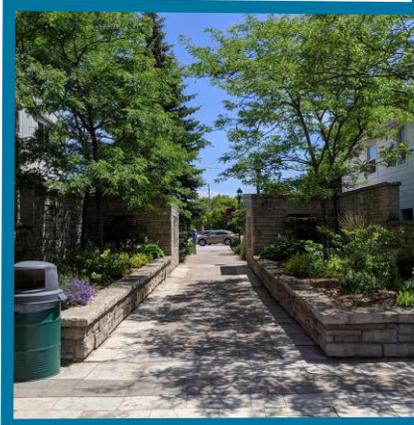
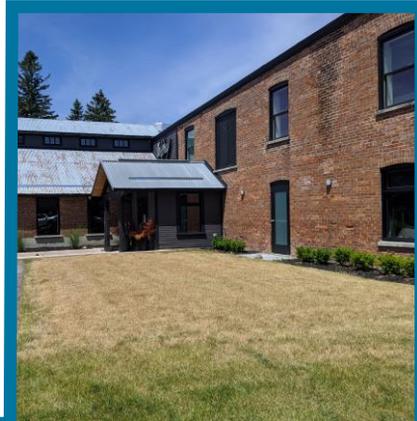


Town of The Blue Mountains

Town-wide Revitalization

Community Improvement Plan



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Appendix

Appendix A: Financial Incentive Program Value Guideline

1 Introduction

1.1 Overview

The Town of The Blue Mountains (the “Town”) has developed a Community Improvement Plan (“CIP”) to facilitate and encourage continued Town-wide revitalization and community development. This CIP establishes a toolbox of incentive programs that can be offered by the Town to directly stimulate private sector investment in Town-wide. Key municipal initiatives, to be undertaken by the Town through future studies or works, are identified to further augment and support the financial incentive programs of this Plan.

1.2 What is a Community Improvement Plan?

A Community Improvement Plan is a tool where municipal planners and economic developers can work hand in hand to develop policies and provide incentives targeting specific types of growth and investment. The Town of the Blue Mountains (the “Town”) has identified a need for a Community Improvement Plan (CIP) program to help promote and enable prioritized development across the Town and to support and complement Grey County’s Official Plan.

A Community Improvement Plan for the Town has been prepared to serve as a long-term strategy to revitalize the community, improve the quality of life of the community’s residents, better utilize under-developed properties and to promote private investment in land and buildings.

1.3 Purpose of the Plan

The purpose of this Plan is to provide the Town with a long-term strategy to encourage and facilitate ongoing Town-wide revitalization. Some programs established by this Plan specifically focus on the three commercial core areas of Thornbury, Clarksburg and Craigeleith, as well as the Bruce Street / Marsh Street Corridor, as shown on the Town’s Official Plan.

The intent of this Plan is to offer targeted incentives financial incentive programs that will promote private property improvement and revitalization. Along with facilitating the revitalization and improvement of the entire Town, this Plan will provide a menu of incentives to promote and support the following types of priority development and revitalization projects (in line with many of the priorities outlined at the County level):

- Increased value-added agricultural uses, agri-tourism, and facility improvement projects;
- Promotion of the redevelopment and/or conversion of brownfield, vacant, and grey field properties;
- Support for downtown revitalization of store fronts, publicly-used frontages, and streetscapes;
- Support the adaptive re-use of commercial, industrial and institutional buildings.

Revitalization and improvement refer, in a broad sense, to activities that contribute to the economic development, beautification, quality of life, aesthetic improvements, environmental sustainability, and the

creation of a sense of place. Examples of activities that contribute towards long-term revitalization include:

- The improvement and beautification of buildings, façades and properties;
- The adaptive reuse and restoration of historic properties and structures;
- Improvement of community infrastructure, open spaces and pedestrian networks;
- The remediation and redevelopment or reuse of environmentally contaminated properties;
- The sensitive and appropriate redevelopment of underutilized properties, or development of existing properties (e.g. conversion of upper storey space for residential uses);
- Improvements of buildings to enhance accessibility for persons with disabilities; and
- Promotion of economic development and business growth.

The revitalization and improvement of the community will take many different forms and will require the participation of the Town, the County, the public, developers, and various stakeholders. This Plan establishes a set of financial incentive programs aimed at encouraging private investment to undertake many of the above-noted activities. Eligible projects are listed for each incentive program, along with details regarding the value of the financial incentive and how it is being

calculated. This Plan recognizes that improvements achieved through the various CIP initiatives can serve as catalysts for further private investment and are therefore critical to an overall revitalization strategy.

1.4 Application of this Plan

This Plan applies to the geographic area designated by a bylaw of the Town as the Community Improvement Project Area. Activities under this Plan can only take place within the designated Community Improvement Project Area. Council may choose to modify the Community Improvement Project Area Bylaw by passing another bylaw to replace it.

The Community Improvement Project Area is established via a by-law of Council and is administered separately from this Plan in order to permit modifications without the need to amend this Plan. The reader should contact the Town to confirm the current Community Improvement Project Area.

This Plan includes policies to guide the establishment and refinement of the Community Improvement Project Area. The areas of focus of this Plan include lands within specific land use designations identified within the Town of The Blue Mountains Official Plan. The applicability of each financial incentive program is established through the “Eligible Uses and Properties” policy of each program.

1.5 How to Use this Plan

The Town’s CIP enables the Town and County to issue financial incentives to private property owners interested in

undertaking improvements to their building, property, or to developing or redeveloping their land. The financial incentive programs outlined in this Plan will be used by local businesses, property owners, and tenants, and are intended to facilitate community-enhancing property and building improvement projects.

This Plan is intended to be read and interpreted in its totality. Interpretation of the Plan will be at the sole discretion of the Council or its designated approval authority. Programs will be made available only when Council assigns incentive funds. Available funding for incentive programs may change on an annual basis based on Council's consideration and to reflect the Town's evolving community improvement needs. Interested property owners and tenants are encouraged to review this Plan and contact the Town to confirm their eligibility, discuss their project, and to identify the types of financial incentives that could be applicable.

1.6 Overview of This Plan

This Plan is comprised of six parts. Part 1 of this Plan is not an operative component of the Plan but is intended for the readers convenience. The parts are described below:

- **Part 1: Introduction** provides an overview of community improvement plans, their intended purpose and application. This part of the Plan enables the reader to understand how the Plan will be used to encourage and facilitate community revitalization within the Town.

- **Part 2: Community Revitalization Vision and Objectives** outlines the general purpose and intent of this Plan, as well as a series of vision statements to guide its implementation.
- **Part 3: Key Municipal Initiatives** identifies several opportunities that may be undertaken by the Town to further support community revitalization and appropriate redevelopment as envisioned by this Plan.
- **Part 4: Incentive Programs** describes the incentives that can be made available to facilitate and encourage community revitalization and redevelopment within the Community Improvement Project Area. Part 4 forms an operative component of the Plan as it describes the financial incentive tools as authorized under Section 28 of the *Planning Act*.
- **Part 5: Eligibility Requirements** of this Plan identifies both general eligibility requirements applicable to all proposed financial incentive programs, and eligibility requirements that are applicable to specific financial incentive programs. Part 5 forms an operative component of this Plan.
- **Part 6: Administration and Monitoring** establishes policies to ensure the Plan is administered effectively and is regularly monitored

for success, and if needed, updated accordingly.

- **Part 7: Marketing Strategy** outlines the role of the Town to advertise and market the financial incentive programs. The intent of the Marketing Strategy is to actively support revitalization within the Community Improvement Project Area.
- **Part 8: Glossary of Terms** provides definitions to various terms that are used throughout this Plan. The definitions are provided for interpretation and clarity purposes only, and do not form an operative part of this Plan.

2 Community Revitalization Vision and Objectives

Community improvement is a long-term process involving incremental improvements. Over time, many improvements can yield real and visible improvement. A series of goals and objectives, guided by a long-term vision, can be used to evaluate individual decisions to ensure that improvements are working towards achieving the desired ends.

The following vision and objectives focus on the commercial core areas of the Town, being the central hubs of activity and offering the greatest opportunity for broad community participation. Some programs established by this Plan are aimed at enhancing and maintaining the long-term vitality of the commercial core areas of the Town given this consideration.

Being a non-operative part of this Plan, the Town may seek additional opportunities to further refine the following revitalization vision and objectives as they apply to other areas of the Town where the programs of this Plan apply.

2.1 Introduction

The “vision” for this Plan establishes what the community wants its Town to be, how it wants it to look, feel and function.

Developing such a vision includes defining a number of different elements, including the types and nature of land uses; the features and amenities desired within an area; the character of an area; and the overall identity.

The establishment of a vision is a critical component of any CIP process because it provides the high level, long-term foundation that directs the physical improvements and programs within the CIP.

2.2 Vision

This vision for the Town of The Blue Mountains CIP identifies that over time the commercial core areas of Thornbury, Clarksburg and Craigleith will:

Be the Active and Gathering Places of the Town

The commercial core areas need to play to their strength as special districts that provide unique opportunities that one cannot necessarily find in other, more contemporary shopping districts. This includes enhancing and building on its heritage characteristics, civic and gathering space function, its pedestrian orientation, small scale shops, personality and friendliness, and accessibility. The overall experience of visitors, shoppers and residents is paramount to the success of community improvement efforts. Enhancing the quality of the pedestrian experience along main streets and the sense of place in the commercial areas is a principal method by which these areas can remain vibrant and competitive with contemporary shopping areas.

Have a Clear and Definable Character and Identity in Both Their Public Realm and Its Private Realm

The existing character of the commercial core areas should be built on to create a clear and definable identity for each village

centre that all users can embrace. This includes enhancing their heritage assets and heritage character; providing a high quality “main street” type of environment; and blending the old and contemporary forms and styles of development. The commercial areas need to create a memorable and enjoyable experience for users, both residents and visitors. Of particular importance, each village centre should have a distinct identity of its own while still being associated with and connected to the other village centres of the Town.

Have a healthy, sustainable and mixed commercial environment

The commercial core areas should be mixed-use and varied in terms of the land uses and activities to provide a more diverse and vibrant experience. This includes providing a variety and range of opportunities for specialty shopping, services, employment, public services, and living in a downtown setting. Each commercial area should strive as much as possible to be a complete neighbourhood, accommodating all aspects of life. This mixed-use form can occur both horizontally and vertically, depending on the scale and intensity of the specific district.

Have Strong Connections Between the Different Commercial Core Areas Linking Users

The commercial core areas should be interconnected with a system that seamlessly and efficiently connects residents and visitors to the opportunities in

each particular village centre. This system needs to connect all modes of transportation in order to establish an area that is user-friendly for residents and visitors. This not only includes physical connections, through streets, transit routes, trails and sidewalks, but also visual connections through such elements as wayfinding signage and consistent or complementary street plantings that emphasize the connectivity of the village centres.

