

TOWN OF ST. MARYS

COMMUNITY IMPROVEMENT PLAN

2021

APPROVED
JULY 27, 2021



Town of St. Marys
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1. INTRODUCTION

St. Marys has long supported small businesses, entrepreneurs, and overall local economic development and revitalization by offering financial incentives (i.e., grants and loans) through the use of Community Improvement Plans (CIPs). However, in recent years, some of those programs have expired. Further, the Town has undertaken new planning initiatives, strategies, and studies to plan for the future, which also align with community improvement efforts.

In 2020, it was determined through Council Report DEV 10-2020 that a CIP review was needed to consolidate the existing CIP programs into a single document, and to modify/expand financial incentive programs in order to better meet the needs of St. Marys now and in the future.

The **St. Marys 2021 CIP** has been prepared to demonstrate that the Town remains committed to local revitalization and a prosperous future by investing in private landowners and businesses.

1.1 What is a CIP?

A CIP is a municipal planning and financial tool, legislated under the Ontario Planning Act, which sets out programs and strategies for improving the built, economic, and social environment in designated areas of a Municipality.

A CIP establishes a framework for public sector investment into private properties. Under Section 106 of the Municipal Act, municipalities are prohibited from directly or indirectly assisting local businesses by giving or lending money. However, having a CIP in place allows municipalities to assist financially with physical improvements to privately owned land and buildings.

Many municipalities across Ontario have prepared CIPs to achieve community goals, such as:

- Facilitating change;
- Stimulating economic growth;
- Assisting property owners with repair, rehabilitation, and redevelopment projects; and
- Raising awareness of local needs and priorities.

1.2 Contents

The **St. Marys 2021 CIP** sets out the following:

- A background summary (Section 2) and basis to the CIP¹ (Section 3);
- Community Improvement Goal Statement and Objectives (Section 4);

¹ Sections 1 to 3 are not a legislative component of the St. Marys 2021 CIP.

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- Community Improvement Project Areas (Section 5);
- Financial Incentive Programs (Section 6);
- Details about implementing (Section 7), marketing, and monitoring (Section 8).

2. BACKGROUND

2.1 The History of Community Improvement Planning in St. Marys

Prior to the **St. Marys 2021 CIP**, the Town had two CIPs in place:

1. The Facade Improvement CIP, which: was adopted on January 31, 2015; aimed to support the restoration and rehabilitation of building facades; and applied to the Central Commercial District (i.e., downtown area).
2. The Economic Prosperity CIP, which: was adopted on April 28, 2015; aimed to encourage job creation, business retention, and business expansion, in the industrial, commercial and retail sectors; and applied to the entire Town.

The Town's previous CIPs were prepared based on the direction of municipal documents/studies available at the time, including:

1. St. Marys Downtown/Community Economic Revitalization Strategy (2003), which was intended to guide and stimulate the community's economic, cultural, and social development.
2. "Our St Marys, Your Future", a community based strategic plan (2010), which set out strategies to better capitalize on the Town's strengths and assets and effectively position the community within the broader and regional economy.

The following table provides a summary of CIP grants awarded by the Town of St. Marys between 2015 and 2020.

Year	Total Façade Grants (\$)	Total Heritage Grants (\$)	Total of All Grants (\$)
2015	12,240	27,044	39,284
2016	12,765	26,746	39,511
2017	24,366	34,350	58,716
2018	4,575	31,612	36,187

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Year	Total Façade Grants (\$)	Total Heritage Grants (\$)	Total of All Grants (\$)
2019	17,813	10,379	28,192
2020	1,019	5,741	6,760

2.2 The Future of Community Improvement Planning in St. Marys

As mentioned, the Town has recently undertaken new planning initiatives, strategies, and studies to plan for the future. Incentive programs therefore need to reflect and integrate the directions from these documents into updated financial incentive programs, to ensure that goals and objectives are aligned.

In particular, the **St. Marys 2021 CIP** is based on land use planning policies, goals, and other directions established by the following Town led planning documents and initiatives:

- St. Marys Business Retention and Expansion Project;
- County of Perth, Town of St. Marys and City Stratford Economic Development Strategy and Action Plan;
- Strategic Plan Revision and Update;
- St. Marys Municipal Cultural Plan;
- St. Marys Asset Management Plan;
- Heritage Conservation District Plan; and,
- Town Official Plan and ongoing Official Plan review and update.

The **St. Marys 2021 CIP** also takes into consideration recent changes in Ontario's planning policy framework, including the following:

- Provincial Policy Statement, 2020; and
- More Homes, More Choice Act, 2019, S.O. 2019, c. 9 - Bill 108.

3. BASIS

3.1 Legislative Authority

3.1.1 Planning Act

The Planning Act is the primary piece of legislation that provides the basis for the preparation of CIPs. The Planning Act sets out:

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1. Types of projects/activities/works that are considered 'community improvement';
2. A process by which a Municipality can identify a 'community improvement project area' and prepare a 'community improvement plan';
3. Tools that can be implemented once a 'community improvement plan' is prepared; and
4. Eligible costs for which incentives can be provided.

Community Improvement:

Section 28(1) of the Planning Act defines 'community improvement' as "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".

Section 28(2) states that where there is an official plan in effect in a local Municipality or in a prescribed upper-tier Municipality that contains provisions relating to 'community improvement', the Council may, by By-law, designate the whole or any part of an area covered by such an official plan as a 'community improvement project area'.

Community Improvement Project Areas:

Section 28(1) of the Planning Act defines the term 'community improvement project area' 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".

Community Improvement Plans:

Section 28(4) of the Planning Act states that once a 'community improvement project area' has been designated by By-law, "the Council may provide for the preparation of a plan suitable for adoption as a Community Improvement Plan for the Community Improvement Project Area".

Tools:

The Municipality may then prepare and use a 'community improvement plan' to:

- Acquire, hold, clear, grade or otherwise prepare land (Section 28(3));
- Construct, repair, rehabilitate or improve buildings on land acquired/held by the Municipality (Section 28(6));
- Sell, lease or dispose of any land and buildings acquired or held by the Municipality (Section 28(6)); and

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- Make grants or loans to eligible applicants within the community improvement project area to pay for the whole or any part of ‘eligible costs’ related to community improvement (Section 28(7)).

Eligible costs:

‘Eligible costs’ are defined in Section 28 (7.1) of the Planning Act, and include costs related to “environmental site assessment, environmental remediation, development, redevelopment, construction and reconstruction of lands and buildings for rehabilitation purposes or for the provision of energy efficient uses, buildings, structures, works, improvements or facilities”.

The word rehabilitation is emphasized above because it is important in understanding the definition of eligible costs. While the term ‘rehabilitation’ is not defined in the Planning Act, it is generally understood to mean the restoration of something back to its former capacity. By this definition, ‘rehabilitation’ would not apply to lands that have not previously been developed, or greenfield areas (i.e. lands located outside of the built-up area, as identified by the Province in 2006). Consequently, this section of the Planning Act does not allow for CIP tools to be applied to greenfield areas, unless for the provision of energy efficient uses, buildings, structures, etc.

