



# Community Improvement Plan Update 2022

The Municipality of Brockton

Draft Final - June 2022



Stempski Kelly Associates Inc.

Design Landscape Architecture Planning

PO Box 399, Fergus, ON, N1M 2E3  
T 519.787.4313 E sean@ska-design.ca  
www.ska-design.ca



**Participants in the  
Municipality of Brockton  
Community Improvement Plan Update  
2022**

**Municipality of Brockton Economic Development Committee**

**Stempski Kelly Associates Inc.**  
Sean Kelly, Stasia Stempski, Jiaqi Yi



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# 1.0

## Introduction

The Community Improvement Plan (CIP) provides a framework to encourage the maintenance and rehabilitation of existing commercial, industrial, institutional and heritage buildings and structures, improvement of commercial signage, and redevelopment of vacant and underutilized properties and buildings. This update builds on the incentives already offered in the Historic Walkerton CIP (2014) to encourage further private sector development aligned with the *Municipality's Strategic Action Plan, 2021-2025*, and County's enhanced *Spruce the Bruce Community Development Program* with opportunities for community and regional development.



## 1.1 Background

The Municipality of Brockton wishes to amend its 2014 Community Improvement Plan for the downtown historic area of Walkerton, expanding the existing Community Improvement Project Area (CIPA) to include the full settlement area of Walkerton, and also the geographic area of the entire Municipality of Brockton. Changes to this CIP have been supported by the municipality's Economic Development Committee, as well as stakeholder engagement sessions and recommendations from its strategic planning process. They have also been encouraged by the County in regard to expanding the geographic scope of existing CIP by-laws to support potential disbursement of financial incentives outside downtown core areas to the broader municipal boundary.

Brockton's 2021-2025 Strategic Action Plan reinforces that mandate, calling for the Municipality to "apply the CIP to include the whole municipality, with a steadily enhanced annual funding base."

In 2018, Brockton's Business Retention and Expansion (BR+E) study concluded that revisions to the CIP would assist in business growth and retention. One of its goals was to "review CIP policy provisions and expansion opportunities for a larger CIP area throughout Walkerton and Brockton."

Bruce County's Planning and Development Committee has also endorsed an expansion of its Spruce the Bruce Community Development Program to include two streams: an enhanced Community Stream and a new Industry Stream, focusing on regional issues associated with agriculture, tourism, and energy.

Both the BR+E study and the Municipality's Strategic Action Plan also spoke to the need for broadening the mix of housing, as the current shortage of attainable housing is a barrier to local businesses seeking



Figure 1.1 Municipalities in Bruce County





to hire and retain workers. This issue has been exacerbated over the past few years, with a tighter labour market and increased pressure on housing stock and prices.

The Strategic Action Plan recommends offering incentives through the CIP for the conversion and upgrading of existing properties into rental accommodation, as well as the creation of new rental units.

The BR+E study recommended that staff review housing development policies and programs to encourage development of upper level apartments in the downtown. This CIP includes incentives to help spur such development, and the redevelopment and repurposing of vacant or underused buildings for mixed uses, such as commercial and industrial.

## 1.2 Purpose of a Community Improvement Plan

A Community Improvement Plan (CIP) describes what a municipality intends to do to address various issues in a certain defined area, known as a Community Improvement Plan Project Area (CIPA). Consistent with the initial CIP for Historic Walkerton, the purpose of this CIP is to:

- a. Focus public attention on local priorities and municipal initiatives;
- b. Target areas in transition or in need of repair, rehabilitation and redevelopment;
- c. Facilitate and encourage community change in a co-ordinated manner; and
- d. Stimulate private sector investment through municipal incentive-based programs.

More specifically, this CIP will continue the framework for the Municipality's support and implementation of programs to encourage the maintenance and rehabilitation of commercial, institutional, industrial and heritage buildings and spaces in Brockton, offering property owners incentives to improve their accessibility, carbon footprint, use of space, and exterior features (facades, patios, etc.). The CIP continues to provide a framework to encourage and support the redevelopment of vacant, underutilized and/or inaccessible properties and buildings. It also recognizes the importance of supporting destination infrastructure and active transportation throughout the municipality, and key industries such as agriculture, tourism and energy as they adapt to a post-pandemic economy with incentives through the county's new Spruce the Bruce program.

This CIP update builds on the following documents:

- Municipality of Brockton Strategic Action Plan (2021-2025)
- Brockton Business Retention & Expansion Study (2018)
- Spruce the Bruce Community Development Program (2022)
- Municipality of Brockton Comprehensive Zoning By-law (2013)
- Find Yourself in Bruce County Economic Development Strategic Plan (2017-2021)

## 1.3 Objectives

The *Municipality's Strategic Action Plan, 2021-2025*, recommends applying the CIP to the whole municipality with a steadily enhanced funding base, and encouraging property owners to improve



their properties through incentives such as modest matching cash grants, modest matching interest-free loans, and incremental tax increase funding.

It encourages adopting the following community improvement objectives in respect of which incentives would be available under the CIP:

- 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.
- Significant renovation of an existing commercial or industrial building to install energy-saving or energy-generation measures.
- Renovations to, or undertakings in, commercial premises that will be demonstrably important to the business's recovery from the effects of COVID-19.

Additionally, these objectives align with the (enhanced) Spruce the Bruce Community Development Program's objectives which include updating and adding new incentives, through grants, to its existing community (downtown) programs and to new industry programs serving a broader geographic area of the municipality.

## 1.4 Legislative Authority

### **I. Ontario Planning Act**

Section 28 of Ontario's Planning Act allows municipalities to prepare CIPs to establish a framework for supporting and implementing programs to encourage development and redevelopment, in accordance with Official Plan policies. Whether the reasons are physical, social, economic, or environmental, a community improvement approach is a flexible, comprehensive, co-ordinated and strategic framework for dealing with lands and buildings.

For the purposes of carrying out a CIP, a municipality may engage in the following activities within the CIP project area:

- Acquire, hold, clear, grade or otherwise prepare land for community improvement (28-3)
- Construct, repair, rehabilitate or improve buildings on land acquired or held by it in the CIP project area in conformity with the CIP (28-6)
- Sell, lease, or otherwise dispose of any land and buildings acquired or held by it in the CIP project area in conformity with the CIP (28-6)
- Make grants or loans to registered owners, assessed owners and tenants of lands and buildings within the CIP project area, and to any person to whom such an owner or tenant has assigned the right to receive a grant or loan, to pay for the whole or any part of the cost of rehabilitating such lands and buildings in conformity with the CIP (28(7)).
- Eligible costs include “costs related to environmental site assessment, environmental remediation, development, redevelopment, construction and reconstruction of lands and buildings for rehabilitation purposes or for the provisions of energy efficient uses, buildings structures, works, improvements or facilities (Section 28(7.1)).”

### **II. Provincial Policy Statement (2020)**

CIPs help to achieve the PPS objectives of healthy communities, a clean and safe environment and a strong economy. Community improvement is supported through PPS policies for:

- a. Building strong communities
- b. Promoting efficient development and a mix of land uses
- c. Ensuring that necessary infrastructure and public service facilities are available
- d. Improving accessibility
- e. Conserving heritage resources
- f. Supporting green design
- g. Encouraging residential intensification

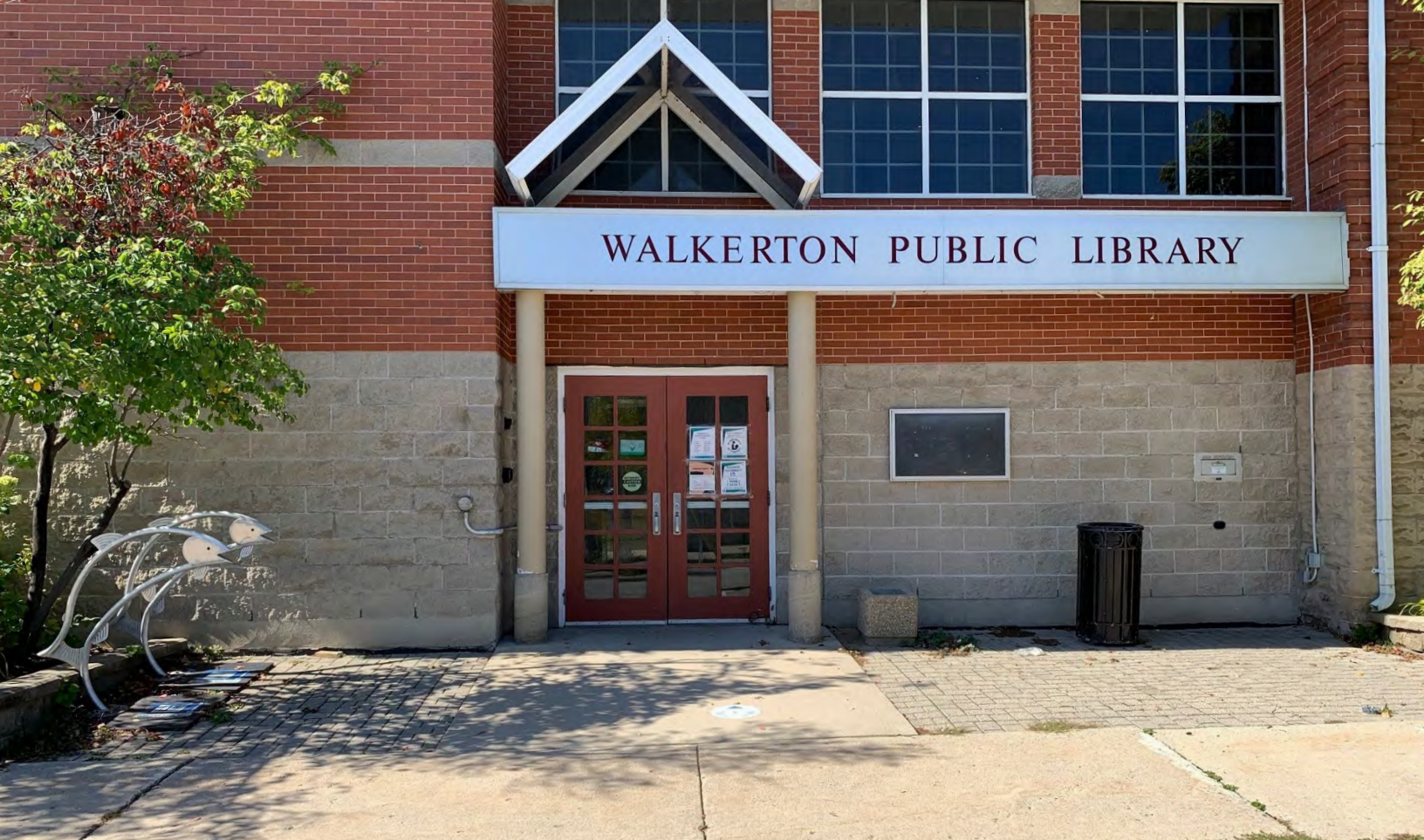
### **III. County of Bruce Official Plan (2010)**

Local Official Plans for Primary Urban Communities shall contain general development and land use policies dealing with community improvement.

### **IV. Walkerton Community Official Plan (2017)**

Section 4.3 qualifies the municipality to prepare and implement CIPs and other mechanisms that are governed by Section 28 of the Planning Act. The stated goal in the Walkerton Community





Official Plan, section 4.3.1 is to “improve community facilities and infrastructure to address social, environmental and economic priorities and needs of the community.”

It further outlines actions to achieve that goal, such as:

- Promoting the redevelopment of vacant or underutilized properties and buildings
- Improving the property and business tax base by encouraging economic expansion and new development by both the private and public sectors
- Encouraging investment and improvement in the maintenance and rehabilitation of existing commercial, industrial, institutional buildings and structures
- Promoting the revitalization of historic Walkerton.

The criteria for designating a CIP area include:

- Existence of incompatible or conflicting land uses
- Buildings in need of maintenance, repair or rehabilitation due to age, appearance and inability to meet current energy efficiency and structural standards
- Deterioration in appearance of building facades, streetscapes or signage
- Areas that contain environmental issues such as soil contamination or concerns
- Where opportunity exists to achieve economic growth in an area as a result of building improvement, repair or replacement
- Vacant, underutilized and deteriorating buildings, structures and property.