Have Strong Connections Within the Respective Commercial Core Areas Linking Different Areas and Different Uses

In addition to strong connections between the areas, the commercial core areas should have strong connections within. These areas need to be accessible for all users in order to establish a true focal point for the complete community. This accessibility includes users with particular needs, including persons with disabilities, seniors and children. Accessibility also implies different modes of transportations, including active transportation, such as walking and cycling. Accessibility affects both the public realm (streets) and the private realm (buildings) within the commercial areas and is both physical and visual in nature.

Be Sustainable in Approach to Transportation and Public Works

The commercial core areas should be based on sound sustainability principles and practices when it comes to transportation

and public works. Solutions for transportation (i.e. transit or bicycling) and public works (i.e. streetscape enhancements or infrastructure improvements) need to be economically feasible and tailored to the particular needs and interests of each commercial core area. The introduction of more innovative practices and technologies will be important. Public realm improvements and public works that contribute to greening the streetscape and private realm improvements that include sustainability practices need to be emphasized and encouraged in the interests of a healthier and greener community.

Capitalize on the Natural Heritage Assets

The commercial core areas should build on their strong natural context and impressive natural features. This includes incorporating natural amenities and features within (Beaver River and Mill Pond) and surrounding (Niagara Escarpment and Nottawasaga Bay) the village centres. Additionally, public realm improvements and public works that contribute to greening the streetscape and private realm improvements that include sustainability practices can contribute to a healthier and greener community.

Have an Attractive, Accessible and Clean Public Realm

The commercial core areas should contain “active” streets with vibrant edges and a high quality public realm. Active streets include a comfortable walking environment, with pedestrian-scaled building façades,

visibility to and from retail spaces, and lively public spaces. Animation of the public streets through civic spaces, multiple modes of transportation converging, and private uses such as patios and outdoor seating creates a more vibrant environment for residents and visitors to the Town. Design elements along the streetscape, such as street trees and plantings, that reinforce the experience of walking are important. The village centres should be visually interesting to all users, including both pedestrians and drivers. Universally accessible design needs to be employed to ensure all residents and visitors are accommodated.

Have New Developments that Complement the Existing Character

New developments in the commercial core areas should complement, and be compatible with, the existing character of the area. Compatible development, however, does not mean identical development, but rather stresses harmony of new developments with the existing core commercial areas and surrounding neighbourhoods. In new development, distinction and uniqueness needs to be encouraged for those developments that can complement the overall theme and character of the particular commercial core area. Design controls are needed which provide general design direction and yet accommodate creativity on a site-by-site basis.

2.3 Objectives

In order for the vision to be realized, the critical community revitalization needs of

the Town need to be addressed. Based on the input received from the community, the critical community improvement needs in the project areas in the Town that can be addressed through the development and implementation of incentive programs are listed below:

General

1. All improvements and development should maintain the traditional character and heritage of the community and its commercial areas;
2. Development in the Town should be consistent with the Town’s Community Design Guidelines and Sustainability Plan;

Thornbury Commercial Area

3. Improve the condition, quality and attractiveness of building facades (including storefront display areas) and commercial signage, especially outside the commercial area core;
4. Improve building maintenance, condition and appearance along Highway No. 26, especially outside the commercial area core;
5. Redevelop derelict commercial buildings and vacant/underutilized lots;
6. Clean up and redevelop brownfield sites;
7. Attract a wider range of commercial uses;
8. Need to promote building accessibility, e.g., wheelchair accessible;

Clarksburg Commercial Area

9. Improve the condition, quality and attractiveness of building façades

(including storefront display areas) and commercial signage;

10. Improve building maintenance, condition and appearance;
11. Redevelop derelict commercial buildings and vacant/underutilized lots;
12. Need to provide service infrastructure solutions;
13. Need more affordable housing and mix of housing types in the area; and,
14. Need to promote building accessibility, e.g., wheelchair accessible.

Craigeith Commercial Area

15. Improve building maintenance, condition, appearance and commercial signage along Highway No. 26;
16. Redevelop derelict commercial buildings and vacant/underutilized lots;
17. Clean up and redevelop brownfield sites;

Rural and Agricultural Areas

18. Support and strengthen the viability of the Town’s thriving agricultural sector; and
19. Provide additional economic opportunities for the Town’s rural and agricultural areas.

3 Key Municipal Initiatives

3.1 Introduction

Land use and design are key aspects of Town-wide revitalization, including the commercial core areas of Thornbury, Clarksburg, Craigeith and the Marsh St. / Bruce St. Corridor. Generally, the land use aspect deals with the form and type of activities operating within the commercial core areas, whereas the design aspect concerns how the various elements and spaces within the commercial core areas fit together.

Addressing these matters is critical to ensuring that the vision for the areas is achieved: a traditional small town form of development; a diverse mix of activities; a comfortable pedestrian environment; and a more vibrant and lively “people” place.

The following sections summarize key recommendations as they relate to public realm improvements and Town-wide initiatives in this regard.

3.2 Public Realm Improvements

The “public realm” of the Town is the interrelated arrangement of its streets, open spaces, parks and plazas which creates the setting for visitors and residents. In a vibrant commercial core area, the public realm has a significant role in creating a particular “sense of place” and a distinct identity for an area, typically giving the most immediate and potentially most lasting impression visitors have of a commercial area. A high quality public realm is critical for maintaining and

strengthening the three project area as central focal points within the Town, and hence the emphasis on the public realm as a municipal leadership strategy for this CIP.

The recommended public realm improvements in this CIP build on the existing system of public spaces, features and amenities by identifying the opportunities for improvements to these existing the public spaces, facilities, and streetscapes, while also identifying and enhancing the connections between these elements.

Enhancements to a commercial core area’s public realm typically represent the largest investment of a CIP and are generally the longest in terms of timing and achievement. While challenges associated with capital costs and timing may be evident, public realm improvements are important elements for fulfilling the role of the project areas as safe, comfortable, attractive, and interesting spaces.

Given this importance, the Town will have a significant role and responsibility in designing and building the envisioned public realm to support this type of environment. Recommendations concerning public realm improvements include the following general themes.

3.2.1 Install Gateway Signage Features

“Gateways” are located at key arrival points to a commercial core area and present a significant opportunity to provide visual interest along the streetscape, reflect the character of the particular area, and, most

importantly, provide a quality initial impression to visitors.

Given this importance, the installation of a system of gateway features is recommended for a variety of locations throughout the commercial core areas to create an enhanced first impression of the Town of The Blue Mountains and the commercial core areas individually.

In total, seven gateway feature locations throughout the three project areas, including three gateway features in Thornbury, (along King Street, along Arthur Street, and along Bruce Street); two gateway features in Clarksburg (both along Marsh Street; and two gateway features in Craigleith (both along Highway 26). Additionally, a gateway feature may be warranted at the entrance to the Village at Blue Mountains, as the fourth commercial area in the Town.

The specific location and design of the gateway features needs to be determined during a detailed design program and process.

3.2.2 Enhance Wayfinding Signage Features

Visitors to a commercial core area must be able to easily, safely and comfortably move around, whether arriving by foot, bicycle, or automobile. Wayfinding signage assists in this regard by directing visitors to key destinations such as to civic or public buildings, parking areas, open spaces and trails, and other significant destinations or features. Thus, a system of wayfinding signage to direct visitors within and

between the commercial core areas is recommended.

Wayfinding signage features should be coordinated with the style and theme of the gateway signage features, with simple and universally readable lettering. Similar to the gateway features, the specific location and design of the wayfinding signage features needs to be determined during a detailed design program and process.

3.2.3 Improve the Principal Streetscapes

The experience travelling the streets of a commercial core area, whether by walking, cycling or driving, is a key component of a visitor's overall impression and enjoyment of a particular community. It is recommended that physical improvements to the streetscapes of several principal streets throughout the three project areas: Bruce Street, Highway 26, King Street, Bridge Street, and Arthur Street in Thornbury; Marsh Street and Clark Street in Clarksburg; and Highway 26 in Craigleith. A number of streets in the project areas require substantial reconstruction and repair, while others like Bruce Street South may be in better condition and only minor enhancements are recommended. Specific design considerations should be undertaken by the Town through separate study.

3.2.4 "Urbanize" the Highway 26 Streetscape

Changing the Craigleith commercial area from its current "strip" oriented form of development to a "core" oriented form, akin to those in the Thornbury and Clarksburg

commercial core areas, should be a principal objective of the Town. As the principal travel route through Craigleith, the Highway 26 corridor is based on a “rural” street cross section, possessing a wide right-of-way, roadside ditches, no curbs, no sidewalks, and limited vegetation, and generally an overall streetscape quality that does not provide a good first impression for visitors.

Although Highway 26 will likely always be a highway corridor carrying large volumes of east-west traffic including trucks, it is recommended that this section of Highway 26 through the Craigleith project area be improved to an “urban” cross section to enhance the streetscape’s visual appearance and improve the pedestrian environment of the Craigleith commercial area. Specific design considerations for the Highway 26 streetscape improvements should be undertaken by the Town through separate study.

3.2.5 Create High Quality Public Spaces

Commercial core areas in smaller communities are typically focal points for social and recreational activities as well as their traditional commercial function. Accommodating these social and recreational activities through the provision of high quality public spaces is an important strategy for enhancing the vitality and activity of commercial core areas. The addition of a number of such high quality public spaces are recommended.

3.2.6 Provide Sanitary and Water Supply Infrastructure

Clarksburg is in a unique situation in that it has an older, sizable, concentrated village centre in proximity to serviced “urban” areas, but itself is serviced by individual water and wastewater systems. This servicing deficiency may challenge the full potential of Clarksburg as a vibrant village centre. It is recommended that the provision of collective water and wastewater infrastructure as part of any improvement efforts for the Clarksburg commercial core area. Similarly, it is recommended that the Urban Employment Lands may benefit from the provision of full municipal servicing, which will contribute to the ongoing economic revitalization and vitality of these lands.

3.2.7 Enhance Existing and Add New Trail Connections

The Town of The Blue Mountains prides itself on its extensive and diverse recreation opportunities throughout all four seasons of the year. Providing linear connections for a range of transportation types is an important consideration for connecting these recreation opportunities throughout the community. There are a number of opportunities to further enhance the recreational network by enhancing the linkages throughout and between the three commercial core areas.

3.2.8 Enhance the Harbour District

The Thornbury Harbour presents an opportunity to be a significant destination and great public space for visitors to the

community as well as for community residents. However, it currently does not capitalize on this opportunity.

A number of physical improvements to the Thornbury Harbour and the surrounding area to enhance this prominent feature. This includes improving view lines to the Harbour along Bruce Street North through the removal of selected vegetation; “greening” the Harbour break wall; establishing a coordinated pedestrian walkway; establishing a resting and viewing area overlooking the shoreline; making enhancements to Harbour Hill Parkette; and adding pedestrian lighting throughout the area.