Finally, Section 28 (7.3) states that the total of the grants and loans that is provided in respect of the lands and buildings shall not exceed the eligible cost of the community improvement project with respect to those lands and buildings.

Planning and Building Fees:

Outside of Section 28, municipalities also use provisions from Section 69 of the Planning Act (related to establishing tariffs of fees in respect to planning and building) as part of community improvement plans. Under Section 69(2), Municipalities are permitted to reduce the amount of, or waive entirely, the requirement for the payment of a fee in respect of an application where the Council, planning board or committee is satisfied that it would be unreasonable to require payment; however, it is noted that a CIP is not required as a basis for implementing this tool.

Alternatively, a Municipality can collect fees and then provide a partial or total rebate of fees in the form of a grant, but this must be done through a CIP.

3.1.2 Development Charges Act

In addition to the range of community improvement tools established by the Planning Act, Section 5 of the Development Charges Act allows a Municipality (through its development charge by-law) to provide for full or partial development charge exemptions for certain types of development. This tool is often incorporated into municipal CIPs; however, again, a CIP is not required to use it.

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3.1.3 Municipal Act

Finally, Section 365.1 of the Municipal Act enables Municipalities to implement the Brownfields Financial Tax Incentive Program, which is intended to bring brownfields back into productive use. Under this program, municipalities may pass by-laws providing for the cancellation of all or a portion of the taxes for municipal purposes levied on eligible properties for which a phase two environmental site assessment has been conducted. The Province shares in the cost of the program by funding the education portion of the property tax relief.

Similarly, Section 365.2 enables municipalities to implement the Heritage Property Tax Relief Program. The program encourages the maintenance and conservation of locally designated heritage properties by allowing Municipalities to pass a by-law to provide tax relief (10 to 40 per cent) to owners of eligible heritage properties, subject to agreement to protect the heritage features of their property. The Province also shares in the cost of the program by funding the education portion of the property tax relief. It is noted that a CIP is not required to implement this tax relief program; however, it is only available to heritage properties that are designated under the Ontario Heritage Act.

3.2 Enabling Official Plan Policies

The Official Plan for the Town of St. Marys contains goals, objectives and policies for directing and managing change. The plan provides the long-term vision for growth and physical development of the municipality. Currently there are policies in place (as required by the Planning Act) that enable the creation of a CIP for the Town.

Existing policies allow the **St. Marys 2021 CIP** to address a wide range of physical, economic, and social needs and opportunities. Section 6.1 of the Official Plan identifies the following objectives for community improvement:

- 6.1.1 *To enhance the Town's ability to accommodate development, redevelopment and economic growth and to foster a climate favourable to private investment;*
- 6.1.2 *To preserve and protect, without placing undue burden to the Town's financial resources, man-made or natural features of the community that Council believes are important community assets;*
- 6.1.3 *To stimulate the rehabilitation and renewal of private property and enhance the visual quality and overall functionality of the community;*
- 6.1.4 *To preserve the viability of the Downtown area as the primary retail-commercial, civic and cultural focus of the Town; and*
- 6.1.5 *To develop or rehabilitate hard and soft services in the Town to meet acceptable community standards, without placing undue burden on the Town's financial resources.*

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In Section 6.2 of the Official Plan, a set of criteria are established which “*shall be used in the delineation of community improvement project areas for which community improvement plans will be prepared and implemented*”. The designated Community Improvement Project Area (CIPA) for the **St. Marys 2021 CIP** is introduced in Section 5.0 and is based on this policy direction from the Official Plan.

4. GOAL AND OBJECTIVES

4.1 CIP Goal Statement

This is the goal statement for the **St. Marys 2021 CIP**:

To proactively support and invest in the beautification, revitalization, and economic development of St. Marys, to achieve a more attractive, prosperous, and complete community.

4.2 CIP Objectives

To help measure the extent to which this goal is being achieved by the financial incentive programs, the following objectives for the CIP have also been identified:

1. Renew and restore private buildings and properties;
2. Expand local business activity;
3. Attract new investment, partnerships, and funding;
4. Increase the municipal tax base;
5. Promote St. Marys built and cultural heritage, and unique character;
6. Reduce vacant commercial and industrial buildings and properties; and
7. Increase the availability of attainable housing units. *

* Note: ‘Attainable housing’ includes housing that is affordable as defined in the Provincial Policy Statement and housing that is available at the time, appropriate to the circumstances of the individual or family (including of suitable quality), and an option that the household is able to put into action.

5. COMMUNITY IMPROVEMENT PROJECT AREA (CIPA)

5.1 Analysis

As noted earlier, the Town’s Official Plan establishes criteria in Section 6.2, which is to be used to identify and designate CIPAs. The following table shows how the criteria are met **to some**

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extent in key areas of the Town. At least one criterion must be met in order to designate an area a CIPA.

Table A: Applying the Official Plan CIPA Criteria to St. Marys

CIPA Criteria (Official Plan Section 6.2)	Downtown St. Marys	Industrial Areas	Residential Areas
Building stock or property in need of rehabilitation;	✓	✓	
Building and structures of heritage or architectural significance in an area warranting conservation and/or enhancement	✓		✓
Conflicting or incompatible land uses or activities			
Deteriorated or insufficient physical infrastructure such as, but not limited to, sanitary and storm sewers and water mains, hydro, public transit and utilities	✓	✓	✓
Deteriorated or insufficient community services such as, but not limited to public recreational or community facilities, public open space/parks and public social facilities, in terms of size, space, location, access, landscaping, grading or equipment			
Inadequate mix of housing types and densities, including insufficient affordable housing	✓		✓
Known or perceived environmental contamination		✓	
Deterioration or insufficient parking facilities;	✓		
Poor overall visual amenity of the area, including, but not limited to streetscapes and urban design	✓	✓	
Existing Business Improvement Areas or potential for inclusion in a Business Improvement Area designation	✓		
Deficient streetscapes in terms of poor roads, curbs, traffic circulation, sidewalks, boulevards, tree planting, street furniture and street lighting	✓		
Inadequate flood protection			
Need for greater energy or water efficiency on land or in buildings	✓	✓	
Need for waste reduction or achieve other environmental sustainability objectives		✓	
Opportunities for intensification and redevelopment of under-utilized sites	✓		✓
There are a number of screening, buffering or landscaping deficiencies in the area		✓	
Shortage of land to accommodate building expansion and/or parking and loading facilities			
Other barriers to the improvement or redevelopment of underutilized land or buildings			
Any other environmental, social or community economic development reasons for designation	✓	✓	✓

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Based on the above analysis, it has been determined that the **St. Marys 2021 CIPA** should be as comprehensive as possible to address local improvement needs and to ensure that a wide range of incentives are available to key areas.