### **V. Ontario Municipal Act**

Section 365.1 allows municipalities to pass by-laws to provide tax assistance to eligible properties, in

the form of a deferral or cancellation of part or all of the taxes levied on that property for municipal and education purposes during the rehabilitation period, and the development period of the property, both as defined in Section 365.1 (1) of the Municipal Act, 2001.

Section 365.1 of the Municipal Act, 2001 operates within the framework of Section 28 of the Planning Act. A municipality with an approved Community Improvement Plan in place that contains provisions specifying tax assistance will be permitted to provide said tax assistance for municipal purposes.

# 2.0

## Background Information

The Historic Walkerton CIP has been established since 2014 and is a useful tool for community revitalization. Almost a decade of success later, the Municipality of Brockton has expressed a desire for new opportunities for its Community Improvement Plan; for the downtown urban area of Walkerton, other settlements, and rural areas, of the municipality.





## 2.1 Background of The Historic Walkerton CIP

Over the years, the Municipality has been actively supporting revitalization efforts in the Historic Walkerton urban core through investment in infrastructure, destination development, beautification, heritage, and building facade and signage improvements.

The Municipality has also entered into partnerships with community groups, such as the former Walkerton Business Improvement Association and local service clubs, along with upper tier governments such as Bruce County, to fund improvements to the streetscape, destination infrastructure and community signage.

## 2.2 Purpose

The Historic Walkerton CIP established a framework for the Municipality to support and implement a series of programs over a 10-year period, beginning in 2014, to encourage the maintenance, rehabilitation and revitalization of public and private spaces, and to provide financial incentives to achieve these objectives.

This amended CIP, depending on grant program, has increased its geographic range, beyond Walkerton's Historic Downtown, to all of the Municipality of Brockton, including other settlement areas, where commercial, industrial or agricultural businesses are an integral part of the economy.

This CIP's purpose is to provide incentives for businesses to enhance their buildings' presentation and function to the public, contribute to the overall vitality of communities within Brockton, and to support

and "showcase" the many great features found within Brockton including tourism destination infrastructure. Incentives will be offered to encourage the revitalization of vacant, underutilized and/or inaccessible properties and buildings, and stimulate pride in downtown Walkerton and rural hamlets, as well as agri-based enterprises and industries.

The amended CIP shall be in effect for 10 years.

## 2.3 Goals

Section 4.3.1 of the Walkerton Community Official Plan outlines the following Community Improvement Goal:

***Improve community facilities and infrastructure to address social, environmental and economic priorities and needs of the community.***

More specifically, this CIP has the following goals:

- To increase the supply of attainable housing, multi-unit housing and rental units.
- To promote the development, redevelopment or conversion of vacant or "grey field" (underutilized) properties.
- To revitalize storefronts, particularly heritage buildings, in settlement areas.
- To encourage the adaptive re-use of commercial, industrial and institutional buildings to increase housing stock or created new mixed uses.
- To stimulate private investment through the use of municipally assisted programs and funding sources.
- To identify, promote, and stimulate interest in Bruce County's Enhanced Spruce the Bruce program.

Financial incentives (grants, loans or incremental tax rebates) may be offered to private landowners or commercial tenants to assist them in improving their properties. These may change from year to year, at Council's discretion, based on budget priorities and feedback about the CIP programs from municipal staff and stakeholders.

## 2.4 Opportunities

### 2.4.1 The Municipality of Brockton Strategic Action Plan, 2021-2025

The Municipality of Brockton includes the Community Improvement Plan as an economic development initiative to support existing businesses and welcome new ones to the community in its Strategic Action Plan, 2021-2025. Key strategic priorities were established in the development of the Strategic Plan. They include:

- a. Apply the CIP to include the whole municipality, with a steadily enhanced annual funding base.
- b. Encourage property owners to improve their properties in accordance with municipal community improvement objectives, by means of incentives such as:

- Expedited processing of applications for municipal incentives, zoning approvals, permit applications, etc.
  - Modest matching cash grants from Brockton.
  - Modest matching interest-free loans from Brockton.
  - 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.
- c. Adopt the following community improvement objectives in respect of which incentives would be available:
- 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.
  - Significant renovation of an existing commercial, industrial building to install energy-saving or energy-generation measures.
  - Renovations to, or undertakings in, commercial premises that will be demonstrably important to the business's recovery from the effects of COVID-19.

## **2.4.2 Municipality of Brockton Business Retention and Expansion Project Final Report, 2018**

The Business Retention and Expansion (BR+E) program is a process undertaken by municipalities in partnership with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA). It is an action-oriented and community-based process. The goal of the BR+E project is to keep and create local businesses and jobs. For the Municipality of Brockton, the BR+E was focused on following objectives:

- To be a community-focused collaborative study supported by the Municipality of Brockton, the Brockton Economic Development Committee, key economic development stakeholders and our local businesses.
- To focus on quality (depth and value of interactions) rather than quantity (number of interactions) with businesses.
- To follow through on what we say we will do to resolve business issues and needs.
- To track and publicize success stories and communicate the study results to participants and the community.

In December 2017, 52 business surveys were completed and the Municipality pulled the aggregate data as a whole, by key sector. Overall, the survey results were positive with 96% indicating the quality of life was good or excellent, 88.3% expecting sales to grow or remain the same and 86.6% having a positive outlook for their industry.

In July 2018 the Brockton BR&E task force reviewed the findings, identified priorities and created an action plan. Four key priorities were identified, as follows:

- Population Growth: Attract and retain residents.

- Business Growth: Attract new businesses and retain existing businesses
- Communication: Improve channels between the municipality and businesses.
- Amenities: Improve residential and public spaces.

### **2.4.3 Enhanced Spruce the Bruce Program, 2022**

During 2021, Bruce County's Planning and Development Committee endorsed the recommended directions in the 'Spruce the Bruce (STB) Community Development Program Review Report'. The report provided a background review for county communities and highlighted areas to consider for inclusion into an enhanced Spruce the Bruce Community Development Program. The Report recommended that the County's STB, having enhanced product development, evolve to two streams to include a Community Stream and an Industry Stream. Opportunities for the Municipality of Brockton include:

- Community Stream: Will assist urban centres such as Walkerton with improvements in downtowns that make them more attractive, distinctive, and pedestrian-friendly. These are existing grants within the STB program, yet the eSTB has further defined these to allow for increased clarity, value and impact of individual projects.
- Industry Stream: Includes incentives to address regional issues such as housing and active transportation that affect key industries in Bruce County such as agriculture, tourism, and energy.

Bruce County staff met with the eight member municipalities, including Brockton, to share the report's recommendations for enhancements and to discuss collectively how to move them forward and create a program that works for the broader Bruce community and each of its member municipalities.

The updated and revised Spruce the Bruce program will be put into effect in 2022.

### **2.4.4 General Research: Rural CIP Programs**

A comparison of CIPs in other rural municipalities demonstrates similarities with general rural municipal goals and to Brockton's own CIP's successes. Rural communities are commonly challenged by stagnant downtowns and the loss of local services. Local initiatives to improve the community tend to be narrowly directed at main street revitalization. Thus, it is common in rural municipalities and smaller communities to use incentive tools that are aimed at promoting the local retail economy. For instance, façade improvement grants are a commonly used financial incentive program, as are signage and building improvement programs. These tools are commonly used because of their effectiveness in small communities. However, the latest trend for rural CIPs is to move beyond solely supporting the typical 'CIPA' of a downtown to a broader geographic application and additional supports inclusive of agri-business, tourism, and other rurally situated enterprise. Even within the prime goal of promoting the local retail economy more work needs to be done by municipalities to attract applicants to the full array of incentive programs in any one CIP.

Experience shows that many municipalities in rural Ontario have identified challenges with implementing a CIP. Similar to Brockton, many rural municipalities rely on a Community Development Coordinator to champion the financial incentive programs and manage the application, approval and administration processes.

In larger centres, CIPs have traditionally been driven by shared community improvement goals such as specific neighbourhoods being targeted for rejuvenation. Overall, CIPs developed in the larger, urban context are broader in scale and scope than CIPs in the rural context. These municipalities are capable of managing multiple designated CIP areas and can become quite creative in their choice of CIP tools and financial incentives. A greater degree of variability is seen in the structure of urban community improvement planning. That being said, rural municipalities benefit from close-knit business communities and strong community groups like BIAs. There are challenges and opportunities in each scenario. Brockton appears to be doing quite well with its programs and regular updates provide the opportunity to 'fine tune' incentives, process, administration, and municipal coverage.

## 2.5 Community Improvement Project Area

According to Section 28(1) of the Planning Act, a "community improvement project area" or 'CIPA' is defined as "a municipality or an area within a municipality, the community improvement of which in the opinion of the council is desirable because of age, dilapidation, overcrowding, faulty arrangement, unsuitability of buildings or for any other environmental, social or community economic development reason".

Project areas range from specific properties, to streets, neighbourhoods, entire communities, and/or the full municipality, while program coverage can span a wide spectrum of municipal goals and objectives. Of particular interest, this CIP update now includes an expansion of the previous Historic Walkerton CIPA to encompass Walkerton's full settlement area (see Figure 1.3), and all geographic extents of the municipality (Figure 1.2) will have access to Bruce County's Enhanced Spruce the Bruce (eSTB) Development Program's "industry grant" stream. Note, the STB "community program" stream will be available to Brockton's "onboarded" settlement areas - currently downtown Walkerton (see Figure 1.4). The municipality shall designate the expanded CIP project area by By-law. The programs authorized in this CIP may be carried out within the CIP project area.

Additionally, settlement areas of Cargill, Chepstow, Elmwood, and Pinkerton will each have defined CIPAs in their focus core areas (delineated in red) yet properties lying within their outlined settlement boundary may be considered upon application to the CIP updated grant programs. CIPAs are defined in the following maps.



