

ONLINE PUBLIC MEETING

The Municipality of Brockton Community Improvement Plan Update 2022

Tuesday, 9 August 2022, 7:00 pm

SPRUCE & BRUCE

Municipality of Brockton
Business Retention and Expansion Project
Final Report
September 2018

"Find Yourself in Bruce County"

Bruce County
Economic
Development
Strategic Plan
2017 - 2021

2021-2025
Strategic
Action Plan



Community Improvement Plan Update 2022 The Municipality of Brockton

Draft Final - June 2022



ska
Stempski Kelly Associates Inc.
Design - Landscape Architecture - Planning
PO Box 399, Fergus, ON, N1M 2E3
T 519.787.4333 E info@ska-design.ca
www.ska-design.ca



Online Public Meeting Objectives

- Updating CIP
- CIP Process
- The Brockton CIP
- Background of The Historic Walkerton CIP
- CIP Goals
- Opportunities
- Community Improvement Project Area (CIPA)
- Proposed Financial Incentive Programs
- Implementation Strategy
- Spruce the Bruce Community Development Program

Updating a CIP

A Community Improvement Plan (CIP) is an Economic Development tool and the adoption of the CIP is a requirement for making incentive programs available. Allows a municipality to implement certain tools, such as providing grants and loans to businesses and landowners. For almost a decade, Historic Walkerton's downtown has benefited quite well from its initial CIP effort.

Generally, a CIP is a plan or 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. And updates do occur periodically.

Legislated under the Planning Act.

Upper-tier municipalities may participate financially in CIPs.

“A CIP is a hand-up, not a hand-out. ”

CIP Process

Putting it Together

1. Meet with Municipal Community Development Coordinator
2. Review, research and analyze Historic Downtown Walkerton CIP
3. Put it together – draft the Community Improvement Plan Update

Getting Approval

1. Notice of Statutory Public Meeting
2. Public Meeting on Draft CIP, offer 20 Day appeal period

Finalizing CIP – Next Steps

1. Bring 'Draft Final' to Council for adoption
2. Municipality provides copy to MAH

The Brockton CIP

The CIP Document

- 60+ pages
- 5 section report specific to Brockton
- Spruce the Bruce Community Development Program
- Appendices: Municipal By-laws

The CIP Includes

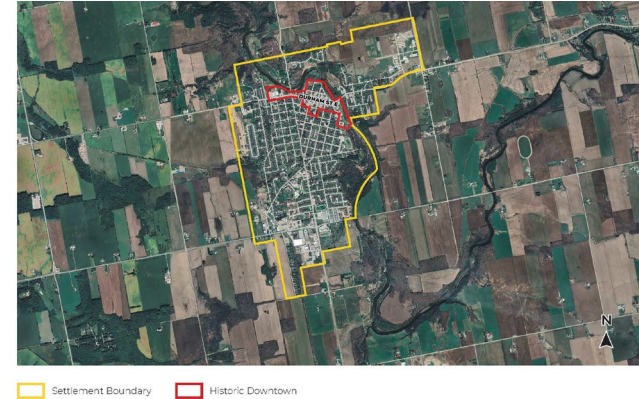
- Legislative Requirements
- Historic Downtown Walkerton CIP: Background & Review
- CIP Area (CIPA) Delineation
- 6 Financial Incentive Programs
- Eligibility Guidelines & Application Requirements (and examples)
- Notices and Mapping

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.

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.

Walkerton Settlement Area CIPA



Walkerton Historic Downtown Area CIPA



CIP 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.

Opportunities

1) The Municipality of Brockton Strategic Action Plan, 2021-2025.

- Apply the CIP to include the whole municipality, with a steadily enhanced annual funding base.
- Encourage property owners to improve their properties in accordance with municipal community improvement objectives.
- Community improvement objectives in respect of which incentives would be available.

2) Municipality of Brockton Business Retention and Expansion Project Final Report, 2018.

- 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.