5.2 Designated CIPA

The **St. Marys 2021 CIPA** includes all lands within the municipal boundary, as shown in Schedule A of the Town of St. Marys Official Plan, as amended, and provided in Appendix A of this CIP. The **St. Marys 2021 CIPA** has been adopted by Council by By-law No. 2021- .

Financial Incentive Programs may be available to registered owners, assessed owners, and tenants (with written consent of the owner) of lands and buildings located within the CIPA, subject to a number of eligibility criteria, as described in Section 6.2 of this CIP.

Further, to ensure that the provision of financial incentives will achieve the Town's most significant environmental, social, and community economic development needs and opportunities, eligible uses have also been identified, below.

5.3 Eligible Uses

Only certain types of existing or proposed uses in the CIPA will be eligible for financial incentives (in accordance with the uses permitted by the Town's Official Plan and Zoning By-law). Unless otherwise stated in the Program Specific Eligibility Criteria (Section 6.3 to 6.14), these uses include:

- Commercial, office, or mixed-use buildings located in the Downtown;
- Rental housing units that are located above the ground floor of a commercial building in the Downtown;
- Attainable housing projects;
- Industrial uses in existing industrial areas; and
- Secondary/additional residential units in the residential area.

6. FINANCIAL INCENTIVE PROGRAMS

6.1 Overview

Through the **St. Marys 2021 CIP**, the Town may provide financial incentives to eligible applicants within the CIPA identified in Section 5. The incentive programs are intended to stimulate private investment and physical improvements to private property, where such improvements will result in or contribute to the objectives set out in Section 4.2.

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The following Financial Incentive Programs may be available to eligible owners/tenants of land and buildings in the CIPA, subject to the Town's approved budget and availability of resources:

1. Façade and Signage Improvement Grant
2. Building and Site Improvement Grant
3. Commercial Conversion and Expansion Grant
4. Downtown Rental Housing Grant
5. Accessory Dwelling Unit Grant
6. POPS and Public Art Grant
7. Sidewalk Café and Outdoor Patio Grant
8. Design and Study Grant
9. Planning Application and Building Permit Fee Rebate Grant
10. Redevelopment and Adaptive Reuse Grant (TIEG)
11. Province of Ontario Brownfield Financial Tax Incentive Grant
12. Service Connection Fee Grant

Detailed information about General Eligibility Criteria (Section 6.2) and Program Specific Eligibility Criteria (Section 6.3 to 6.14) are outlined in the following pages.

6.2 General Eligibility Criteria

To be eligible for any of the Financial Incentive Programs that may be offered by the Town in any given year, the following General Eligibility Criteria must be met:

- a) The lands and buildings subject to an application must be located within the **St. Marys 2021 CIPA**. Town staff should be contacted to confirm that the property and proposed use is eligible.
- b) All projects must contribute to the CIP goals statement and to achieving one or more community improvement objectives (as identified in Section 4.1 and 4.2).
- c) All projects must be designed to complement the surrounding architectural styles and natural settings, and not overshadow the existing character of the broader area.
- d) All proposed projects must result in some level of improvement or rehabilitation over the existing conditions and will not simply represent a life cycle replacement.
- e) Unless otherwise specified, registered owners, assessed owners, and tenants (with written consent of the property owner) of private land or buildings may be eligible for financial incentives.

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- f) The total value of all grants provided to an owner/tenant shall in no case exceed the total value of eligible costs associated with the community improvement project.
- g) Unless otherwise specified in the Program Specific Eligibility Criteria (Section 6.3 to 6.14), an applicant may be eligible to receive multiple grants (provided they are available in any given year), in accordance with the following:
 - i. The total combined value of grants provided to the applicant by the Town per year shall not exceed \$10,000 per project and/or property (or \$20,000 if combined value includes Service Connection Fee Grant), or the total value of eligible costs, whichever is less; and
 - ii. Applicants shall not be eligible to receive the same grant in a single calendar year for the same property.
- h) Financial incentives will not be applied retroactively to works started prior to approval of applications and any application for costs incurred prior to the adoption of this CIP will not be considered eligible.
- i) The property owner must have no outstanding property tax or utility arrears or any other outstanding Town obligation on the subject property at the time of application or during the term of the grant.
- j) Applicants will be required to disclose all other funding sources, including governmental, private, or not-for-profit funding to support the project. These shall be taken into consideration in the review of applications and the value of incentives provided by the Town may be reduced, at the sole discretion of Council.
- k) The proposed works will conform with all applicable policies, standards, and procedures, including (but not limited to) the Official Plan and Zoning By-law, in addition to being subject to a review and the issuance of necessary planning and development approvals and building permits pursuant to the Ontario Building Code, Accessibility for Ontarians with Disabilities Act, and Ontario Regulation 167/06 (i.e., Conservation Authority Regulated Areas).

In addition to these General Eligibility Criteria, a set of Program Specific Eligibility Criteria (Section 6.3 to 6.14) must also be met, which are outlined in the description of financial incentives.

6.3 Façade and Signage Improvement Grant

6.3.1 Purpose and Anticipated Benefits

- a) The Façade and Signage Improvement Grant may be available to eligible applicants to assist with the financing of improvements to an existing building's façade or signage in the Downtown.

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- b) This grant is intended to promote aesthetic and functional improvements to buildings and properties, which otherwise may not occur due to cost premiums associated with these improvements.

6.3.2 Value of Grant

- a) Where all eligibility requirements are fulfilled, a Façade and Signage Improvement Grant may be provided for 50% of the eligible costs of façade and/or signage improvements.
- b) The total value of the grant shall not exceed \$8,000 per project and/or property.
- c) The Town may increase the maximum value of the grant to \$10,000 per project and/or property when one or more of the following criteria are met:
 - i. A building has multiple storefronts or street addresses or is on a corner lot, where façade improvements are proposed on both frontages; or
 - ii. The restoration of heritage attributes is proposed.

6.3.3 Eligibility Criteria

- a) Properties will be eligible for the Façade and Signage Improvement Grant if the existing or proposed use is in accordance with the eligible uses listed in Section 5.3.
- b) All General Eligibility Criteria set out in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Façade and Signage Improvement Grant may be eligible for additional incentive programs offered through this CIP in accordance with Section 6.2 g).

6.3.4 Eligible Costs

- a) For a Façade Improvement Project, improvements to the main and rear façade of buildings are eligible.
- b) Façade improvements to a side wall may also be eligible where the subject building or property is located in a prominent Downtown location and is adjacent to or is visible from a view corridor or has a significant public view in the opinion of Town staff.
- c) Eligible costs include the following:
 - i. Restoration or replacement of exterior building treatments, such as brickwork/cladding/siding and painting;
 - ii. Restoration or replacement of cornices, eaves, and parapets;
 - iii. Restoration or replacement of windows, doors, and awnings;
 - iv. Restoration or replacement of exterior lighting;
 - v. Chemical or other façade cleaning;
 - vi. Redesign of storefront/entrance, and provisions for accessibility; and
 - vii. Such other similar improvements and repairs that may be necessary to improve the appearance of a building façade exterior.