Figure 1.2 Brockton CIP

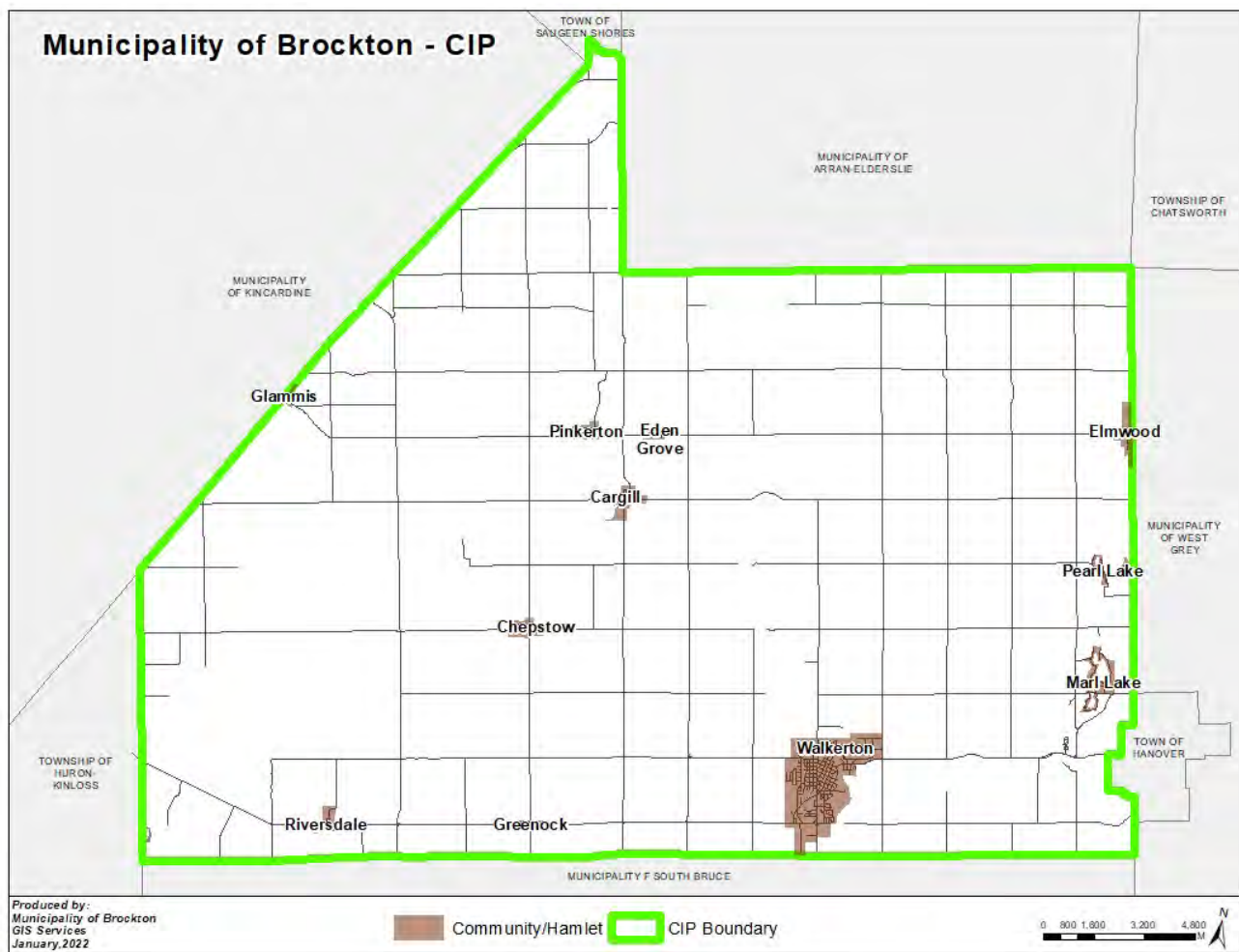
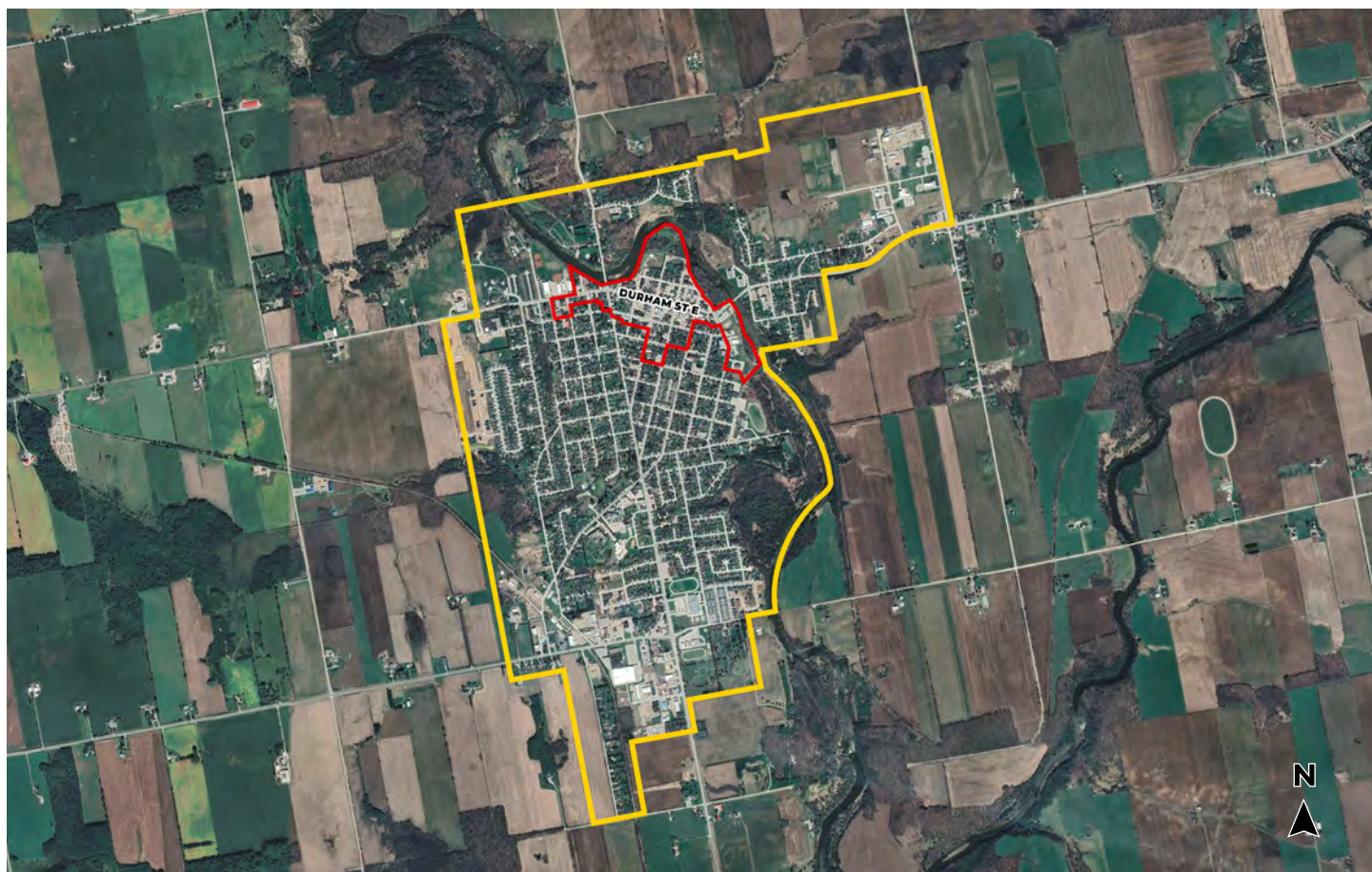




Figure 1.3 Walkerton Settlement Area CIPA



 Settlement Boundary       Historic Downtown



Figure 1.4 Walkerton Historic Downtown Area



The Walkerton Historic Downtown Area CIPA includes the outlined (red) community section along the Durham St W, Durham St E, and McNab St commencing from the Walkerton Community Centre easterly towards the Source at the intersection of Durham St E and McNab St, and southeasterly towards Service Canada Centre.

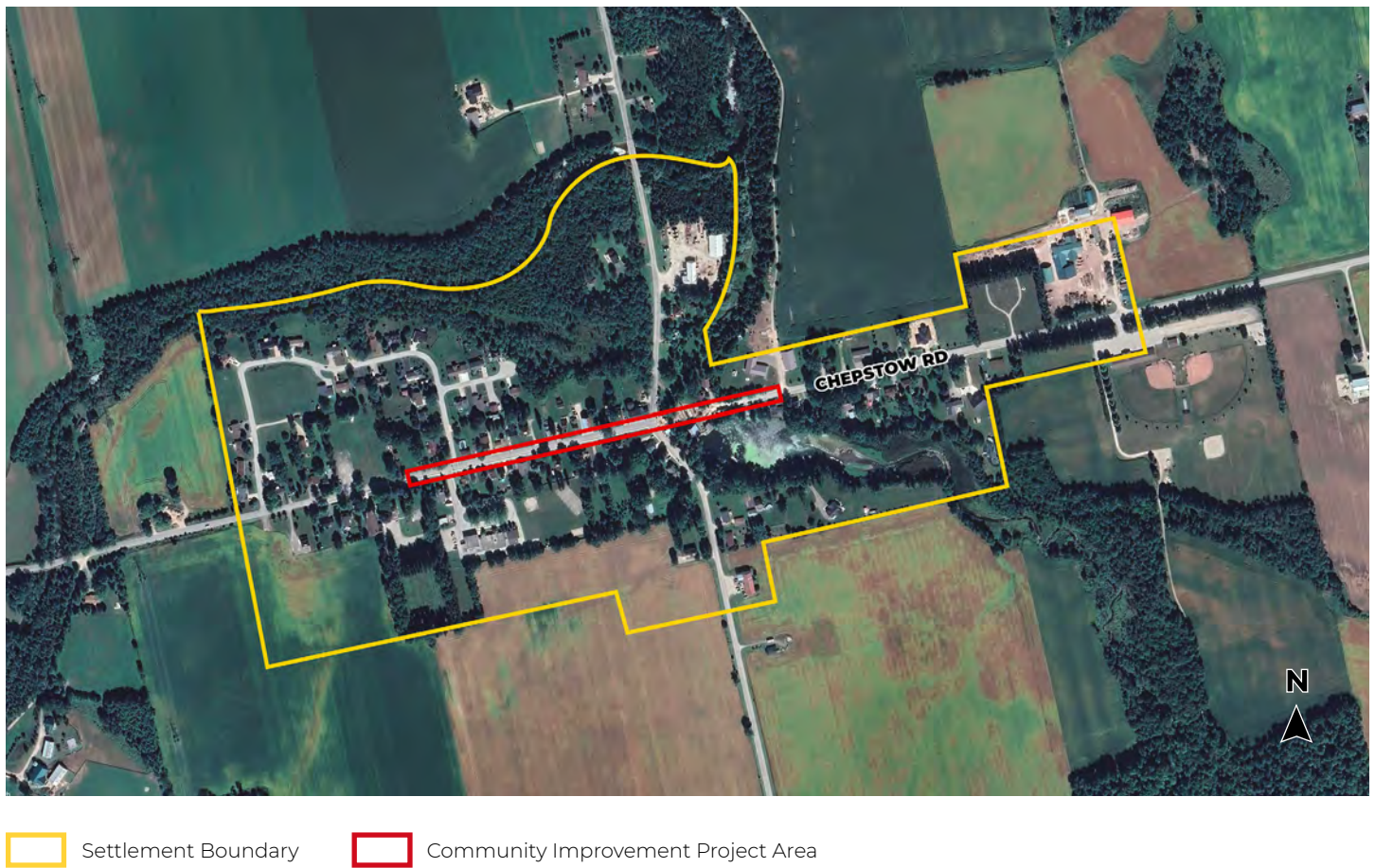
Figure 1.5 Cargill Community Settlement Area CIPA



The Cargill Settlement Area CIPA includes the outlined (red) community section along the Concession Road 10 commencing from St. Joseph's Church easterly towards the Canada Post at the intersection of Cargill Road (main street) and Greenock Brant (north).

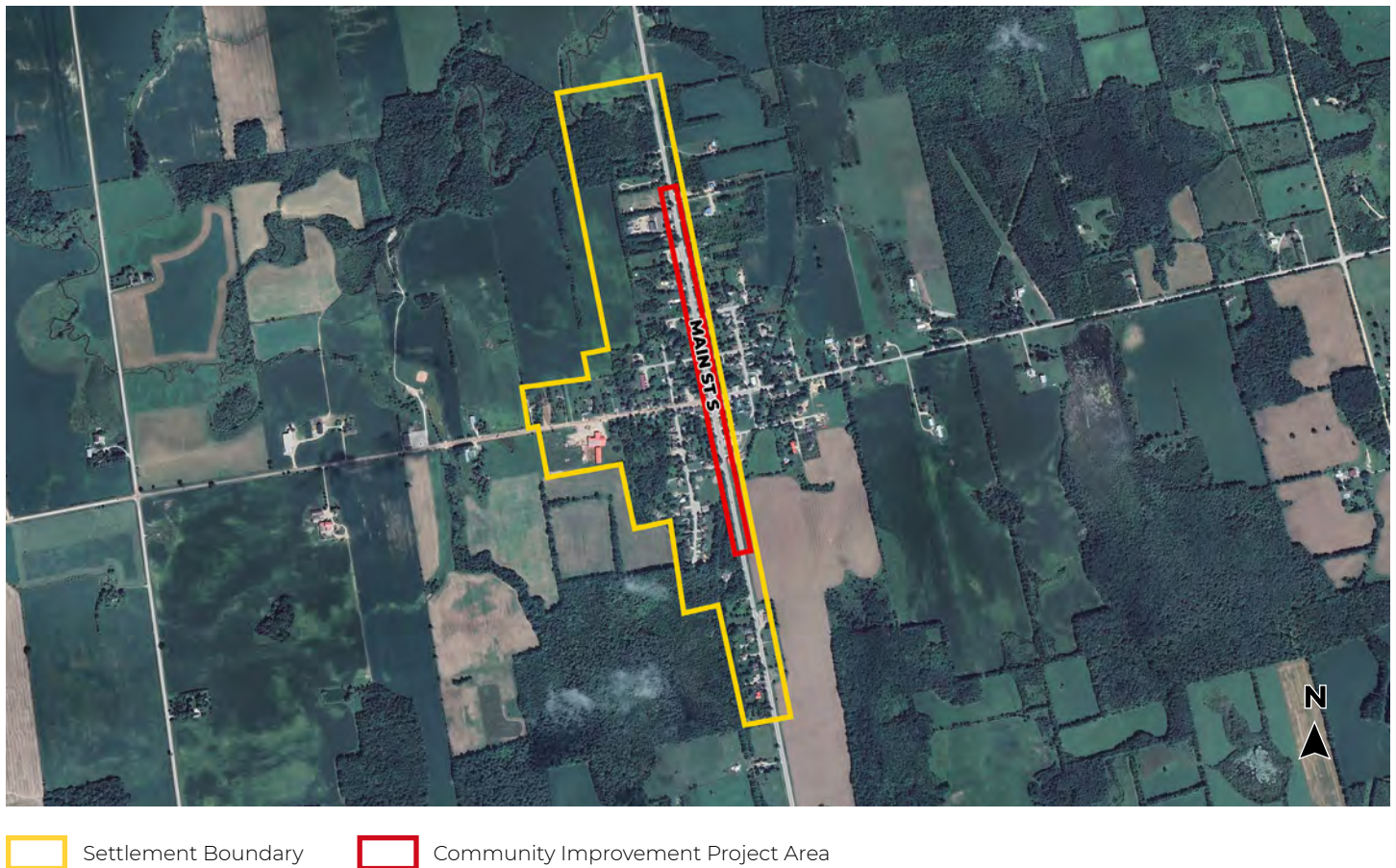


Figure 1.6 Chepstow Community Settlement Area CIPA



The Chepstow Settlement Area CIPA includes the outlined (red) community section along the Concession Road 6 commencing from west side of Ann Street easterly towards the Mullin's Mill pond.

