

Encouraging Community Revitalization through Community Improvement Plans

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Regional Conference

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Presentation Outline

- 1 Background
- 2 CIP Content
- 3 Maximizing Success
- 4 Case Studies
- 5 Budgeting for Implementation
- 6 Conclusions

Historical Context

1970s-1980s – Urban Renewal

- Low income housing improvements
- Federal & Provincial funding
- Façade grants

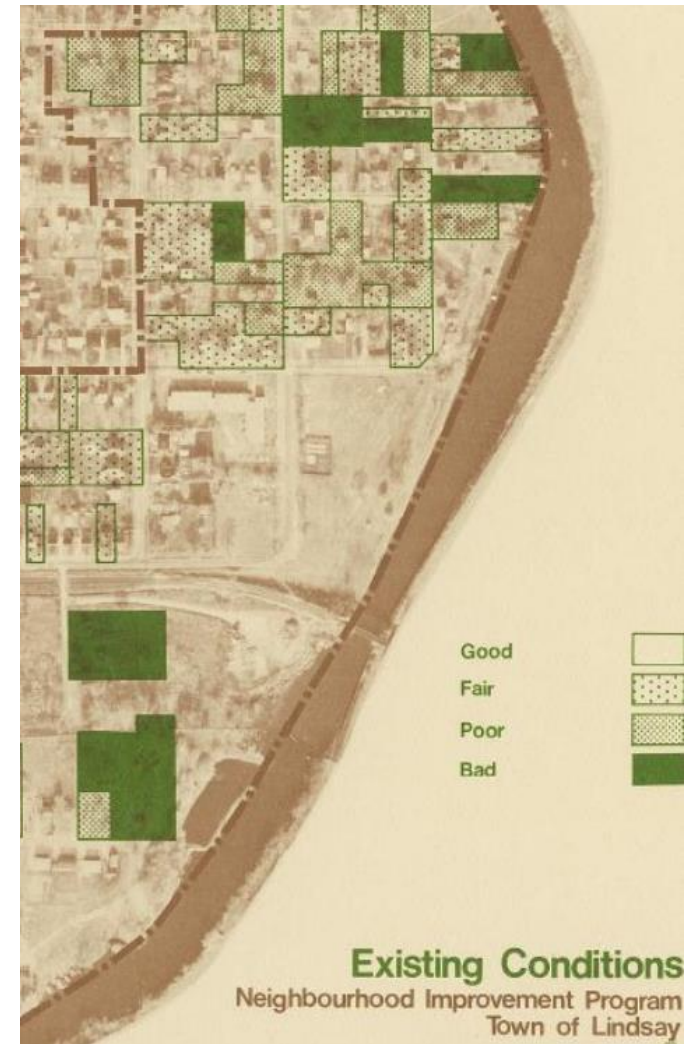


Image Source: Former Town of Lindsay

Historical Context

1990s-2000s – Brownfields & Commercial Focus

- *Brownfields Statue Law Amendment Act* (2001)
- Provincial funding for brownfield taxation incentives
- Resurgence in use of CIPs for downtown revitalization

PPS Definition of **Brownfield sites**:

“means an undeveloped or previously developed properties that may be contaminated. They are usually, but not exclusively, former industrial or commercial properties that may be underutilized, derelict or vacant.”



Image Source: Brian Thompson/The Expositor (2016)

Historical Context

2010s – Comprehensive Revitalization Strategies

- More complex range of tools for commercial/downtown areas
- Design guidance and public realm strategies
- All types of study areas including rural areas

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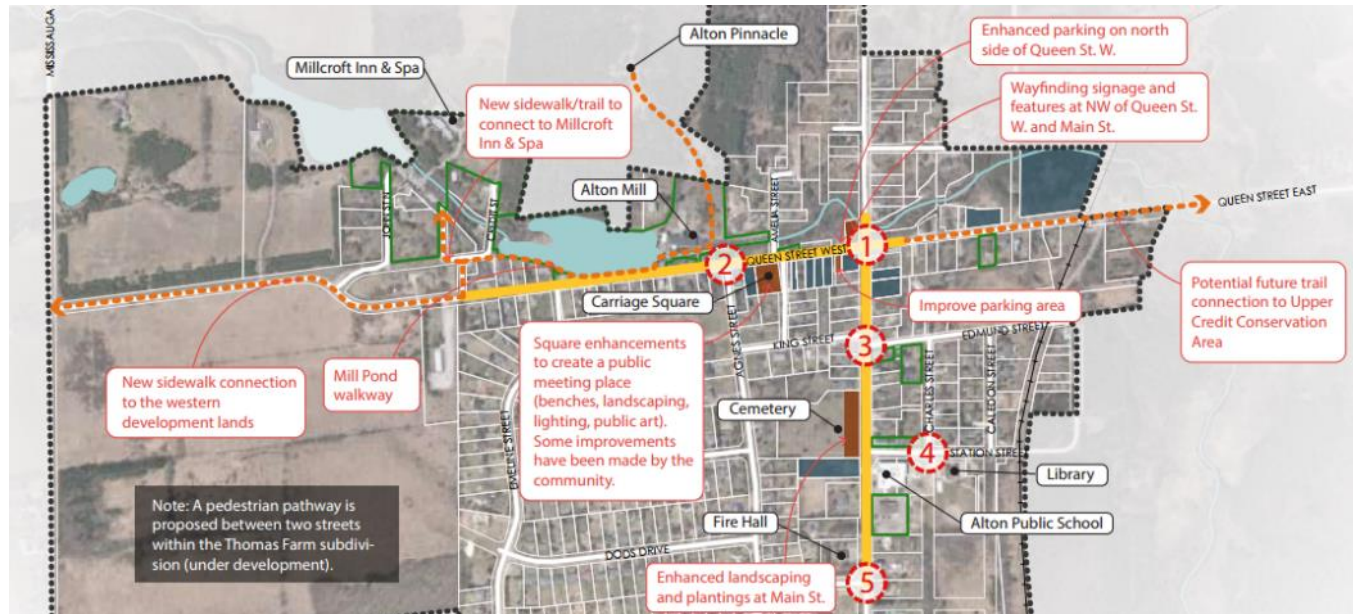


Image Source: Six Villages CIP, 2016

What is a CIP?