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- d) For a Signage Improvement Project, improvements to or replacement of the storefront signs of buildings are eligible. Where a side and/or rear wall sign is visible from a public street or public space, or fronts onto a laneway or parking lot, improvements to these signs may also be eligible.
- e) For Façade and Signage Improvements, the services of a professional engineer or architect to design and implement the project will also be considered eligible costs, subject to the following:
 - i. A grant for such services has not already been provided to the applicant through the Design and Study Grant (Section 6.10 of this CIP); and
 - ii. The maximum amount of a grant for such services shall not exceed 15% of the total value of the grant.

6.3.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a grant based on eligible costs incurred.

6.4 Building and Site Improvement Grant

6.4.1 Purpose and Anticipated Benefits

- a) The Building and Site Improvement Grant may be available to eligible property owners and tenants (with consent of the owner) to assist with functional improvements to existing buildings and properties, and to extend the useful life, improve safety, add electric charging stations or other similar improvements to meet sustainability goals, and/or increase the value of a building or property. If required, improvements could extend onto Town owned lands (e.g. road allowances) if approved by the Town.
- b) This grant is intended to support improvements to private property to meet the current Building Code, and other building and site requirements (such as accessibility), in order to provide for safe and usable eligible uses.

6.4.2 Value of Grant

- a) Where all eligibility requirements are fulfilled, a Building or Property Improvement Grant may be provided for 50% of the eligible costs.
- b) The total value of the grant shall not exceed \$8,000 per project and/or property.

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6.4.3 Eligibility Criteria

- a) Properties will be eligible for the Building and Site Improvement Grant if the proposed or potential use being investigated is in accordance with the eligible uses listed in Section 5.3.
- b) All General Eligibility Criteria set out in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Building and Site Improvement Grant may be eligible for additional incentive programs offered through this CIP in accordance with Section 6.2 g).

6.4.4 Eligible Costs

- a) For a Building or Site Improvement Project, improvements to the front, rear, and side of building(s) are eligible. Eligible costs include the following:
 - i. Structural repairs to walls, ceilings, floors, and foundations;
 - ii. Installation of ramps, elevators, lifts, and/or automatic door openers, and other improvements to improve accessibility;
 - iii. Interior restoration and re-design;
 - iv. Repair/replacement/installation of building infrastructure, such as roofing, windows, and doors;
 - v. Repair/replacement/installation of plumbing, electrical, HVAC, and fire protection systems;
 - vi. Weatherproofing; and
 - vii. Any other improvements that may bring a building up to code, address health and safety concerns, or improve accessibility and removal of barriers as approved by the Town.
- b) The services of a professional engineer or architect to design and implement the project will also be considered eligible costs, subject to the following:
 - i. A grant for such services has not already been provided to the applicant through the Design and Study Grant (Section 6.9); and
 - ii. The maximum amount of a grant for such services shall not exceed 15% of the total value of the grant.

6.4.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum based on eligible costs incurred.

6.5 Commercial Conversion and Expansion Grant

6.5.1 Purpose and Anticipated Benefits

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- a) The Commercial Conversion and Expansion Grant may be available to eligible property owners and tenants (with consent of the owner) to assist with the small-scale conversion and expansion of existing vacant or underused space into new commercial, mixed-use and other eligible uses.
- b) This grant is intended to support growing businesses thereby increasing commercial assessments.

6.5.2 Value of Grant

- a) The total value of the grant shall not exceed \$8,000 per project and/or property.

6.5.3 Eligibility Criteria

- a) Properties will be eligible for the Commercial Conversion and Expansion Grant if the proposed or potential use being investigated is in accordance with the eligible uses listed in Section 5.3.
- b) All General Eligibility Criteria set out in Section 6.1 of this CIP must be met.
- c) Applicants receiving the Commercial Conversion and Expansion Grant may be eligible for additional incentive programs offered through this CIP in accordance with Section 6.2 g).

6.5.4 Eligible Costs

- a) The Commercial Conversion and Expansion Grant may be provided for the construction and renovation costs related to the following types of projects:
 - i. Conversion of non-commercial or vacant building space into new commercial, mixed-use, secondary uses, and other eligible uses;
 - ii. Conversion of existing ground floor commercial space to better suit a new commercial use (e.g., retail to restaurant);
 - iii. Creation of business incubator space; and,
 - iv. Expansion of existing eligible uses to increase the gross floor area.
- b) The Grant will also apply to the adaptive re-use of existing structures.
- c) The services of a professional engineer, architect, landscape architect, or planner to design and implement the project will also be considered eligible costs, subject to the following:
 - i. A grant for such services has not already been provided to the applicant through the Design and Study Grant (Section 6.10); and
 - ii. The maximum amount of a grant for such services shall not exceed 15% of the total value of the grant.

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6.5.5 *Payment*

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum based on eligible costs incurred.

6.6 Downtown Rental Housing Grant

6.6.1 *Purpose and Anticipated Benefits*

- a) The Downtown Rental Housing Grant may be available to eligible property owners and tenants (with consent of the owner) to assist in the creation of new rental residential units in St. Marys and to improve the condition of existing rental residential units.
- b) The purpose of this program is to support the availability of a wider range of housing options in St. Marys.

6.6.2 *Value of Grant*

- a) Where all eligibility requirements are fulfilled, a Rental Housing Grant may be provided for 50% of the eligible costs for each unit.
- b) The total value of the grant shall not exceed \$5,000 per unit.

6.6.3 *Eligibility Criteria*

- a) Properties will be eligible for the Downtown Rental Housing Grant if the proposed or potential use being investigated is in accordance with the eligible uses in Section 5.3.
- b) All General Eligibility Criteria set out in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Downtown Rental Housing Grant may be eligible for additional incentive programs offered through this CIP in accordance with Section 6.2 g).

6.6.4 *Eligible Costs*

- a) The Downtown Rental Housing Grant may be provided for the construction and renovation costs related to the following types of projects:
 - i. Creation of new residential units in the upper storey(s) of a commercial or office building; or
 - ii. Significant improvement in the quality of one or more existing residential units in the upper storey(s) of a mixed-use building, which achieve one or more of the following:
 - A. improve the quality of life for the occupants;
 - B. increase the value of the unit(s);

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- C. make previously inhabitable unit(s) habitable (and may include floodproofing measures); and,
 - D. make the unit attractive to a wider range of income groups.
- b) The services of a professional engineer, architect, landscape architect, or planner to design and implement the project will also be considered eligible costs, subject to the following:
 - i. A grant for such services has not already been provided to the applicant through the Design and Study Grant (Section 6.10); and
 - ii. The maximum amount of a grant for such services shall not exceed 15% of the total value of the grant.

6.6.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum based on eligible costs incurred.