Figure 1.7 Elmwood Community Settlement Area CIPA

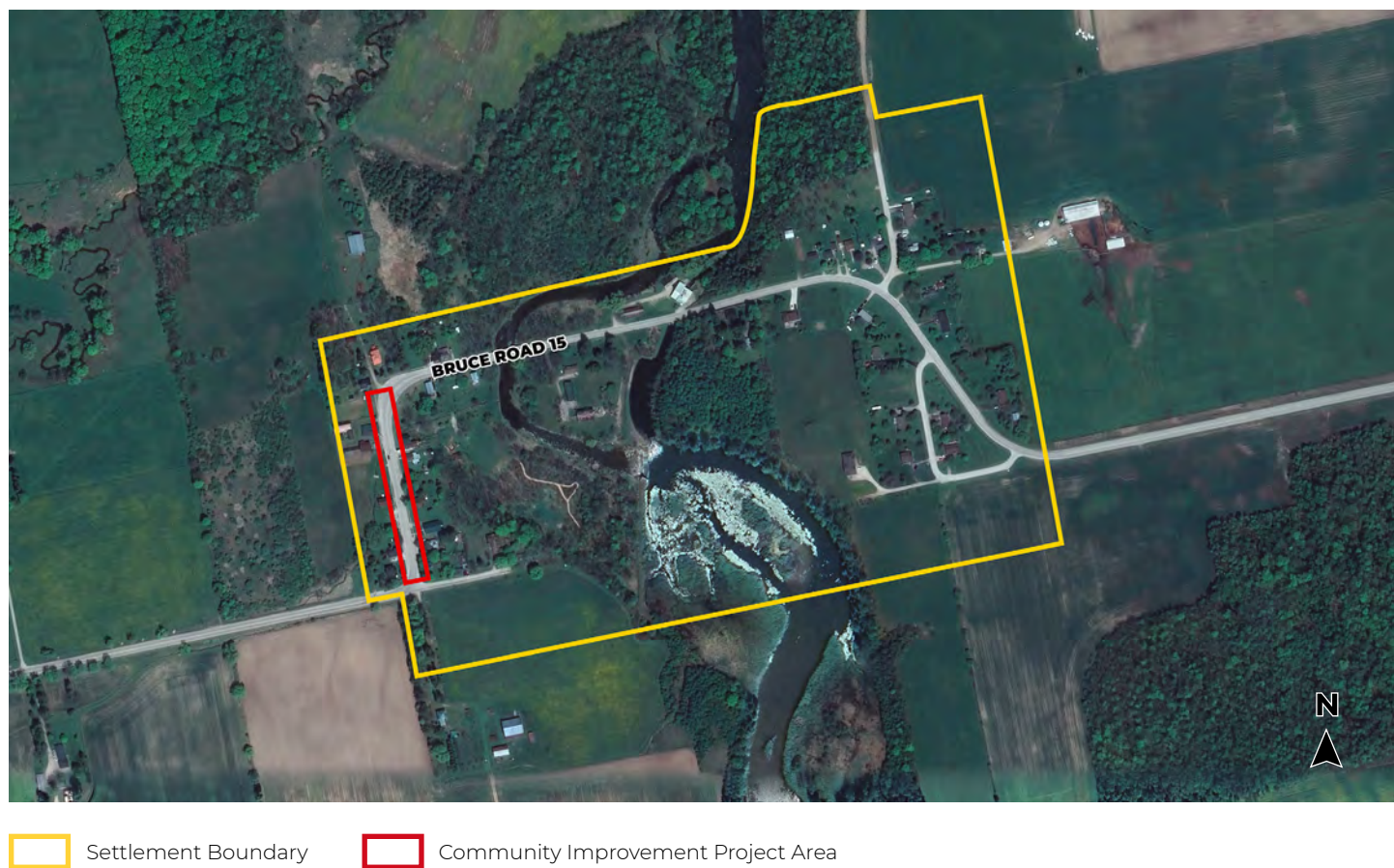


The Elmwood Settlement Area CIPA includes the outlined (red) community section along Bruce County Road 10 commencing at the Elmwood Lion's Park north to 94 Bruce County Road 10, on the west side of County Road 10.

Note the east side of the Grey-Bruce Line in Elmwood is not included in the CIPA as it is part of the Municipality of West Grey and not in Brockton.



Figure 1.8 Pinkerton Community Settlement Area CIPA



The Pinkerton Settlement Area CIPA includes the outlined (red) community section along Bruce County Road 15 commencing at it's Zettel Lane intersection north to the road bend at 376 Bruce County Road 15.



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# 3.0

## Community Improvement Plan Update

This 2022 CIP update outlines the financial incentives offered by application to eligible private landowners or commercial/retail tenants to assist them in improving their properties.



The Municipality of Brockton is updating the Historic Walkerton CIP to address attainable housing, to better access new programs and support available from Bruce County, and to expand the municipality's current incentives to more areas of the municipality, beyond Walkerton's historic downtown area or existing community improvement project area.

Both the BR&E study and the Strategic Action Plan spoke to the need for broadening the mix of housing, as the current shortage of attainable housing is a barrier to local businesses seeking to hire and retain workers. This issue has been exacerbated over the past few years, with a tighter labour market and increased pressure on housing stock and prices.

The BR&E study recommended that staff review housing development policies and programs to encourage development of upper level apartments in the downtown. This CIP includes incentives to help spur conversion and/or expansion of these and the redevelopment of vacant or underused buildings to create additional housing units. Re-purposing and/or adaptive re-use of existing underutilized buildings and structures can be considered.

It is important to note that the County recommended that the municipality update its current CIP, as the Spruce the Bruce program's financial incentives can only be offered to eligible applicants within a municipality's CIP. Currently, the County's support would be restricted to the existing Historic Walkerton CIPA, yet it has new incentives in its enhanced Spruce the Bruce program targeting areas outside this current CIPA. The County will have additional (new) incentives and grants related to agriculture, tourism, active transportation and energy, as well as for intensified forms of mixed-use development.

## 3.1 General Eligibility Criteria

The following financial incentives are offered to eligible private landowners or commercial/retail tenants to assist them in improving their properties. Applications must conform to the following general eligibility criteria, and will be assessed by a panel convened by the Community Development Coordinator:

- a. Applications must be complete.
- b. Any application under the below-noted programs must be consistent with the Official Plan, CIP and any other design guidelines that may be implemented for the Brockton CIP Project Area. Priority will be given to those applications which most closely meet the program guidelines outlined in this plan.
- c. Any applicant to a CIP Program must be the registered owner of the property or an authorized agent. If a tenant wishes to apply, written permission from the building owner approving the work to be done is required.
- d. Eligible project costs must be actual cash outlay to third parties acting at arm's length, with original invoices or proofs of payment. Applicants will provide a minimum cash contribution to the project as outlined under Section 12. Financial Incentives, depending on the type of incentive that is implemented.
- e. The total of the financial incentive (grants, loans and tax assistance) shall not exceed the cost of improvements made to any buildings or lands.
- f. Financial incentives are not permitted to be retroactive, and only projects commencing following the approval of the project funding will be considered.
- g. Applicants must not be in default of any municipal taxes or local improvement charges.
- h. Applicants must comply with all provincial and local laws and regulations pertaining to licensing, permits, building code and zoning requirements. The Applicant is responsible for obtaining all building and other required permits and must be in conformance with all applicable health and safety standards.
- i. A property is eligible for funding for only one project per year, from various funding streams.
- j. Projects using local materials and contractors are preferred.
- k. The applicant shall enter into an agreement with the Municipality stipulating at a minimum:
  - Terms of the financial agreement;
  - Timetable for provision of agreement and completion of the project;
  - An undertaking by the owner to satisfy all municipal and other relevant laws and requirements for the project.

## 3.2 Financial Incentive Programs

### Approach

Implementation of the financial incentives contained in the CIP is at the sole discretion of Council and is dependent on the availability of municipal funding. Where applicable, financial incentives can be provided to the various CIP programs in the following ways:

#### a. Grant Program

Where a project satisfies the relevant municipal guidelines, a grant to cover up to 50% of the eligible costs of the improvement to a maximum of \$10,000 may be available on approved applications.

Eligible costs may include a portion of professional design fees, material, and labour necessary to complete the eligible work. Taxes are not included.

The grant would be payable after the applicant executes a Commitment Agreement with the municipality, construction is complete and has been inspected by the appropriate approval authority, and upon presentation of proof of accounts paid for the completed project. A maximum of one year is allowed for completion. The Agreement would specify eligible works and require no changes to work on the improvement for five years without municipal approval.

**b. Loan or Financial Incentive**

Where a proposed project satisfies the relevant municipal guidelines, an interest-free loan to cover up to 50% of the eligible cost of the improvement to a maximum of \$20,000 may be available on approved applications. Eligible costs may include professional fees, material, and labour necessary to complete the eligible work.

The loan would be payable after the applicant executes a Commitment Agreement with the municipality, construction is complete and has been inspected by the appropriate approval authority, and upon presentation of proof of accounts paid for the completed project. A maximum of one year is allowed for completion. The Agreement would specify eligible works and require no changes to work on the improvement for five years without municipal approval. The Agreement will stipulate the repayment schedule.

**c. Tax Increment Equivalent Funding (TIEF)**

Where a proposed project satisfies the relevant municipal guidelines for building improvements, a TIEF may be available on approved applications. The TIEF program provides tax assistance equal to all or a portion of the municipal property tax increase (increment) following the completion of a project owned by a private land owner that has resulted in an increase in the assessed property value.

The assessed property value must increase by at least 25% after the project is complete for the applicant to receive the TIEF. Applicants must enter into an agreement with the Municipality for the TIEF program before work has begun; such grants cannot be retroactive.

## **Programs**

The following six (6) incentive programs encourage investment into privately owned lands and buildings. They are focused towards the municipality's capacities and typical to many communities similar to the Municipality of Brockton. These include:

- a. Facade Improvement Grant
- b. Signage Improvement Grant
- c. Accessibility Improvement Grant
- d. Environmental Stewardship and Energy Efficiency Program
- e. Vacant and Underutilized Properties Conversion/Expansion Grant
- f. Farm Gate Improvement Program

As part of its annual budget council will determine the maximum allocation to be made available to these programs under this Community Improvement Plan for the current year.

## 3.2.1 Façade Improvement Grant

### Purpose

To cover a portion of the project costs for exterior improvements to the public-facing facades of existing buildings in settlement areas of Brockton, such as historic downtown Walkerton, Chepstow, Elmwood, Cargill and Pinkerton. The program is intended to encourage the rehabilitation, repair and/or improvement of buildings and facades on the part of property owners and tenants.

