

Town of Orangeville Community Improvement Plan

Public Meeting
November 16, 2021



Today's Meeting Program

Introduction



Presentation & Plan Directions



Questions & Answers



Next Steps



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.

The direction for the CIP is established by:

Orangeville
Official Plan

County
Official Plan

Relevant definitions under Section 28(1) of the Planning Act

- “community improvement” means the planning or replanning, design or redesign, resubdivision, clearance, development or redevelopment, construction, reconstruction and rehabilitation, improvement of energy efficiency, or any of them, of a community improvement project area, and the provision of such residential, commercial, industrial, public, recreational, institutional, religious, charitable or other uses, buildings, structures, works, improvements or facilities, or spaces therefore, as may be appropriate or necessary.
- “community improvement project area” means 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. R.S.O. 1990, c. P.13, s. 28 (1); 2001, c. 17, s. 7 (1, 2); 2006, c. 23, s. 14 (1).

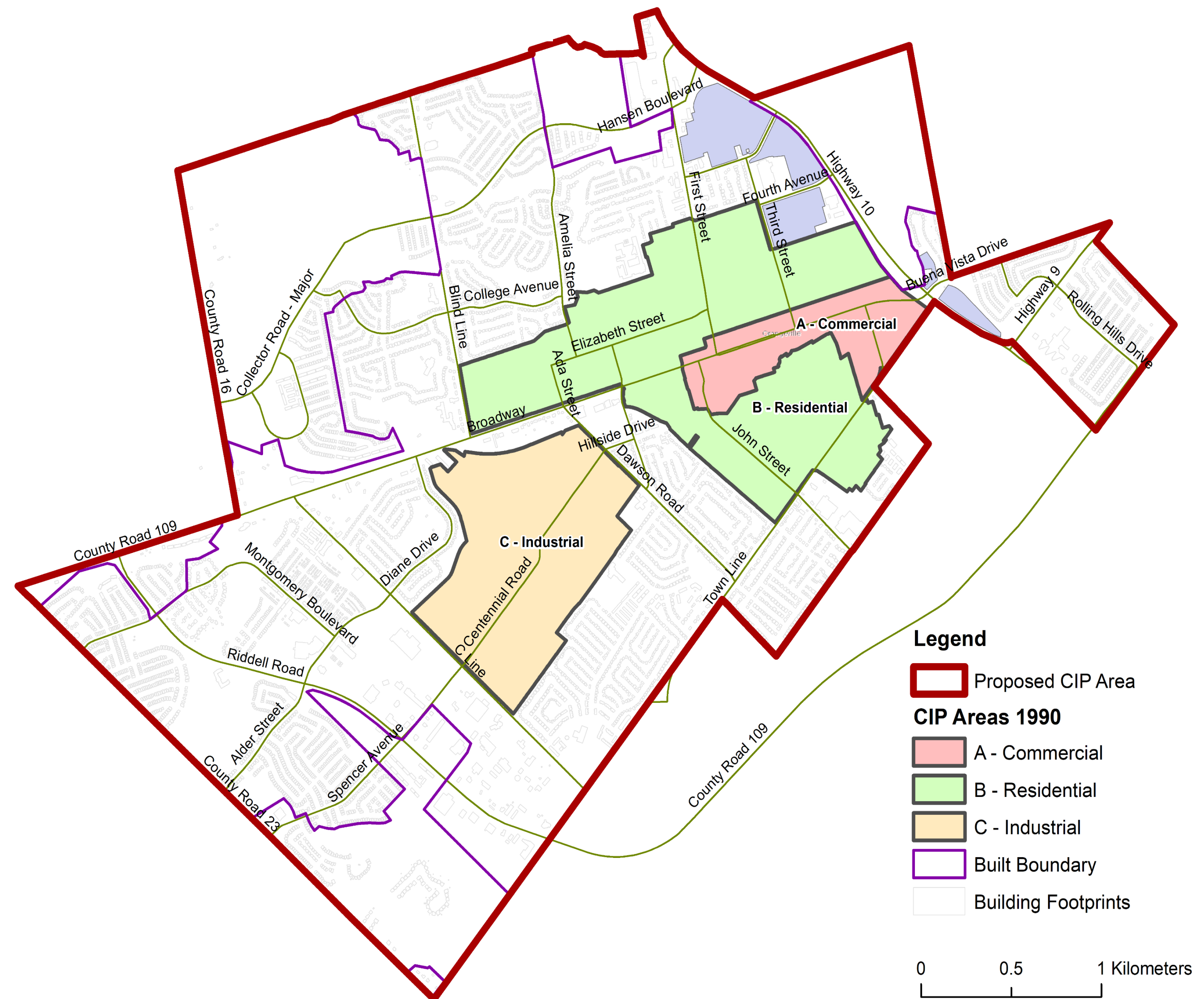
The County OP (2017 Consolidation, **under revision**) is the guiding legislative framework for all municipal planning policy in Dufferin County, serving to guide and coordinate growth and development across local municipalities. Section 3.6 of the Dufferin County OP encourages the use of CIPs to proactively stimulate community improvement, rehabilitation, and revitalization of areas in need of improvement. Section 3.9.2 states that the County:

- Will encourage local municipalities to prepare Community Improvement Plans to proactively stimulate community improvement, rehabilitation, and revitalization.
- May use the Community Improvement provisions of the Planning Act to participate in a Community Improvement Plan of a local municipality.
- and local municipalities will be satisfied that its participation in community improvement activities will be within its individual financial capabilities.

CIP Area & OP Objectives Supported by this CIP

CIP supports the following OP objectives:

Proposed CIP Area Boundary



OP Section B2.3 - Economic Growth, includes:

- To encourage a high quality of urban design in the employment lands which connects industrial development with the rest of the community, while recognizing the need to ensure that impacts from industrial development on sensitive land uses are minimized.
- “To promote the role of tourism in Orangeville’s economy, and to support the development of facilities and attractions that would encourage people to visit the Town” and surrounding region.

OP Section B2.13

- “to support the maintenance and rehabilitation of existing buildings and property, and to promote the logical infilling of existing residential neighbourhoods, in order to extend the useful life of individual properties and improve neighbourhood quality”
- “ to designate Community Improvement Areas where appropriate in order to take advantage of the financial and planning tools which are available to Ontario municipalities, including but not limited to infrastructure development funds, façade improvement grants and other incentives.

OP Section D5. COMMUNITY IMPROVEMENT - D5.1 GOAL

- To support the maintenance and rehabilitation of existing buildings and property, and to promote the logical infilling of existing residential neighbourhoods, in order to extend the useful life of individual properties and improve neighbourhood quality.

Orangeville Official Plan Criteria for CIP Designation

Section D5.3 of the Town’s Official Plan provides the criteria for which Community Improvement Areas may be established:

Residential Criteria

- a) Deficiencies in sanitary sewers, storm sewers and watermains.
- b) Deficiencies in roads and associated facilities such as sidewalks and streetlights.
- c) Deficiencies in recreation and cultural facilities.
- d) Building conditions.