6.7 Accessory Dwelling Unit Grant

6.7.1 Purpose and Anticipated Benefits

- a) This grant is intended to support a greater mix and size of housing types in the Town, and the increased availability of rental housing accommodation.
- b) The Accessory Dwelling Unit (ADU) Program provides a one-time grant to help offset project costs for the construction of an:
 - i. interior accessory apartment dwelling unit within an existing principal dwelling unit or as an addition thereto; or,
 - ii. exterior accessory apartment dwelling unit within an existing or new detached accessory structure.

6.7.2 Value of Grant

- a) After successful completion of the project, the applicant may receive a one-time grant from the Town, as follows:
 - i. the value of the grant is up to 50 percent of eligible project costs incurred, to a maximum of \$10,000, for the construction of an interior or exterior accessory dwelling unit.

6.7.3 Eligibility Criteria

- a) Only on properties in compliance with the location and regulatory use permissions established in the Official Plan and Zoning By-law for accessory dwelling units;

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- b) For the construction of:
 - i. an accessory apartment unit within, or as an addition to, an existing principal dwelling unit that is 5 years in age or older at time of complete application;
 - ii. an accessory apartment unit within an existing or new detached accessory structure.
- c) The property owner shall not be in arrears of any property taxes, local improvement charges or any other arrears or charges from the Town or the Province.
- d) All General Eligibility Criteria set out in Section 6.2 of this CIP must be met.
- e) Applicants receiving the ADU Grant may be eligible for additional incentive programs offered through this CIP in accordance with Section 6.2 g).

6.7.4 Eligible Costs

- a) Eligible Project Costs that may be claimed for an ADU Grant are set out below.
 - i. Only eligible project costs that are consistent with, and incurred after the Building Permit for the accessory apartment unit has been issued by the Chief Building Official, may be claimed for the ADU Grant;
 - ii. Eligible Project Costs include building materials, labour costs, and new or upgraded HVAC systems and plumbing where required under the Building Permit to facilitate construction of the accessory dwelling unit;
 - iii. Ineligible costs include, but are not limited to, household appliances, decorative amenities, and financing, consulting fees, and fees to prepare building permit plans.

6.7.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum based on eligible costs incurred.

6.8 POPS and Public Art Grant

6.8.1 Purpose and Anticipated Benefits

- a) The POPS and Public Art Grant may be available to eligible applicants to assist with the permanent installation of Publicly Accessible Private Spaces (POPS) and outdoor artworks on private property.
- b) The grant is intended to promote a lively and vibrant streetscape in Downtown St. Marys and encourage the creation of spaces that contribute to urban character, enhance the pedestrian experience, and complement the public network of parks, including: small parks, plazas, squares, atriums, extended sidewalks, mid-block connections/laneways, trails, community gardens, rooftop terraces, simple grass covered open spaces, and public art.

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6.8.2 *Value of Grant*

- a) Where all eligibility requirements are fulfilled, a POPS and Public Art Grant may be provided for 50% of the eligible costs.
- b) The total value of the grant shall not exceed \$5,000 per project and/or property.

6.8.3 *Eligibility Criteria*

- a) Properties will be eligible for the POPS and Public Art Grant if the proposed or potential use being investigated is in accordance with the eligible uses listed in Section 5.3.
- b) All General Eligibility Criteria set out in Section 6.2 of this CIP must be met.
- c) Proposed public art projects must, in the opinion of the Town, be consistent with any applicable design guidelines.
- d) Proposed public art projects must also be suitable for a public audience and may not contain commercial or advertising content. Applicants shall work in cooperation with and obtain guidance from the Town with respect to proposed public art projects.
- e) Applicants receiving the POPS and Public Art Grant may be eligible for additional incentive programs offered through this CIP in accordance with Section 6.2 g).

6.8.4 *Eligible Costs*

- a) Eligible costs associated with POPS or public art projects include:
 - i. Decorative signage;
 - ii. Paving and the addition of walkways;
 - iii. Addition of permanent landscaping features;
 - iv. Seating;
 - v. Lighting (decorative); and
 - vi. Material costs for design/production/fabrication/installation of new/original art works/structures, or the restoration of existing works/structures.
- b) The services of a professional artist or landscape architect to design and implement the project will also be considered eligible costs, subject to the following:
 - i. A grant for such services has not already been provided to the applicant through the Design and Study Grant (Section 6.10); and
 - ii. The maximum amount of a grant for such services shall not exceed 15% of the total value of the grant.

6.8.5 *Payment*

- a) All completed projects must comply with the description as provided in the grant application form.

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- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum based on eligible costs incurred.

6.9 Sidewalk Café and Outdoor Patio Grant

6.9.1 Purpose and Anticipated Benefits

- a) The Sidewalk Café and Outdoor Patio Grant may be available to eligible applicants to assist with the beautification and physical improvement of seasonal outdoor sidewalk café spaces and permanent outdoor patios.
- b) The grant is intended to promote a lively and vibrant streetscape in the Downtown and support the establishment of restaurant patio space in other areas, where permitted and appropriate.

6.9.2 Value of Grant

- a) Where all eligibility requirements are fulfilled, a Sidewalk Café and Outdoor Patio Grant may be provided for 50% of the eligible costs of sidewalk café or outdoor patio provision.
- b) The total value of the grant shall not exceed \$5,000 per project and/or property.

6.9.3 Eligibility Criteria

- a) Only Commercial or mixed use properties will be eligible for the Sidewalk Café and Outdoor Patio Grant .
- b) All General Eligibility Criteria set out in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Sidewalk Café Grant may be eligible for additional incentive programs offered through this CIP in accordance with Section 6.2 g).
- d) Applicants will not be eligible for the Sidewalk Café and Outdoor Patio Grant more than once during the lifetime of this CIP.

6.9.4 Eligible Costs

- a) Eligible costs associated with sidewalk café projects include:
 - i. Patio furniture;
 - ii. Sidewalk platforms required to direct pedestrian traffic;
 - iii. Decorative fencing; and
 - iv. Landscaping.
- b) The services of a professional engineer, architect, landscape architect, or planner to design and implement the project will also be considered eligible costs, subject to the following:

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- i. A grant for such services has not already been provided to the applicant through the Design and Study Grant (Section 6.10); and
- ii. The maximum amount of a grant for such services shall not exceed 15% of the total value of the grant.

6.9.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum based on eligible costs incurred.

6.10 Design and Study Grant

6.10.1 Purpose and Anticipated Benefits

- a) The Design and Study Grant may be available to eligible applicants for the completion of studies, plans, or designs that will investigate the site-specific potential of an improvement project.
- b) This grant is intended to aid with initial background planning and design in support of improvement projects on eligible properties.

6.10.2 Value of Grant

- a) Where all eligibility requirements are fulfilled, a Design and Study Grant may be provided to successful applicants for 50% of the total cost to complete eligible studies, plans, or designs.
- b) The total value of the grant shall not exceed \$5,000 per project and/or property.