- Planning and economic development tool under the *Ontario Municipal Act* and *Planning Act*
 - Establishes a framework to achieve a wide variety of goals tailored to the community
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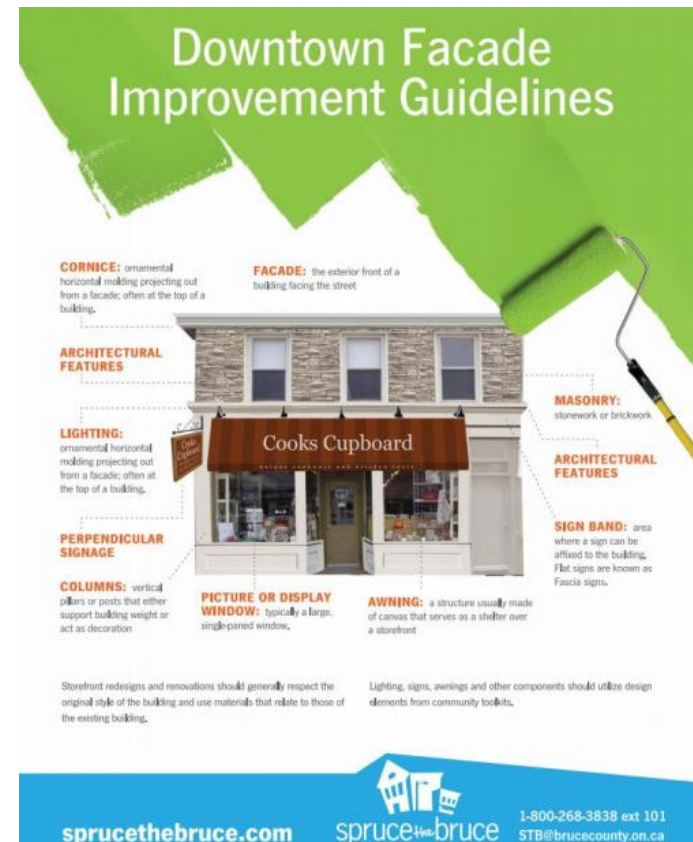
- Includes financial incentives through grants and loans

What is a CIP?

- Provides many community benefits:
 - Stimulates private sector investment in targeted areas of the community
 - Promotes revitalization and place-making to attract tourism, business investment and economic development opportunities
 - Develops affordable housing
 - Promotes brownfield cleanup and redevelopment
 - Helps use existing community infrastructure effectively
 - Enhances streetscapes and building facades

What is in a CIP?

- Planning Context and Policy Review
- Community Engagement
- Vision & Goals of the CIP
- Municipal Leadership Strategy
- Financial Incentive Programs
- Marketing Strategy
- Monitoring and Evaluation Program
- Amendments/ Adjustments to the CIP



How a CIP is developed:



How to Maximize CIP Success



1. Implementation
strategy



2. Quality applications
and projects

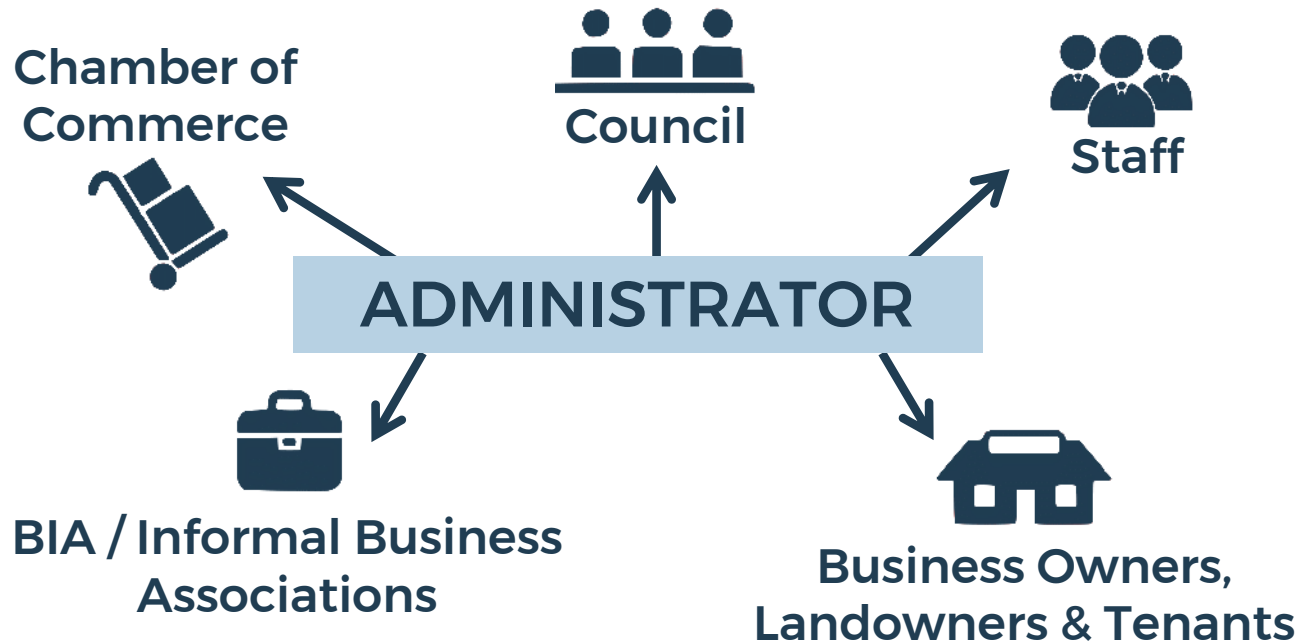


3. Valuable applications –
leveraging private
investment



Implementation strategy

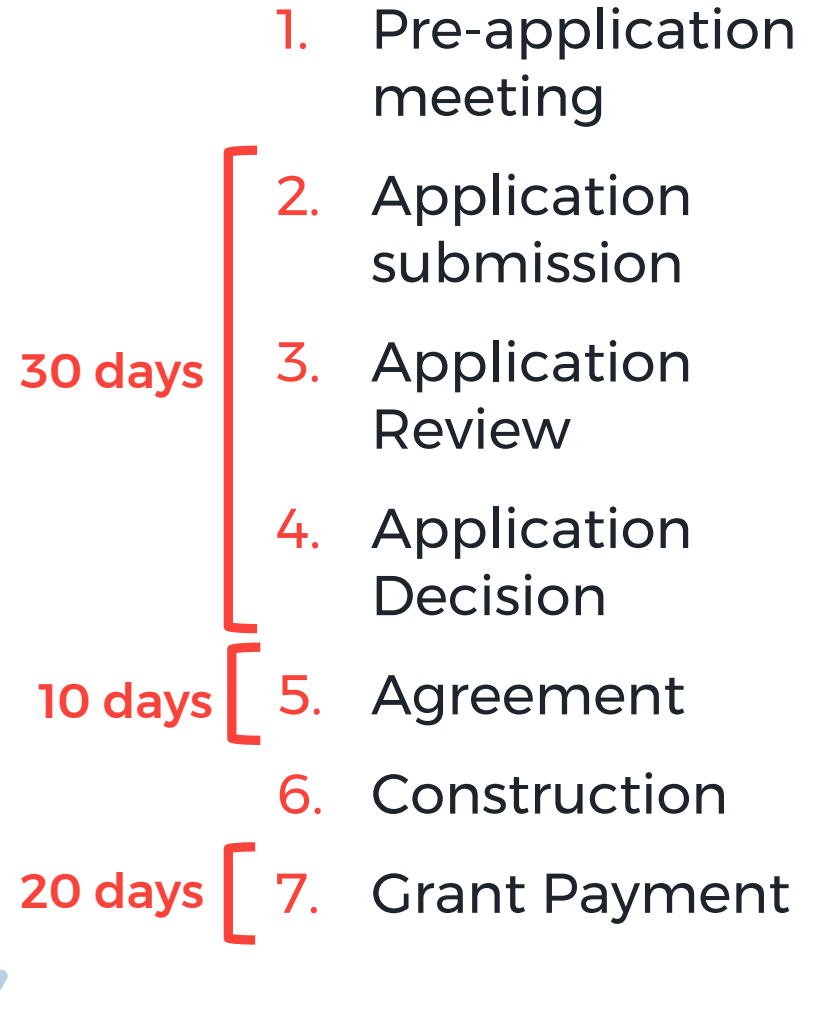
1. Administrator needs a proactive role





Implementation strategy

2. Efficient review and approval process





Implementation strategy

3. Market and promote the plan!

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What are 'Grants' and 'Interest Rebates'?

Some of the programs offer grants, which are paid to the applicant by the Township and which do not need to be paid back.

Other programs also offer 'interest rebates.' An interest rebate is a grant paid to cover the cost of interest on a loan obtained from a commercial bank. The intent of the interest rebate is to assist owners who obtain loans to help fund larger projects.



We are always open to talking about your ideas for the community!

Give us a call and let's

Sample Projects

- Design and implementation of new business signage. Applicant obtains two quotes -lowest quote is \$1,600
 - Applicant invests \$800
 - Eligible for grant of \$800 (i.e., 50% of the cost of improvements)
- Rehabilitation of two upper storey apartments in the Village Core- Work will cost \$20,000
 - Eligible for grant up to \$3,000
 - If applicant chooses to get a loan from a commercial bank to fund the remainder of the cost, an additional grant may be available to cover the cost of interest, up to \$2,000(interest rebate)
- Landscaping improvements to a business Improved signage, tree planting, sodding and decorative lighting -Works will cost about \$15,000
 - Eligible for grant up to \$5,000
 - Also eligible for an interest rebate of up to \$2,500 if a loan is obtained from a commercial bank

Contact Us!

If you have any questions, or if you wish to arrange a meeting to discuss a revitalization project in Spencerville or Cardinal, please contact Shelbi Deacon, the Community Development Coordinator at:

The Township of Edwardsburgh/Cardinal
18 Centre Street
P.O. Box 129
Spencerville, Ontario K0E 1X0
T: 613-658-3055 Toll Free 1-866-848-9099



Township of
Edwardsburgh/Cardinal
**Community
Improvement
Plans (CIP)**

Introduction

A Community Improvement Plan is now in effect for **Cardinal** and **Spencerville**, and establishes several strategies for revitalizing the Villages. Everyone has a role in revitalizing the community. This guide helps to identify ways that you can be involved. Take advantage of the programs and others will, too. Remember, the Plan is long-term. It requires commitments and investment from all.



Implementation strategy

4. Concentrate the benefits



Image Source: Former Mill Site CIP (Kenora)



Quality applications

1. Set out the vision, goals and objectives



Images Source: WSP, Pembroke CIP (2016)



Quality applications

2. Relate the programs to the goals, objectives, issues and opportunities

GOAL

1

Financial
Incentives

2

Design
Guidelines

3

Performance
Based Grants

4

Public Realm
Improvements



Quality applications

3. Establish design criteria or guidelines

Example: Arnprior CIP

1. BUILT FORM GUIDELINES

The built form guidelines are intended to ensure that development, including building expansions and redevelopment, contributes to the creation of complete, walkable and animated streetscapes.