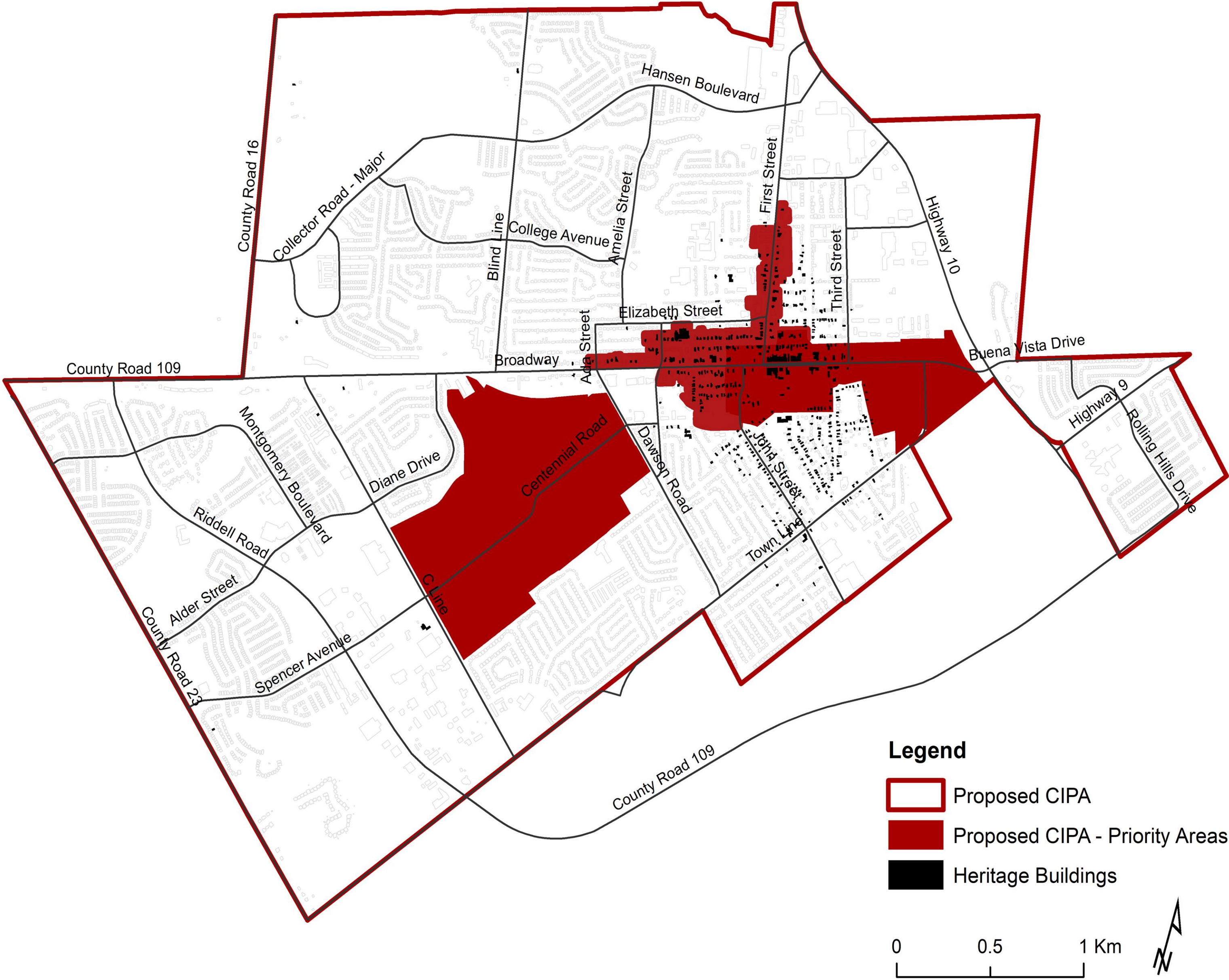
Commercial Criteria

- a) Traffic circulation concerns.
- b) Deficiencies in the amount and condition of off-street parking facilities.
- c) Deficiencies in sanitary sewers, storm sewers, and watermains.
- d) Deficiencies in roads and associated facilities.
- e) Existing under-utilized buildings and properties.
- f) Building conditions.
- g) The need for additional landscaping improvements.

Employment Area Criteria

- a) Deficiencies in sanitary sewers, storm sewers and watermains.
- b) Deficiencies in roads and associated facilities.
- c) Deficiencies in maintenance of under-utilized properties.

Proposed CIP Area Boundary & CIP Priority Areas



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 on the Draft CIP

CIP FINALIZATION

- Submission of Final CIP for Council Adoption

Pros and Cons of Financial Incentive Programs

Programs

- Façade, Landscape & Signage Improvement Grant Program**
To match grants for façade improvements or signage development or street landscape improvement or any combination of these 3 categories of property enhancement.
- Building, Restoration, Renovation and Improvement**
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.
- Planning Fees and Building Permit Grant Program**
To offer a reduction in applicable planning and building permit fees to encourage new development by reducing initial regulatory costs.
- Development Charge (DC) Grant Program**
To provide assistance for the development and redevelopment of sites by further reducing the cost of development related to development charges.
- Tax-based Redevelopment Grant (TIG) Program**
To leverage the increased assessment and property taxation generated by site redevelopment to reduce the financial costs of property rehabilitation and redevelopment.

Pros

- Excellent program for Main Street
- Effective for older, commercial building stock
- Effective contribution to “open for business” economic development
- Upfront funding
- Potentially significant financial incentive

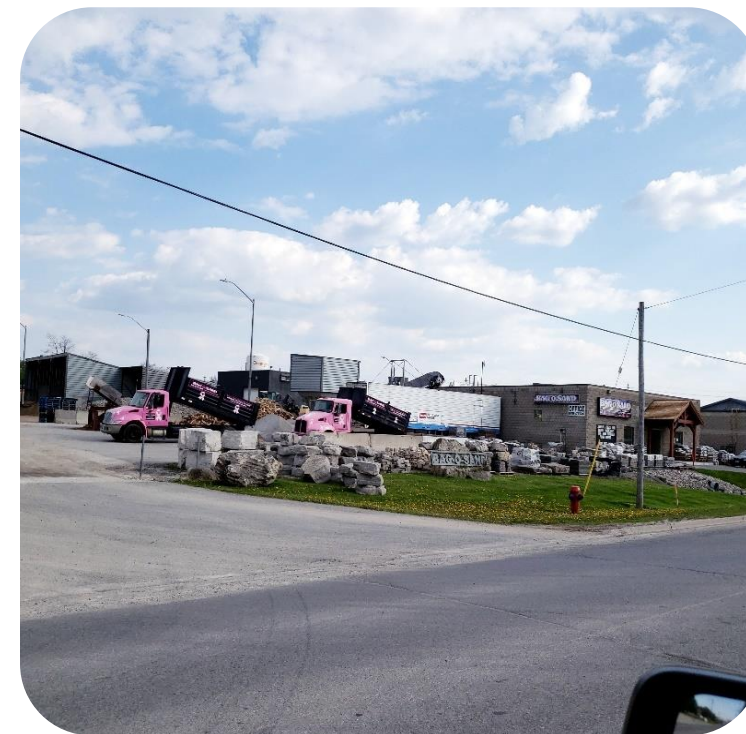
Cons

- Less impactful in general industrial/business park setting
- Less impactful for employment areas
- Requires upfront funding by Town
- Must be targeted to best effect – not a wholesale solution
- Represents foregone revenue