6.10.3 Eligibility Criteria

- a) Properties will be eligible for the Design and Study Grant if the proposed or potential use being investigated is in accordance with the eligible uses listed in Section 5.3.
- b) All General Eligibility Criteria set out in Section 6.2 of this CIP must be met.
- c) The studies, plans, or designs must provide new site-specific information in support of a potential improvement project.
- d) Applicants receiving the Design and Study Grant may be eligible for additional incentive programs offered through this CIP in accordance with Section 6.2 g).

6.10.4 Eligible Costs

- a) The cost to complete any of the following types of studies, plans, or designs may be eligible for the Design and Study Grant:

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- i. Survey, concept plans and site plans;
 - ii. Traffic Impact Assessments;
 - iii. Environmental studies;
 - iv. Attainable housing report;
 - v. Studies and/or plans to enhance urban design;
 - vi. Other site-specific studies or plans which may be required by the Town at the time of pre-consultation or site plan approval and as approved by the CIP Implementation Lead; and
 - vii. Any combination of the above.
- b) Eligible studies, plans, or designs must be completed by licensed and/or qualified professionals as deemed by the Town.
 - c) The applicant must provide at least three quotes for the completion of the subject studies, plans, or designs at the time of a financial incentive application, or the applicant must provide an explanation as to why three quotes is not possible.

6.10.5 Payment

- a) All completed studies, plans, or designs must comply with the description as provided in the grant application form.
- b) The grant will be provided upon completion of the approved study, plan, or design, to the satisfaction of Town staff. The grant will be paid in a lump sum based on eligible costs incurred, and provided at the time of required Planning Act approval or building permit issuance.
- c) One electronic and one hard copy of the completed studies, plans, or designs shall be submitted to the Town for its review and retention.
- d) All completed studies will become the shared property of the Town and the successful applicant.

6.11 Planning Application and Building Permit Fee Rebate Grant

6.11.1 Purpose and Anticipated Benefits

- a) The Planning Application and Building Permit Fee Rebate Grant may be available to eligible property owners and tenants (with written consent from the owner) to offset the planning and building fees required by the Town related to attainable infill housing projects.

6.11.2 Value of Rebate

- a) Where all eligibility requirements are fulfilled, a Planning Application and Building Permit Fee Rebate Grant may be provided to cover 50% of the eligible fees required by the Town in relation to a proposed project and/or property.

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- b) The total value of the grant shall not exceed \$5,000 per project and/or property.

6.11.3 Eligibility Criteria

- a) Properties will be eligible for the Planning Application and Building Permit Fee Rebate Grant if the proposed or existing use is in accordance with the eligible uses listed in Section 5.3.
- b) All General Eligibility Criteria set out in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Planning Application and Building Permit Fee Rebate Grant may be eligible for additional incentive programs offered through this CIP in accordance with Section 6.2 g).

6.11.4 Eligible Costs

- a) Costs associated with the following may be eligible:
 - i. Planning application fees required by the, including minor variances, site plan approval, severances, and zoning by-law and official plan amendments; and
 - ii. Building or demolition permit fees required by the Town.
- b) Costs (i.e., hourly fees) associated with the processing of planning applications by Town staff will not be eligible.

6.11.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form. b) The grant will be provided upon successful completion of the project. The grant will be paid in a lump sum based on eligible costs incurred.

6.12 Redevelopment and Adaptive Reuse Grant (TIEG)

6.12.1 Purpose and Anticipated Benefits

- a) The Redevelopment and Adaptive Reuse Grant (TIEG) will provide a grant to eligible property owners, which is equivalent to a percentage of the Municipal portion of a property tax increment that is incurred because of an improvement project.
- b) The purpose of the TIEG is to stimulate investment by deferring part of the increase in property taxation because of adaptive reuse, building rehabilitation, and retrofit works.

6.12.2 Value of Grant

- a) Where a proposed project satisfies the eligibility requirements, a TIEG may be provided on approved applications as follows:
 - i. Grants will be provided for a period of 5 years.

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- ii. In year one, a grant that is equivalent to 100% of the Town portion of the tax increment may be provided to a property owner.
 - iii. In year two, a grant that is equivalent to 80% of the Town portion of the tax increment may be provided to a property owner.
 - iv. In year three, a grant that is equivalent to 60% of the Town portion of the tax increment may be provided to a property owner.
 - v. In year four, a grant that is equivalent to 40% of the Town portion of the tax increment may be provided to a property owner.
 - vi. In year five, a grant that is equivalent to 20% of the Town portion of the tax increment may be provided to a property owner. .
- b) To determine the suitability of the TIEG, the Town will attempt to estimate the total potential value of the grant prior to submitting an application for the program. The estimate will consider current assessment value, total anticipated investment, and the potential reassessment based on completing the works.
 - c) Applicants should refer to the definition for Tax Increment provided in the Glossary of this CIP to further understand how grant values will be calculated.

6.12.3 Eligibility Criteria

- a) Eligible applicants will only include the registered owner/assessed owner of the subject property. Tenants will not be eligible for the TIEG.
- b) Only projects that are anticipated to generate an increase in assessment are eligible.
- c) Applicants receiving the TIEG will not be eligible for additional incentive programs offered through this CIP.
- d) Properties will be eligible for the TIEG if the proposed use is in accordance with the eligible uses listed in Section 5.3.
- e) The General Eligibility Criteria set out in Section 6.2 of this CIP also apply.

6.12.4 Eligible Costs

- a) For a TIEG, the following types of costs will be eligible:
 - i. Demolishing buildings;
 - ii. Adaptive reuse, building rehabilitation, and retrofit works;
 - iii. Upgrading on-site infrastructure including water services, sanitary sewers, and storm water management facilities;
 - iv. Constructing/upgrading of any off-site improvement that is required to fulfill any condition of a development/planning approval (including Site Plan Control) for the development, redevelopment, adaptive reuse or rehabilitation of the building and/or property; and

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- v. Such other similar costs that may be necessary for the redevelopment, adaptive reuse or rehabilitation of the building and/or property, such as the completion of studies and the cost of planning application and building permit fees.

6.12.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) Grants may be provided in accordance with a TIEG Agreement made between the Town and the owner(s) upon successful completion of the approved project, to the satisfaction of the Town, and payment of the full reassessed value of Municipal taxes.
- c) If a property is sold, in whole or in part, before the grant period lapses, the original owner is not entitled to receive the remaining grant Payments. However, if a Grant Agreement is registered on the title of the subject property [per Section 28(11) of the Planning Act], the new owner may be entitled to receive the remaining grant payments.

