

Report to Council

Report Title:	Community Improvement Plan Update 2022		
Prepared By:	Paulette Peirol, Community Development Coordinator		
Department:	Planning		
Date:	August 9, 2022		
Report Number:	PLN2022-03	File Number:	C11PL, D18
Attachments:	Updated Community Improvement Plan 2022		

Recommendation:

That the Council of the Municipality of Brockton hereby accepts Report Number PLN2022-03 - Community Improvement Plan Update 2022, by Paulette Peirol, Community Development Coordinator, and in so doing authorizes a by-law coming forward to adopt the proposed CIP updates as presented.

Report:

Background:

Brockton's current Community Improvement Plan dates back to 2014, and while successful, additional programs and a broader geographic coverage area have been recommended by various stakeholders and Brockton's Economic Development Committee, which was involved in the current CIP review.

The municipality's Strategic Action Plan calls for the CIP to include the whole municipality, with a steadily enhanced annual funding base, and for additional incentives for community improvement objectives such as conversions of vacant or underused spaces (particularly for housing), green energy measures and "farm gate" sales to consumers.

Our current CIP supports revitalization efforts in the historic urban core of Walkerton through investment in infrastructure, destination development, beautification, heritage, and signage and façade improvements.

The new CIP expands this to include agricultural areas, hamlets with commercial activity, and Walkerton businesses beyond the downtown core, depending on the funding program.

The initiative is supported through the Brockton Strategic Action Plan, 2021-2025, and an earlier Business Retention and Expansion study.

Bruce County is also expanding its Spruce the Bruce (STB) program and adding an "industry stream" for certain businesses throughout its eight municipalities. In order for Brockton businesses to access the new STB funding, Brockton's CIP must include the entire municipality.

Analysis:

The updated CIP provides a framework to encourage the maintenance and rehabilitation of existing commercial, industrial, and institutional buildings and structures, improvement of commercial signage, and redevelopment of vacant and underutilized properties and buildings, particularly for mixed use or housing projects.

The new CIP allows for six (6) financial assistance programs to registered owners or tenants of land and buildings within the Community Improvement Area that will assist with:

- Building façades
- Signage improvements
- Accessibility improvements
- Environmental stewardship and energy efficiency
- Conversion or expansion of vacant or underutilized properties
- Farm gate improvements

The CIP revisions also involve an adjustment of Brockton's Community Improvement Project Area (CIPA) to include the settlement areas of historic downtown Walkerton, Cargill, Chepstow, Elmwood and Pinkerton, and the full extent of the municipality for certain programs. (Detailed maps are included in the attached CIP Update).

Brockton's proposed CIP initiatives are common to other municipalities in Grey-Bruce, and there is a growing movement to adopt CIPs that encompass entire municipalities, recognizing that rural businesses can also benefit from community improvement incentives.

If approved, Brockton's new CIP will be the first in Bruce County to include the entire municipality. The County is providing its other municipalities with a template to follow suit.

Strategic Action Plan Checklist:

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?

- | | |
|---|-----|
| • Recommendations help move the Municipality closer to its Vision | Yes |
| • Recommendations contribute to achieving Heritage, Culture, and Community | Yes |
| • Recommendations contribute to achieving Quality of Life | N/A |
| • Recommendations contribute to achieving Land Use Planning and the Natural Environment | Yes |
| • Recommendations contribute to achieving Economic Development | Yes |
| • Recommendations contribute to achieving Municipal Governance | N/A |

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective?
N/A

There are no set costs related to implementation of the updated CIP. The document describes various incentives that Council may offer Brockton business and property owners in a given year, to help achieve strategic goals for community and economic development. There is currently \$35,000 allocated in the 2022 budget for CIP purposes.

Reviewed By:

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Trish Serratore, Chief Financial Officer

Respectfully Submitted by:

A handwritten signature in black ink, appearing to be 'Paulette Peirol', written in a cursive style.

Paulette Peirol, Community Development Coordinator

Reviewed By:

A handwritten signature in black ink, appearing to be 'Sonya Watson', written in a cursive style.

Sonya Watson, Chief Administrative Officer