3.2.9 Improve Key Street Intersections

Pedestrian comfort is a principal consideration for creating a safe and vibrant commercial core area. Currently there are a number of main intersections throughout the three commercial areas, particularly along the principal routes of Highway 26, Bruce Street and Marsh Street, where enhancements are warranted to formally define pedestrian crossings.

It is recommended that surface treatment for pedestrian crossings that visually and physical differentiate the pedestrian crossing at the intersection to both pedestrians and drivers. Options for surface treatment include a range of different materials and treatments such as brick pavers, imprinted asphalt, coloured asphalt, or textured asphalt.

3.2.10 Improve Public Parking Conditions and Supply

An adequate supply of safe, accessible and convenient parking is crucial for the success of any commercial area. Municipalities can assist in this regard by providing public parking spaces that make a noticeable contribution to enhancing the vitality and activity of commercial core areas.

Enhancements to the quantity and quality of the parking supply in the Thornbury and Clarksburg project areas via the addition of more public parking spaces and the improvement of existing parking areas is recommended.

4 Incentive Programs

4.1 Introduction

The financial incentive programs contained in this CIP represent a comprehensive tool kit of programs specifically designed to address the above noted critical needs, and over time, help achieve the vision for the Town. These financial incentive programs are designed to encourage private sector investment, rehabilitation, adaptive reuse, redevelopment, and construction activity within the Community Improvement Project Area.

The Town will seek Grey County's participation in the Town's incentive programs. As per Section 28(7.2) of the *Planning Act*, the Council of Grey County may make grants and/or loans to the Council of the Town of The Blue Mountains for the purpose of carrying out the CIP. Where County participation in any of the incentive programs contained in this CIP is indicated, said County participation is of course subject to approval by County Council.

4.2 Authority

The authority for administering this Plan is provided under Section 28(7) of the *Planning Act*. This Plan also conforms to Policy E3.5 of the Town's Official Plan, which directs the Town to identify a Community Improvement Project Area and adopt a Community Improvement Plan.

4.3 General Program Applicability

Incentive programs administered through this Plan are generally applicable Town-

wide, with some having a specific focus on each of the three commercial core areas, being Thornbury, Clarksburg and Craighleith. Certain incentive programs are also applicable to the Bruce St. / Marsh St. corridor.

The current Community Improvement Project Area, which is designated separately by a by-law of Council, is shown on a separate document and should be referenced in conjunction with the financial incentive programs for interpretation purposes. Each financial incentive program of this Plan indicates which specific area of the Community Improvement Project Area the program is applicable to, as shown in the Community Improvement Project Area By-law.

4.4 Study & Design Program

4.4.1 Purpose

The purpose of the Study & Design Program is to assist property owners with financing costs of undertaking various studies and design considerations that promote and support economic development and diversification.

Eligible costs under this program may be incurred pre-development, or where redevelopment or improvement to an existing building or property is proposed. The program will be administered as a grant.

4.4.2 Eligible Uses and Properties

Properties where commercial, mixed-use, residential, employment and institutional uses within the Downtown Area, Harbour Area, Hamlet Area, Commercial Corridor, Urban Employment Area and the Marsh St. / Bruce St. Corridor land use designations of the Town’s Official Plan shall be eligible for this program.

4.4.3 Eligible Costs

The potential grant value shall be calculated based on the estimated value of the following eligible studies:

1. Urban design studies;
2. Architectural drawings;
3. Environmental Site Assessments (ESA);
4. Municipal Class Environmental Assessment (EA);

5. Property survey;
6. Structural analysis;
7. Parcel register;
8. Title search opinion;
9. Property maps;
10. Site servicing studies, including sanitary, water and wastewater, telecommunications, natural gas, hydroelectricity and transportation;
11. Heritage impact assessments;
12. Feasibility studies;
13. Traffic Impact studies;
14. Market analysis; and,
15. Business development related studies and plans.

4.4.4 Grant Value

This program is available as a grant. The potential a grant is shown in Appendix A: Financial Incentive Program Value Guideline. The Guideline is presented for information purposes only and is intended to provide a general indication to potential applicants of the programs value. Each application to this program will be evaluated by the Town in consideration of the guideline. The actual value of the program will be determined by Council or Town staff during the application review period, as applicable.

4.4.5 Payment

A grant shall be paid as a single payment upon completion of the eligible studies to the satisfaction of the Town. At the discretion of the Town, 50% of total

value of the grant may be granted back to the applicant at the completion of the study, with the remaining 50% granted back once a building permit has been issued.

4.4.6 Eligibility Requirements

1. Section 5.1 shall apply to this program.
2. Section 5.2 shall apply to this program.
3. To be eligible for this program, professional urban design studies or architectural and design drawings shall satisfy all applicable design requirements of the Town of The Blue Mountains Community Design Guidelines.

4.5 Building Façade and Signage Program

4.5.1 Purpose

The purpose of the Building Façade and Signage Program is to promote the rehabilitation, restoration and improvement to building façade elements and promote high quality design, including business signage. The program will also encourage the restoration of heritage buildings and their historic attributes.

The program facilitates building façade enhancements where rear or side building facades are particularly visible to the public or located in a prominent location. It also encourages new business signage that is consistent with the existing character of the Town. The program will be administered in the form of a grant.

4.5.2 Eligible Uses and Properties

1. Properties where commercial, mixed-use, residential, employment and institutional uses within the Downtown Area, Harbour Area, Hamlet Area, Commercial Corridor, Urban Employment Area and the Marsh St. / Bruce St. Corridor land use designations of the Town's Official Plan shall be eligible for this program. Additionally, any properties that are designated under Part IV or V of the *Ontario Heritage Act* within these areas are eligible.

2. Eligible facades shall only include front, side or rear facades that are visible from the public street. The Town shall have discretion regarding which facades are eligible based on funding availability, visibility and other considerations.

4.5.3 Eligible Costs

The potential grant value shall be calculated based on the estimated value of the following eligible costs:

1. Repair or replacement of storefront, including repair or replacement of storefront doors and windows;
2. Repair or repointing of facade masonry and brickwork;
3. Repair or replacement of cornices, parapets, eaves and other architectural details;
4. Repair or replacement of awnings or canopies;
5. Facade painting and cleaning/treatments;
6. Addition of new lighting/upgrading of existing fixtures on exterior facade and in entrance and storefront display areas; installation/improvement of signage (as permitted by the Sign By-law);
7. Landscaping, including plant materials (to a maximum of 15% of the approved grant amount);
8. Architectural/design fees required for eligible works (to a maximum of 10% of the grant amount);

9. Other similar repairs/improvements as may be approved; and,
10. Items listed above as they apply to side facades and rear facades that are deemed by Council to be highly visible or located in a prominent location.

The following eligible costs shall apply to new or improved signage:

11. Replacement, repair, improvement or installation of signage attached to building façades including signage lighting. Eligible Signs will include:
 - Fascia signs, which are primary signs attached to buildings, specifically signs on a façade's sign board area or a sign above a building entrance or porch;
 - Projecting signs, which may be used as primary or secondary signs which complement the main building signage; and
 - Additionally, a stand-alone ground sign for a business and located in a front yard associated with a single detached dwelling that has been converted to a commercial use, provided that landscaping is provided.
12. Costs associated with the removal of any signage which does not comply with the design criteria of this Plan, provided there is a new sign installed in accordance with this Plan
13. Costs for professional design/architectural services to

design the sign, up to a maximum of 15% of the eligible costs.

In addition to the eligible costs specified above, the following types of building façade restoration and improvement works on commercial, institutional and mixed use buildings designated under the *Ontario Heritage Act* are also considered eligible for a grant under this program:

14. Works that conserve or enhance elements specified in the Reasons for Designation accompanying the designating by-law under the *Ontario Heritage Act*;
15. Original siding and roofing materials including repair and replacement where necessary of wood clapboard or board-and-batten, repair and repointing of masonry buildings, stucco repair, repair or replacement of original roofing materials (slate, wood shingles, tile, etc.);
16. Removal of modern materials and replacement with documented original materials;
17. Reconstruction or construction of former and significant architectural features for which the appearance can be clearly determined from documentary sources (photographs, drawings, etc.);
18. Cleaning of masonry buildings if it is necessary for the building's preservation;

19. All final finishes, such as paint and masonry are eligible for funding subject to approval; and,
20. Works required to maintain or preserve significant architectural features.

4.5.4 Grant Value

This program is available as a grant. The potential a grant is shown in Appendix A: Financial Incentive Program Value Guideline. The Guideline is presented for information purposes only and is intended to provide a general indication to potential applicants of the programs value. Each application to this program will be evaluated by the Town in consideration of the guideline. The actual value of the program will be determined by Council or Town staff during the application review period, as applicable.

4.5.5 Payment

A grant shall be paid as a single payment upon completion of the improvement, to the satisfaction Town.

4.5.6 Eligibility Requirements

1. Section 5.1 shall apply to this program.
2. Section 5.4 shall apply to this program.
3. The following additional eligibility requirements shall apply to signage:
 - Signage shall be relative and generally proportionate to the size of the façade and generally

aimed at a pedestrian-oriented design;

- Signage shall be consistent with principles of accessible and age friendly design;
 - Lettering should utilize fonts that are appropriately sized for the size of the sign;
 - Colours should be highly contrasting with dark lettering on light backgrounds or light lettering on dark backgrounds;
 - Front-lit signage is encouraged;
 - Raised lettering is encouraged;
 - If highly graphical or stylized signage is used in the primary sign, then there should be a secondary sign with plain, clear lettering; and
 - Backlit or neon signage shall not be eligible under this program, except where permitted by the Town's Sign By-law.
4. To be eligible for this program, projects shall be in compliance with the Town's Community Design Guidelines.
 5. All grant applications related to new or updated signage shall be in compliance with the Town's Sign By-law.

4.6 Building Improvement and Renovation Program

4.6.1 Purpose

The purpose of the Building Improvement and Renovation Program is to promote the maintenance and physical improvement of existing commercial, office, mixed use and institutional buildings in order to maintain, repair, or improve buildings within the Town. This program specifically requires that repairs and modifications meet the Ontario Building Code and Ontario Fire Code. The program will be administered as both a grant and a loan.

4.6.2 Eligible Uses and Properties

Properties where commercial, mixed-use, residential, and institutional uses within the Downtown Area, Harbour Area, Hamlet Area, Commercial Corridor and the Marsh St. / Bruce St. Corridor land use designations of the Town's Official Plan shall be eligible for this program. Additionally, any properties that are designated under Part IV or V of the *Ontario Heritage Act* within these areas are eligible.