6.13 Province of Ontario Brownfield Financial Tax Incentive Grant

6.13.1 Purpose and Anticipated Benefits

- a) The Brownfield Financial Tax Incentive Program provides tax assistance to eligible applicants whose properties require environmental remediation and/or risk assessment/management prior to redevelopment, in accordance with the Municipal Act, 2001.
- b) Town property tax assistance for the municipal portion is provided by the Town of St. Marys through this grant. This grant also provides the opportunity for education tax assistance through the Brownfield Financial Tax Incentive – a program administered by the Province, which requires a separate application and is subject to approval by the Minister of Finance on a case-by-case basis.
- c) The purpose of the program is to:
 - i. Encourage the remediation and rehabilitation of brownfield sites (where actual contamination has been demonstrated) by providing tax assistance at the beginning of the clean-up process and also during the redevelopment stage. The program will also promote improvement of the physical and environmental condition of private property;
 - ii. Increase the supply of serviced residential and commercial land by redeveloping existing brownfield sites for the purpose of these uses; and
 - iii. Promote development on previously undevelopable lands.

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6.13.2 Value of Grant

- a) The Brownfield Financial Tax Incentive Program will provide a cancellation of all or part of the Municipal and Municipal portion of education taxes on a brownfield site during the rehabilitation period and development period, as defined in the Municipal Act, 2001.
- b) The value of the Town portion of the tax cancellation will be determined by the Town upon approval of a financial incentive application.
- c) Through the Provincial Brownfield Financial Tax Incentive Program, the Minister of Finance may match property tax assistance for a maximum of three years. An extension prior to the termination of tax assistance may be possible.

6.13.3 Eligibility Criteria

- a) Properties will only be eligible for the Brownfield Financial Tax Incentive Program if:
 - i. The eligible site must be qualified as a brownfield; and
 - ii. A Phase II ESA has been conducted, and additional work and/or remediation are required under the Environmental Protection Act to permit a Record of Site Condition (RSC) for the proposed use to be filed in the Environmental Site Registry.
- b) Eligible applicants will only include the registered owner/assessed owner of the subject property. Tenants will not be eligible for the Brownfield Financial Tax Assistance Program.
- c) An application must be accompanied by, at a minimum, a Phase II ESA prepared by a qualified person (as defined by the Environmental Protection Act) that contains:
 - i. An estimate of the cost of actions that will be required to reduce the concentration of contaminants on, in, or under the property to permit a RSC to be filed in the Environmental Site Registry under Section 168.4 of the Environmental Protection Act; and
 - ii. A work plan and budget for environmental remediation/risk management actions.
- d) All other General Eligibility Criteria set out in Section 6.1 of this CIP must be met.
- e) Applicants receiving the Brownfield Financial Tax Assistance Grant will be eligible for the TIEG but will not be eligible for any other incentive programs offered through this CIP.

6.13.4 Eligible Costs

- a) Eligible costs include the following:
 - i. Environmental Site Assessments (Phase I and II ESAs and Risk Assessment);
 - ii. Environmental remediation activities;
 - iii. Costs of preparing a RSC, including subsequent subsurface characterization work required to support RSC filing;
 - iv. Placing clean fill and grading;

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- v. v. Installing environmental and/or engineering controls/works as specified in a Risk Assessment completed for the property; vi. Monitoring, maintaining and operating environmental and engineering controls/works; and vii. Environmental insurance premiums.
- b) For all eligible projects, the property shall be improved such that the amount of work undertaken is sufficient to, at minimum, result in an increase in the assessed value of the property.

6.13.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum based on eligible costs incurred.

6.14 Service Connection Fee Grant

6.14.1 Purpose and Anticipated Benefits

- a) The Service Connection Fee Grant may be available to eligible property owners and tenants (with written consent of the owner) to assist with the cost for connections to water, wastewater and storm sewer services that may otherwise be considered cost prohibitive.
- b) The program is intended to increase the number of serviced properties in areas where there is infill potential for commercial, industrial or multi-residential development.

6.14.2 Value of Grant

- a) Where all eligibility requirements are fulfilled, a Service Connection Fee Grant may be provided for up to 50% of the eligible costs for connections to water, wastewater and storm sewer services .
- b) A minimum total investment of \$2,500 shall be required by an applicant in order to be eligible. In other words, the minimum value of a grant shall be \$5,000, representing a \$2,500 contribution from the applicant and a \$2,500 contribution from the Town.
- c) The Town will provide a maximum of \$15,000 per property as part of a Service Connection Fee Grant

6.14.3 Eligibility Criteria

- a) To be eligible, the general eligibility criteria set out in Section 5.3 of this CIP apply.
- b) A property is eligible for the Service Connection Fee Grant once during the term of this CIP.
- c) Applicants receiving the Service Connection Fee Grant may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2.

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6.14.4 Eligible Costs

- a) For a Service Connection Fee Grant, the following costs will be eligible:
 - i. New water, wastewater and storm sewer connection application fees; and
 - ii. Construction and engineering related costs associated with the connection of water, wastewater and storm sewer services to previously unserved properties.
- b) The applicant must provide at least three quotes for the required works, plans, or designs at the time of a financial incentive application, or the applicant must provide an explanation as to why three quotes is not possible.

6.14.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum based on eligible costs incurred.

7. IMPLEMENTATION

7.1 Implementation Period

It is anticipated that the CIP will be implemented over a 10-year period ending July 27, 2031. Council may reduce the implementation period as deemed appropriate or necessary, without an amendment to the CIP. An extension to the lifetime of the CIP will require an amendment.

7.2 Administration

7.2.1 Council Roles and Responsibilities

- a) Town Council will provide direction to staff annually on the implementation of the CIP (subject to the Town's priorities and the availability of resources/funding) as follows:
 - i. Identifying key priority sites for that budget cycle;
 - ii. Determining which of the CIP Financial Incentive Programs will be put into effect in any given year during the implementation period, if any; and,
 - iii. Identifying (as part of the annual budgeting process) a community improvement budget for financial incentives that have been put into effect for that year, if any, in accordance with Section 7.3 of this CIP.

7.2.2 CIP Implementation Lead (Chief Building Official)

- a) The CIP Implementation Lead will be responsible for:
 - i. Reviewing and evaluating applications for financial incentives; and

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- ii. Making a recommendation to Council with respect to the approval or refusal of financial incentive applications, if required.

7.2.3 Administration of Financial Incentives

- a) The Town may put into effect any number of the financial incentives identified in this CIP during the implementation period, subject to the availability of Town funds and other resources.
- b) Annually, the CIP Implementation Lead may make recommendations to Council with respect to the administration of financial incentives.
- c) Applications for financial incentives may be received on a first come, first served basis to the limit of the available funding for that year. Alternatively, Council may establish an annual/bi-annual deadline for the submission of applications and all applications will be received and evaluated in accordance with this deadline.
- d) Applications will be evaluated in a timely manner, in accordance with:
 - i. General Eligibility Requirements, as outlined in Section 6.2;
 - ii. Program Specific Eligibility Requirements, as outlined in each of the grant program details (Section 6.3 to 6.14);
 - iii. Application requirements, as outlined in Section 7.4; and
 - iv. A Council approved budget.
- e) In cases where the CIP Implementation Lead refuses an application for financial incentives, all applicants will have the right to appeal the decision to Council. If a decision is appealed, a staff report will be prepared for Council detailing the Lead's decision. The applicant can appear at Council to detail their appeal.

