

Town of Orangeville Community Improvement Plan

Statutory Public Meeting
May 9, 2022

Project Process + Status

DATA COLLECTION + ANALYSIS

- Background and Policy Review
- Best Practice Review
- Municipal + Stakeholder Discussions /Focus Groups / Visioning Sessions
- Business and Property Survey

DRAFTING THE CIP

- Objectives, Goals and Implementation Targets
- Development and Presentation of Incentive Program Options
- Development and Presentation of the Draft CIP to Town Staff, Committee and Council

DEVELOP IMPLEMENTATION + MONITORING STRATEGY

- Resourcing the Plan
- Monitoring Tools
- Public Information Centre to present draft CIP programs
- Seek Ministry Comment (MMAH)



PUBLIC MEETING

- Statutory Public Meeting to present the Draft CIP

CIP FINALIZATION

- Submission of Final CIP for Council Adoption

Quick Facts on Community Improvement Plans

What is a CIP?

- 1 A tool of the *Planning Act* to promote property development and investment which has clear public interest goals.
- 2 CIPs involve programs of financial, procedural and other incentives to encourage private sector investment.
- 3 CIPs are often part of larger strategies involving public realm investments, economic development priorities and sector strategies.

What kind of programs may be enabled through a CIP?

- 1 Grants or loans for eligible community improvement costs per the *Ontario Planning Act* (e.g. façade improvement, construction and reconstruction of lands and buildings).
- 2 Property tax assistance per the *Municipal Act*.



Policy Direction Supporting the CIP

The purpose of the CIP is to:

- > Facilitate and encourage economic growth, sustainable development, and enhancement of underutilized areas and provide evidence-based guidance on the most effective ways to stimulate economic development across a variety of sectors.

The objectives of the CIP are to:

- > Guide and support the Town's current economic development priorities.
- > Develop a strong planning and design framework for private revitalization activities that are consistent with the Town's policy objectives.
- > Support the development of new employment opportunities to bolster growth of select areas in Town.
- > Identify priorities and solutions for public infrastructure projects.
- > Provide guidance in planning development activities as they come forward.

The CIP includes programs which will:

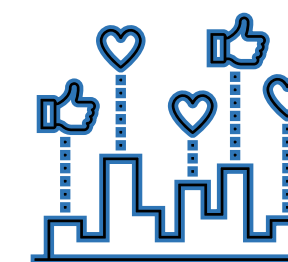
- > Support heritage-sensitive property enhancements and upgrades; intensification of retail, commercial and mixed uses; (re)development of mixed-use buildings; opportunities for private sector redevelopment in the commercial corridor.

CIP Supports the following OP Objectives:

ECONOMIC GROWTH OBJECTIVES INCLUDE:



To encourage a high quality of urban design in the employment lands, while recognizing the need to minimize impacts from industrial development on sensitive land uses;



To promote the role of tourism in Orangeville's economy;
To support the development of facilities and attractions that would encourage people to visit the Town and the Region;

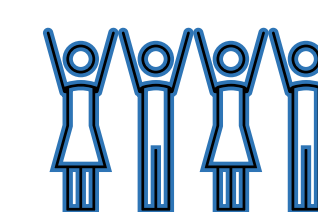


To designate Community Improvement Areas in order to take advantage of the financial and planning tools.

COMMUNITY IMPROVEMENT OBJECTIVES INCLUDE:



To support the maintenance and rehabilitation of existing buildings and property;