4.6.3 Eligible Costs

The potential grant or loan value shall be calculated based on the estimated value of the following eligible costs:

1. Interior and exterior works that are related to bringing the building into compliance with the Ontario Building Code or Fire Code, including:

- Entrance modifications to provide barrier-free accessibility;
 - Installation or upgrading of fire protection systems;
 - Structural repairs to walls, ceilings, floors, roofs and foundations;
 - Water, flood and weatherproofing;
 - Repair or replacement of windows and doors;
 - Extension or upgrading of plumbing and electrical services for the creation of retail, office or residential space;
 - Installation or alteration of required window openings to residential spaces;
 - Required improvements to heating and ventilation systems;
 - Individual servicing upgrades required as the result of a major servicing upgrade program, e.g., upgrading of individual electrical service or water service as a result of these services being upgraded along the street; and,
 - Other similar repairs or improvements related to health and safety issues, as may be approved.
2. Interior renovations intended to bring the building into compliance or exceed minimum Building Code requirements related to accessibility, such as:

- Stairway, elevator, railing or similar improvements;
 - Interior doorway improvements;
 - Improvements to create accessible washrooms; and
 - Signage.
3. The services of a professional engineer, architect or other professional directly related to the eligible costs described above, to a maximum of 15% of the total grant or loan value.
4. For clarity, and without limiting the exclusionary nature of the foregoing eligible costs, the following works are not eligible:
- Lifecycle replacements of any components of the building that are still in compliance with the Building Code or Fire Code
 - General replacement or repair of roof shingles;
 - Decorative elements or finishing (painting, drywall, finished flooring); and
 - Replacements, improvements or repairs to non-permanent elements of a building or business (e.g., furniture, appliances).

4.6.4 Grant or Loan Value

This program is available as both a grant and a loan. The potential value of a grant or loan is shown in Appendix A: Financial Incentive Program Value Guideline. The Guideline is presented for information

purposes only and is intended to provide a general indication to potential applicants of the programs value. Each application to this program will be evaluated by the Town in consideration of the guideline. The actual value of the program will be determined by Council or Town staff during the application review period, as applicable.

4.6.5 Payment

1. A grant shall be paid as a single payment upon completion of the improvement or renovation, to the satisfaction Town.
2. A loan shall be paid in accordance with the terms and conditions of an executed agreement that is registered on title, in accordance with the policies of this Plan.

4.6.6 Eligibility Requirements

1. Section 5.1 shall apply to this program.
2. Section 5.5 shall apply to this program.
3. To be eligible for this program, projects shall be in compliance of the Town's Community Design Guidelines, as may be applicable. Further, any improvements shall be in compliance with the Ontario Building Code and Ontario Fire Code as applicable.

4.7 Tax Increment Equivalent Program

4.7.1 Purpose

The purpose of the Tax Increment Equivalent Program is to encourage and facilitate rehabilitation and redevelopment, and appropriate infill and intensification projects by providing a financial incentive to offset property tax increase that can result from significant investment in eligible properties.

This program provides a grant to pay a portion of the municipal taxes attributed to the increased assessment over a 10-year period. This program is also designed to assist in securing project financing. The program will be administered as a grant.

4.7.2 Eligible Uses and Properties

Properties where commercial, mixed-use, residential, and institutional uses within the Downtown Area, Harbour Area, Hamlet Area, Commercial Corridor, Craighleith Village Commercial and Craighleith Village Residential land use designations of the of the Town's Official Plan shall be eligible for this program.

4.7.3 Eligible Costs

The potential grant or loan value shall be initially calculated based on the value of the following eligible costs to ensure that the value of the grant is related to the actual cost of the work being completed. In accordance with Section 28(7) of the *Planning Act*, an incentive program

cannot provide grants or loans that exceed eligible costs. Eligible costs include construction and development related costs. The taxes themselves are not "eligible costs" but represent a basis for calculating the grant or loan. In addition, the value of the grant or loan shall be limited to the amount of the tax increment.

The following shall be deemed to be eligible costs for the purpose of this program:

1. Development of a commercial, office, institutional or mixed use building, or multi-residential building containing at least four unit), where the redevelopment or rehabilitation project results in an increase in the assessed value and taxes on the property;
2. Redevelopment of a commercial, office, institutional or mixed use building, or multi-residential use building containing at least four units, where the redevelopment or rehabilitation project results in an increase in the assessed value and taxes on the property;
3. Adaptive reuse of a property to suit a new commercial, office, mixed-use or multi-residential building (at least 4 units);
4. Major additions to a commercial, residential or mixed-use building involving an increase of at least 25% of the existing gross floor area;

5. Infrastructure work including the improvement or reconstruction of existing on-site public or private infrastructure to support building expansions or the establishment of new uses;
6. Professional services by an engineer, architect, or professional planner;
7. Costs related to environmental site assessments and required environmental remediation;
8. Energy efficiency improvements; or
9. Any combination of the above.

4.7.4 Grant Value

This program is available as a grant. The potential a grant is shown in Appendix A: Financial Incentive Program Value Guideline. The Guideline is presented for information purposes only and is intended to provide a general indication to potential applicants of the programs value. Each application to this program will be evaluated by the Town in consideration of the guideline. The actual value of the program will be determined by Council or Town staff during the application review period, as applicable.

4.7.5 Payment

Following the completion of the work, and final building inspection by Town, and the payment of all property tax installments for that year, the grant or loan will be provided for approved projects on a declining basis over a 10 year period. Specific payment policies

for this program are established in Section 5.3 of this Plan.

4.7.6 Eligibility Requirements

1. Section 5.1 shall apply to this program.
2. Section 5.3 shall apply to this program.
3. This program accommodates various forms of development which are subject to permissions under the Official Plan, Zoning By-law, and other requirements. This program is not intended to indicate that uses or structures not permitted under policy or zoning are otherwise permitted.
4. To be eligible, the proposed development or redevelopment project must result in a substantial municipal property tax increase. The submission of a business plan and an estimate of the potential amount of the tax increment, based on current assessment values and the anticipated value of the investment, may be required by the Town. Any such supporting information may or may not represent eligible costs to be used in the calculation of a grant or loan, at the Town's discretion.
5. To be eligible for this program, projects shall be in compliance of the Town of The Blue Mountains Community Design Guidelines, as applicable.

4.8 Brownfield Tax Assistance Program

4.8.1 Purpose

The purpose of the Brownfield Tax Assistance Program is to provide financial assistance for properties where significant environmental remediation and/or risk assessment or management may be required prior to development. This program will be administered as a grant.

4.8.2 Eligible Properties

Any property within the designated Community Improvement Project Area which has had a Phase II ESA completed, and did not meet the required standards under subparagraph 4i of section 168.4(1) of the *Environmental Protection Act, as amended*.

4.8.3 Eligible Costs

Eligible costs for the Brownfield Tax Assistance Program are the costs of any action taken to reduce the concentration of contaminants on, in or under the property to permit a record of site condition (RSC) for the proposed use to be filed in the Environmental Site Registry under Section 168.4 of the Environmental Protection Act. This includes the cost of:

- A Phase II ESA, Designated Substances and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not disbursed by the ESA Grant Program;

- Environmental remediation, including the cost of preparing a RSC;
- Placing clean fill and grading;
- Installing environmental and/or engineering controls/works as specified in the Remedial Work Plan and/or Risk Assessment;
- Monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment; and
- Environmental insurance premiums.

In no case will the total amount of tax assistance provided under the Brownfield Tax Assistance Program exceed the total of these eligible costs.

4.8.4 Grant Value

This program is available as a grant. The potential a grant is shown in Appendix A: Financial Incentive Program Value Guideline. The Guideline is presented for information purposes only and is intended to provide a general indication to potential applicants of the programs value. Each application to this program will be evaluated by the Town in consideration of the guideline. The actual value of the program will be determined by Council or Town staff during the application review period, as applicable.

4.8.5 Payment

A grant shall be paid as a single payment in an amount that equals a percentage of Town, County and education property tax value, as applicable. Payment of the grant shall only be made once the applicable annual property taxes have been paid in full.

4.8.6 Eligibility Requirements

1. Section 5.1 shall apply to this program.
2. Section 5.3 shall apply to this program.
3. This program requires a municipal by-law submission, according to section 365.1 of the *Municipal Act*.
4. Eligible tax relief is available to the development during the "Rehabilitation Period" which starts on the date on which the by-law under subsection 365.1(2) providing tax assistance for the property is passed, and ending the earliest of:
 - 18 months after the tax assistance begins to be provided;
 - When the site condition for the property is filed in the Environmental Site Registry under section 168.4 of the Environmental Protection Act, as amended; and
 - The date that the tax assistance property is the sum of the cost of any action taken to reduce the concentration of contaminants on, in, or under the property to

permit a record of site condition to be filed in the Environmental Site Registry as well as the cost of complying with any certificate of property use issued under 168.6 of the Environmental Protection Act.

5. The municipal property tax assistance provided will cease:
 - When the total tax assistance provided equals the total eligible costs as specified above; or,
 - After three (3) years, whichever comes first.
6. A matching education property tax assistance will cease:
 - When the total tax assistance provided equals the total eligible costs as specified above; or,
 - After such time period as is approved by the Minister of Finance⁴, whichever comes first.

4.9 Development Fees Rebate Program

4.9.1 Purpose

The intent of this program is to reduce municipal fees that are levied through the development application process. Eligible costs include applicable planning application, building permit fees, and development charges. This program will be administered as both a grant and a loan.

4.9.2 Eligible Uses and Properties

Properties where commercial, mixed-use, residential, and institutional uses within the Downtown Area, Harbour Area, Hamlet Area, Commercial Corridor, Craigleith Village Commercial and Craigleith Village Residential land use designations of the of the Town's Official Plan shall be eligible for this program.

4.9.3 Eligible Costs

The potential grant or loan value used to offset the costs of development application fees and development charges shall be calculated on the basis of the following eligible costs. For clarity, the actual municipal fees or development charges are not eligible costs, but are used to calculate the total grant value:

1. Development of a vacant property for commercial, office, mixed-uses, institutional uses or multi-residential units containing at least four dwelling units.

2. Redevelopment of a vacant property for commercial, office, mixed-uses, institutional uses or multi-residential units containing at least four dwelling units.
3. Major additions to a commercial or mixed-use property, involving an increase of at least 25% of the existing gross floor area of the building;
4. Infrastructure work including the improvement or reconstruction of existing on-site public or private infrastructure to support building expansions or the establishment of new uses;
5. The development of brownfield sites;
6. Costs related to environmental site assessments and required environmental remediation;
7. Professional services by an engineer, architect, or professional planner to a maximum of 15% of the foregoing eligible costs.

4.9.4 Grant or Loan Value

This program is available as both a grant and a loan. The potential value of a grant or loan is shown in Appendix A: Financial Incentive Program Value Guideline. The Guideline is presented for information purposes only and is intended to provide a general indication to potential applicants of the programs value. Each application to this program will be evaluated by the Town in consideration of the guideline. The actual value of the program will be determined by Council

or Town staff during the application review period, as applicable.

4.9.5 Payment

1. The grant shall be paid upon completion of the works to the satisfaction of the Town.
2. A loan shall be paid in accordance with the terms of an agreement that is registered on title.