7.3 Financial Management

- a) As part of the annual Town budgeting exercise, Council will consider a community improvement budget for financial incentives that have been put into effect for that year, if any.
- b) The provision of any grant incentive shall be to the limit of the available funding for that year.
- c) During the implementation period of this CIP, Council will determine if funding and incentive levels are necessary or warranted to ensure that the CIP functions properly in respect of the goals and objectives (as set out in Section 4.0), and the Town's financial circumstances.

7.4 Applying for Incentives

7.4.1 Application Process

The following is a summary of the process for the submission, evaluation, and approval of Financial Incentive Program applications. .

- a) Applicants must meet with the CIP Lead for a pre-consultation meeting, prior to submitting an application, to confirm requirements for a complete application.
- b) Applications must be submitted in accordance with the requirements outlined in Section 7.4.2.
- c) The CIP Implementation Lead will evaluate all applications and supporting materials and may conduct a site visit. Applicants will be notified if their submission is incomplete.
- d) Based on the evaluation of complete applications, a recommendation will be made to Council, if necessary, with respect to the approval or refusal of an application.
- e) For applications that are approved, a Financial Assistance Agreement will be prepared and executed.
- f) Any program commitments may be cancelled if work does not commence within six months of approval of an application, or if a project is not undertaken or completed in accordance with the Financial Assistance Agreement.
- g) When projects are completed, a statement with supporting invoices and proof of payment shall be submitted to the Town. Following this, the work will be inspected by the Town and, if approved, notice of completion will be issued and the financial assistance will be initiated.
- h) Upon completion of a community improvement project, the Town reserves the right to inspect any properties/buildings, or to audit final costs at the owner's expense.
- i) Funding approval will lapse if a notice of completion is not issued within 12 months of the date of execution of the Financial Assistance Agreement unless agreed upon by the applicant and the Town.
- j) The CIP Implementation Lead may grant an extension for community improvement works following receipt of a written request by the owner setting out the reasons for the extension and providing a new date of completion.
- k) Should the applicant fall into default of any of the requirements of the incentive program or other requirements established by the Town, incentives may be delayed, reduced, or cancelled. Applicants may be required to repay benefits to the Town.

7.4.2 Application Requirements

Applications for financial incentives offered through the CIP must include:

- a) One copy of a completed and signed application form.

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- b) One copy of all supporting documentation, as determined by the CIP Implementation Lead at a pre-consultation meeting, which may include (but is not limited to):
 - i. Good quality photographs of the existing condition of the buildings and property;
 - ii. Past/historical photographs and/or drawings (where available);
 - iii. Specifications of the proposed project, including design drawings prepared by a design professional (if available) or sketches, renderings, and/or elevation drawings illustrating the proposed improvements;
 - iv. Three detailed independent contractor estimates for each component of the proposed eligible work, or two estimates covering all the components of the eligible work. Any labour hours provided by the applicant in preparation of the estimates or application will not be considered an eligible expense;
 - v. A statement with respect to how the proposed project meets the overall goals and objectives of the CIP; and
 - vi. Any additional requirements as determined by the CIP Implementation Committee.
- c) The Town is not responsible for any of the costs associated with the preparation of a CIP financial incentive application.

8. MARKETING AND MONITORING

8.1 Marketing

The following are communications materials that the Town may develop to promote the **St. Marys 2021 CIP** and the related opportunities:

- d) A section on the Town's website devoted to the CIP, including information on financial incentives the application process;
- e) Promotion of the CIP incentives via social media tools;
- f) An information package that would be sent to both property-owners and tenant businesses in the CIPA;
- g) A bi-annual E-newsletter highlighting new developments, businesses and public realm improvements, as well as CIP success stories;
- h) Presentations could be tailor made to business associations and other groups to communicate the opportunities available through the CIP;
- i) Information nights could be held in the CIPA to share information about the CIP programs and incentives;
- j) Information displays could be provided at local community events, conferences, and at municipal buildings, to broadly promote the CIP; and

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- k) Annual progress reports could be prepared to outline the success of the CIP over the period of one year and to serve as case studies for future applicants.

The Town may also identify target businesses and properties where improvements would be most desirable, and arrange short visits with owners/managers, to ensure awareness and encourage take-up.

These activities may be undertaken as part of the initial launch of the new CIP program, and repeated annually or every few years as “reminders” of the CIP opportunities.

8.2 Monitoring

8.2.1 Purpose

The purpose of the following monitoring strategy is to:

- a) Track funds provided by the **St. Marys 2021 CIP** to owners and tenants of land located in the CIPA;
- b) Evaluate whether the programs are achieving the goals and objectives set out by the CIP;
- c) Determine whether program adjustments are required; and
- d) Provide the basis for reporting the results of the CIP, and specifically the uptake and success of Financial Incentive Programs, to Town Council.

8.2.2 Data Collection

Collection of data related to financial incentive applications and proposed/completed projects should be on-going during the implementation of the **St. Marys 2021 CIP**. The Town should monitor the following on an on-going basis for applications not approved:

- a) Number of unsuccessful applications; and
- b) Reason(s) for the application’s refusal.

For each approved financial incentive application, the Town should also monitor the following on an on-going basis:

- a) Project details as proposed in application;
- b) Approved value of grants, in total and by program;
- c) Total private sector investment/total value of construction;
- d) Number of building permits issued (if applicable);
- e) Timing of completion of the project and payment of the grant;
- f) Property tax assessment before and after the completion of the project, if relevant;
- g) Total value of tax incentives, planning application/building permit and/or development charges waived if applicable; and
- h) Project details of the completed project (“after” photos).

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8.3 Reporting

An annual report should be prepared to highlight the successes and achievements of the **St. Marys 2021 CIP**. The report will be presented to Council for consideration. The report may recommend adjustments/amendments to the CIP, as discussed below.

8.4 Plan Amendments

As a result of the monitoring and evaluation of the **St. Marys 2021 CIP**, amendments may be required. At minimum, the Town will complete a 5-year review of this CIP to determine whether or not amendments are required.

The following summarizes when CIP amendments are and are not required:

- a) An amendment to the **St. Marys 2021 CIP** will not be required to:
 - i. Reduce funding levels for the Financial Incentive Programs; or
 - ii. Discontinue or cancel any of the programs identified.
- b) An amendment will be required to the **St. Marys 2021 CIP** or implementing by-laws to:
 - i. Extend the implementation period of the CIP;
 - ii. Add any new Financial Incentive Programs;
 - iii. Modify the eligibility criteria related to Financial Incentive Programs offered; and
 - iv. Modify the geographic area (i.e., the CIPA) to which Financial Incentive Programs apply.

Amendments to this CIP will be passed by Council under the Planning Act. The Town of St. Marys will also be required to pre-consult with the Ministry of Municipal Affairs and Housing on any amendments to the **St. Marys 2021 CIP**.

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APPENDIX A