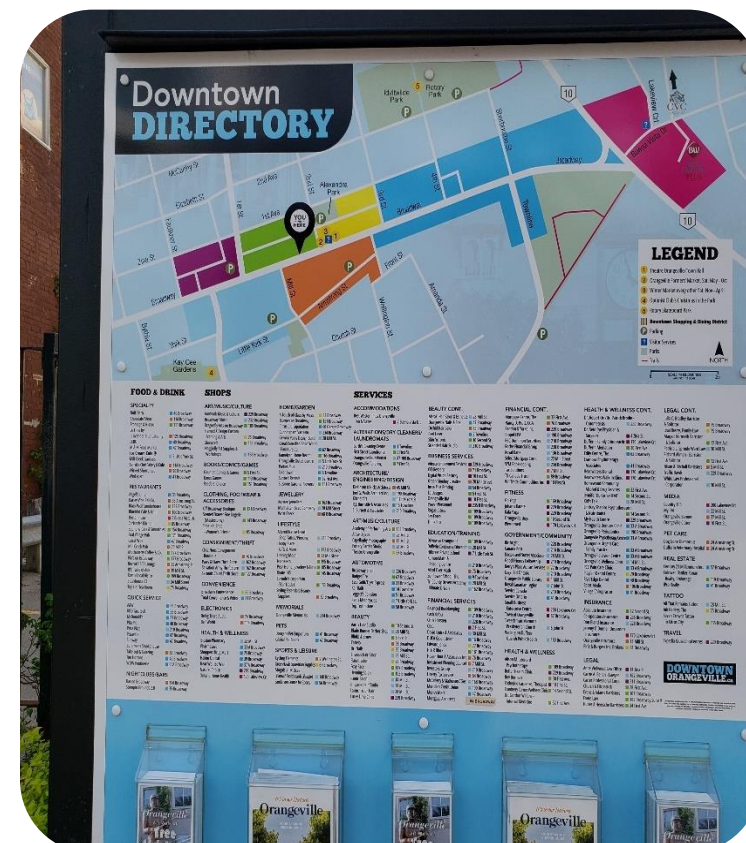
Note Regarding Program Development



Program 1



Program 2



Program 3 etc.

Program descriptions outlined in the following boards represent possibilities for the Town to consider. They are based on planning objectives, results of consultation and financial impacts.

The Town of Orangeville has not approved any of the programs nor determined the precise mix of program support.

Specific financial maximums identified in the programs are illustrative at this time.

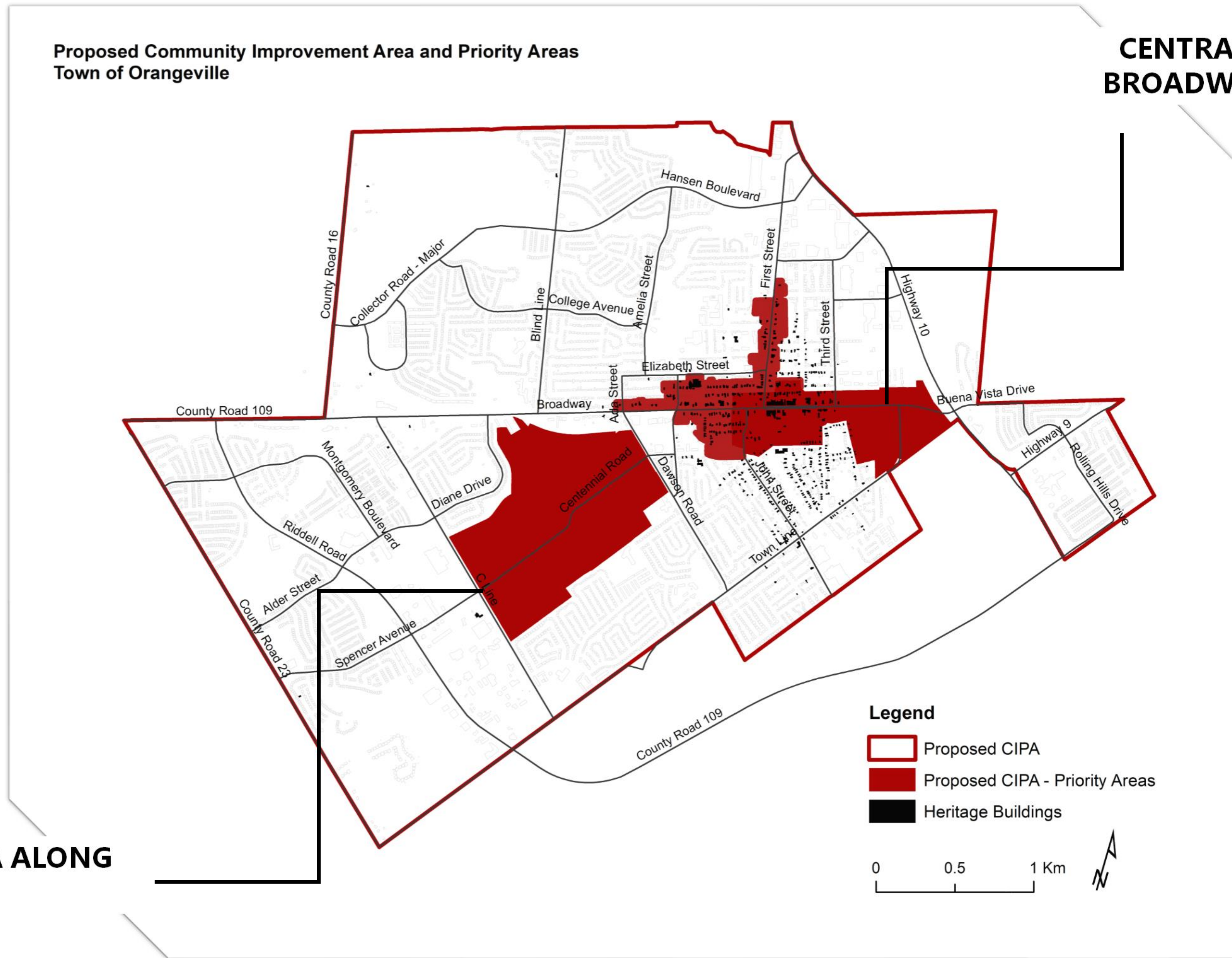
Following public review, the Town will further scope the suite of program support as part of the draft CIP.