4.9.6 Eligibility Requirements

1. Section 5.1 shall apply to this program.
2. Section 5.4 shall apply to this program.
3. Eligible development shall satisfy the requirements of the Town's Community Design Guidelines, as applicable.

4.10 Property Enhancement and Improvement Program

4.10.1 Purpose

The purpose of the Property Enhancement and Improvement Grant Program is to facilitate the enhancement of the public realm through improvements to private property. More specifically, this program encourages improvements to landscaping, parking areas, bicycle parking, laneways, and permanent outdoor eating areas and other similar considerations that contribute to the visual aesthetic of the public realm, augment other municipal led initiatives, and complement the broader community revitalization and development objectives of this Plan.

4.10.2 Eligible Uses and Properties

Properties where commercial, mixed-use, residential, employment and institutional uses within the Downtown Area, Harbour Area, Hamlet Area, Commercial Corridor, Urban Employment Area and the Marsh St. / Bruce St. corridor land use designations of the Town's Official Plan shall be eligible for this program.

4.10.3 Eligible Costs

The potential grant or loan value shall be calculated based on the estimated value of the following eligible costs:

1. Landscaping improvements that abut a sidewalk or are highly visible from the public street. This includes landscaping features that may be

located within or adjacent to surface parking areas. Eligible costs shall include:

- Professional landscaping services. Preference shall be given to applications that propose the provision of xeriscaping (i.e., native plant species) or related drought tolerant species.
 - Tree and shrub planting;
 - Permanent planters, walkways, benches, refuse receptacles, public art, and other similar considerations that may be located on private property but positively contribute to the public realm or enhance the sidewalk; and
 - Fencing, gates, or other similar permanent vertical elements.
2. Installation of permanent bicycle parking or related active transportation infrastructure.
 3. Installation or improvements to permanent outdoor seating areas and sidewalk cafes, provided the seating area is located adjacent to a sidewalk or public street in the front yard, side yard or rear yard, as applicable. For clarity, non-permanent improvements shall not be eligible under this program.
 4. Improvements to parking areas in the Thornbury, Clarksburg and Bruce Street / Marsh Street Corridor Areas, including:

- Improved surface treatment, such as permeable paving material or similar;
 - New demarcation of parking spaces to improve the efficiency or number of parking spaces;
 - Provision of landscape buffer and islands;
 - Works related to the provision of Accessibility for Ontarians with Disabilities Act (AODA) compliant accessible parking spaces and associated paving and signage.
 - Enhancements to walkways or connectivity between parking areas and public sidewalk or building entrances as well as curbing and lighting.
5. Enhancements or upgrades to pedestrian walkways that connect a building entrance to a public street. This includes exterior improvements to satisfy the Accessibility for Ontarians with Disabilities Act (AODA).
 6. Costs for the professional services of an engineer, planner or landscape architect as may be required in associated with the improvements noted above, to a maximum of 15% of the total eligible costs.
 7. In all cases, the Town shall give heightened consideration to those applications that demonstrate consideration or satisfaction of the Town's Community Design Guidelines, specifically with reference

to guidelines associated with streetscape design and sustainable design.

4.10.4 Grant or Loan Value

This program is available as both a grant and a loan. The potential value of a grant or loan is shown in Appendix A: Financial Incentive Program Value Guideline. The Guideline is presented for information purposes only and is intended to provide a general indication to potential applicants of the programs value. Each application to this program will be evaluated by the Town in consideration of the guideline. The actual value of the program will be determined by Council or Town staff during the application review period, as applicable.

4.10.5 Payment

1. A grant shall be paid as a single payment upon completion of the improvements, to the satisfaction of the Town.
2. A loan shall be paid in accordance with the terms and conditions of an executed agreement that is registered on title, in accordance with the policies of this Plan.

4.10.6 Eligibility Requirements

1. Section 5.1 shall apply to this program.
2. Section 5.5 shall apply to this program.
3. To be eligible for this program, projects shall be in compliance of the

Town of The Blue Mountains
Community Design Guidelines.

4.11 Energy Efficiency Incentive Program

4.11.1 Purpose

The purpose of this program is to encourage building retrofits and upgrades that improve energy efficiency and contribute to the Town's sustainability goals and objectives. The program will promote building improvements and enhancements related to energy efficiency and energy savings that may not otherwise be undertaken due to being cost prohibitive.

4.11.2 Eligible Uses and Properties

Properties where commercial, mixed-use, residential, and institutional uses within the Downtown Area, Harbour Area, Hamlet Area, Commercial Corridor and the Marsh St. / Bruce St. corridor land use designations of the Town's Official Plan shall be eligible for this program.

4.11.3 Eligible Costs

The potential grant or loan value shall be calculated based on the estimated value of the following eligible costs:

1. Interior or exterior renovations that result in third party certification or third party energy efficiency standard approval that exceeds the Ontario Building Code. Without limiting the generality of the foregoing, an example of this would be a building that achieves LEED certification. Such improvements may include the

replacement of doors, windows, insulation, heating, and other similar building elements.

2. Works that include the installation of alternative energy generation, such as rooftop solar panels.
3. Installation of a green roof.
4. Installation of Energy STAR certified products, except appliances.
5. The services of a qualified person to determine, evaluate or analyse the necessary building upgrades or building design standards that are directly related to the eligible costs described above, to a maximum of 15% of the total eligible costs.

4.11.4 Grant or Loan Value

This program is available as both a grant and a loan. The potential value of a grant or loan is shown in Appendix A: Financial Incentive Program Value Guideline. The Guideline is presented for information purposes only and is intended to provide a general indication to potential applicants of the programs value. Each application to this program will be evaluated by the Town in consideration of the guideline. The actual value of the program will be determined by Council or Town staff during the application review period, as applicable.

4.11.5 Payment

1. A grant shall be paid as a single payment upon completion of the improvements, to the satisfaction of the Town.

2. A loan shall be paid in accordance with the terms and conditions of an executed agreement that is registered on title, in accordance with the policies of this Plan.

4.11.6 Eligibility Requirements

1. Section 5.1 shall apply to this program.

4.12 Vacant Building Conversion or Expansion Program

4.12.1 Purpose

The purpose of the Vacant Building Conversion or Expansion Program is to assist in the small-scale conversion of existing vacant space into new commercial, mixed-use and other eligible uses. For example, this may include the conversion of an existing unused barn into commercial space. The program will be administered as a grant.

4.12.2 Eligible Uses and Properties

Properties where commercial, mixed-use, residential, and institutional uses within the Downtown Area, Harbour Area, Hamlet Area, Commercial Corridor and the Marsh St. / Bruce St. corridor land use designations of the Town's Official Plan shall be eligible for this program. In addition to the above, properties located in the Agricultural Area land use designation of the Town's Official Plan and where agri-tourism, estate winery or farm winery is a permitted use shall be eligible for this program.

4.12.3 Eligible Costs

The potential grant value shall be calculated based on the estimated value of the following eligible costs:

- Conversion of non-conforming or vacant building space into new commercial, mixed-use, secondary uses, or agriculture-

related uses, and other eligible uses;

- Conversion of existing ground floor commercial space to better suit new commercial use;
- Expansion of existing eligible uses to increase the gross floor area; and
- The services of a professional engineer, architect or planner to design and implement the project, to a maximum of 15% of the total value of eligible costs.

4.12.4 Grant Value

This program is available as a grant. The potential a grant is shown in Appendix A: Financial Incentive Program Value Guideline. The Guideline is presented for information purposes only and is intended to provide a general indication to potential applicants of the programs value. Each application to this program will be evaluated by the Town in consideration of the guideline. The actual value of the program will be determined by Council or Town staff during the application review period, as applicable.

4.12.5 Payment

Following the completion of the work, and final building inspection by Town, and the payment of all property tax installments for that year, the grant or loan will be provided for approved projects on a declining basis over a 10 year period. Specific payment policies

for this program are established in Section 5.5 of this Plan.

4.12.6 Eligibility Requirements

1. Section 5.1 shall apply to this program.
2. Section 5.5 shall apply to this program.
3. To be eligible for this program, professional urban design studies or architectural and design drawings shall satisfy all applicable design requirements of the Town of The Blue Mountains Community Design Guidelines, as applicable.

4.13 Destination Infrastructure Program

4.13.1 Purpose

The purpose of this program is to encourage local stakeholders, organizations and municipalities to upgrade and invest in destination infrastructure that positively contributes to the public realm.

4.13.2 Eligible Uses and Properties

Properties within the Downtown Area, Harbour Area, Hamlet Area and the Marsh St. / Bruce St. corridor land use designations of the Town's Official Plan shall be eligible for this program.

4.13.3 Eligible Costs

The potential grant value shall be calculated based on the estimated value of the following eligible costs:

- Capital improvements to core attractions such as trails, waterfront (i.e. parking, restrooms, staging, lookouts);
- Signage that improves visitor experiences (i.e. interpretive/historical plaques, dementia friendly signage, kiosks, route markers for cycling/hiking, etc.);
- Community wayfinding signage;
- Permanent installation of outdoor art;
- Converting vacant lands to parks/green space enhancements; and

- Streetscape beautification (i.e. banners, benches, garbage/recycle receptacles, green space/park enhancements, seasonal decorations).

4.13.4 Grant Value

This program is available as a grant. The potential a grant is shown in Appendix A: Financial Incentive Program Value Guideline. The Guideline is presented for information purposes only and is intended to provide a general indication to potential applicants of the programs value. Each application to this program will be evaluated by the Town in consideration of the guideline. The actual value of the program will be determined by Council or Town staff during the application review period, as applicable.

4.13.5 Payment

Following the completion of the work, and final building inspection by Town, and the payment of all property tax installments for that year, the grant or loan will be provided for approved projects on a declining basis over a 10 year period. Specific payment policies for this program are established in Section 5.5 of this Plan.

4.13.6 Eligibility Requirements

1. Section 5.1 shall apply to this program.
2. Section 5.5 shall apply to this program.

3. To be eligible for this program, professional urban design studies or architectural and design drawings shall satisfy all applicable design requirements of the Town of The Blue Mountains Community Design Guidelines, as applicable.

5 Eligibility Requirements

5.1 General Eligibility Requirements

The following general eligibility requirements are applicable to all incentive programs and must be met in order for an applicant to be considered eligible for any of the financial incentive programs. The general eligibility requirements must be read by the applicant in association with program specific eligibility requirements and program details.

5.1.1 Combination & Value of Incentive

The incentive programs made available under this Plan may be used individually or may be combined, subject to the exceptions outlined within the specific program details and eligibility criteria in the Community Improvement Plan. The total of all incentive benefits (including grants and loans) provided to each applicant for each community improvement proposal for buildings or lands must not exceed the project's costs related to the planning, or re-planning, design or redesign, re-subdivision, clearance, development or redevelopment, and/or reconstruction and rehabilitation association with the application.