Continuous Building Facades



Harmonized Rooflines and Cornices

Pedestrian-Oriented





Valuable applications

1. Strategically incent high-interest properties and areas

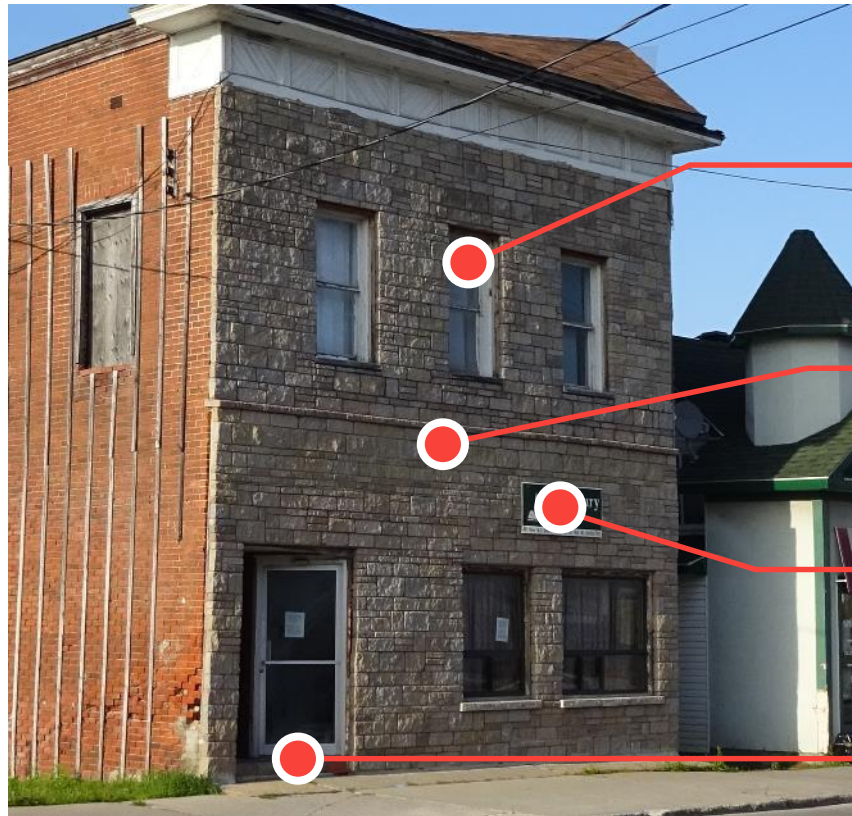


Image Source: WSP, Town of Hawkesbury, ON



Valuable applications

2. Enable grants to be combined



Energy Efficiency

Façade Improvements

Signage

Accessibility

Image Source: WSP, Town of Hawkesbury, ON

Three Case Studies

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City of
Pembroke

2



Town of
Renfrew

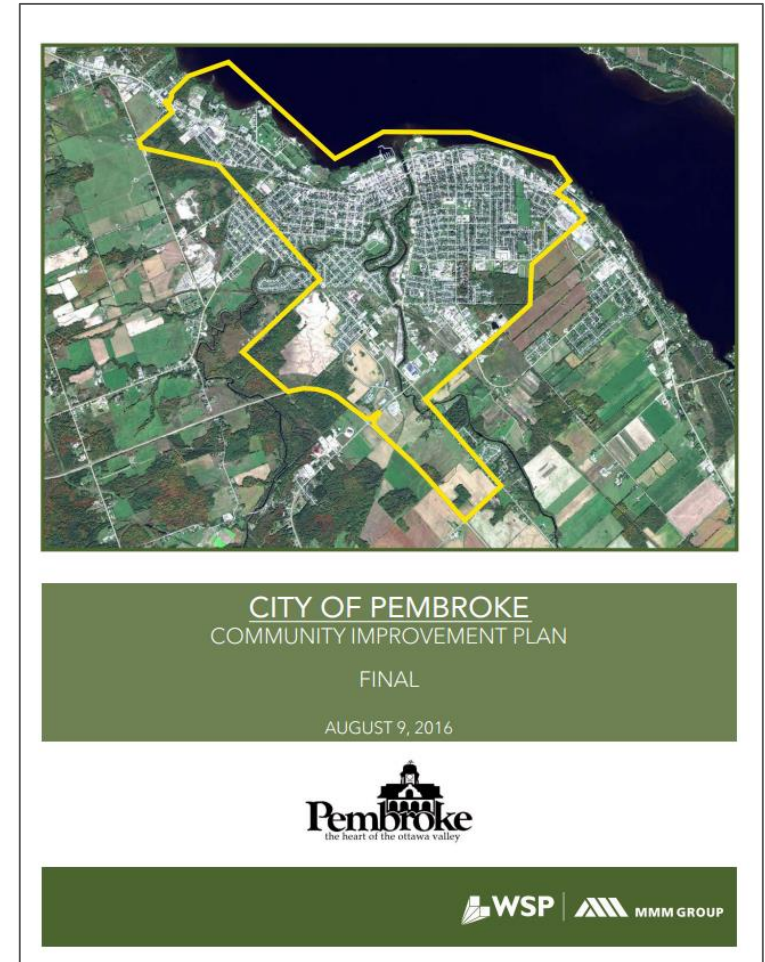
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City of
Kenora

City of Pembroke CIP

- Approved August 9, 2016
- CIP Working Group
- Encompasses the City of Pembroke
 - *City-Initiated Projects*
 - *9 new grant programs*
 - *Design Guidelines*
 - *Marketing Strategy*



City of Pembroke CIP

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CIP Project Area

City of Pembroke CIP – Results



Bob's Music – Before

Image Source: City of Pembroke

City of Pembroke CIP – Results

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Bob's Music – After

Image Source: City of Pembroke

City of Pembroke CIP - Results

Downtown Heritage Façade Improvement Grant (2000-2015)

Number of Grants:	36
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Total Value of Grants:	\$ 150,000.00
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Total Construction Value (Estimated):	\$ 855,000.00
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New CIP Grants (September 2016-2017)

Number of Grants:	11
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Total Value of Grants:	\$ 90,098.00
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Total Construction Value (Estimated):	\$ 507,754.47
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Town of Renfrew CIP

- Approved December 8, 2015
- Consultation
- Comprehensive revitalization strategy
 - *7 Grant Programs*
 - *Municipal Leadership Strategy*
 - *Design Principles*