Opportunities

3) Enhanced Spruce the Bruce Program, 2022

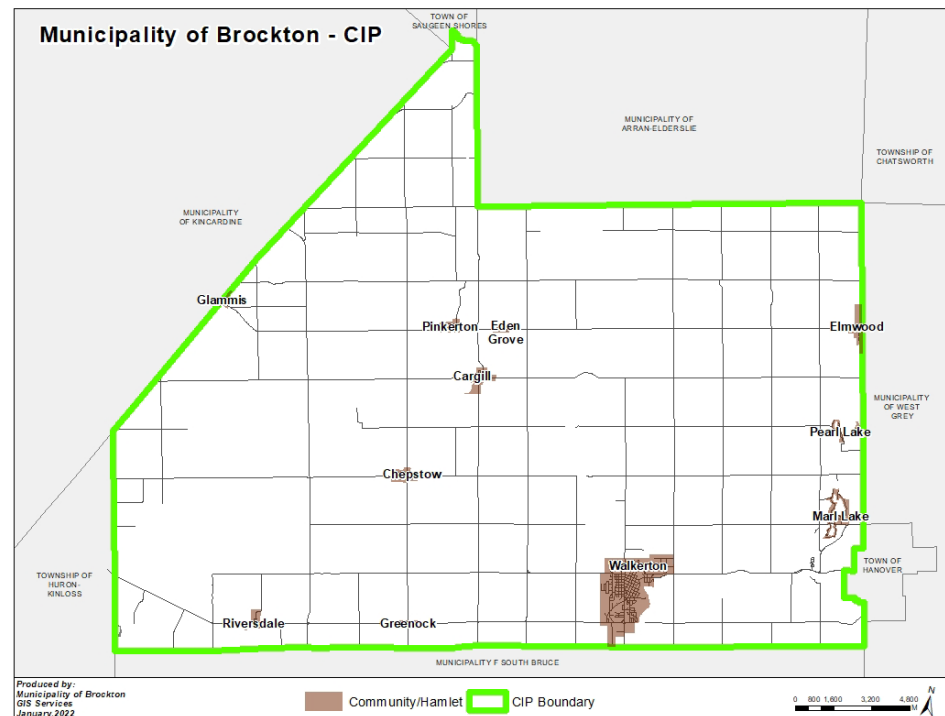
- Community Stream: Will assist urban centres such as Walkerton with improvements in downtowns that make them more attractive, distinctive, and pedestrian-friendly. These are existing grants within the STB program, yet the eSTB has further defined these to allow for increased clarity, value and impact 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.



Community Improvement Project Area (CIPA)

This CIP 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.

Brockton CIPA



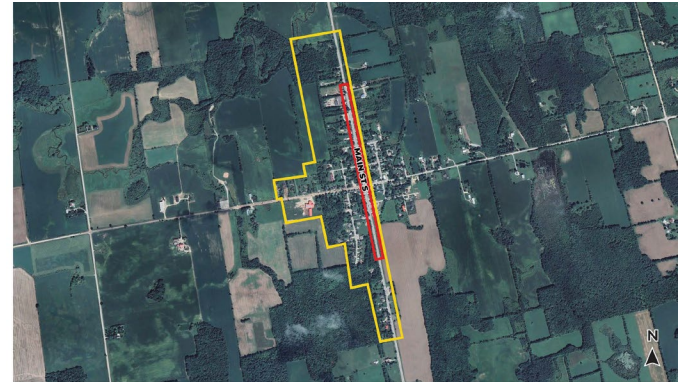
Community Improvement Project Area (CIPA)

Cargill Community Settlement Area CIPA



Yellow outline: Settlement Boundary
Red outline: Community Improvement Project Area

Elmwood Community Settlement Area CIPA



Yellow outline: Settlement Boundary
Red outline: Community Improvement Project Area

Chepstow Community Settlement Area CIPA



Yellow outline: Settlement Boundary
Red outline: Community Improvement Project Area

Pinkerton Community Settlement Area CIPA



Yellow outline: Settlement Boundary
Red outline: Community Improvement Project Area

Proposed Financial Incentive Programs

- 1 Façade Improvement Grant
- 2 Signage Improvement Grant
- 3 Accessibility Improvement Grant
- 4 Environmental Stewardship and Energy Efficiency Program
- 5 Vacant and Underutilized Properties Conversion/Expansion Grant
- 6 Farm Gate Improvement Grant

Note: not all programs will be available in any given year of implementation. The Municipal staff and Council will determine which programs will be available based on Municipal goals, priorities, and funding availability.