5.1.2 Relationship to Other Community Improvement Plans

It is a policy of this Plan that the financial incentive programs established through

this CIP shall not be combined with any other financial incentive program offered through a separate CIP administered by the Town. The Town reserves the right to make exceptions to this at the discretion of Council.

5.1.3 Relationship to Other Community Improvement Plans

It is a policy of this Plan that the financial incentive programs established through this CIP shall not be combined with any other financial incentive program offered through a separate CIP administered by the Town. At the sole discretion of Council, an exception to this policy may be subject to approval on a case-by-case basis.

5.1.4 Timing of Community Improvement Works

In order to be eligible for any incentive program contained with this Plan, a financial incentive program application form must be submitted to the Town prior to commencing any community improvement works. Complete applications must be submitted and approved prior to application for planning approval and/or building permit, as may be required, and prior to commencing community improvement works.

5.1.5 Only Property Owners or Tenants with Consent

Eligible applicants must be either the owner of the property, an agent for the owner of the property, or the tenant of a

property to whom the owner has provided written consent for the application. Should ownership change hands prior to the approval of an application or while works are being undertaken, the tenant shall advise the Town and obtain the new owner's authorization.

5.1.6 Financial Incentives Not Available to Greenfield Properties

In no case shall a greenfield property, as defined in this Plan, be eligible for financial incentive programs.

5.1.7 No Outstanding Tax Arrears

The property owner must not have outstanding tax property arrears and must be in good standing regarding taxation at the time of application and through the duration of the incentive benefit period, as identified within this Plan.

5.1.8 Number of Applicants Per Property

There are no specific restrictions on the number of applications that may be submitted by a property owner or tenant in relation to a specific property. The intent of providing this flexibility is to allow applicants to phase in components of their projects over time, should it be necessary. However, the Town may reject an application where it is of the opinion that the proposed works have already been undertaken as part of a previously approved application.

5.1.9 Complete Financial Incentive Application & Supporting Material

In order to be eligible, all incentive program applications must include completed application forms and supporting materials such as detailed work plans, cost estimates and contracts, applicable reports, and any additional information as required by the Town.

5.1.10 Projects in Accordance with Municipal By-laws, etc.

Community improvement works associated with an incentive program application must be in accordance with all municipal bylaws policies procedures, standards, and guidelines in order to be approved.

5.1.11 Project Conformity with Provincial Plans, Official Plan & Zoning By-law

Applications shall be subject to any other applicable Provincial land use planning legislation and plans, such as the policies of the Niagara Escarpment Plan, for example. These various Provincial plans and policies may require additional permits from other regulating agencies, such as the Niagara Escarpment Commission.

Existing and proposed land uses must be in conformity with the policies and standards provided by the Town's Official Plan, and in accordance with applicable regulations, such as the

Zoning Bylaw, and all other planning documents. For clarity, this policy shall not apply where an amendment to the Town's zoning by-law is identified as an eligible cost under the programs of this Plan.

5.1.12 Project in Accordance with Planning Approvals & Building Permits

Community improvement works associated with an incentive program application must be undertaken pursuant to application for planning approval and/or building permit, and any additional required permits, and in accordance with the Ontario Building Code and all applicable planning policies and standards.

5.1.13 Conformity with Design Criteria

The proposed exterior design of buildings, including signage associated with an incentive program application must be considered by the Town as consistent with the Town's desired goals for appearance or character of the Town, in relation to the design criteria outlined in this Plan, and any design guidelines adopted by the Town in the future, as applicable. The Town will consider details of exterior design proposed by each application when determining eligibility for incentive programs of the Community Improvement Plan. The Town will use the design criteria as well as any future design guidelines adopted by the Town as tools to characterize whether a

project is considered desirable and meets the goals and objectives of this Plan.

5.1.14 Complete Works to be Consistent with Approved Application

Community improvement works undertaken and completed that are associated with an approved incentive program application must be consistent with the project description contained in the application form and supporting materials, and with the program agreement. Should the works not be consistent with the original project description, to the satisfaction of the Town, the Town may delay, reduce or cancel the approved incentive program benefits, and may require repayment of any of the incentive program benefits, at the discretion of the Town.

5.1.15 Not Maintenance of Life Cycle Replacements

Eligible projects are generally only considered to include improvements over existing features. The incentive programs are not intended to cover life cycle replacements or maintenance activities. Exceptions may be considered for original features of designated historic/heritage buildings.

5.1.16 Grants to be a Maximum 50% of the Eligible Costs

In no case shall the total amounts of all grants be greater than 50% of the calculated eligible costs of the project(s).

5.1.17 Minimum Grant and Loan Value

1. Should a grant have a value of less than \$500.00, the Town shall have the sole discretion to reject the application on the basis that the project is too minor and the administrative costs too high to be worth processing the grant.
2. Should a loan have a value of less than \$2,500.00, the Town shall have the sole discretion to reject the application on the basis that the project is too minor and the administrative costs too high to be worth processing the loan.

5.1.18 Full Disclosure

Applicants shall disclose all other funding and incentives being received for the project as part of the application for financial incentives in this Plan, including commercial or other loans. At the discretion of the Town, other grants or incentives may be deducted from the eligible grant or loan amount.

5.1.19 Incentive Value Discretion

The grant and loan values identified in this Plan are generally set as an absolute maximum. The Town reserves the right to exercise discretion to limit the grant or loan to a value that is less than the maximum. This may be done on the basis of funding availability, project design merit, priority or any other considerations.

5.2 Study & Design Grant Program Eligibility Requirements

5.2.1 General Terms

1. The following eligibility requirements apply to the Study & Design Grant Program. For clarity, Section 5.1 – General Eligibility Requirements shall also apply.
2. Environmental study grants will only be offered on eligible properties where there is potential for rehabilitation and/or redevelopment of the property.
3. All environmental studies must be completed by a “Qualified Person” as defined in Section 5.1.
4. All environmental studies prepared may become property of the Town and/or the County of Grey, at the discretion of the Town and the County.
5. The grant program may be combined with other grant programs, however, at no time shall the total amount of grants and loan servicing costs provided under this Plan for an eligible property exceed \$50,000.00 or the eligible costs of rehabilitating the lands and buildings.

5.2.2 Grant Application

The applicant is required to submit an application form to the local municipality for approval prior to commencing eligible studies. The application must include a detailed study work plan, outlining anticipated timing/delivery; a

quotation of a qualified person to carry out the works; and for environmental studies, a copy of the Phase 1 Environmental Site Assessment. The applicant should also note any known plans for redevelopment, noting and planning applications that have been submitted or approved for redevelopment of the land. The application will be reviewed by the municipality and ad-hoc Staff Committee, as appropriate.

5.2.3 Decision of Council

A recommendation to Council as to how much of the proposed work, if any, is eligible for funding under the Study and Design Grant will be made by the Town. Prior to issuing a recommendation, the Town may request further cost estimates or other information. Approval of the Study and Design Grant is made by Council. If the number of qualifying applications exceeds the available grant funding in any given year/intake, the Town may provide a lesser grant over all applications; may recommend consideration of an alternative program for which additional funding is available, or recommend deferral until the following year, based upon consultation with the applicant.

5.2.4 Expiry of Approval

If all eligibility criteria and conditions are met and funds are available, Council will approve the loan or grant. A letter from the municipality to the applicant will represent a grant or loan commitment

and will be valid for a period of eight (8) months. The municipality may grant discretionary extensions when justified, however, undue delay beyond the eight (8) month timeframe may result in the grant allocation being revoked.

5.2.5 Provision of Grant

Following the completion of the work and submission of an electronic/digital copy of the study findings prepared by a "Qualified Person" as defined in Section 5.1 of this plan, the grant will be provided. A copy of the original invoice, indicating that the study consultants have been paid in full, shall be provided in support of payment of the grant. The grant payment will be calculated based on the lesser of the cost estimate provided, and the actual cost of the completion of the study. Poor stewardship will not be rewarded - the Town reserves the right to withhold payment of a grant to work/projects that are substandard, completed poorly, or inconsistent with the approved application.

5.3 Tax Increment Equivalent and Brownfield Program Eligibility Requirements

5.3.1 General Terms

1. The following eligibility requirements apply to the Tax Increment Equivalent Program. For clarity, Section 5.1 – General Eligibility Requirements shall also apply.
2. A grant administered under the Tax Increment Equivalent Program will be

provided in accordance with a grant schedule to the registered owner of the property on an annual basis.

3. A grant administered under the Tax Increment Equivalent Program will be provided following the payment of all property tax installments for the year.
4. A grant administered under the Tax Increment Equivalent Program will represent a percentage of increased taxes payable resulting from the improvements. Owing to this, the total value of the work completed and the amount of the municipal portion of the taxes paid prior to, and after renovation would have to be known.
5. All property taxes owing for each year must be fully paid for the entire year prior to the provision of any annual grant amount under this program. If a property tax installment is missed or payment is late, the Town reserves the right, without notice and at its own discretion, to terminate all future grant payments.
6. Notwithstanding any administrative rules governing this and other grant or loan programs, the Town will not pay an annual grant which exceeds the municipal portion of the property tax collected in any year on the increased assessed value.
7. The annual grant is based upon changes in property taxes as a result of remediation, construction and

improvement. The annual grant is not based upon occupancy or changes in occupancy.

8. Tax increases resulting from general re-assessments, changes in tax legislation or increases in the mill rate are not eligible to be considered for the purposes of calculating the grant.
9. If the property is sold, in whole or in part, before the grant period lapses, the subsequent owner is not entitled to future grant payments.
10. The amount of the grants over the life of the program shall not exceed the value of the work completed as indicated on the building permit application.
11. The Town may at any time discontinue the Tax Increment Equivalent Program; however, any participants in the program prior to its closing will continue to receive the grants as determined for their properties until the conclusion of their approved schedule.
12. Provided all eligibility criteria and conditions are met for this program, participation in the Tax Increment Equivalent Program does not preclude the owner from being eligible for other grant and loan programs offered under this Plan. However, at no time shall the total amount of grants and loans under this Plan for an eligible property exceed \$50,000 or the eligible costs

of rehabilitating the lands and buildings.

5.3.2 Grant Period

Grants will be paid over a ten year period with Year 1 of the program defined as follows: Year 1 is the first full calendar year in which taxes are paid after the project has been completed and re-assessed.

5.3.3 Procedures

1. The applicant is required to submit a completed Tax Incremental Equivalent Grant application form to the Town for approval prior to commencing construction or site remediation activities. The application will include a copy of the Building Permit application or remedial work plan, risk assessment and/or management plan including drawings detailing the proposed work expected to result in an increase in assessment. This may require drawings to be prepared by a Professional Engineer or Architect. The application will be reviewed by the Town, as appropriate. Staff will prepare a recommendation for Council's consideration and approval.
2. Town staff will record the current assessment of the property and determine the amount of the municipal taxes payable. The applicant will be provided a copy by correspondence for record.
3. The applicant shall ensure that a post-improvement assessment of the

property is undertaken. Using the post-renovation or remediation assessment, Town staff shall determine the difference between the amount of municipal taxes prior to the renovation and the amount of municipal taxes to be paid after the renovations. The difference is known as the "increased assessment value" and shall be the portion eligible for a grant under this program.