It is not a property maintenance program, and designs and materials used must be of high quality to enhance the character of the settlement areas.

Awnings and replacement awnings are permitted provided the colour and letter of the awning is in keeping with the architectural character of the commercial storefront façade and any applicable guidelines.

### Eligible Costs

- Restoration or redesign of commercial building facades facing the public right-of-way
- Professional design fees
- Cleaning, painting, sandblasting and/or cladding of buildings
- Brick and masonry repair and/or cleaning
- Awnings, shutters, trim and other exterior accessories
- Replacement of windows and doors with energy-efficient and/or accessible alternatives
- Repair or installation of new architectural details to maintain heritage architecture
- Other improvements that include commercial building façade improvements that fit the overall objectives of any applicable guidelines

### Program Funding

- As part of its annual budget Council will determine the maximum allocation to be made available to this program under this Community Improvement Plan for the current year.
- The Municipality may offer a grant payment of up to 50% of eligible costs, or \$3,000, whichever is less, upon successful completion of a façade improvement project within the CIP area.
- The Municipality may offer an interest-free loan to cover up to 50% of the eligible work, up to \$10,000, whichever is less, to assist with major façade improvement projects (worth a minimum of \$40,000).

### Eligibility Criteria

- Applicants may be the registered owners, assessed owners and tenants of lands and buildings, and any person to whom such an owner or tenant has assigned the rights for the subject property;
- Municipal staff will review property tax records. Property owners who are in arrears of property taxes, local improvement charges or any other municipal accounts receivable on the subject property are not eligible to receive the grant;
- Outstanding work orders (building, fire, zoning, etc.) must be satisfied prior to grant approval;



- The program is open to owners of commercial and mixed-use properties;
- Municipal contributions will be issued only after the project is completed and inspected by Municipal staff, and original receipts for payment to third parties for the work completed are received from the applicant;
- Proposed works must comply with all applicable By-Laws, codes and guidelines;
- Any work commenced prior to the project receiving approval from the Municipality may be disqualified from receiving funding;
- Applicants must source goods and services locally, where possible.

### 3.2.2 Signage Improvement Grant

#### Purpose

To cover a portion of the project costs for exterior improvements to the public-facing signage of existing buildings in settlement areas of Brockton, such as historic downtown Walkerton, Chepstow, Elmwood, Cargill and Pinkerton. The program is intended to encourage the improvement and installation of pedestrian-scaled, attractive signage to buildings and facades on the part of property owners and tenants.

It is not a property maintenance program, and designs and materials used must be of high quality to enhance the character of the settlement areas. Perpendicular storefront signs are to be in keeping with the architectural character of a commercial storefront façade, are to enhance in accordance with any applicable guidelines and are not to detract from the building or any stated design direction. Back lit illumination signs are not eligible for funding.

#### Eligible Costs

- Restoration or redesign of commercial building signage facing the public right-of-way
- Professional design fees
- Façade signage upgrades/replacement
- Cleaning, painting, sandblasting and/or refinishing façade signage
- Facade illumination for signage
- Perpendicular signage
- Brick and masonry repair to accept signage bracket/fastenings

#### Program Funding

- As part of its annual budget Council will determine the maximum allocation to be made available to this program under this Community Improvement Plan for the current year.
- The Municipality may offer a grant payment of up to 50% of eligible costs, or \$1,500, whichever is less, upon successful completion of a façade improvement project within the CIP area.

#### Eligibility Criteria

- Applicants may be the registered owners, assessed owners and tenants of lands and buildings, and

- any person to whom such an owner or tenant has assigned the rights for the subject property;
- Municipal staff will review property tax records. Property owners who are in arrears of property taxes, local improvement charges or any other municipal accounts receivable on the subject property are not eligible to receive the grant;
- Outstanding work orders (building, fire, zoning, etc.) must be satisfied prior to grant approval;
- The program is open to owners of commercial and mixed-use properties;
- Municipal contributions will be issued only after the project is completed and inspected by Municipal staff, and original receipts for payment to third parties for the work completed are received from the applicant;
- Proposed works must comply with all applicable by-laws, codes and guidelines;
- Any work commenced prior to the project receiving approval from the Municipality may be disqualified from receiving funding;
- Applicants must source goods and services locally, where possible.

### 3.2.3 Accessibility Improvement Grant

#### Purpose

To cover a portion of the costs of improving the experience and accessibility of properties within Brockton, to remove exterior and interior barriers to the public and comply with provincial accessibility laws and standards, with the aim of helping to make Brockton a community for people of all ages and abilities.

It is intended that any improvements considered under this program will meet or exceed the requirements of the Accessibility for Ontarians with Disabilities Act and the Ontario Building Code. Accessibility projects can include the installation of ramps, elevators, lifts, automatic door openers, or any other improvements that improve accessibility and remove barriers, as approved by the Municipality.

Designing for accessibility not only helps people with disabilities, it also improves access for others including seniors, families with young children, delivery drivers, and patrons.

#### Eligible Costs

- Installation of visual fire alarms (lights) in multi-unit buildings;
- Improvements to barrier-free accessibility such as ramps, power-door operators, elevator access, lever door handles, tactile walking strip indicators, and other devices;
- Upgrades to restrooms to make barrier-free;
- Fees for a professional audit to determine accessibility improvements;
- Other improvements, at the discretion of the plan administrator, to enhance the accessibility of a commercial and public building.

#### Program Funding

- As part of its annual budget Council will determine the maximum allocation to be made available to this program under this Community Improvement Plan for the current year.

- The Municipality may offer a grant payment of up to 50% of eligible costs, or \$2,000, whichever is less, upon successful completion of an accessibility improvement project within the CIP area.
- The Municipality may offer an interest-free loan to cover up to 50% of the eligible work, up to \$10,000, whichever is less, to assist with accessibility improvements.

## Eligibility Criteria

- Applicants may be the registered owners, assessed owners and tenants of lands and buildings, and any person to whom such an owner or tenant has assigned the rights for the subject property;
- Municipal staff will review property tax records. Property owners who are in arrears of property taxes, local improvement charges or any other municipal accounts receivable on the subject property are not eligible to receive the grant;
- Outstanding work orders (building, fire, zoning, etc.) must be satisfied prior to grant approval;
- The program is open to owners of commercial and mixed-use properties;
- Municipal contributions will be issued only after the project is completed and inspected by Municipal staff, and original receipts for payment to third parties for the work completed are received from the applicant;
- Proposed works must comply with all applicable By-Laws, codes and guidelines;
- Any work commenced prior to the project receiving approval from the Municipality may be disqualified from receiving funding;
- Applicants must source goods and services locally, where possible.

## 3.2.4 Environmental Stewardship and Energy Efficiency Program

### Purpose

To assist commercial property owners with improving their energy efficiency and conservation measures, contributing to a more “green” economy in Brockton and reducing our carbon footprint.

### Eligible Costs

- Construction of new green buildings that meet LEED (Leadership in Energy and Environmental Design) certification standards
- Retrofit of existing buildings for energy efficiency (i.e. replacement of doors, windows, insulation, heating, lighting fixtures, etc with high efficiency models)
- Alternative energy generating sources, such as solar or wind devices
- Resource conservation fixtures such as low-flush toilets
- Green roof installation
- Rooftop solar panels
- Other renovations or improvements that meet the objectives of the program

### Program Funding

- As part of its annual budget Council will determine the maximum allocation to be made

available to this program under this Community Improvement Plan for the current year.

- The Municipality may offer a grant payment of up to 50% of eligible costs, or \$3,000, whichever is less, upon successful completion of an accessibility improvement project within the CIP area.

## Eligibility Criteria

- Applicants may be the registered owners, assessed owners and tenants of lands and buildings, and any person to whom such an owner or tenant has assigned the rights for the subject property;
- Municipal staff will review property tax records. Property owners who are in arrears of property taxes, local improvement charges or any other municipal accounts receivable on the subject property are not eligible to receive the grant;
- Outstanding work orders (building, fire, zoning, etc.) must be satisfied prior to grant approval;
- The program is open to owners of commercial and mixed-use properties;
- Municipal contributions will be issued only after the project is completed and inspected by Municipal staff, and original receipts for payment to third parties for the work completed are received from the applicant;
- Proposed works must comply with all applicable By-Laws, codes and guidelines;
- Any work commenced prior to the project receiving approval from the Municipality may be disqualified from receiving funding;
- Applicants must source goods and services locally, where possible.

## 3.2.5 Vacant and Underutilized Properties Conversion/Expansion Grant

### Purpose

To encourage the conversion and revitalization of vacant and/or underutilized commercial, industrial, or institutional buildings in Brockton to meet new community needs.

The program aims to creatively repurpose and rejuvenate buildings of cultural or architectural significance (such as heritage churches, mills, inns, barns and schools), recognizing that they can serve new purposes to economically and socially benefit the community, by providing multi-unit housing, for example.

Retail and commercial needs are evolving, and some business owners may require less space in a building, creating an opportunity for housing units or mixed uses in portions of the building left vacant, or already vacant.

Brockton is also committed to assisting the agricultural sector in exploring value-added opportunities with their vacant or underutilized buildings to boost farm income.

### Eligible Costs

- Professional fees to study the feasibility of conversion to a new use
- Conversion of a vacant or underutilized building in a hamlet or village to provide multiple housing units, or mixed uses such as housing and office or studio space
- Conversion of upper story space in a commercial property to residential units

- Conversion of ground floor commercial space to better suit new commercial and/or residential use (so long as at least 500 square feet remains commercial at the main building entrance)
- Professional services (eg. architect, engineer) to assist with the project's design
- Conversion of a vacant or underused agricultural building to permit value-added activities, such as food processing or agri-tourism

## Program Funding

- Grant of up to \$7,500 or 50%, whichever is less, upon project completion.
- Interest-free loan to cover 50% of the eligible cost of the work, to a maximum of \$10,000.
- Where the project is expected to result in a substantial increase in the property's value, tax increment equivalent funding (TIEF) will be considered.

## Eligibility Criteria

- A pre-application meeting with the plan administrator and building department is required to review site plans or drawings to illustrate intended improvements and modifications being proposed;
- Applicants may be the registered owners, assessed owners and tenants of lands and buildings, and any person to whom such an owner or tenant has assigned the rights for the subject property;
- Municipal staff will review property tax records. Property owners who are in arrears of property taxes, local improvement charges or any other municipal accounts receivable on the subject property are not eligible to receive the grant;
- Outstanding work orders (building, fire, zoning, etc.) must be satisfied prior to grant approval;
- The program is open to owners of commercial, mixed-use, and institutional properties;
- Municipal contributions will be issued only after the project is completed and inspected by Municipal staff, and original receipts for payment to third parties for the work completed are received from the applicant;
- Proposed works must comply with all applicable By-Laws, codes and guidelines;
- Any work commenced prior to the project receiving approval from the Municipality may be disqualified from receiving funding;
- Applicants must source goods and services locally, where possible, as this grant is to assist businesses within the Municipality, directly and indirectly.

### 3.2.6 Farm Gate Improvement Grant

#### Purpose

To cover a portion of the project costs for exterior improvements to the public-facing “farm gate” retail facilities for existing and eligible farms in areas of Brockton. The program is intended to encourage the improvement and installation of produce stands and signage on the part of property owners and tenants. Brockton is committed to assisting the agricultural sector in exploring value-added opportunities with their farm gate opportunities to boost farm income.

It is not a property maintenance program, and designs and materials used must be of high quality to



enhance the character of the agri-business sector.

## Eligible Costs

- Restoration or redesign of commercial/retail agri-business facilities facing the public right-of-way
- Professional design fees
- Farm gate produce/retail stand upgrades/replacement
- Farm gate unit and associated agri-business signage
- Cleaning, painting, sandblasting and/or refinishing retail stands

## Program Funding

- As part of its annual budget Council will determine the maximum allocation to be made available to this program under this Community Improvement Plan for the current year.
- The Municipality may offer a grant payment of up to 50% of eligible costs, or \$1,500, whichever is less, upon successful completion of a façade improvement project within the CIP area.