All program details are subject to revision, in part or in whole, as required prior to the development of the Draft CIP.

CIP Priority Areas: Zone 1 and Zone 2



ZONE 2 EMPLOYMENT AREA ALONG CENTENNIAL ROAD



ZONE 1 CENTRAL BUSINESS DISTRICT, BROADWAY AND FIRST STREET



Potential Financial Incentive Programs for The Town of Orangeville CIP

Comprehensive Façade Improvement Grant Program



Goal

Comprehensive grant to support façade and signage improvements to properties in the Broadway-First Street Priority Zone (Zone 1).



Target

Program targeted to private property owners within the downtown, First and John Streets, shoulder areas of downtown and East Broadway. Priority will be given to commercial retail, office and commercial mixed-use properties (commercial-at-grade); Includes former residential buildings now used, in part or in whole, for commercial use. Priority given to properties fronting onto Broadway as well as properties with frontage on either First Street, John Street and Mill Street

Façade and Signage Improvement

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

Project applications for assistance under \$1,500 in improvements will not be considered.

Buildings identified by the Town as having heritage value would be eligible for an additional \$5,000 in matching grant assistance.

Signage grants available only as a part of a larger façade improvement application and must comply with Town current and future Sign By-Law as applicable. Minimum signage grant is \$1,000.

Rear and Side Yard Facade

Additional support for rear and side of a property facing a street or other public space.

\$ TBD

Application to specific streets TBD

Energy Retrofit

Window replacements which are part of an approved energy retrofit plan can be funded as part of façade improvement



Funding

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.



Implementation Specifics

Potential Financial Incentive Programs for The Town of Orangeville CIP

Landscape Improvement Program for Industrial Area



Goal

A financial incentive in the form of a grant to promote improved landscaping of industrial properties for industrial area (Zone 2)



Target

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

Landscape Improvement Program

The Town will provide a grant equal to 50% of the cost of eligible landscaping of industrial properties.

The minimum grant per property will be \$2,000, up to a maximum grant per property of \$10,000, with a maximum of one application per property.

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



Funding

Eligible properties limited to industrial area (Zone 2). Professional design, architectural drawings, and all eligible works must conform to the Town's Design Guidelines and appropriate reference material as determined by Town staff.

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.



Implementation
Specifics

Potential Financial Incentive Programs for The Town of Orangeville CIP

Major Building Improvement and Conversion Grant Program



Goal

Designed to improve:

1. An older building stock through significant capital works to enhance economic viability of commercial buildings, including the potential for conversion of upper floors for leasehold use either as residential, commercial or non-for-profit institutional uses;
2. Site Improvements within Industrial ZONE 2 of the CIP Area that are more significant than works under the landscape grant



Target

In Zone 1, priority is given to heritage buildings, commercial retail, office and commercial mixed-use properties along Broadway. In Zone 2, priority is given to those properties fronting the major through roads of the district.

Secured, Interest-Free Forgivable Loan



Funding

Funding amount TBD

Covers Major Building Works:

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

Loan forgiveness earned at 20% per annum as long as ownership and occupancy retained.



Implementation Specifics

Projects must improve long-term functionality of the building.

Projects for general tenant fit-up of space and typical lifecycle-related building system replacements (e.g. roof replacement) are ineligible.

Potential Financial Incentive Programs for The Town of Orangeville CIP

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.

Zone 2: Focused on Industrial property development in Priority Zone 2 of the CIP Area.



Target

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.

Grant Funding Limits:

A grant equivalent to 80% of the Town-only municipal tax increment;

Subject to a maximum duration of 10 years or the maximum in eligible costs, whichever is reached first;

Grant cannot exceed 80% of municipal tax increment (on a net of adjustments basis) in any one year;

Town retains right to limit funding in any given year;

Eligible Cost Examples:

- Remediation of contaminated lands
- New construction
- Major retrofit which enhances property assessment and taxes
- Eligibility limited to projects that comprise a minimum project cost of \$500,000.



Funding

Subject to detailed implementation protocols, evaluation process and conditions of approval. Legal agreement required to operationalize grant and placed on title.

Properties zoned Institutional are ineligible.



Implementation
Specifics

Potential Financial Incentive Programs for The Town of Orangeville CIP

Planning Fees & Building Permit Grant Program



Goal

Funding support for site planning or site improvement projects in employment and industrial areas, including major renovation and/or expansion of existing buildings



Target

Projects in the CIP Priority Zone 2 and industrial areas:

- Site planning or improvement projects in the Centennial Road area
- 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 applicant pays all planning and development permit fees as required and at the times required.

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

Potential Financial Incentive Programs for The Town of Orangeville CIP

Accessibility Improvement Grant Program



Goal

Grant to support Accessibility improvements in commercial premises, in support of Town policies to implement the provisions of the Accessibility for Ontarians with Disabilities Act, 2005



Target

Commercial properties in all relevant zoning classes (including manufacturing and other employment land uses) in the CIP Area, including:

- Commercial premises
- Employment zones
- Commercial components of mixed-use buildings, and residential buildings now used in part or in whole for commercial use



Funding

Grant Funding Limits:

A grant equivalent to 50% of eligible costs or a maximum grant of \$3,000 per property, whichever is less;

Limit of one grant per property;

Available Town-wide

Eligible Cost Examples:

- Accessible Parking Signage (Town-Wide)
- Accessible ramps
- Improvement of entrances (doors, widths)
- Interior improvements which are not covered under the Major Building Improvement Grant



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.

Properties zoned Institutional are ineligible.

Potential Financial Incentive Programs for The Town of Orangeville CIP

Development Charge Deferral Program



Goal

Designed to provide assistance for the significant (re)development of key sites by deferring the cost of development related to Development Charges. Industrial and Commercial uses are not subject to existing deferral provisions under the Development Charges Act.



Target

Commercial developments within Zone 1 and Zone 2 of the CIP Area. Projects that will be prioritized include:

- Commercial
- Multi-residential development with commercial at grade
- Industrial



Funding

This program provides for the deferral of 50% of Orangeville's Town-wide development charge levied on commercial and industrial developments within the CIPA for up to a maximum of 24 months.

Interest on the deferred fees as part of the CIP will not accrue.



Implementation Specifics

This Development Charge Deferral program applies only to Development Charges imposed by the Town of Orangeville.

Applies only to Town-wide Development Charges.

Potential Financial Incentive Programs for The Town of Orangeville CIP

Environmental Site Assessment (ESA) Grant Program



Goal

Grant to support assessment of environmental condition with respect to the necessity or otherwise of remediation and extra-ordinary site development costs. All sites and land uses in CIPA eligible.