Town of Renfrew
**COMMUNITY
IMPROVEMENT PLAN**

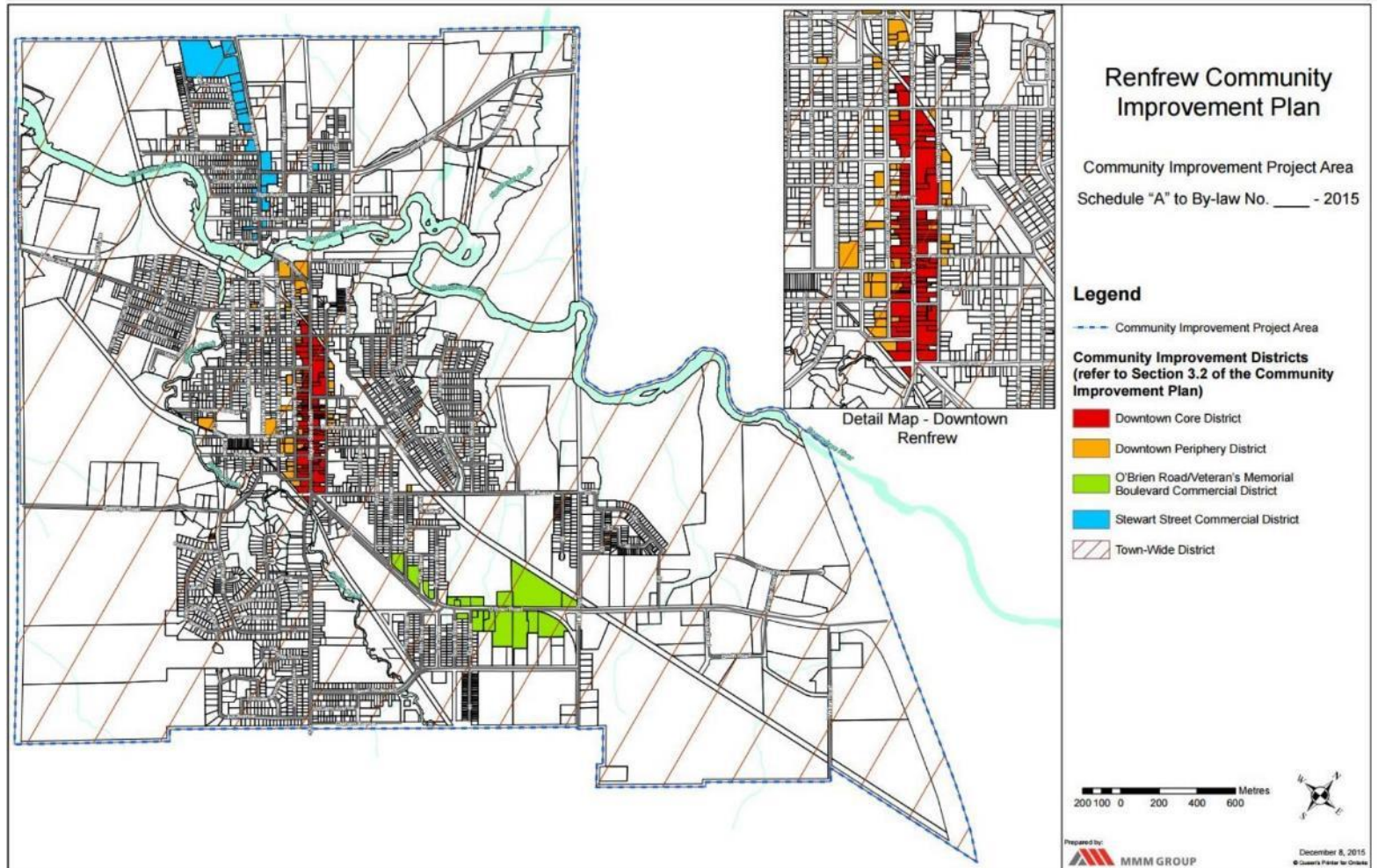
Final | December 8, 2015



 **MMM GROUP**

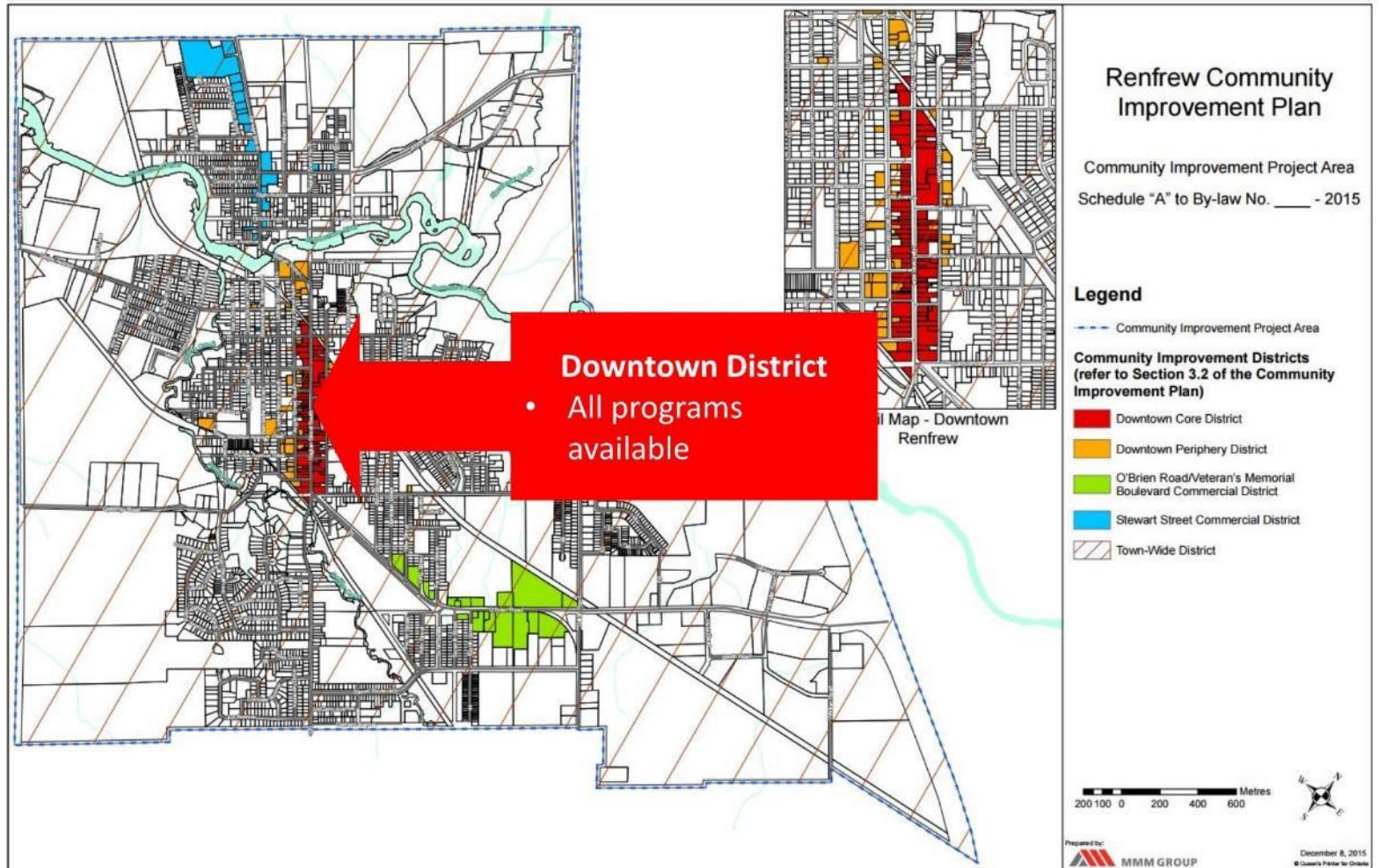
Town of Renfrew CIP