## Eligibility Criteria

- Applicants may be the registered owners, assessed owners and tenants of lands and buildings, and any person to whom such an owner or tenant has assigned the rights for the subject property;
- Applicants must be agri- or farm-based businesses selling agri-products (grown or harvested within Brockton's Rural Area, not in a residential/urban neighbourhood);
- Municipal staff will review property tax records. Property owners who are in arrears of property taxes, local improvement charges or any other municipal accounts receivable on the subject property are not eligible to receive the grant;
- Outstanding work orders (building, fire, zoning, etc.) must be satisfied prior to grant approval;
- The program is open to owners of commercial and mixed-use properties;
- Municipal contributions will be issued only after the project is completed and inspected by Municipal staff, and original receipts for payment to third parties for the work completed are received from the applicant;
- Proposed works must comply with all applicable by-laws, codes and guidelines;
- Any work commenced prior to the project receiving approval from the Municipality may be disqualified from receiving funding;
- Applicants must source goods and services locally, where possible.

## 3.3 Community Improvement Plan Budget

The grant and loan programs described in Section 3.0 of this Plan are funded by the Municipality of Brockton with current and/or potential funding from OMAFRA's Rural Economic Development (RED) program, Ministry of Tourism and Culture, Healthy Communities initiatives, or similar. As applicable, other additional funds may be available through other programs, such as Bruce County's Spruce the Bruce program.

These programs assist with the costs of projects that use the power of partnerships to create change. Generally, the goal of these programs is to breathe new life into rural communities, make more opportunities to develop skills, and improve access to healthful lifestyles.

The programs are funded by municipal budget allocations, reviewed annually on an as-required basis and may be subject to fund replenishment through repayment of the loan portion of the loan and grant program(s).

## **3.4 Timeframe, Amendments and Participation**

### **a. Timeframe**

The revised CIP shall remain in effect for ten (10) years following its adoption by Council. Programs and incentives offered under the CIP may vary from year to year at the discretion of Council, based on recommendations from Municipal staff.

### **b. Amendments**

Amendments to the CIP would not normally be required if a municipality is discontinuing or cancelling a program; or, if funding to a program is decreased. Decisions respecting funding allocations to CIP programs are typically part of the annual Council budget process. However, amendments to the CIP may be required for a change or expansion in the geographic area to which financial or land programs outlined in a CIP apply; or, a change in the eligibility criteria (i.e. addition of new municipal assistance programs involving grants, loans, tax assistance or land; or, an increase to a financial incentive to be offered within a municipal CIP program). Such amendments require pre-consultation with the Ministry of Municipal Affairs and Housing in order to assess additional liability which may be incurred by the Municipality.

### **c. Participation**

In order to carry out the Community Improvement Goals and Actions of this Plan, the Municipality may participate and coordinate grants or loans with other levels of government pursuant to Section 28(7.2) of the Planning Act, R.S.O. 1990 for the purpose of carrying out a community improvement plan.

## **3.5 Implementation**

### **3.5.1 Authority**

This Community Improvement Plan will be implemented through the provisions of Section 28 of the Planning Act, Section 365.1 of the Municipal Act 2001 and Section 4.3.1 of the Walkerton Community Official Plan as outlined in Section 1.4 of this document.

Council of the Municipality of Brockton passed By-Law \_\_\_\_ 62-11 being a By-Law to designate the Community Improvement Plan Area respecting the redevelopment, revitalization, prosperity and beautification of its xxxx communities.

### **3.5.2 Delegation**

The overall implementation of the grant and loan programs, including liaison with the Ministry of

Municipal Affairs and Housing, shall be the responsibility of Community Development Coordinator for the Municipality of Brockton.

### **3.5.3 Administration**

The grant and/or loan programs in this CIP will be administered through Brockton Council, through an established committee overseen by the Community Development Coordinator.

The grant and/or loan programs will be administered on a first come, first served basis to the limit of the available funding in accordance with any administrative rules governing this and other grant or loan programs. The Municipality's Community Improvement Plan will be reviewed by the Community Development Coordinator every six (6) months to one (1) year.

## **3.6 Monitoring**

Program monitoring shall occur on an annual basis to determine all of the following:

- a. Established targets from program uptake are being met
- b. Desired outcomes are being achieved
- c. Program participants are completing their commitments
- d. Overall benefits of the program

## **3.7 Marketing**

### **3.7.1 Primary Objective**

A successful CIP requires the host Municipality to initiate and deliver actions, improvements, and outreach to the public. Effective communication is required to attract, deliver, and perpetuate incentive program participation and activity within the CIPA. Without communication, Municipality lead action, or improvements, CIP's often have limited participation from the public. The intent of this marketing section is to provide guidance on how the Municipality can continue its outreach and advertising. The Municipality will allocate an annual budget that supports:

- Outreach that provides information about available programs, guidelines, application forms and Municipal assistance.
- Promotion of the available programs, including programs with limited applications or activity.
- Information distribution to property and business owners and the public about the Municipality's planned improvements to the public space.
- Publication of success stories within the CIPA and how people have used the available programs.

### **3.7.2 Marketing Tools**

The marketing campaign for the CIP needs to include print and multi-media formats. Various marketing formats are necessary to capture a diverse range of generations and users. The tools used for marketing must ensure the information is easily accessible, clear, and consistent. Marketing tools can include:

- The municipal website where the public can find basic information; how to apply, application forms, and program information. It is key that information is easy to find on the website and in a clear location. A direct link from the municipal website home page could be provided at minimum for the first year of the CIP.
- Print information, brochures, and handouts that outline the basic information, how to apply, and program information. Print information can be sent out with other annual municipal publications to properties within the CIPA.
- An initial publication mail out that outlines the CIP and how people are able to use the incentive programs.
- Profile highlights and media releases that outline success stories that use the incentive programs. This can be posted online, included in program brochures, or newsletters.
- Educational sessions, workshops and seminars, outlining the process. Input from successful applications would be beneficial from other applicants.



# 4.0

## Interpretation



## 4.1 Community Improvement Plan Foundation

All sections, figures, appendices, with the exception of Appendix D, of this document shall form the CIP for the Municipality of Brockton.

## 4.2 Community Improvement Plan Amendments

Changes to the Community Improvement Project Areas (CIPA) or addition or increase in grant or loan programs, shall require an amendment to this plan. The deletion of a program does not require an amendment to the CIP. This plan has been prepared in accordance with and shall be deemed to conform to the Brockton Community Official Plan.

## 4.3 Community Improvement Plan Title

This plan shall be referred as the ***Community Improvement Plan Update for the Municipality of Brockton***. At such time as other CIP's are prepared for this or other areas, this title may be modified for clarification purposes without requiring amendment to this plan.

## 4.4 Definitions

**“Commercial”** means any property or building that is engaged in commerce, involved in work that is intended for the mass market, or used for the sale or production of goods.

**“Community Improvement Plan”** means a plan for the community improvement of a community improvement project area.

**“Community Improvement Project Area”** means a municipality or an area within municipality, the community improvement of which, in the opinion of Council, is desirable because of age, dilapidation, overcrowding, faulty arrangement, unsuitability of buildings or for any other environmental, social or community economic development reason. Façade, signage, and brownfield improvements are limited to the Community Improvement Project Area.

**“Improvement”** means a reconstruction, rehabilitation, enhancement of the façade or signage, addition, or other improvement of a structure.

**“Qualified Person”** is an individual who meets the qualifications prescribed in Ontario Regulation 153/04 as amended from the Planning Act.

**“Redevelopment”** means either the demolition of existing buildings unfit for occupancy and their replacement with new buildings, or the restoration of buildings or properties.

**“Rehabilitation”** means any efforts that result in the productive reuse of lands and/or buildings within the Community Improvement Project Area.

**“Official Plan”** means a comprehensive long range plan for land use which guides growth and land use change in a municipality.

**“Proponent”** means the owner or their heirs, successors or assignees of a property located in the Community Improvement Project Area. This definition is not applicable in the Brownfield Property Tax Assistance Section.

**“Tax Increment”** refers to the increase in taxes, or tax increment and is calculated by subtracting the municipal portion of property taxes before reassessment from the municipal portion of property taxes after reassessment. A municipality may provide any proportion of the increment for any length of time their council deems is appropriate. The tax increment does not include any increases/decrease in municipal taxes due to a general tax rate increase/decrease, or a change in assessment for any other reason.

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# 5.0

## Spruce the Bruce Community Development Program

Also available to many of Brockton's eligible private landowners or commercial/retail tenants is the Bruce County's 'Spruce the Bruce Community Development Program'. This program also helps to build healthy and vibrant communities by offering resources to maintain and grow commercial areas and public experiences.



## 5.1 Façade Building Improvement Grant

### Purpose

Updated, aesthetically pleasing, and well-maintained building facades create vibrancy in our downtown cores and encourage the public to stop, shop, and dine.

The Façade Building Improvement grant provides funding for business and property owners to update and improve the exterior façade of their downtown commercial building.

### Eligible Projects

Eligible projects may include, but are not limited to:

- Architectural feature improvements, or additions (e.g., beams, decorative molding)
- Brick or stone (or other masonry) installation, repointing, or restoration
- Exterior lighting / gooseneck lighting
- Painting storefront
- Permanent outdoor planters (e.g., windowsill)
- Siding installation
- Take-out window installation
- Windows and doors upgrades

## Ineligible Projects

Ineligible projects include, but are not limited to:

- New building construction
- Roof repairs
- General maintenance repairs
- Greenery (e.g., plants, flowers, shrubs, etc.)
- Projects done to the rear / backside of building

## Program Funding

- A grant payment of up to 50% of eligible project costs (excluding taxes) to support the completion of a façade building improvement project.

## Eligibility Criteria

To be considered for the grant:

- The applicant must be the tenant or the property owner. A letter of support from the property owner is required if the applicant is the tenant.
- The building must be commercial or mixed-use (commercial-residential) and be located within the downtown Community Improvement Project Area (CIPA).
- The project must comply with Municipal by-laws and have received appropriate permits and permissions.
- A minimum of three major exterior projects from the eligible project list must occur. These can be a combination of grants funded under this grant category and the following categories: Fascia Signage, Perpendicular Signage, Awning, and Patio Installation.
- The project should attempt to include elements from the applicable Community Toolkit whenever possible.
- Project work must not have started (including purchasing any materials) until the application has been approved.
- Properties previously awarded grants are not eligible for additional funding under the same grant category unless:
  - a. The grant was provided more than five years ago; or
  - b. Either the tenant and/or property owner changed since the last grant was provided; or
  - c. The application is clearly for different physical elements of the building/property (as determined by County Staff).

## 5.2 Fascia Signage Grant

### Purpose

An updated and aesthetically pleasing fascia sign helps to showcase the business' brand and encourages customers to enter the shop.

The Fascia Signage grant provides funding for business and property owners to install a new and updated façade (flat/fascia sign) on the exterior of the downtown commercial building.

## Eligible Projects

Eligible projects may include, but are not limited to:

- Fascia / façade / flat storefront sign

## Ineligible Projects

Ineligible projects include, but are not limited to:

- Backlit signage
- Neon signage
- Coroplast signage
- Vinyl banner signage
- Freestanding signage

## Program Funding

- A grant payment of up to 50% of eligible project costs (excluding taxes) to support the completion of a fascia signage project.

## Eligibility Criteria

To be considered for the grant:

- The applicant must be the tenant or the property owner. A letter of support from the property owner is required if the applicant is the tenant.
- The building must be commercial or mixed-use (commercial-residential) and be located within the downtown Community Improvement Project Area (CIPA).
- Fascia signs must be attached to the front of a commercial building.
- The project must comply with Municipal by-laws and have received appropriate permits and permissions.
- The project should attempt to include elements from the applicable Community Toolkit whenever possible.
- Project work must not have started (including purchasing any materials) until the application has been approved.
- Properties previously awarded grants are not eligible for additional funding under the same grant category unless:
  - a. The grant was provided more than five years ago; or
  - b. Either the tenant and/or property owner changed since the last grant was provided; or
  - c. The application is clearly for different physical elements of the building/property (as determined by County Staff).