Target

Sites with strong likelihood of contamination as the result of a Phase 1 ESA. Priority will be given to projects in Zone 1. Town reserves right to support other ESAs in the CIPA on a case-by-case basis. The intention is to direct funding to those projects most in need of support to overcome brownfield contamination constraints.

Phase 2 ESA:

A grant equivalent to 50% of Phase 2 ESA costs or a maximum grant of \$20,000, whichever is less;

Limit of one grant per applicant, project or property (ESA cannot be divided for funding eligibility into separate reports for each property).

BFTIP Addition:

- Brownfield Financial Tax Incentive Program governed by the Ontario Govt.
- Best used in long-term contaminated land projects
- Cancels Education portion of taxes (at matching rate to that of Town) **during** Remediation

Use only when municipality deems an application warranted. Property owners cannot apply



Funding

Completed Phase 1 ESA required that concludes a Phase 2 ESA is required in order to achieve the necessary Regulatory approval including a Certificate of Property Use and Record of Site Condition per Regulation 153/04 of the Ontario Environmental Protection Act.



Implementation Specifics

Incentive Program Eligibility and Evaluation

Eligibility

Commercial, mixed use, & employment	Examples of Eligible Uses*
C1 - General Commercial	a business or professional office a cinema a financial establishment a medical centre a medical laboratory a personal service shop a recreational establishment a restaurant a retail store
C2 - Neighbourhood Commercial (C1 and the following additional permitted uses)	an automobile service station a commercial school a nursery school a repair, service or rental establishment a veterinarian clinic
C5 - Restricted Commercial / Residential	an art gallery an art or photographic studio a business or professional office a crisis care facility By-law 95-2003 a funeral home a hair care establishment a mixed-use building containing not more than 3 dwelling units a nursery school an optometrist a pet grooming establishment a religious institution a retirement home a retail store restricted to a maximum of 93 square metres provided that such retail store shall not include a drug store or the sale of food or food products.

A complete information on Zoning Classes and corresponding permitted uses is provided on the Town's website: [Town of Orangeville - Zoning Classes](#)

Evaluation Criteria

- Determined through the application of minimum criteria
- Each application will be measured based on the quality of the proposed property enhancement and/or development project
- Eligible properties located within the boundary of the Orangeville CIPA
- Programs intended to focus on a particular investment zone and address the identified issues in that zone
- Must be either a registered property owner, assessed property owner or a tenant (with the owner's consent to receive assistance). Additional documentation may be required by the Town staff (e.g. Major building renovation grant).
- Be in good standing with regard to any other municipal fees and levies liable on the property
- Applications for program support under the CIP must be submitted in advance of undertaking any eligible works
- Eligibility will be on a first come first served basis.

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.

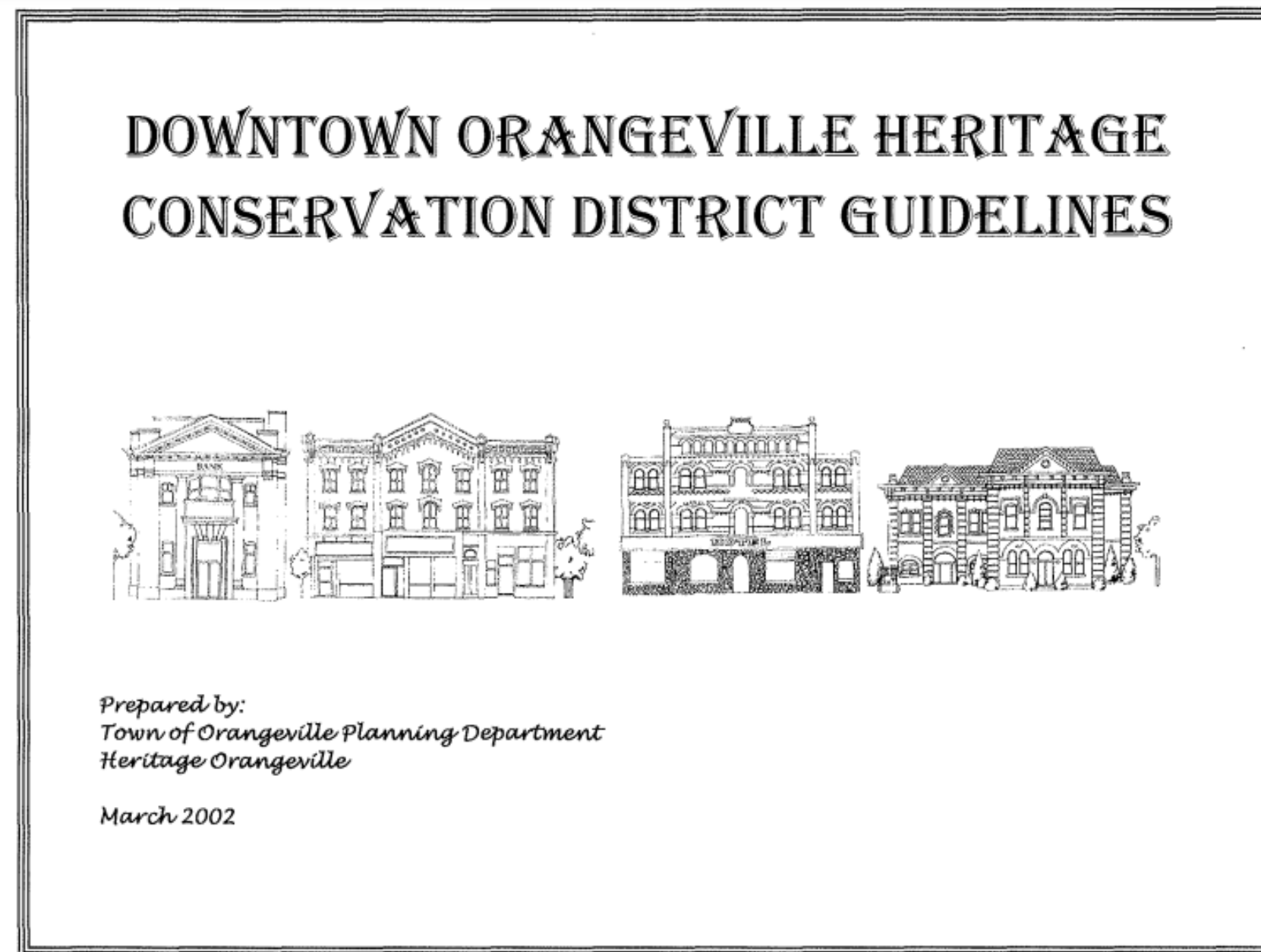
To ensure that if a project is eligible for a CIP program, the end result of the development project will align with the Town's overall vision for each area.
- 2

Where do Design Guidelines Apply?