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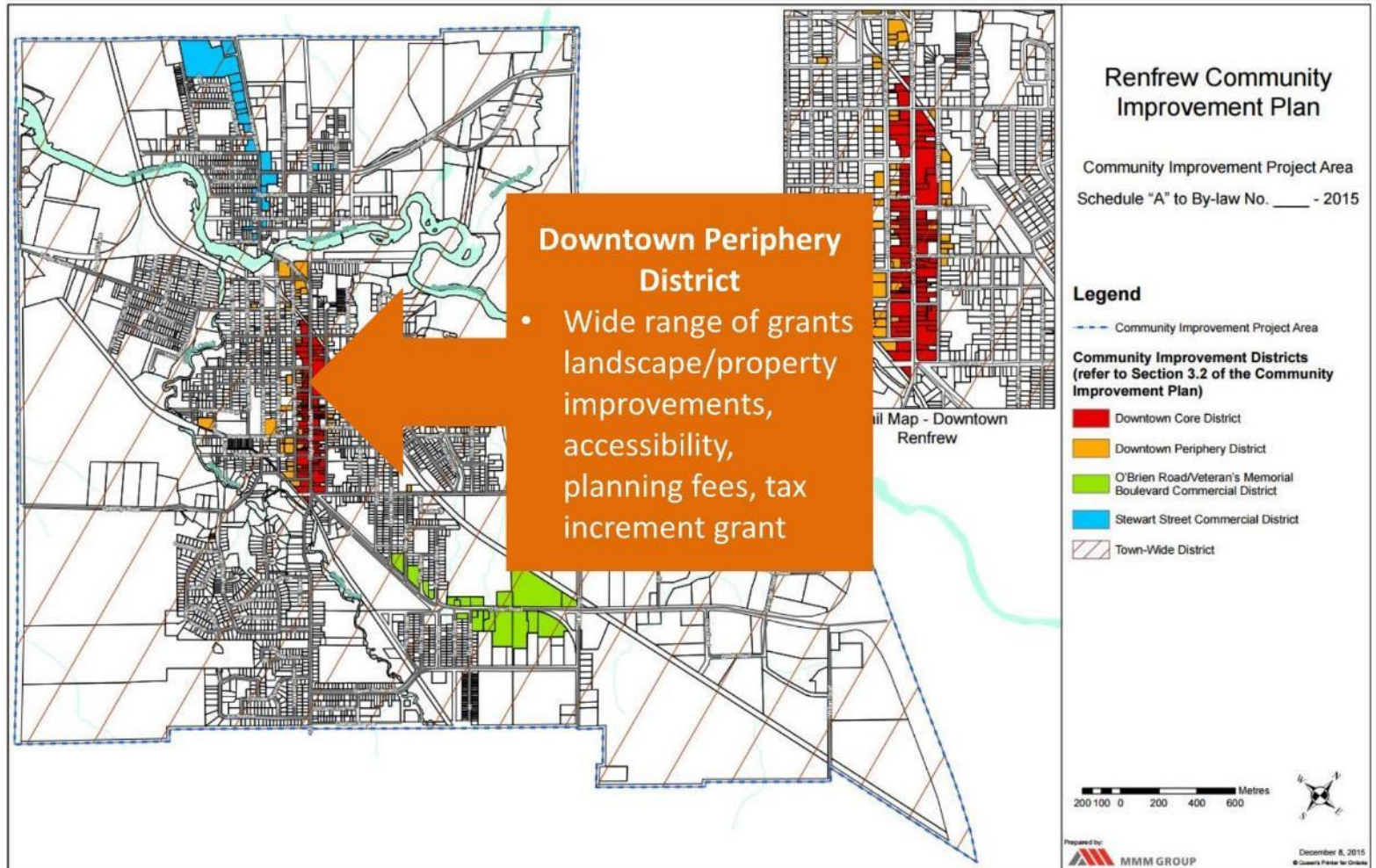
Town of Renfrew CIP

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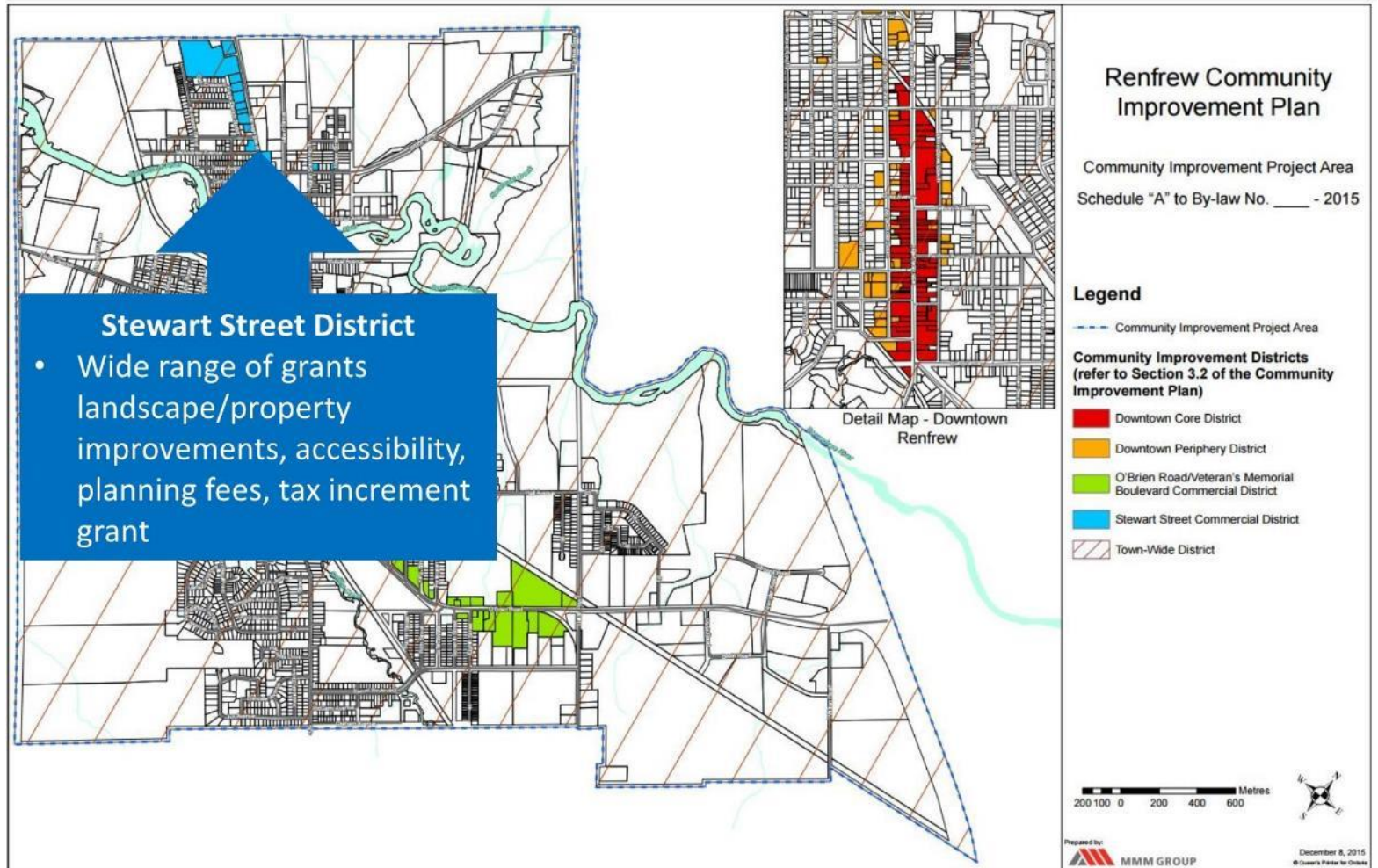
Town of Renfrew CIP