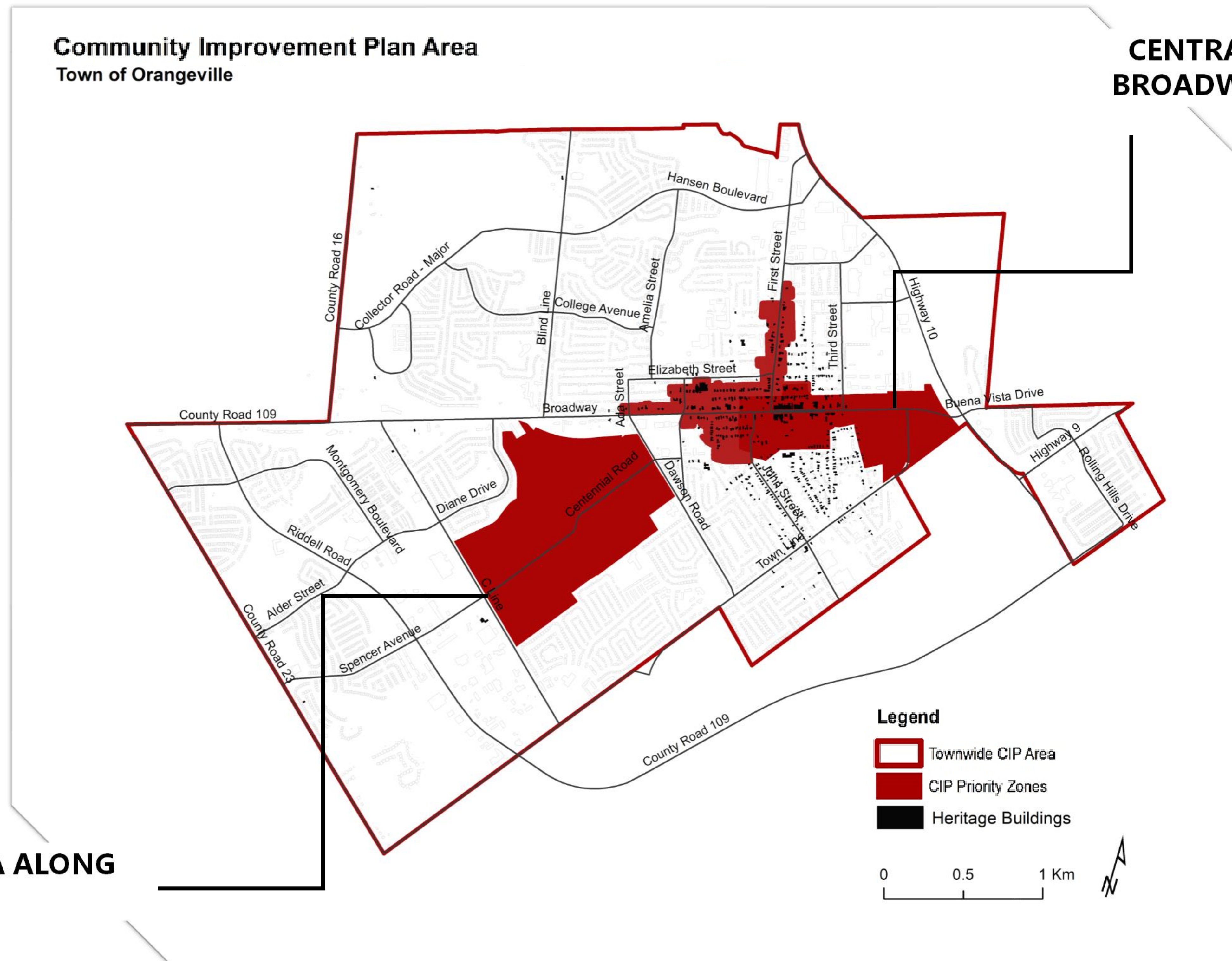


To promote the logical infilling of existing residential neighbourhoods, in order to extend the useful life of individual properties and improve neighbourhood quality.

