

## Toward

### BROCKTON ACTION PLAN 2025

## PRELIMINARY LIST of POTENTIAL 2021-2025 ACTIONS

Suggested Revisions in blue based on feedback received

### ECONOMIC DEVELOPMENT

#### **1. Expedite New Residential Development**

##### **Potential 2021-2025 Action Items**

- I. Convene a regular “development round-table” to discuss how the Municipality could improve application processing, to compare notes on projects and plans underway, [learn lessons from other growing municipalities](#), and to work together to promote Brockton
- II. Continue to improve and streamline development approval processes
- III. Update website development portal for ease of information access
- IV. [Determine the projected costs, task list, working relationships, and potential service improvement related to the creation of a Development Coordinator position on the Brockton staff in order to improve the handling of the current and expected volume and complexity of development applications](#)

#### **2. Expedite New Commercial/Industrial Development**

##### **Potential 2021-2025 Action Items**

- I. Advance the approved expansion of the East Ridge Business Park and implement an aggressive marketing campaign
- II. [Support appropriate secondary uses of the airport property](#)
- III. Continue to fund the Brockton share of airport operations
- IV. Maximize the employment potential of the Walkerton downtown by
  - Durham St Park development and a range of activities in it
  - Enhancement of the Riverbank and activities along it
  - Festivals, events, and downtown development that increase foot traffic
  - Effective partnership with the BIA
- V. [Pre-zone designated commercial and industrial development areas as much as possible](#)
- VI. Continue to support SaugeenConnects and other regional approaches to labour force attraction, retention, and training issues

- VII. Convene a regular “large employers round table” to discuss potential new and evaluate existing public-private initiatives related to labour force attraction, retention, training
- VIII. Provide public washrooms in the hamlets to facilitate food and beverage businesses and events, recognizing that cost and lack of space make expanded septic systems prohibitive.

### **3. Support Agriculture and Farm Income**

#### **Potential 2021-2025 Action Items**

- I. Support policies that maximize on-farm income by
  - Supporting through the County Official Plan Review for policies that permit a wide range of on-farm employment uses, provide that they do not/would not interfere with agricultural operations
  - Accommodating and promoting farm-gate sales and farmers markets
- II. Supporting infrastructure that improves farm operations
  - Continuing to advocate for high-speed internet service and cell-phone service
  - Supporting the EPCOR natural gas expansion project through staff time/Council support for construction to begin in 2023
  - Ongoing consultation by both Brockton and County on road construction plans
  - Continue to recognize the rural road system as the highest municipal contribution to agricultural operations
- III. Supporting Actions to raise agriculture’s profile as important trade with decent income
  - Promote Fair
  - Distinct ag trade training programs at colleges (Georgian, Conestoga)
  - Ag skills course in high school, involve farmers
  - Expand Launch Pad program, involve farmers
- IV. Establish either a person on Brockton staff or small committee, that understand agriculture and advocate for supportive planning policies and infrastructure
- V. Facilitate on-farm solutions to environmental issues, e.g., treatment of green bin waste

### **4. Community Improvement Plan (CIP)**

#### **Potential 2021-2025 Action Items**

- I. Apply the CIP to the whole municipality, with a steadily enhanced annual funding base
- II. Provide a variety of incentives for property owners to improve their properties in accordance with municipal community improvement objectives, including:
  - Expedited processing of applications for municipal incentives, zoning approvals, permit applications, etc.
  - Modest matching cash grants from the municipality
  - Modest matching interest-free loans from the municipality

- Permission to use/encroach on adjacent municipal property/rights-of-way
  - Familiarity with and assistance to apply to relevant grant and loan programs available from provincial or federal levels
- III. Evaluate effectiveness of incentives at meeting community improvement objectives
- IV. Adopt a variety of community improvement objectives in respect of which incentives would be available, including:
- Improvement of the street-facing façades, including signage, of existing commercial or heritage buildings
  - Conversion of vacant or underused space in commercial buildings into a rental housing unit, or upgrading of a vacant rental unit in a commercial building, or an addition to a commercial building to create a new rental housing unit
  - Renovation of a heritage building to include commercial space, tourist accommodation, or rental residential accommodation
  - A new purpose-built multi-residential rental building, including rent-geared-to-income housing and seniors-oriented housing
  - Significant renovation of an existing commercial, industrial or multi-residential building to install energy-saving or energy-generation measures
  - Renovation to, or undertakings in, commercial premises that will be demonstrably important to the business's recovery from COVID-era damage

## **5. COVID Recovery Initiatives 2021-2022**

- I. Support the Provincial initiative through the County to reduce the tax ratio for small business
- II. Amend the Community Improvement Plan to provide municipal incentives for physical improvements in or on commercial buildings to install measures related to COVID recovery
- III. Provide seed funding toward the cost of reviving pre-COVID festivals and special events
- IV. Engage an intern or coordinator/events planner on a 2 year term to work with the BIA, local businesses, and community organizations throughout Brockton for the purpose of an accelerated schedule of festivals and special events, by assisting in the planning, promotion, logistical arrangements, coordination with Municipal departments, etc.
- V. Organize a "blowout" event for the official opening of the new park
- VI. Support the organization and assist with the coordination of a heritage festival or similar event in each hamlet
- VII. Continue to promote "Come Home to Brockton" ads on radio in Kitchener and London
- VIII. Revive "Come Home to Brockton" campaign to invite shoppers/tourists to Brockton.
- IX. Post "We're Back, Come on in" banners on the main streets and entrances to Brockton
- X. Work with local businesses to prepare and distribute a Brockton business directory to each household- with inclusion in Welcome Guide

- XI. Accelerate 2021 budgeted municipal purchases from local suppliers, subject to the procurement bylaw
- XII. Work with businesses on the use of sidewalk space, and other municipal property for commercial attractions such as patios, pop-up markets, parking, etc. (Patio Guidelines)