## 5.3 Perpendicular Signage Grant

### Purpose

Perpendicular signs increase awareness and visibility of a business and its offerings. The sign is attached to the front of the building and mounted so the face of the sign is perpendicular to the normal flow of the street and foot traffic, which creates pedestrian-friendly downtowns.

The Perpendicular Signage grant provides funding for business and property owners to install a new perpendicular (blade / projecting) sign on the exterior of the downtown commercial building.

### Eligible Projects

Eligible projects may include, but are not limited to:

- Perpendicular / blade / projecting sign

### Ineligible Projects

Ineligible projects include, but are not limited to:

- Backlit signage
- Neon signage
- Coroplast signage
- Vinyl banner signage
- Freestanding signage

### Program Funding

- A grant payment of up to 50% of eligible project costs (excluding taxes) to support the completion of a perpendicular signage project.

### Eligibility Criteria

To be considered for the grant:

- The applicant must be the tenant or the property owner. A letter of support from the property owner is required if the applicant is the tenant.
- The building must be commercial or mixed-use (commercial-residential) and be located within the downtown Community Improvement Project Area (CIPA).
- The Perpendicular Sign must be attached to the front of the building and mounted so the face of the sign is perpendicular to the normal flow of street and foot traffic.
- The project must comply with Municipal by-laws and have received appropriate permits and permissions.
- The project should attempt to include elements from the applicable Community Toolkit whenever possible.

- Project work must not have started (including purchasing any materials) until the application has been approved.
- Properties previously awarded grants are not eligible for additional funding under the same grant category unless:
  - a. The grant was provided more than five years ago; or
  - b. Either the tenant and/or property owner changed since the last grant was provided; or
  - c. The application is clearly for different physical elements of the building/property (as determined by County Staff).

## 5.4 Awning Grant

### Purpose

Awnings not only provide shelter from environmental elements but can also add an extra visual appeal to the building and improve aesthetics.

The Awning grant provides funding for business and property owners to install an awning on the exterior of the downtown commercial building.

### Eligible Projects

Eligible projects may include, but are not limited to:

- Awning above windows, doors, and/or takeout windows

### Ineligible Projects

Ineligible projects include, but are not limited to:

N/A

### Program Funding

- A grant payment of up to 50% of eligible project costs (excluding taxes) to support the completion of an awning project.

### Eligibility Criteria

To be considered for the grant:

- The applicant must be the tenant or the property owner. A letter of support from the property owner is required if the applicant is the tenant.
- The building must be commercial or mixed-use (commercial-residential) and be located within the Community Improvement Project Area (CIPA).

- The project must comply with Municipal by-laws and have received appropriate permits and permissions.
- The project should attempt to include elements from the applicable Community Toolkit whenever possible.
- Project work must not have started (including purchasing any materials) until the application has been approved.
- Properties previously awarded grants are not eligible for additional funding under the same grant category unless:
  - a. The grant was provided more than five years ago; or
  - b. Either the tenant and/or property owner changed since the last grant was provided; or
  - c. The application is clearly for different physical elements of the building/property (as determined by County Staff).

## 5.5 Patio Installation Grant

### Purpose

An outdoor patio allows restaurants, bars, and cafes the opportunity to increase capacity and sales, but also add to the vibrancy of the downtown, encouraging more visitors and spending.

The Patio Installation grant provides funding for business and property owners to install or expand an outdoor patio for their guests and visitors to enjoy food and beverage on. The patio may be a sidewalk patio, rooftop patio, or back patio.

### Eligible Projects

Eligible projects may include, but are not limited to:

- Decking
- Fencing or railings
- Flooring / patio stones / brick
- Pergola for sun shelter
- Permanent planter boxes (e.g., attached to fencing)

### Ineligible Projects

Ineligible projects include, but are not limited to:

- Patio furniture (e.g., tables, chairs, benches, etc.)
- Portable accessories (e.g., heaters, fire pits, speakers, etc.)
- Greenery (e.g., plants, flowers, shrubs, etc.)

### Program Funding

- A grant payment of up to 50% of eligible project costs (excluding taxes) to support the completion of a patio installation project.

## Eligibility Criteria

To be considered for the grant:

- The applicant must be the tenant or the property owner. A letter of support from the property owner is required if the applicant is the tenant.
- The building must be commercial or mixed-use and be located within the downtown Community Improvement Project Area (CIPA).
- The project must comply with Municipal by-laws and have received appropriate permits and permissions. Note: If the patio extends onto municipal property, the applicant must submit an application and be approved for a patio permit with their local Municipality.
- The project should attempt to include elements from the applicable Community Toolkit whenever possible.
- Project work must not have started (including purchasing any materials) until the application has been approved.
- Properties previously awarded grants are not eligible for additional funding under the same grant category unless:
  - a. The grant was provided more than five years ago; or
  - b. Either the tenant and/or property owner changed since the last grant was provided; or
  - c. The application is clearly for different physical elements of the building/property (as determined by County Staff).

## 5.6 Community Marketing Grant

### Purpose

By collaborating on marketing projects, businesses, municipalities, not-for-profits, and charities with a focus or mandate to service visitors can ensure a cohesive approach and expand their reach to new audiences and visitors. Helping to drive sales to local businesses and encourage involvement and attendance at community events helps to drive a vibrancy in the community.

The Community Marketing grant provides funding for businesses or municipalities, not-for-profits or charities with a focus or mandate to service visitors to collaboratively develop a package itinerary or marketing campaign that stimulates the local downtown economy.

### Eligible Projects

Eligible projects may include, but are not limited to:

- Completed Package Itinerary or Marketing Campaign
- Design and production of marketing collateral
- Paid promotion through marketing channels (e.g., detail, print, radio, etc.)

### Ineligible Projects

Ineligible projects include, but are not limited to:

- Projects that include collaborative partners located outside of Bruce County
- Projects that duplicate a role already fulfilled within the Community or Bruce County
- Projects that generate advertising / promotional revenue for the applicants

## Program Funding

- A grant payment of up to 50% of eligible project costs (excluding taxes) to support the completion of a community marketing project.

## Eligibility Criteria

To be considered for the grant:

- The applicants may be a combination of businesses, or a combination of municipalities, not-for-profits or charities with a focus or mandate to service visitors.
- For businesses: a minimum of three businesses, with at least one being located within the downtown Community Improvement Project Area (CIPA) collaborate and develop a package itinerary or campaign. For example, a canoe outfitter, local motel, and downtown restaurant develop a package itinerary to draw customers and visitors to the region.
- For municipal and community partners: municipalities and community partners (not-for-profits or charities) collaborate and develop a marketing campaign to promote the business community and sectors.
- The project must comply with local Municipality by-laws and have received appropriate permits and permissions.
- The project should attempt to include elements from the applicable Community Toolkit whenever possible.
- Project work must not have started (including purchasing any materials) until the application has been approved.

## 5.7 Streetscape Beautification Grant

### Purpose

Streetscape Beautification projects help make a community's downtown more attractive, distinctive to their unique brand, and pedestrian-friendly, helping to drive community vibrancy and development. Uniquely branded physical elements help to highlight the character of a downtown.

The Streetscape Beautification grant provides funding for municipalities or their entities, Business Improvement Areas, or registered Chambers of Commerce to install or improve streetscape improvements in the downtown core that improve the vibrancy of the downtown.

### Eligible Projects

Eligible projects may include, but are not limited to:

- Banners



- Benches
- Bike racks
- Flower containers
- Garbage and recycling cans
- Green space or public plaza enhancements
- Public art
- Seasonal decorations

## Ineligible Projects

Ineligible projects include, but are not limited to:

- Projects that do not comply with the applicable Community Toolkit branding elements

## Program Funding

- A grant payment of up to 50% of eligible project costs (excluding taxes) to support the completion of a streetscape beautification project.

## Eligibility Criteria

To be considered for the grant:

- The applicant must be a municipality or their entities, a Business Improvement Area, or a registered Chamber of Commerce.
- The project elements must be installed in and around the downtown core.
- The applicant must submit a letter of support from the local Municipality or local Council.
- The project must comply with Municipal by-laws and have received appropriate permits and permissions.
- Project work must not have started (including purchasing any materials) until the application has been approved.

## 5.8 Community Signage Grant

### Purpose

Community Signage helps to improve visitors' experiences, while showcasing the community's unique brand.

The Community Signage grant provides funding for municipalities, not-for-profits, or charities with a focus or mandate to service visitors, to install signage that improves the visitor experience.

## Eligible Projects

Eligible projects may include, but are not limited to:

- Gateway signs
- Interpretive or historical plaques
- Kiosk signs
- Route / trail markers (e.g., cycling, hiking, paddling areas, marinas)

## Ineligible Projects

Ineligible projects include, but are not limited to:

- Signage outside of Bruce County boundaries
- Signage not specifically benefiting the visitor's experience
- Projects that do not comply with the applicable Community Toolkit branding elements

## Program Funding

- A grant payment of up to 50% of eligible project costs (excluding taxes) to support the completion of a community signage project.

## Eligibility Criteria

To be considered for the grant:

- The applicant must be a municipality, not-for-profit, or charity with a focus or mandate to service visitors.
- Signage must be within Bruce County boundaries.
- The applicant must submit a letter of support from the local Municipality or local Council.
- The project must comply with local Municipality by-laws and have received appropriate permits and permissions.
- Project work must not have started (including purchasing any materials) until the application has been approved.

## 5.9 Destination Infrastructure & Active Transportation Grant

### Purpose

By upgrading and investing in local destination infrastructure around core local attractions, visitor experience is enhanced and increases the likelihood of return trips. Investing in active transportation projects also helps engage residents and visitors and encourages active means of transportation. The Destination Infrastructure & Active Transportation grant provides funding for municipalities, not-for-profits, or charities with a focus or mandate to service visitors, to install or enhance infrastructure or make capital improvements that improve the quality of core visitor attractions or active transportation areas.

## Eligible Projects

Eligible projects may include, but are not limited to:

- Capital improvements such as upgrades and additions to public restrooms, parking areas, and lookouts
- Other projects approved by Bruce County that provide upgrades, additions, or improvements within Destination Infrastructure and Active Transportation

## Ineligible Projects

Ineligible projects include, but are not limited to:

- Projects that do not comply with the applicable Community Toolkit branding elements

## Program Funding

- A grant payment of up to 50% of eligible project costs (excluding taxes) to support the completion of a destination infrastructure and active transportation project.

## Eligibility Criteria

To be considered for the grant:

- The applicant must be a municipality, not-for-profit, or charity with a focus or mandate to service visitors.
- The project work must be within Bruce County boundaries, and at a core visitor attraction or an area determined by an active transportation plan.
- The applicant must submit a letter of support from the local Municipality or local Council.
- The project must comply with local Municipality by-laws and have received appropriate permits and permissions.
- Project work must not have started (including purchasing any materials) until the application has been approved.

## 5.10 Business Accessibility Adaptability Grant

### Purpose

Communities become more inclusive, safe, and welcoming when the accessibility of commercial buildings is improved, and barriers are removed. The goal is to create inclusive and AODA-friendly environments for all.

The Business Accessibility Adaptability grant provides funding for business and property owners to upgrade or renovate the exterior or interior of their commercial building to remove or reduce barriers for people with disabilities.

## Eligible Projects

Eligible projects may include, but are not limited to:

- Automatic doors (exterior or interior)
- Accessible dressing rooms
- Accessible washrooms
- Wheelchair ramps
- Flat entrance (in place of stairs)
- Other approved by Bruce County permanent renovations or upgrades that improve the accessibility of the exterior or interior of the commercial building

## Ineligible Projects

Ineligible projects include, but are not limited to:

- Temporary or 'removeable' project materials or elements

## Program Funding

- A grant payment of up to 50% of eligible project costs (excluding taxes) to support the completion of a business accessibility and adaptability project.

## Eligibility Criteria

To be considered for the grant:

- The applicant must be a tenant or the property owner of the building. A letter of support from the property owner is required if the applicant is the tenant.
- The building must be commercial or mixed-use and be located within the Community Improvement Project Area (CIPA).
- The renovations and upgrades must be compliant with the requirements of the Accessibility for Ontarians with Disabilities Act, 2005 (AODA).
- Project work must not have started (including purchasing any materials) until the application has been approved.
- Properties previously awarded grants are not eligible for additional funding under the same grant category unless:
  - a. The grant was provided more than five years ago; or
  - b. Either the tenant and/or property owner changed since the last grant was provided; or
  - c. The application is clearly for different physical elements of the building/property (as determined by County Staff).