CIP Area and Priority Zones



ZONE 2 EMPLOYMENT AREA ALONG CENTENNIAL ROAD



ZONE 1 CENTRAL BUSINESS DISTRICT, BROADWAY AND FIRST STREET



Financial Incentive Programs Summary

Financial Incentive Programs		Town-wide CIPA	CIPA Priority Zone 1 (Broadway / First)	CIPA Priority Zone 2 (Centennial Road Employment Area)
1	Comprehensive Façade Improvement Grant Program To encourage private sector property owners to implement façade and signage improvements that conform to the supplementing urban design guidelines.		✓	
2	Landscape Improvement Program for Employment Area Program To promote improvement in the appearance, aesthetics and curbside appeal in the Centennial Road Employment District.			✓
3	Major Building Improvement and Conversion Grant Program To leverage significant private sector investment in interior building renovations and improvements to help address costs associated with code compliance, expansions, retrofitting, and potential additional on-site development.		✓	
4	Tax Increment Equivalent Grant (TIEG) Program To leverage the increased assessment and property taxation generated by site redevelopment to reduce the financial costs of property rehabilitation and redevelopment.	✓ Contaminated land clean-up Affordable housing		✓
5	Planning Fees & Building Permit Grant Program To offer a reduction in applicable planning and building permit fees to encourage new development by reducing initial regulatory costs.	✓ Industrial		
6	Accessibility Improvement Grant Program To support accessibility improvements in commercial and industrial premises throughout the CIPA.	✓ Accessible parking signage	✓	✓
7	Industrial and Commercial Development Charge (DC) Deferral Interest Grant Program To encourage industrial and commercial development by deferring the cost of development related to Development Charges and providing a grant equivalent to the interest accrued from such deferral.		✓	✓
8	Environmental Site Assessment (ESA) Grant Program To further specify extent and nature of environmental contamination through grant assistance of a Phase II ESA study and development of any Remediation Action Plan.	✓		

Financial Incentive Programs for The Town of Orangeville CIP

1

Comprehensive Façade Improvement Grant Program



This is an “all-Inclusive” grant intended to support comprehensive facade and signage improvements to properties in the Broadway-First Street Priority Zone (Zone 1) in keeping with the Town’s design guidance applicable to this area.

The grant is designed to promote façade and signage improvements and to encourage private sector property owners to implement aesthetic improvements to their property(ies) that otherwise may not occur due to cost-related issues. The program targets private property owners within the downtown, First and John Streets, shoulder areas of downtown and East Broadway, all within Priority Zone 1.



Funding

Façade Improvement

Front Façade Only:
Matching grant of up to 50% of eligible costs or a maximum grant of \$12,500 per property, whichever is less;

Front and Side and/or Rear Façade: Matching grant of up to 50% of eligible improvement costs or a maximum grant of \$25,000 per property, whichever is less for façade improvement projects involving more than one façade.

The minimum grant is \$2,000 per property.
Project applications including matching assistance of less than \$2,000 will not be considered.

Signage Improvement

Signage grants are only available as part of a larger façade improvement application.
Matching grant of up to 50% of eligible costs or a maximum grant of \$2,500 per property, whichever is less.

The minimum signage grant is \$1,000 per property.

Project applications including matching assistance of less than \$1,000 will not be considered.

Heritage Top-up

Buildings identified by the Town as having heritage value (Designated Part IV heritage Act or Heritage Listed) may be eligible for an additional \$5,000 in matching grant assistance.



Implementation Specifics

Eligible properties limited to Zone 1. Multiple professional quotes required. Improvements must align with Town Urban Design Guidelines. Grant paid once all work has been completed to the satisfaction of the Town of Orangeville. When the work has been completed, the applicant must submit copies of all paid invoices for approved work.

Financial Incentive Programs for The Town of Orangeville CIP

2

Landscape Improvement Program for Employment Area



Goal

A financial incentive in the form of a grant to promote improvement in the appearance, aesthetics and curbside appeal of properties located in the Centennial Road Employment District (Priority Zone 2). Additionally, a priority for this program is to enhance the use of permeable hard-surface treatments to improve groundwater infiltration in support of the Town's efforts in source water protection.



Target

Program targeted to private property owners and tenants (with written consent from owners) within Zone 2 that meet the program eligibility requirements.



Funding

Landscape Improvement Program

Matching grant of up to 50% of eligible landscape improvement costs or a maximum grant of \$20,000 per property, whichever is less.

The minimum grant is \$5,000 per property. Project applications including matching assistance of less than \$2,000 will not be considered.