Subsequent increases in assessed value or increases to the mill rate are not eligible to be used to determine the amount of the grant.

4. Following the completion of the work, final building inspection by the Building Department and the Director, and the payment of all property tax installments for that year, the Tax Increment Equivalent grant will be provided for approved projects on a declining basis over a 10-year period in accordance with the following:
 - Year 1 – 100% of the year 1 municipal taxes on increased assessment value.
 - Year 2 – 90% of the year 1 municipal taxes on increased assessment value.
 - Year 3 – 80% of the year 1 municipal taxes on increased assessment value.
 - Year 4 – 70% of the year 1 municipal taxes on increased assessment value.

- Year 5 – 60% of the year 1 municipal taxes on increased assessment value.
- Year 6 – 50% of the year 1 municipal taxes on increased assessment value.
- Year 7 – 40% of the year 1 municipal taxes on increased assessment value.
- Year 8 – 30% of the year 1 municipal taxes on increased assessment value.
- Year 9 – 20% of the year 1 municipal taxes on increased assessment value.
- Year 10 – 10% of the year 1 municipal taxes on increased assessment value.

5.4 Development Fees Rebate Program Eligibility Requirements

5.4.1 General

1. The following eligibility requirements shall apply to the Development Fees Rebate Program. For clarity, Section 5.1 – General Eligibility Requirements shall also apply.
2. This Fee Exemption program may be combined with other programs, however, at no time shall the total amount of grants and loan servicing and forgiveness costs provided under this Community Improvement Plan for an eligible property exceed \$50,000.00 or the eligible costs of

rehabilitating the lands and buildings.

3. The applicant will be required to submit a cost estimate from a licensed contractor or supplier, including a breakdown of costs, and shall be consistent with the cost estimate indicated on the accompanying building permit application, where applicable.
4. Professional design/architectural drawing(s) and all eligible works must conform to the Municipality's Design Guidelines, where applicable.
5. Construction of all proposed improvement is to be completed within eight (8) months of the date of approval of the grant.
6. The provision of any Grant will be administered to the limit of available funding in accordance with any administrative rules governing this and other grant and loan programs

5.4.2 Grant Application

The applicant is required to submit a complete Development Fees Rebate Program application form to the Town for approval prior to commencing construction. The application will include a copy of the building permit application including drawings detailing the proposed project to be constructed. This may require drawings to be prepared by a professional engineer or architect.

5.4.3 Description of Eligible Works or Submission of Quotations

The applicant will include a description of the proposed retrofitting and an estimate of costs. The estimation of costs must be from a qualified licensed contractor and shall be consistent with the cost estimate indicated on the accompanying building permit application, where applicable.

5.4.4 Inspection

Prior to approving a Development Charges Exemption and Building Permit/Planning Application Exemption, municipal staff may need to inspect the building to review its condition and the proposed improvements.

5.4.5 Decision of Council

A recommendation to Council as to how much of the proposed work, if any, is eligible for funding under the Fee Exemption Program will be made by the Town. Prior to issuing their recommendation, the Town may request further drawings, cost estimates or other information. Approval of the Grant is made by Council. If the number of qualifying applications exceeds the available grant funding in any given year or intake period, the Town may provide a lesser grant over all applications; may recommend consideration of an alternative program for which additional funding is available, or recommend deferral until the following year, based upon consultation with the applicant.

5.4.6 Expiry of Approval

If all eligibility criteria and conditions are met and funds are available, Council will approve the loan or grant. A letter from the local municipality to the applicant will represent a grant or loan commitment and will be valid for a period of eight (8) months. The local municipality may grant discretionary extensions when justified, however, undue delay beyond the eight (8) month timeframe may result in the grant allocation being revoked.

5.4.7 Inspection of Completed Works

Town staff will conduct an inspection of the completed work.

5.4.8 Provision of Grant

Following the inspection of the work and final building inspection by the local municipality, the grant will be provided for approved projects. Poor stewardship will not be rewarded. The Town reserves the right to withhold payment of a grant to work/projects that are substandard or completed poorly; inconsistent with the approved application, or which require a building permit and inspections have not been completed.

5.5 Building and Property Improvement Programs Eligibility Requirements

5.5.1 General Requirements

1. The following eligibility requirements apply to the Building Façade and Signage Grant Program, the Building Improvement and Renovation

Program, and the Property Enhancement and Improvement Program. For clarity, Section 5.1 – General Eligibility Requirements shall also apply to these programs.

2. This financial incentive program may be combined with other programs, however, at no time shall the total amount of grants and loan provided under this Community Improvement Plan for an eligible property exceed \$50,000.00 or the eligible costs of rehabilitating the buildings and lands.
3. The applicant will be required to submit a cost estimate from a licensed contractor or supplier, including a breakdown of costs, and shall be consistent with the cost estimate indicated on the accompanying building permit application, where applicable.
4. Professional design/architectural drawing(s) and all eligible works must conform to the Town's Community Design Guidelines, where applicable.
5. Construction of all proposed improvement must be completed within eight (8) months of the date of approval of the grant or loan.
6. Loan repayment will be deferred for six (6) months after the advancement of the funds. Repayment will be made on a monthly basis and calculated based upon a 10 year amortization period. Full payment can be made at any time with no

penalty. The loan is also transferrable to successors in title provided the new owner meets the eligibility criteria and agrees to the terms and conditions of the loan.

7. All loans and mortgages applicable to a property, must not exceed 75% of the post improvement value of the building and property.
8. The provision of any grant or loan will be administered to the limit of available funding in accordance with any administrative rules governing this and other grant and loan programs.
9. Any loan will be secured through a lien placed against the title of the property. The lien will be reflected on the tax roll and will be registered and discharged by the Town. The loan will be interest free with an amortization period of ten (10) years. A 2.5% reduction per year (based on the original loan amount will be rewarded for early payment in full. For example, a \$10,000.00 loan paid full after Year 1 would be reduced by \$250.00 (2.5%) for years 2-10, resulting in a forgiveness of \$2,250.00 (\$250x9 years). The loan is fully open and may be paid in full at any time; however, loan forgiveness will be calculated as of May 31st of each calendar year.

5.5.2 Grant or Loan Application

The applicant is required to submit a completed application form to the

municipality for approval prior to commencing any works that are the subject of the grant/loan application. The application will include a copy of the building permit application including drawings of the proposed works, where applicable. This may require drawings to be prepared by a Professional Engineer or Architect. The application will be reviewed by the Town. Town staff will prepare a recommendation for Council's consideration and approval.

5.5.3 Description of Eligible Works or Submission of Quotations

The applicant will include a description of the proposed improvements and an estimate of costs. The estimation of costs must be from a qualified licensed contractor and shall be consistent with the cost estimate indicated on the accompanying building permit application.

5.5.4 Inspection

Prior to approving, Town staff may need to inspect the building or property to review its condition and the proposed improvements.

5.5.5 Decision of Council

A recommendation to Council as to how much of the proposed work, if any, is eligible for funding will be made by Town staff. Prior to issuing their recommendation, staff may request further drawings, cost estimates or other information. If the number of qualifying applications exceeds the available grant funding in any given year/intake, the

Town may provide a lesser grant over all applications, may recommend consideration of an alternative program for which additional funding is available, or recommend deferral until the following year, based upon consultation with the applicant.

5.5.6 Expiry of Approval

If all eligibility criteria and conditions are met and funds are available, Council will approve the loan or grant. A letter from the Town to the applicant will represent a grant or loan commitment and will be valid for a period of eight (8) months.

The Town may grant discretionary extensions when justified, however, undue delay beyond the eight (8) month timeframe may result in the grant allocation being revoked.

5.5.7 Inspection of Completed Work

Town staff will conduct an inspection of the completed work.

5.5.8 Provision of Loan

Following the inspection of the work, Council's approval, and the receipt of invoice from the applicant, the loan agreement will be executed. The loan will be advanced to the applicant only upon the completion of works and process payments will not be made.

5.5.9 Provision of Grant

Following the inspection of the work and final building inspection by the Town, the grant will be provided for approved projects. Poor stewardship will not be rewarded - the Town reserves the right

to withhold payment of a grant to work/projects that are substandard or completed poorly, inconsistent with the approved application, or which require a building permit and inspections have not been completed.

6 Administration and Monitoring

6.1 Administration of this Plan

1. Upon implementation of this Plan, Council will designate a member of Town staff to be the Plan Administrator. An alternate Plan Administrator should also be designated in the event that the primary Plan Administrator becomes unavailable.
2. By default, Council will be the approval authority, making decisions on financial applications. Council may choose to delegate this authority to a committee of its choosing by bylaw in consideration of recommendation by staff. The Plan Administrator may be included as a member of this committee or function as a coordinator for the committee.
3. The financial incentive programs outlined in this document will be administered primarily by the Plan Administrator, and decisions about whether to approve financial incentive applications will be made by Council or its designated approval authority.
4. Applications for financial incentive programs will be submitted and processed in accordance with the steps outlined in this document. The Plan Administrator will be responsible for ensuring that this

process is carried out in a timely manner.

5. Decisions on financial incentive applications and Financial Incentive Program Agreements will be made by Council. Should an application be refused all applicants will be given an opportunity to request that Council reconsider its decision, as applicable. Where Council has designated approval authority to a committee, an applicant will be given an opportunity to appeal a refusal for Council consideration.

6.2 Financial Incentive Program Budget

1. Council will establish an annual overall budget for financial incentive programs and may allocate all or a portion of the funds to individual programs based on the monitoring process outlined in this document and based on annual priorities.
2. In accordance with the monitoring process outlined in this document, Council will determine changes in the funding and incentive levels are necessary or warranted to ensure that the Community Improvement Plan functions properly considering the Town's financial circumstances. Any change to the funding for the financial incentive programs of this Community Improvement Plan will be made at the sole discretion of Council, without an amendment to this Plan.

3. The Town shall identify, explore and pursue external funding sources where possible to support the incentive programs, including Provincial funding sources as may be made available from time to time, and Provincial or County participation in the financial incentives, where possible.

6.3 Application Process

6.3.1 General

4. The Town will implement an “intake window” process. Under an intake window application process, the Town will establish a set timeframe in which it will accept all applications for the financial incentive programs of this Plan. All applications will be reviewed and decided upon at a meeting of Council or the delegated approval authority.

