up to the amount approved in the application.

ii. Signage Improvement Grant Program

Purpose

To promote the improvement of the signage within the downtown community improvement project area.

Grant Program:

Matching grant of up to a maximum of 50% of eligible costs up to a maximum grant of \$2,500, whichever is less, per commercial unit.

This grant will be dispersed as follows:

- 100% on Final Completion

Eligible Costs:

- Improvements to, or new, building and/or free-standing signage, including:
 - Graphic Design of signage;
 - Sign materials and/or construction;
 - Sign lighting;
 - Any other signage-related improvement works as approved by the Town; or
 - Any combination of the above.

Additional Details:

All General Eligibility requirements outlined in Schedule A apply.

May apply to multiple signs, up to the maximum allotted.

Applicants must submit design drawing indicating the proposed signage improvement works and include a cost estimate for the improvement works.

The grant will be paid based on the actual cost of the improvement works, up to the amount approved in the application.

iii. **Building Improvement/Energy Efficiency Grant Program**

Purpose

To assist with improving the existing buildings within the downtown CIP project area and improve energy efficiency.

Grant Program:

Energy Efficiency Grant: up to 50% of eligible costs up to a maximum grant of \$5,000, whichever is less, per commercial unit.

Building Improvement Grant: up to 50% of eligible costs up to a maximum grant of \$5,000, whichever is less, per commercial unit.

These grants will be dispersed as follows:

- 100% on Final Completion

Eligible Costs:

- Eligible costs for the Energy Efficiency Grant:

- Replacement of existing heating systems, central air-conditioning systems, and/or hot water systems with recognized energy efficient systems (e.g. ENERGY STAR® systems);
- Insulation upgrades to attics, exterior walls, exposed floors, basements, and crawl spaces;
- Replacement of doors, windows, and/or skylights with ENERGY STAR® models;
- installation of small-scale renewable energy generation systems which are not subject to approval under the Green Energy Act, as determined by the Ministry of Energy;
- Any other related improvement works as approved by the Town; or
- Any combination of the above.

Eligible costs for the Building Improvement Grant:

- Structural repairs to walls, ceilings, floors and/or foundations;
- Repair, or replacement of roof or roofline;
- Installation/upgrading of fire protection systems;
- Other similar improvement works related to health and safety issues, as approved by the Town.

Additional Details:

All General Eligibility requirements outlined in Schedule A apply.

Applicants must submit design drawings, architectural/ engineering plans, and a work plan indicating proposed improvements, and a cost estimate for the improvement works.

The grant will be paid based on the actual cost of the improvement works, up to the amount approved in the application.

Improvements to doors and windows which are shown by the Applicant to improve energy efficiency will not be eligible for this grant if the applicant has also applied for a façade improvement grant for the replacement of doors and windows.

With regard to an application for a grant for energy efficiency improvements, the Applicant will be required to demonstrate that the improvement results in a significant improvement (i.e. 15%) to the energy efficiency of the building or unit.

iv. Accessibility Improvement Grant Program

Purpose

To promote the undertaking of accessibility improvements within the downtown core.

Grant Program:

Matching grant of up to a maximum of 50% of eligible costs up to a maximum grant of \$2,500, whichever is less, per commercial unit.

This grant will be dispersed as follows:

- 100% on Final Completion

Eligible Costs:

- Accessibility improvements including:
- Installation of wheelchair and mobility device ramps;
- Installation of automatic doors;
- Widening of entryways;
- Installation of accessibility improvements external to the building;
- Levelling or repair of pathways, accesses, and/or stairs;
- Any other accessibility-related improvement works as approved by the Town; or
- Any combination of the above.

Additional Details:

All General Eligibility requirements outlined in Schedule A apply.

Applicants must submit design drawings, architectural/ engineering plans, and a work plan indicating proposed improvements, and a cost estimate for the improvement works.

The grant will be paid based on the actual cost of the improvement works, up to the amount approved in the application.

Accessibility improvements shall be above and beyond the requirements of the Ontario Building Code, as applicable to the property.

v. Tax Increase Grant Program

Purpose

To stimulate private investment into the downtown CIPA and promote the undertaking of building improvements.

Grant Program:

The total amount of the grant provided will not exceed the value of the work that resulted in the reassessment.

This grant excludes the education and County portions of the tax bill. The Town is only able to rebate the municipal portion of the tax bill.

The Grant will cover up to 50% of the municipal portion of the tax increase up to \$4,000 per year, for a period of up to five (5) years.

This grant will be dispersed as follows:

- 100% after payment of taxes, once the property has been reassessed by MPAC, following completion of the CIP project

The Town will collect the full amount of the property taxes owed by each of the years of the programs applicability and will issue the grant to the approved applicant after final tax bills for each year have been collected. If the tax bill is not paid in full, the

Town will cancel all future grants and collect past grants made as part of this program.

Eligible Costs:

Any improvements to properties, commercial units, and/or buildings in the CIP project area which meets the goals and objectives of the CIP.

Additional Details:

All General Eligibility requirements outlined in Schedule A apply.

Minimum increase in assessment: \$25,000, directly related to a building permit for CIP improvements.

vi. Municipal Application/Permit Fees Grant Program

Purpose

To stimulate private investment into the private lands by helping to cover the costs of the municipal fees related to projects undertaken under the CIP.

Grant Program:

Building Permit Fee: up to 50% of building permit fees, up to a maximum grant of \$1,500.

Planning Approvals Fee: up to 100% of planning approval fees, up to a maximum grant of \$1,500.

This grant will be dispersed as follows:

- 100% on Final Completion

Eligible Costs:

This grant applies to:

- Building permit fees for improvements related to a CIP improvement; and
- Planning approval fees for improvements related to CIP improvement works (e.g. minor variance)).

Additional Details:

All General Eligibility requirements outlined in Schedule A apply.