## 5.11 Product & Experience Development / Enhancement Grant

### Purpose

Tourism is what drives visitors to explore Bruce County. By upgrading or creating new experiences

and products for visitors, their length of stay and monies spent can increase, assisting the overall economy.

The Product & Experience Development / Enhancement grant provides funding for tourism business and property owners of tourism establishments to improve the visitor experience by making upgrades and enhancements to their products, services, and physical location.

## **Eligible Projects**

Eligible projects may include, but are not limited to:

- Infrastructure related to physical improvements or additions to a building or structure (e.g., exterior façade, patios, cabins, docks, playgrounds, etc.)
- Infrastructure related to the development of new tourism products or services
- Other projects that develop or enhance existing or new product or experiences

## **Ineligible Projects**

Ineligible projects include, but are not limited to:

- Temporary, 'removeable', or consumable project materials or elements
- New building construction
- General maintenance repairs

## **Program Funding**

- A grant payment of up to 50% of eligible project costs (excluding taxes) to support the completion of a product and experience development / enhancement project.

## **Eligibility Criteria**

To be considered for the grant:

- The applicant must be the tenant or the property owner of a business whose products or services are demand generators directly related to tourism (accommodations, recreation and entertainment, food and beverage, travel services, and transportation). A letter of support from the property owner is required if the applicant is the tenant.
- The building or property must be located within the Community Improvement Project Area (CIPA).
- The project must comply with Municipal by-laws and have received appropriate permits and permissions.
- Project work must not have started (including purchasing any materials) until the application has been approved.
- This grant cannot be combined with any other Spruce the Bruce grants.
- Properties previously awarded grants are not eligible for additional funding under the same grant category unless:
  - a. The grant was provided more than five years ago; or



- b. Either the tenant and/or property owner changed since the last grant was provided; or
- c. The application is clearly for different physical elements of the building/property (as determined by County Staff).

## 5.12 Agri-Food Innovation Grant

### Purpose

Agriculture is one of Bruce County's key sectors. By supporting the implementation of innovative and value-added processes, Agriculture operators can improve efficiencies, expand their markets, and increase profits.

The Agri-Food Innovation grant provides funding for agricultural operators to improve or implement new value-added and innovative technologies, software, and hardware.

### Eligible Projects

Eligible projects may include, but are not limited to:

- Infrastructure related to the following:
- Agri-tourism experiences (e.g., adding a corn maze)
- Bioproduct farming (as defined by OMAFRA)
- Direct consumer sales (e.g., pick-your-own, roadside stands)
- Organic farming (e.g., free-range chickens)
- Small-scale Food & Beverage Processing (e.g., making jam on-site from grown raspberries)
- Specialty crops farming (as defined by Ontario's Ministry of Agriculture, Food, and Rural Affairs (OMAFRA))
- Other projects approved by Bruce County that include value-added or innovative purchases or implementation

### Ineligible Projects

Ineligible projects include, but are not limited to:

- Temporary, 'removeable', or consumable project materials or elements
- New building construction
- General maintenance repairs

### Program Funding

- A grant payment of up to 50% of eligible project costs (excluding taxes) to support the completion of an agri-food innovation project.

## Eligibility Criteria

To be considered for the grant:

- The applicant must be the tenant or the property owner. A letter of support from the property owner is required if the applicant is the tenant.
- The agriculture property must be located within the Community Improvement Project Area (CIPA).
- The project must comply with all necessary Municipal, Provincial, Federal, and local food and safety regulations, and have received appropriate permits and permissions.
- Project work must not have started (including purchasing any materials) until the application has been approved.
- This grant cannot be combined with any other Spruce the Bruce grants.
- Properties previously awarded grants are not eligible for additional funding under the same grant category unless:
  - a. The grant was provided more than five years ago; or
  - b. Either the tenant and/or property owner changed since the last grant was provided; or
  - c. The application is clearly for different physical elements of the building/property (as determined by County Staff).

## 5.13 Residential Improvement Grant

### Purpose

Adding to the number of residential units available for rent will help increase the supply of housing options accessible for local residents. Focusing on downtowns and mixed-use zones will help rental tenants gain access to employment opportunities and using personal and professional services in the downtown without requiring access to a vehicle.

The Residential Improvement grant provides funding for business and property owners to upgrade or renovate their mixed-use (commercial-residential) building to add new residential units or increase occupancy in existing units for long-term rental use.

### Eligible Projects

Eligible projects may include, but are not limited to:

- Supplies and labour related to the development of a new unit or expansion of existing units
- Supplies and labour related to necessary building code or fire code requirements
- Other approved by Bruce County permanent renovations or upgrades that add a new residential unit or increase the capacity of an existing residential unit

### Ineligible Projects

Ineligible projects include, but are not limited to:

- Removeable or temporary items (e.g., furniture, decorative items)

- Projects that do not result in a new residential unit or increase the occupancy of an existing residential unit
- New building construction

## Program Funding

- A grant payment of up to 50% of eligible project costs (excluding taxes) to support the completion of a residential improvement project.

## Eligibility Criteria

To be considered for the grant:

- The applicant must be the property owner.
- The building must be mixed-use (commercial-residential), located within a downtown core or mixed-use zone of a Community Improvement Project Area (CIPA).
- The renovations and upgrades must comply with Municipal by-laws and have received appropriate permits and permissions.
- Project work must not have started (including purchasing any materials) until the application has been approved.
- Properties previously awarded grants are not eligible for additional funding under the same grant category unless:
  - a. The grant was provided more than five years ago; or
  - b. Either the tenant and/or property owner changed since the last grant was provided; or
  - c. The application is clearly for different physical elements of the building/property (as determined by County Staff).

For further information see <https://www.brucecounty.on.ca/business/business-supports/spruce-the-bruce>.

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# Appendices

"The following will be added to the CIP upon adoption by Municipality of Brockton Council."

- A. **Community Open House Newspaper Advertisement Notices**
- B. **The Corporation of the Municipality of Brockton By-Law 2014-057**
- C. **The Corporation of the Municipality of Brockton By-law 2014-058**
- D. **The Corporation of the Municipality of Brockton By-law 2014-059**





Municipality of Brockton

## Public Meeting Notice

### Community Improvement Plan Update

**TAKE NOTICE** that the Municipality of Brockton will hold a public meeting on **Tuesday, August 9th, 2022** starting at 7:00pm online to consider a Community Improvement Plan (CIP) Update pursuant to the provisions of the Ontario Planning Act.

The CIP update will provide 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. The CIP update allows for six (6) financial assistance programs to registered owners, tenants of land and buildings within the Community Improvement Area that will assist with building façade & signage improvements, accessibility improvements, environmental stewardship and energy efficiency, vacant property conversion/expansion, and farm gate improvements. This update involves an adjustment of Brockton's community improvement project areas (CIPAs) to include the settlement areas of historic downtown Walkerton, Cargill, Chepstow, Elmwood and Pinkerton, and as well as the full extent of the municipality for certain programs.

**ANY PERSON** may attend the public meeting and/or make written or verbal representation either in support of or in opposition to the CIP update.

If a person or public body does not make oral submissions at a public meeting or make written submissions to the Council of the Municipality of Brockton before the CIP update is adopted, the person or public body is not entitled to appeal the decision of the Council of the Municipality of Brockton to the Local Planning Appeal Tribunal.

If a person or public body does not make oral submissions at a public meeting or make written submissions to the Council of the Municipality of Brockton before the CIP update is adopted, the person or public body may not be added as a party to the hearing of an appeal before the Local Planning Appeal Tribunal unless, in the opinion of the Tribunal, there are reasonable grounds to do so.

If you wish to be notified of the adoption of the CIP update, you must make a written request to Fiona Hamilton at [fhamilton@brockton.ca](mailto:fhamilton@brockton.ca), the Clerk for the Municipality of Brockton and such request must include the name and address to which such notice should be sent.

**ADDITIONAL INFORMATION** relating to the CIP update is available for inspection, during office hours 8:30 a.m. to 4:30 p.m. at the Municipality of Brockton, 100 Scott Street, Walkerton, ON N0G 2V0. Telephone: 1-877-885-8084. Fax: 519-881-2991. It will also be available on the Municipal website at [www.brockton.ca](http://www.brockton.ca).

**The Corporation of the Municipality of Brockton  
By-Law 2014-057**

**Being A By-law To Adopt Amendment No. 9 To The Walkerton Community Official Plan.**

The Council of the Municipality of Brockton, Pursuant to Section 17 of the Planning Act, R.S.O. 1990 Enacts as follows:

1. That Amendment No. 9 to the Walkerton Community Official Plan, a copy which is attached to and forms part of this By-law is hereby adopted.
2. That the Clerk is hereby directed to forward the adopted amendment together with the necessary support documentation to the County of Bruce for final approval.
3. That this by-law shall come into force and take effect pursuant to the provisions and regulations of the Planning Act, R.S.O. 1990, c.P.13.

Read, Enacted, Signed and Sealed this 23rd Day of June, 2014.

Original Signed By

Mayor – David Inglis

Clerk – Debra Roth

**The Corporation of the Municipality of Brockton  
By-law 2014-058**

**Being A By-Law To Designate A Community Improvement Project Area For The Municipality of Brockton.**

The Council of the Municipality of Brockton pursuant to Section 28 of the Planning Act, R.S.O. 1990 enacts as follows:

**Whereas** Section 28(2) of the Planning Act, R.S.O. 1990, authorizes the Council of a local municipality to designate by By-law the whole or any part of an area covered by an official plan as a community improvement project area;

**And Whereas** the said Community Improvement Project Areas conform to Official Plan of the Municipality of Brockton

**Now Therefore** the Municipal Council of the Corporation of the Municipality of Brockton, pursuant to Section 28 (2) of the Planning Act, R.S.O. 1990, enacts as follows:

1. That the Municipality of Brockton Community Improvement Project Area, attached to as Schedule 'A-1' and forming part of this By-law, is hereby adopted.
2. And that this By-law shall take effect with final passing and comes into force and effect pursuant to the provisions of the Planning Act, R.S.O. 1990, as amended.
3. This By-Law may be cited as the "Designate a Community Improvement Project Area for the Municipality of Brockton By-Law".

Read, Enacted, Signed and Sealed this 23rd Day of June, 2014.

**The Corporation of the Municipality of Brockton  
By-law 2014-059**

**Being A By-Law To Adopt A Community Improvement Plan For The Historic Walkerton Area of the Municipality of Brockton.**

The Council of the Municipality of Brockton pursuant to Section 28 of the Planning Act, R.S.O. 1990 enacts as follows:

**Whereas** Section 28(2) of the Planning Act, R.S.O. 1990, authorizes the Council of a local municipality to designate by By-law the whole or any part of an area covered by an official plan as a community improvement project area;

**And Whereas** by By-law No. 2014-058 passed on June 23<sup>rd</sup>, 2014 the Council of the Corporation of the Municipality of Brockton designated Community Improvement Project Areas in the Municipality;

**And Whereas** Section 28(4) of the Planning Act, R.S.O. 1990, authorizes the Council of a local municipality to adopt a community improvement plan for a community improvement project area;

**And Whereas** the said Community Improvement Project Area conforms to Official Plan of the Municipality of Brockton;

**Now Therefore** the Municipal Council of the Corporation of the Municipality of Brockton, pursuant to Section 28 (2) of the Planning Act, R.S.O. 1990, enacts as follows:

1. That the Community Improvement Plan for the Municipality of Brockton Historic Walkerton Project Area, contained in Schedule 'A' to this By-law, a copy of which is attached to and forms part of this By-law, is hereby adopted.
2. That this By-law shall take effect with final passing and comes into force and effect pursuant to the provisions of the Planning Act, R.S.O. 1990, as amended.
3. That this By-law may be cited as the "Municipality of Brockton Community Improvement Plan By-law".

Read, Enacted, Signed and Sealed this 23rd Day of June, 2014.

Original Signed By

Mayor – David Inglis

Clerk – Debra Roth