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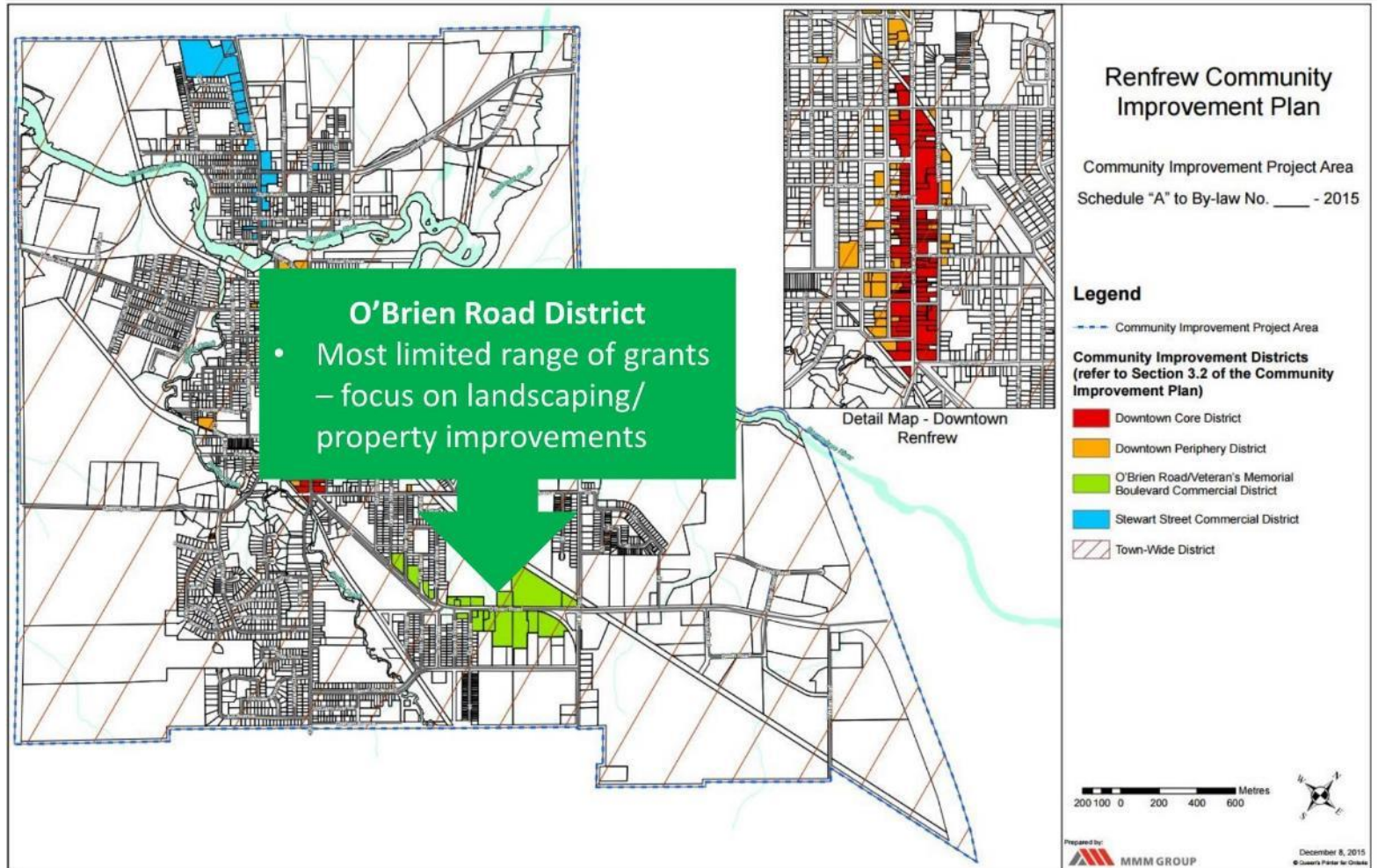
Town of Renfrew CIP