1. Façade Improvement Grant

Purpose:

- To encourage the rehabilitation, repair and/ or improvement of buildings and facades on the part of property owners and tenants

Value of Grant:

- Up to 50% of the eligible costs or \$3,000, whichever is less
- 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

Example of Eligible Costs:

- Restoration or redesign of commercial building facades facing the public right-of-way
- Professional design fees
- Awnings, shutters, trim and other exterior accessories
- Cleaning, painting, sandblasting and/or cladding of buildings
- Brick and masonry repair and/or cleaning

2. Signage Improvement Grant

Purpose:

- To encourage the improvement and installation of pedestrian-scaled, attractive signage to buildings and facades on the part of property owners and tenants

Value of Grant:

- Up to 50% of eligible costs, or \$1,500, whichever is less

Example of 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

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

Value of Grant:

- Up to 50% of eligible costs, or \$2,000, whichever is less
- 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

Example of 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

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

Value of Grant:

- Up to 50% of eligible costs, or \$3,000, whichever is less

Example of Eligible Costs:

- Construction of new green buildings that meet LEED certification standards
- Retrofit of existing buildings for energy efficiency (i.e. replacement of doors, windows, etc.)
- Alternative energy generating sources, such as solar or wind devices
- Resource conservation fixtures such as low-flush toilets
- Green roof installation
- Rooftop solar panels

5. Vacant and Underutilized Properties Conversion/Expansion Grant (New)

Purpose:

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

Value of Grant:

- Up to 50% of eligible costs, or \$7,500, whichever is less.
- Interest-free loan to cover 50% of the eligible cost of the work, to a maximum of \$10,000.
- Tax increment equivalent funding (TIEF).

Example of 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

6. Farm Gate Improvement Program (New)

Purpose:

- To encourage the improvement and installation of produce stands and signage on the part of property owners and tenants

Value of Grant:

- Up to 50% of eligible costs, or \$1,500, whichever is less

Example of 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

Incentive Program Summary

Grant Name	Incentive	Max. Funding	Area Covered	E-STB
Façade Improvement Grant	Grant	50% of total project cost up to \$3,000	All hamlets including Walkerton	Yes
	Interest-free Loan	50% of total project cost up to \$10,000 or min. \$40,000 with major faced improvement projects		
Signage Improvement Grant	Grant	50% of total project cost up to \$1,500	All hamlets including Walkerton	Yes
Accessibility Improvement Grant	Grant	50% of total project cost up to \$2,000	Retail, commercial properties	Yes
	Interest-free Loan	50% of total project cost up to \$10,000		
Environmental Stewardship & Energy Efficiency Program	Grant	50% of total project cost up to \$3,000	Retail, commercial properties	No
* Vacant Properties Conversion/ Expansion Grant	Grant	50% of total project cost up to \$7,500	All vacant or underutilized properties (non-residential) within Brockton,	Yes
	Interest-free Loan	50% of total project cost up to \$10,000		
	Tax Increment Equivalent Funding (TIEF)			
* Farm Gate Improvement Grant	Grant	50% of total project cost up to \$1,500	The public-facing "farm gate" retail facilities for existing and eligible farms within Brockton.	No

Implementation Strategy

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.

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.

Implementation Strategy

Administration

1. 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.
2. 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.

Spruce the Bruce Community Development Program

1 Façade Building Improvement Grant

2 Fascia Signage Grant

3 Perpendicular Signage Grant

4 Community Marketing Grant

5 Streetscape Beautification Grant

6 Community Signage Grant

7 Awning Grant

8 Patio Installation Grant

9 Business Accessibility Adaptability Grant

10 Agri-Food Innovation Grant

11 Residential Improvement Grant

12 Product & Experience Development / Enhancement Grant

13 Destination Infrastructure & Active Transportation Grant



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



IF YOU WOULD LIKE MORE INFORMATION PLEASE CONTACT:

Paulette Peirol

Community Development Coordinator

Municipality of Brockton

Tel: 519-881-2223 Ext. 131

Email: ppeirol@brockton.ca

Please submit any questions or comments directly online, email or by phone to the contacts listed above.

Information will be collected as per the Municipal Freedom of Information and Protection of Privacy Act. Except personal information, all comments will become part of the public record. If you have accessibility requirements to participate in this project, please contact one of the project team members listed above.