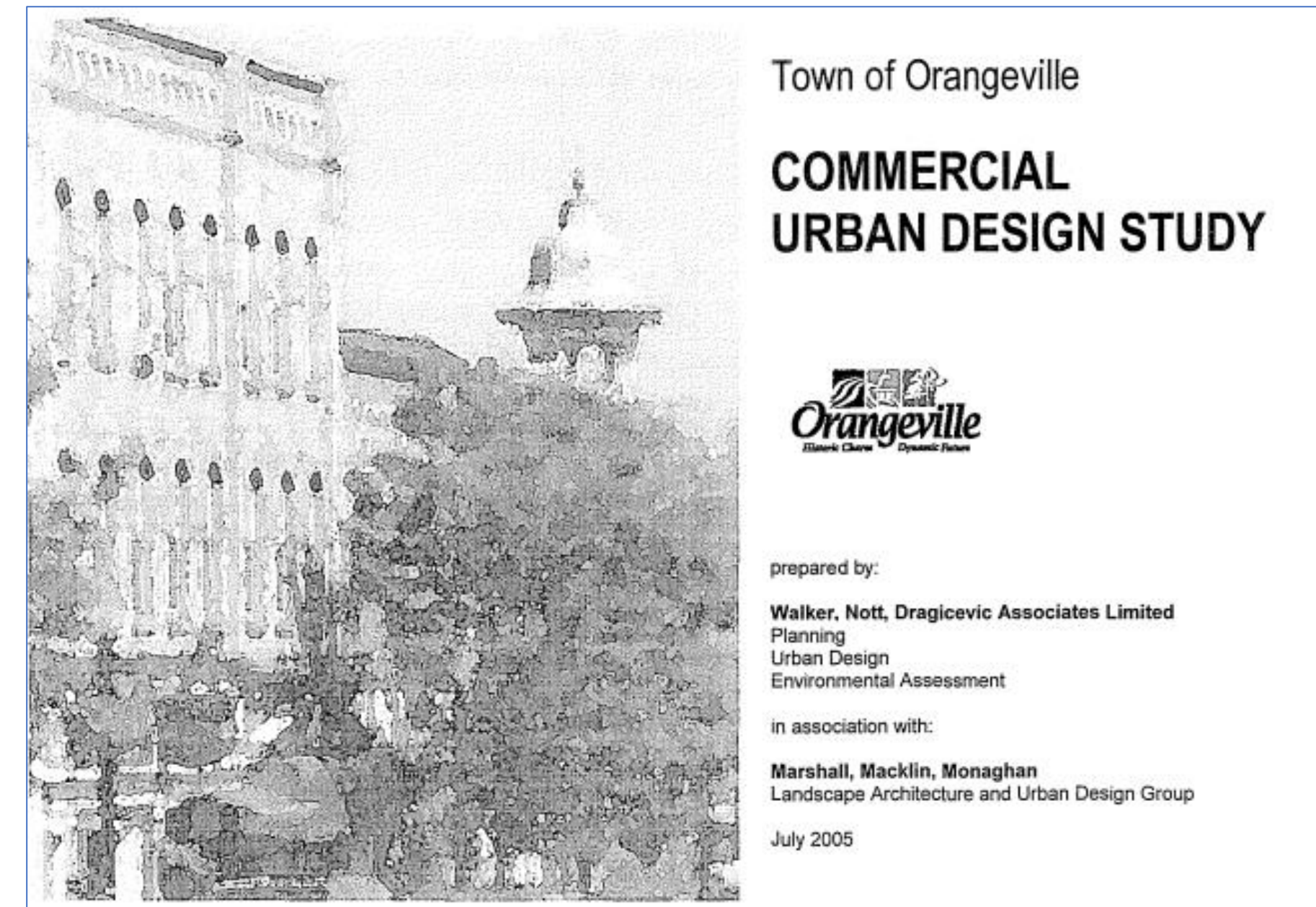
- 1 The guidelines will be primarily directed towards the private sector, however these guidelines may also be considered and/or adopted for public realm improvements so that there can be a consistency in style, form, materials etc. with private realm initiatives and especially coordination with the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

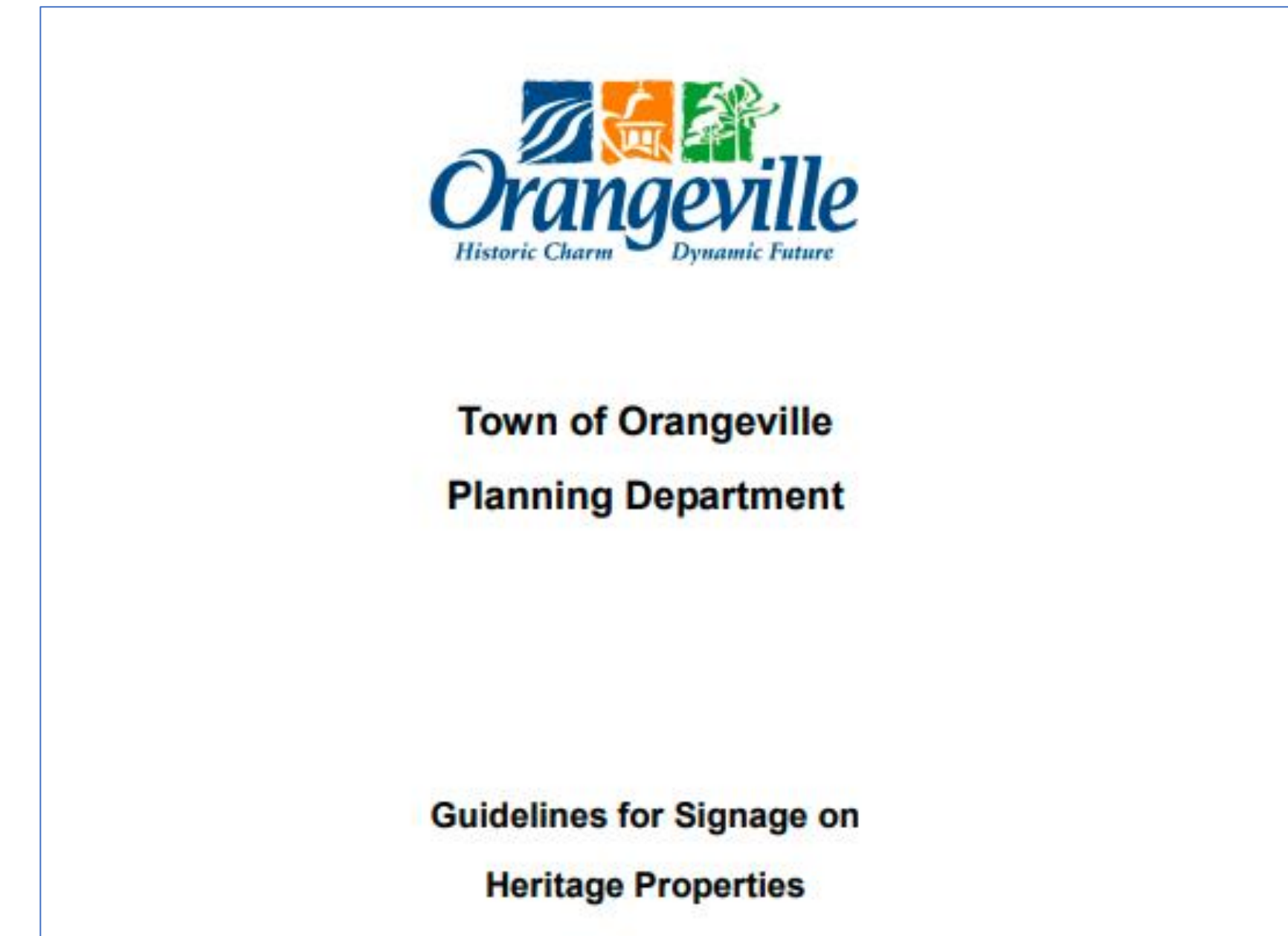
Existing Town of Orangeville Guideline Documents