Implementation
Specifics

Eligible costs expected to range from minor existing landscaping enhancements to more substantial measures to support improved infiltration, aesthetics, pedestrian access, hardscaping and entrance features, among other goals.

Professional design, landscape drawings, and all eligible works must conform to the Town's Design Guidelines and appropriate reference material as determined by Town staff.

The Landscape Improvement Grant is disbursed as follows:

- 10% is paid on approval of application;
- 90% of the grant is paid on Final Completion to the satisfaction of the Town of Orangeville. When the work has been completed, the applicant must submit copies of all paid invoices for approved work.

Financial Incentive Programs for The Town of Orangeville CIP

3 Major Building Improvement and Conversion Grant Program



A major grant program focused on the enhancement of the economic viability of existing commercial buildings in Priority Zone 1. This can include sustaining the existing use, or adaptive re-use, of buildings. This grant will promote functional improvements, accessibility and upgrades to an older building stock as well as change of use as permitted under zoning (or as may be amended through approval of a Zoning By-Law Amendment application).



Owners of eligible private sector commercial property within Priority Zone 1 (Broadway-First Street).
In Zone 1, priority will be given to heritage buildings, commercial retail, office and commercial mixed-use properties along Broadway.



The grant is equivalent to a proportion of the work value and provided on a matching funds basis to a maximum of 50% of eligible costs. The grant operates as a forgivable loan whereby each year a percentage of the loan is converted to a grant as long as ownership, occupancy and adherence to all municipal by-laws occurs:

Secured Interest-free	Maximum of \$35,000 per property (minimum loan of \$10,000 per property);
Forgivable Loan:	Forgivable loan over 5 years at an annual rate of 20%.

Loan forgiveness is earned at a rate of 20% per annum, resulting in 100% conversion of the loan to a grant at the end of five years. If the property is sold during that period, forgiveness is pro-rated to the point of sale and the balance of the loan is repayable immediately.

Covers Major Building Works:

- Code Upgrades
- Retrofits and conversion
- Electrical, mechanical, HVAC
- Structural and additions



Projects must improve long-term functionality of the building.
This grant is not applicable to new build or major floorspace additions to existing buildings.
Projects for general tenant fit-up of space and typical lifecycle-related building system replacements (e.g. roof replacement) are ineligible.

Financial Incentive Programs for The Town of Orangeville CIP

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Tax Increment Equivalent Grant Program



Goal

Grant equivalent to a portion of the municipal taxes levied on the property as a result of its development, improvement, expansion or retrofit. An incremental increase in tax revenues is used to fund an annual grant paid to the developer following completion of the project.



Target

Zone 2: Focused on Industrial property development in Priority Zone 2.

Town-wide: Other applications include contaminated land clean up and contributions to affordable housing projects which are approved and may be funded by additional upper-level grants.



Funding

Employment Lands:

The maximum amount of the grant is 80% of the annual municipal tax increment over the agreed base assessment and property tax liability in Year 1 declining by 10% every two years.

The maximum duration of this program is 10 years.

Contaminated Land and Affordable Housing:

The maximum amount of the grant is fixed for the duration of assistance at 80% of the annual municipal tax increment over the agreed base assessment.

The maximum duration of program assistance is 10 years or the total of eligible costs, whichever is reached first.

Eligible Cost Examples:

- Site development and infrastructure work;
- Major building rehabilitation, and significant renovation and rehabilitation;
- New Construction;
- Costs associated with the assessment of environmental conditions and the remediation



Implementation
Specifics

Subject to detailed implementation protocols, evaluation process and conditions of approval.
Legal agreement required to operationalize grant and placed on title.
Eligible costs exclude both construction financing and long-term debt financing principal and interest costs.

Financial Incentive Programs for The Town of Orangeville CIP

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Planning Fees & Building Permit Grant Program



Goal

This program offers property owners located within any of the Town’s Employment Lands, the opportunity to achieve a grant equivalent to 50% of applicable planning and building permit fees associated with major renovation, expansion or development of new buildings.