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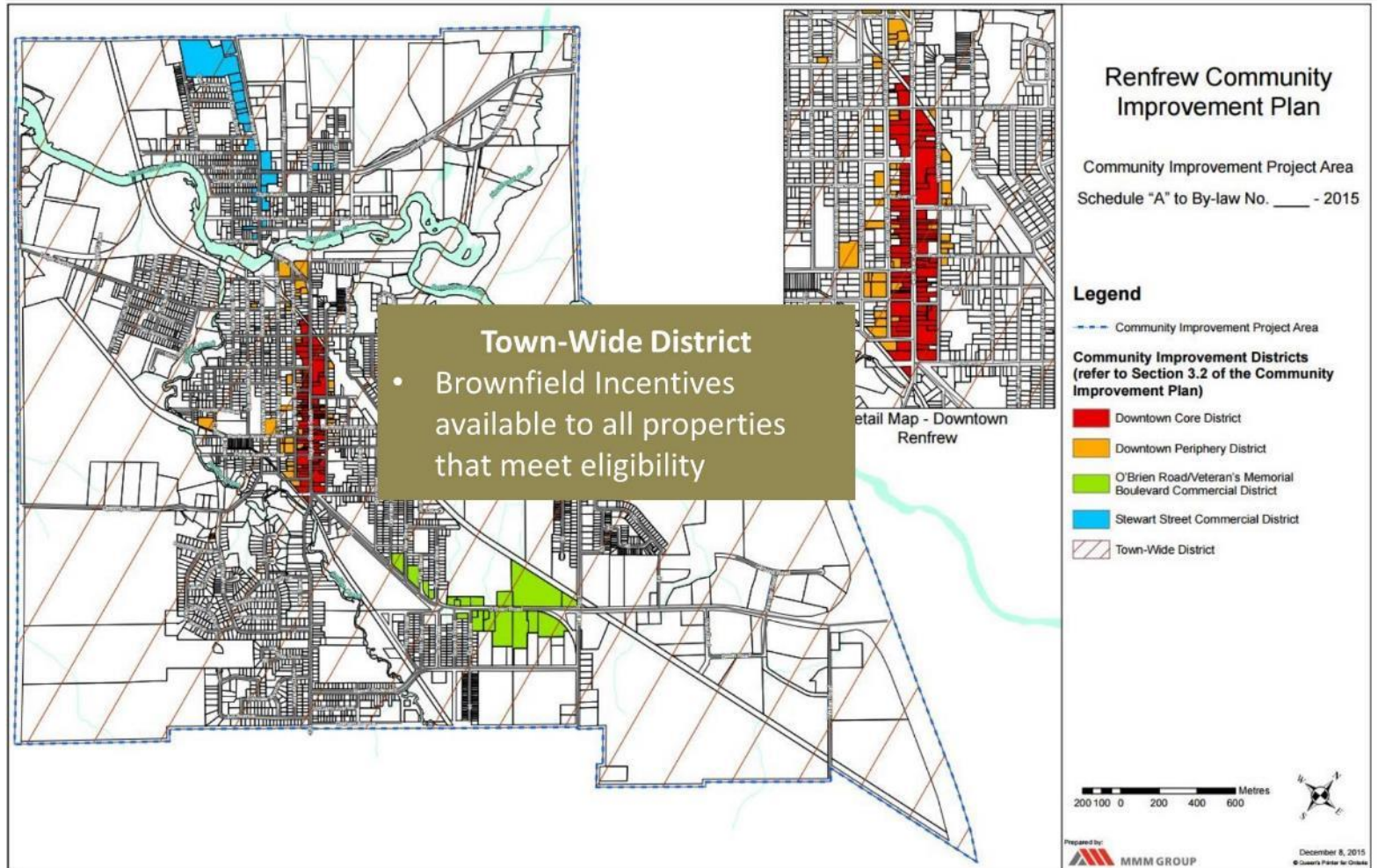
Town of Renfrew CIP

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Town of Renfrew CIP

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Town of Renfrew CIP - Results

Renfrew CIP Grants (2016-2017)

Number of Grants:	5
Total Value of Grants:	\$ 10,400.00
Total Construction Value (Estimated):	\$ 22,000.00

Downtown Renfrew Streetscape Master Plan and Urban Design Guidelines

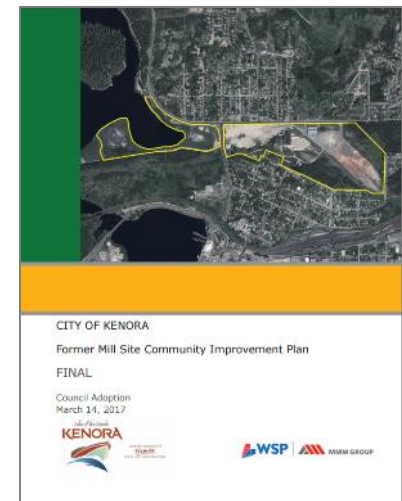
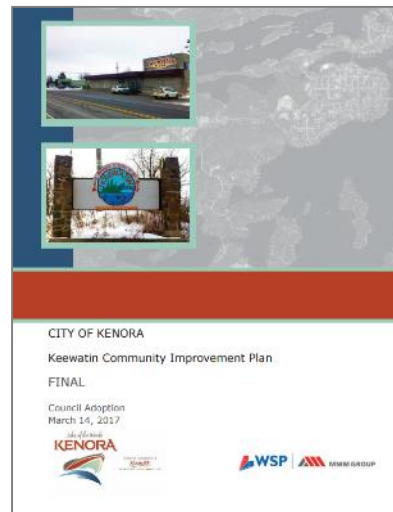
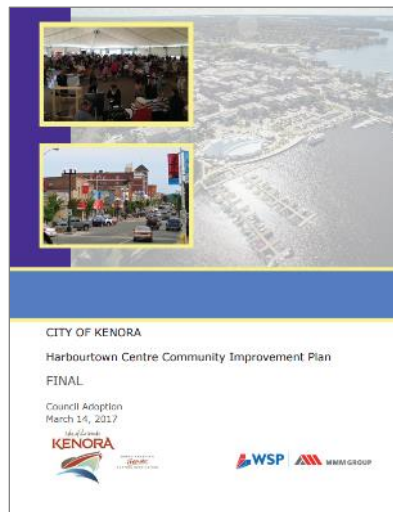


Image Source: WSP, Downtown Renfrew Streetscape Master Plan and Urban Design Guidelines

City of Kenora

- Three CIPs in effect for the City of Kenora
 - Harbourtown Centre CIP (11 Grant Programs)
 - Keewatin CIP (11 Grant Programs)
 - Former Mill Site CIP (8 Grant Programs)
- Updates Adopted by Council March 14, 2017

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City of Kenora CIP - Results

Harbourtown Centre and Keewatin CIPs (2007-2017):

Number of Grants:	62
Total Value of Grants:	\$ 691,692.00
Total Construction Value (Estimated):	\$ 2,326,119.00

City of Kenora CIP - Results

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Before



After

City of Kenora CIP - Results



Before



After

Image Sources: City of Kenora

City of Kenora CIP - Results



Before



After

Image Sources: City of Kenora

Budgeting for Implementation



Minimum value is important to attract applications – but you can always adjust it



First year is a 'trial run'



Enable **flexibility** in budgeting

- Allow funding to move between grant programs
- Allow a pool for all programs
- Allow Council to disable funding

Methodology to Estimate a Grant Budget

Example

1. Total number of properties in the proposed CIPA	75
2. Of the total, count the number of <u>potentially eligible</u> properties	60
3. Obtain the number of applications per year (# eligible properties divided by plan's horizon in years)	6 (60 / 10 years)
4. Estimate the average application value	\$5,000
5. Total estimated budget per year	\$30,000 (6 * \$5,000)

Conclusion

- They can function as more comprehensive revitalization strategies
- CIPs are long-term plans but need to be flexible and robust
- Need dedicated administration and political commitment
- Market and celebrate success

Thank you!

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