2002



2005

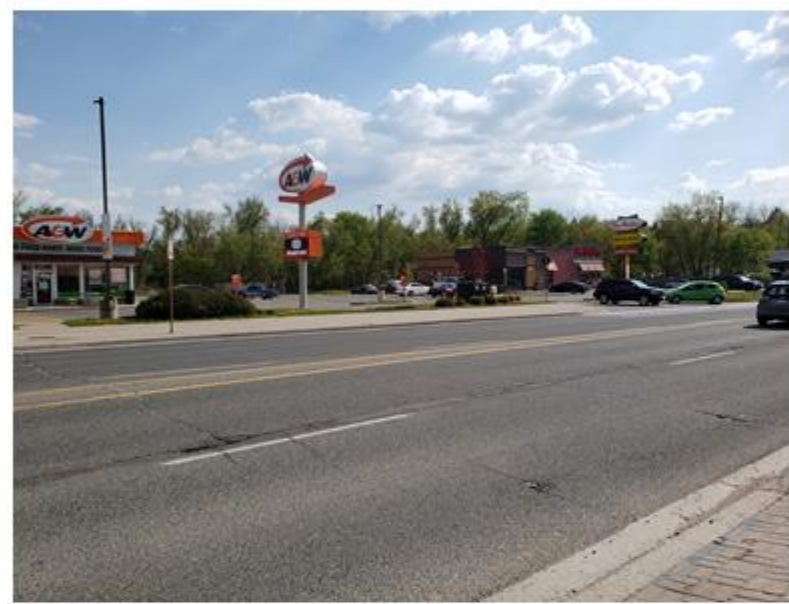


2007



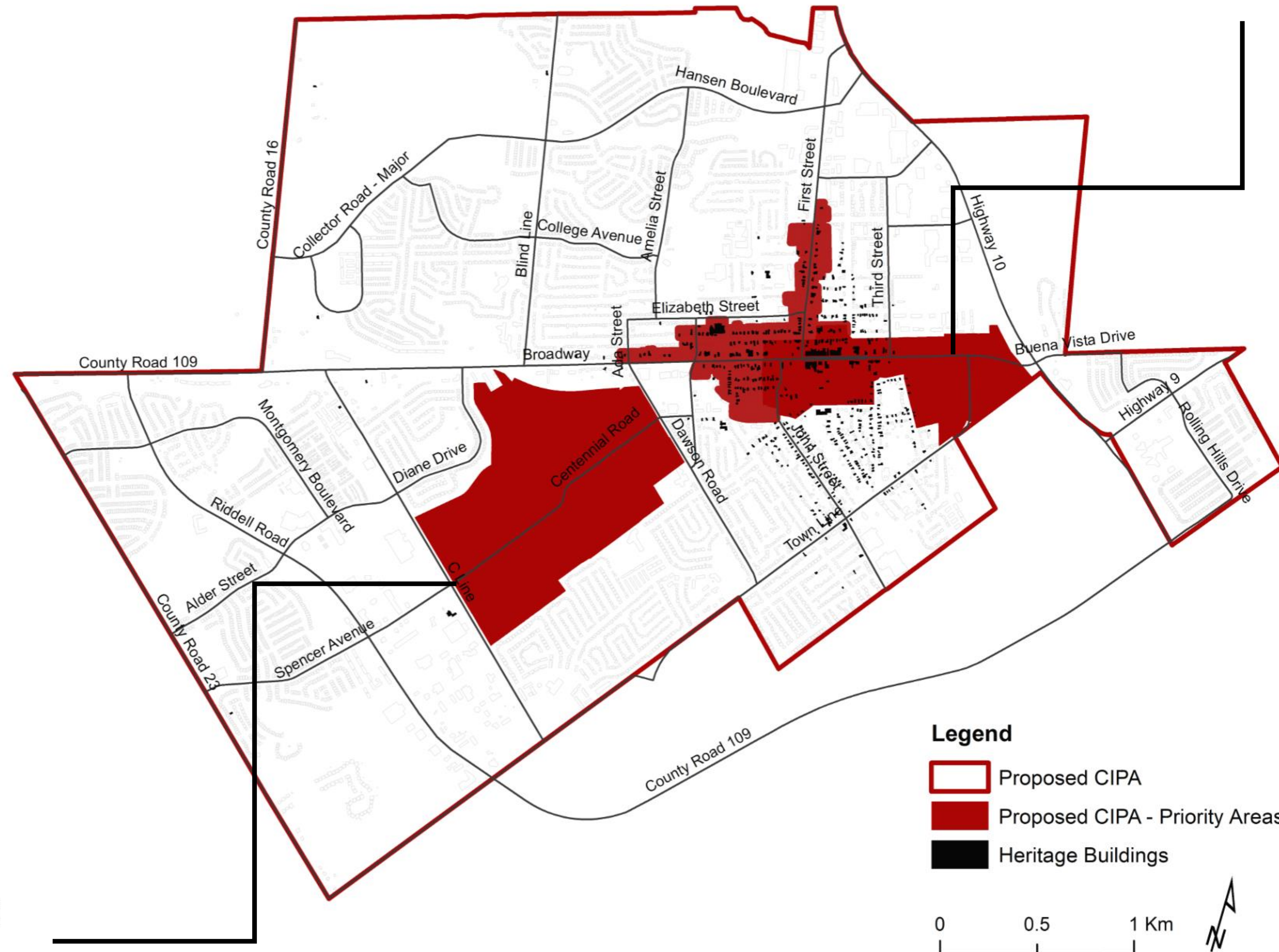
2009

Design Guidelines: Focus Areas



Proposed Community Improvement Area and Priority Areas
Town of Orangeville

CENTRAL BUSINESS DISTRICT,
BROADWAY AND FIRST STREET



EMPLOYMENT AREA ALONG
CENTENNIAL ROAD

Existing Design Guidelines

Central Business District, Broadway and First Street

A number of current guidelines apply within this area including the Downtown Orangeville Heritage Conservation District Guidelines, the Commercial Urban Design Study, the Heritage Signage Guidelines and the more general Site Plan guidelines.