Target

Zone 2: Private sector Property owners and/or developers seeking development of properties for M1 General Industrial use.

Town-wide: Private sector property owners and/or developers seeking development of properties in the any of the Town’s industrial areas.



Funding

Planning Fees Grant:

A grant equivalent to 50% of planning fees combined from all planning fees as itemized by the applicable fee schedule of the Town of Orangeville at the time of application.

Maximum total grant of \$5,000 per property or 50% of combined planning fee costs, whichever is less;

Limit of one grant per property.

Building Permit Fees Grant:

A grant equivalent to 50% of building permit fees for new builds or major renovations as itemized by the applicable fee schedule of the Town of Orangeville at the time of application.

Maximum grant of \$10,000 per property or 50% of building permit fee costs, whichever is less.



Implementation
Specifics

The approved planning fees grant is disbursed following approval of planning applications.

Building permit grant is disbursed following completion of the work to the satisfaction of the Town.

Excludes Official Plan Amendment applications

Financial Incentive Programs for The Town of Orangeville CIP

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Accessibility Improvement Grant Program



The Town of Orangeville seeks to support accessibility improvements in commercial and industrial premises throughout the Community Improvement Project Area. This program will support Town policies to implement the provisions of the Accessibility for Ontarians with Disabilities Act, 2005.



Eligible properties include properties which are zoned Commercial, Industrial (Employment Land), as well as the commercial portions of mixed-use buildings, and formerly residential buildings now used in part or in whole for commercial use.

Town-wide (Town-wide CIPA): Eligible properties may apply for a grant to cover the cost of legislatively approved accessible parking signage.

Zones 1 and 2: Eligible properties may apply for funding to cover other types of accessibility enhancement measures for the property.



Town-Wide:

A matching grant of up to 50% of eligible costs or a maximum grant of \$1,000 per property, whichever is less. Eligible Costs are limited to accessible parking signage.

The minimum amount of grant is \$500.

Priority Zones 1 And 2:

50% of eligible costs of a maximum of \$5,000 per property, which ever is less.

The minimum amount of grant is \$1,000.



Implementation
Specifics

Funding for fabrication and installation of legislatively approved accessible Parking signage is available Town-wide.

All other eligible costs are limited to commercial and industrial properties in Priority Zone 1 and Zone 2.

In Priority Zone 1, applicants are permitted to apply for this grant in addition to Program 3 (Major Building Improvement and Conversion Grant Program).

Eligible properties exclude new development which is mandated to achieve accessibility requirements as part of normal site plan and building permit approvals.

Financial Incentive Programs for The Town of Orangeville CIP

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Industrial and Commercial Development Charge (DC) Deferral Interest Grant Program



Goal

This Program is designed to encourage industrial and commercial development by deferring the cost of development related to Development Charges and providing a grant equivalent to the interest accrued from such deferral. Industrial and Commercial uses are not subject to existing deferral provisions under the Development Charges Act.



Target

Private sector landowners or developers seeking development of properties for industrial and commercial use in Priority Zones 1 and 2. This includes properties zoned Commercial, Industrial and includes the commercial component of mixed-use commercial-residential buildings.



Funding

This program provides for the deferral of 50% of the Town of Orangeville's applicable Development Charges levied on commercial and industrial developments for a maximum of eighteen (18) months.

Further, the program covers the interest generated as a result of deferral of Development Charges to a maximum of \$15,000 or that which is accrued over 18 months, whichever is less. The prevailing interest rate applied to the deferral of charges is determined by the Town and according to its policies in this regard.

The interest generated by this deferral is applied to the applicant's account and a grant for the equivalent portion provided from the CIP reserve.



Implementation
Specifics

This program applies only to Development Charges imposed by the Town of Orangeville.
Applies only to Town-wide Development Charges.

Financial Incentive Programs for The Town of Orangeville CIP

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Environmental Site Assessment (ESA) Grant Program



Goal

Assistance to further specify extent and nature of environmental contamination through grant assistance of a Phase II ESA study and development of any Remediation Action Plan.



Target

Town-wide: Eligibility for privately owned sites within the Town CIPA which have a completed Phase I ESA from a Qualified Person (QP) as defined under the Environmental Protection Act (EPA) and its regulations.

Priority will be given to sites located in Priority Zone 1.

Town of Orangeville will reimburse the owner or developer for costs associated with eligible studies (e.g. Phase II ESA and Remediation Action Plans, Risk Assessments, etc.).

Maximum individual grant is \$20,000 or 50% of the cost of the ESA, whichever is less.



Funding

Assistance per Project:

Maximum of 2 studies per Project; and

Maximum of \$35,000 per Project for the duration of this CIP.

Total combined assistance toward the costs of environmental site assessment from all public sources will not exceed 50% of total environmental site assessment costs.



Implementation
Specifics

Applicants may be required to furnish the Town with additional information, relinquish ownership of ESA reports and enter into additional agreements as necessary to the satisfaction of the Town.

Eligible costs that remain unfunded may be carried as eligible costs under the Tax Increment Equivalent Grant (TIEG) Program.

A property may be eligible for only one (1) Project for funding purposes throughout the life of the plan.

Design Guidelines



Design Guidelines

What are Design Guidelines?

- 1 A series of design statements and images that explain the desired design elements and qualities that shape development.
- 2 Combine various disciplines like architecture, planning, design and landscape architecture to address specific sites, areas or forms of development.
- 3 Provide more direction than a zoning by-law but are also intended to be more flexible than zoning.

Why include design guidelines as part of a CIP?

- 1 The design guidelines will provide a practical and flexible tool for assessing new development and redevelopment in the Town of Orangeville.

To ensure that if a project is eligible for a CIP program, the end result of the development project will align with the Town's overall vision for each area.
- 2

Where do Design Guidelines Apply?

- 1 The guidelines will be primarily directed towards the private sector, however these guidelines may also be considered and/or adopted for public realm improvements so that there can be a consistency in style, form, materials etc. with private realm initiatives and especially coordination with the public-private interface areas

The overall purpose of the guidelines is to help support well designed projects that are within the defined Community Improvement Area.

Design Guidelines

How are the Design Guidelines structured?

- 1 An explanation as to where and how the guidelines apply.
- 2 General guidelines that apply Town-Wide.
- 3 Specific guidelines that apply to certain types of projects (i.e. employment development) or apply to a specific area (i.e. the Downtown).

The guidelines are intended to provide clear direction and expectations at the start of a project in order to streamline the approvals process.

How will the Guidelines be used?

- 1 Orangeville's Planning Department will use the Guidelines in the review of development applications. The Design Brief Terms of Reference will be provided at the Pre-Consultation stage.
- 2 Builders and developers will use the guidelines when considering how to develop or redevelop a site.

Town-Wide Design Guidelines

What broader considerations do the Town-Wide Guidelines Address?

Heritage Resources

Sustainability

Accessibility

Safety

Current guidelines have limited direction for these matters

Site Design

Parking

Landscaping



Specific Design Guidelines

What do the Specific Design Guidelines Address?

The Downtown
Employment Areas
Commercial Areas
Mixed-Use Development
Commercial/Residential Transition Areas
Multiple Residential Development



Downtown Design Guidelines

What do the Downtown Guidelines Address?