- Current guidelines are dated and provide minimal direction for new development.
- Opportunity to include additional considerations such as sustainability and accessibility.
- Important to provide clear direction at the onset of the project.
- The intent is to make the development review process more transparent by setting Town expectations for eligible projects early in the process.
- Together the CIP and UDG will enable the Town to plan and finance development activities to use, reuse and restore lands, buildings and infrastructure in Orangeville.

CIP Design Guidelines

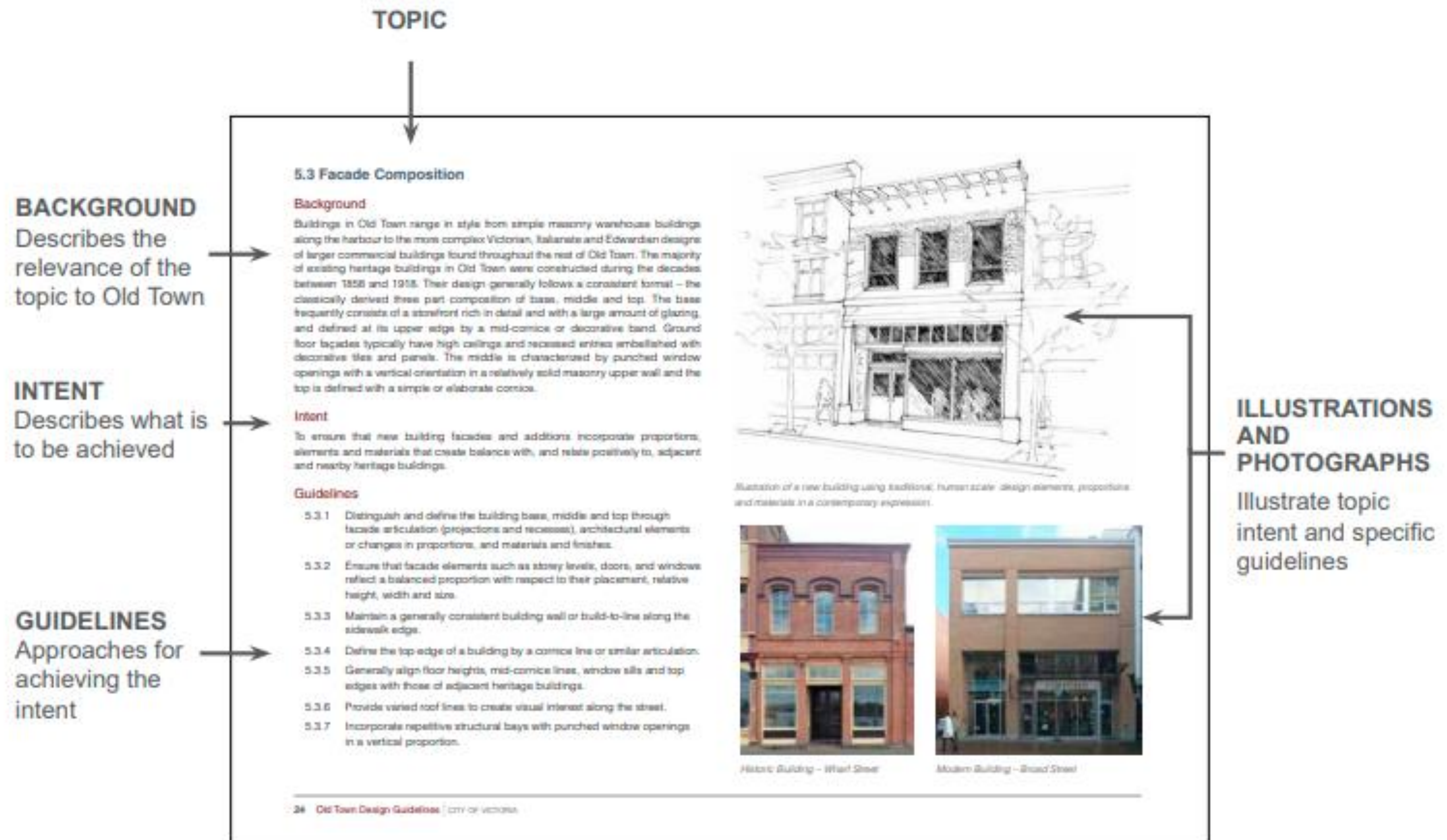
Central Business District, Broadway and First Street

Provide guidance for future development/redevelopment within this area. Development to be generally in accordance with guidelines in order to qualify for incentive programs.

- Prepare overall design principles.
- Incorporate existing guidelines where appropriate.
- Include relevant Heritage guidelines tailored to the type of CIP program.
- Prepare guidelines for mixed-use development and multiple residential development.
- Provide specific design direction for vacant and underutilized parcels.
- Provide additional guidelines for commercial development outside of the core.
- Checklists/Criteria to assist developers and the Town in the review of CIP eligible projects.

CIP Design Guidelines

Central Business District, Broadway and First Street – Sample Guideline Format



Existing Design Guidelines

Employment Area Along Centennial Road

Limited design guidelines for this area of the CIP with the exception of the more general Town-wide site plan design guidelines.

- Opportunity to consider enhanced public realm within this area.
- Consideration of an industrial area landscape improvement program.
- Guidelines to reflect the more limited opportunities for development and redevelopment.

CIP Design Guidelines

EMPLOYMENT AREA ALONG CENTENNIAL ROAD

Provide guidance for future development/redevelopment within this area.

Development to be generally in accordance with guidelines in order to qualify for incentive programs.

- Streetscape and landscape guidelines.
- Built form guidelines, with emphasis on building façades visible from public streets.
- Design direction for landscaping, parking, lighting, signage.
- Guidelines for sustainable development.
- Specific design direction for vacant parcels.
- Checklists/criteria to assist developers and the Town in the review of CIP eligible projects.

CIP Design Guidelines

EMPLOYMENT AREA ALONG CENTENNIAL ROAD – SAMPLE GUIDELINE DIRECTION



How Can You be Involved?

Public Meeting

- Formal public meeting to present the CIP document and solicit any additional comments

Q&A Today

- Ask questions and provide comments today

Written Comments

- Provide your comments**
- in the chat today
 - by email to jonhack@sierraplan.com

Questions

- In your opinion, what issues exist that could hinder improvement of the Orangeville CIP Area?

- In your opinion, what needs to be improved in the CIP Area?

- Are you aware of any development constraints in the CIP Area and, if so, what are those constraints?