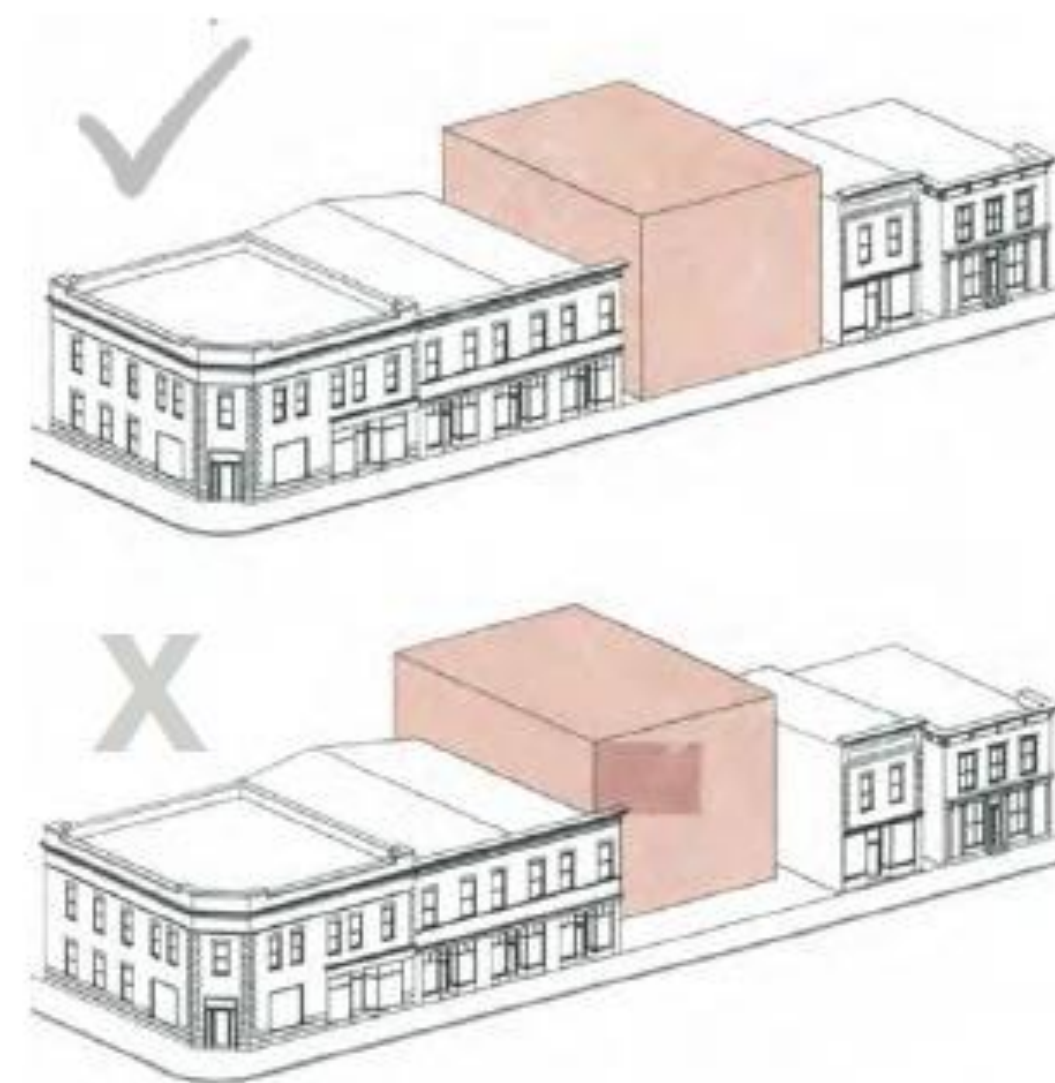
Building Façades

Additions (including 2nd and 3rd storey space)

Infill development

Signage

Height, Massing and Scale



Design Direction is also provided for eligible CIP programs

Comprehensive Façade Improvement Program

Major Building Improvement & Conversion Grant Program

Accessibility Improvement Grant

Employment Area Guidelines

What do the Employment Area Guidelines Address?

Landscaping and Signage

Site Design

New Development

Redevelopment



Design Direction is also provided for eligible CIP programs

Landscape Improvement Program for Employment Areas

Tax Increment Equivalent Grant Program

Planning Fees Grant



Commercial Area Guidelines

What do the Commercial Guidelines Address?

Landscaping and Signage

Site Design

Redevelopment and Site Intensification

Parking



NEXT STEPS

1. Review of Statutory Public Meeting Comments
2. Final CIP to Council
3. Council Notice of Adoption (15 days)
4. Adoption of Plan
5. Implementation