During this process, funding may become exhausted. Accordingly, there may be a need to prioritize which approved applications will receive funding. Council or the designated authority will have the sole discretion to determine how the applications may be prioritized for funding. Should there be more approved applications than there is funding available, the prioritization will be at the sole discretion of Town in consideration of the following guidelines, implemented at the Town’s sole discretion:

- Applications which demonstrate a significant investment in developing attainable housing within the Town.
 - Applications that are located in areas of the Town with a heightened need for attainable housing.
 - Applications which are located in areas of the Town with full municipal servicing.
 - Consultation with the applicants to determine if any applicants are accepting of application deferral until funding becomes available.
 - Other criteria as may be determined by Council or its designated approval authority.
5. Council may direct changes to the application process without amending this Plan. Changes should be considered as part of the annual monitoring and evaluation of the Plan and in consideration of recommendations by Town staff.

6.3.2 Pre-Application and Consultation Submission

1. Applicants are required to arrange and participate in a pre-application consultation meeting with the Plan Administrator, in order to discuss and confirm application requirements, program eligibility, proposed scope of work, project timing, supporting documentation requirements, etc.

2. The applicant will be required to submit a completed application, which will include all the required application forms, in addition to any supporting documentation, as required by the Plan Administrator or by Council or its designated approval authority Supporting documentation may include, but is not limited to, the following materials:
 - Photographs of the exiting building condition or property;
 - Historical photographs and/or drawings
 - A site plan and/or professional design study/architectural drawings;
 - Specification of the proposed works, including a work plan for the improvements and construction drawings; and/or
 - At least two cost estimates for eligible work provided by licensed contractors or consultants, as appropriate in the context of the financial incentive program.
3. Once all the required forms and supporting materials are received, the Plan Administrator will undertake a preliminary screening of the proposal and application.
4. Based on the application and proposal, the results of the preliminary screening, the Plan Administrator may perform an initial site visit and inspection of the building/property, as necessary. The

Plan Administrator will inform the applicant of the approximate time for the site visit and inspection. The applicant will accompany the inspector during the inspection, if possible, and will inform the inspector of any potential safety hazards on the site.

5. If the application clearly does not meet the program requirements, the application will not be accepted.
6. If the application meets the program requirements, the application will be accepted. By accepting an application for any of the financial incentive programs, the Plan Administrator does not guarantee program approval.

6.3.3 Application Review & Evaluation

1. Once an application has been accepted by the Plan Administrator, information related to the applicant, application, and proposal information will be entered into the Town's database in order to track the application details, progress and results in according with the Monitoring and Evaluation Strategy. This will be an on-going task throughout the remainder of the application process as this information will need to be updated as the application is processed.
2. Applications and supporting documentation will be considered by the Plan Administrator again the

incentive program eligibility requirements (including both general and specific requirements). Based on the proposal, application, and fulfillment of eligibility requirements, the Plan Administrator will determine if the proposal and application will be considered eligible. Based on eligibility, a recommendation report will be prepared by the Plan Administrator. The report may recommend approval of the application or refusal of the application.

3. Should the Plan Administrator recommend approval of the application, a financial incentive program agreement will be prepared by the Plan Administrator. If applicable, the financial incentive program agreement will be forwarded to the applicant to be dated and signed.
4. Once the financial incentive program agreement has been reviewed by all parties and returned to the Town, the application, recommendation report, and agreement will be forwarded to Council or its designated approval authority to initiate the approval process. Should the application be approved, the Plan Administrator will ensure that all parties sign the agreement prior to the commencement of any approved works. If the agreement is not signed by all parties, the Town does not guarantee program approval.

6.3.4 Application Approval

1. If the Plan Administrator has recommended that the application be refused, the Recommendation Report will be provided to Council or its designated approval authority for a decision. Where a designated approval authority has refused the application, the applicant may re-submit the application for reconsideration by Council, provided the applicant has made consideration of the designated approval authority's reasons for refusal. If Council or its designated approval authority determines that the application should be approved, the process continues with the steps below.
2. Alternatively, if the Plan Administrator has recommended that the application be approved, the Recommendation Report and signed agreement will be forwarded to Council or the designated approval authority for consideration. If the application is approved, the process continues with the next step. If the application is refused, the applicant may re-submit the application for reconsideration by Council provided the applicant has made consideration of Council's reasons for refusal.
3. If Council or its designated approval authority approves the application and Financial Incentive Program

Agreement, the Agreement will be executed by the signing and dating of the agreements by Town officials. A copy of the signed and dated Financial Incentive Program Agreement will be provided to the applicant.

6.3.5 Timeline for Application Review and Decision

4. This Plan recognizes that the success and uptake of the financial incentive programs will depend in part on the expedience of the application and review process. As a guide, and subject to the availability of staff resources, the Plan Administrator will accept and review applications for funding in consideration of the following policies.
5. The Plan Administrator should be available to meet with a potential applicant for a pre-consultation meeting within then (10) business days of being requested to meet by a potential applicant, or as soon as is reasonably possible.
6. The Plan Administrator should review an application for financial incentives and notify the applicant of its completeness within ten (10) business days of receiving the application, or sooner, if possible.
7. Upon receipt of the application, the Plan Administrator should prepare a recommendation report to Council or its designated approval authority and, if applicable based on the

recommendations contained within the recommendation report, prepare a Financial Incentive Program Agreement and forward it to the applicant within twenty-five (25) business days of receiving the application.

8. The application for funding should be considered for approval at the next meeting of Council if Council is the approval authority or the next planned meeting of the designated approval authority.
9. The total time between receipt of a complete application for funding and the meeting to consider the application should not exceed thirty-five (35) business days.
10. The execution of the Financial Incentive Program Agreement should occur within ten (10) business days of the application approval. Should the application be approved, payment of the grant should occur within thirty (30) business days of completion of the project. The applicant is responsible for notifying the Town of the completion of the project and may be required to provide proof of its completion.
11. The timelines identified above are for guideline purposes only and are not intended to be construed as deadlines. Timelines will vary depending on the availability of staff and resources and the nature of the application received.

6.3.6 Completion of Works and Payment

1. Once an application has been approved by Council or its designated approval authority and the agreements signed and dated, and once all the required approvals and permits for the work are secured, the applicant may commence community improvement works.
2. Payment of the financial incentive, in accordance with the Financial Incentive Program Agreement, will be provided upon successful completion of the approved works.
3. Prior to the issuance of the financial incentive, the applicant may be required to provide the Plan Administrator with final supporting documentation, which may include but is not limited to:
 - Photographic evidence of the completed works satisfactory to the Town;
 - Other documentation proving completion of the project;
 - Invoices for all eligible work done, indicating the total amount paid for eligible works;
 - Proof of payment to contractors, in full; and
 - Presentation of the terms of a loan and/or proof of approval of a loan provided by a financial institution, as it may be applicable

in relation to the interest rebate programs contained in this Plan.

4. If required, the Plan Administrator may perform a final site visit and inspection of the building/property (as necessary) in order to ensure that the project has been completed in accordance with the Financial Incentive Program Agreement.
5. Assurance of Conformity to the Program Requirements and Financial Incentive Program Agreement - Prior to issuance of the financial incentive payment, the Plan Administrator will ensure that all program requirements and details of the Financial Incentive Program Agreement have been met.
6. The Plan Administrator will take appropriate remedies as specified in the agreement if the applicant defaults on the Financial Incentive Program Agreement.
7. If all the program requirements and Financial Incentive Program Agreement requirements have been met to the Plan Administrator's satisfaction in accordance with the decision of Council or its designated approval authority, the Plan Administrator will issue payment of the approved grant in accordance with the general and specific program eligibility requirement, and the Financial Incentive Program Agreement.

6.4 Monitoring and Evaluation

This Community Improvement Plan is primarily intended to be a flexible revitalization tool. As circumstances evolve, and as market forces, economic conditions, and financial resources change, the CIP will also need to evolve. Council or its designated authority will have the discretion to determine funding for the financial incentive programs. However, to inform decision making about the implementation budget, and to ensure that the programs are working as they are intended, the Plan should be monitored, evaluated and, if necessary, revised, on a regular basis.

An annual report card identifying the projects that received support through the CIP program, projects that applied but that did not receive funding, projects completed through the CIP program and the success stories of the CIP incentives will be completed by each municipality and submitted to the County for reporting to County Council.

6.4.1 Process for Monitoring and Evaluation

Immediately following adoption of the Community Improvement Plan, the Plan Administrator will begin to undertake the activities outlined in the following actions:

1. The Plan Administrator should initially develop a database upon which to monitor the number, types and success of financial incentive applications. As applications for

financial incentives are received, they should be recorded in the database. Additionally, the Administrator should record all pre-application consultations related to potential application submissions, even if the consultations do not result in an application being submitted.

2. Specific performance indicators will need to be identified and monitored. The selection of indicators will provide guidance about the success of the Plan and its individual programs. At this time, it is suggested that the Plan Administrator gather the following information from applicants (which should be incorporated into the application form for financial incentives):
 - The approved/denied value of the grant and the total value of construction (the total public investment versus private investment);
 - The effect of the incentives, such as the number of new residential units created and/or rehabilitated, the number and type of retail or businesses created, the number of trees being planted, etc.;
 - The projected and actual increase in property assessments and property taxes, as may be applicable; and
 - Indirect indicators including economic indicators, qualitative

- indicators and other indicators which speak more generally to the success of the Town, and which may or may not be directly attributed to the influence and success of the Community Improvement Plan.
3. Other indicators should be identified and monitored on a period basis, such as:
 - Utilization of the total financial incentives program budget;
 - Utilization of the various incentive programs;
 - Total dollars spent on other specific variables which indicate advancement of the program (e.g., number of trees planted, number of metres of sidewalks improved, etc.);
 - Other indirect indicators, such as economic indicators as may be identified (e.g., number of overnight stays, number of new businesses established in the Town, etc.).
 4. For the various indicators identified above, the Plan Administrator should identify baseline conditions at the outset of the Plan implementation, so that variables may be compared from year-to-year, beginning with implementation of this Plan.
 5. Throughout the course of a one-year review period, the Plan Administrator should enter information from applications and pre-application consultation meetings into the database on an on-going basis.
 6. Based on the information obtained, the Plan Administrator will prepare an annual report to Council to evaluate the Community Improvement Plan and its individual programs, based on the changes to the baseline conditions established above, and based generally on the uptake of the programs and any new challenges that have emerged. The report will recommend adjustments to the Community Improvement Plan, including its terms, financial incentive programs and eligibility criteria, to improve the programs offered through the Plan. The report will provide recommendations based on the results of monitoring. Recommendations may include:
 - Budget adjustments or funding strategies;
 - Potential revisions to the Community Improvement Plan area;
 - Adjustments to the financial incentive programs including the addition or discontinuation of programs, where necessary; and
 - Any necessary changes to plan administration or processes.
 7. The report should be made available on the Town’s website each year for public review. The reporting of financial incentive program success should be accompanied by before

and after photos of the projects completed to communicate the successes of the Plan.

8. Additionally, the annual report should include a review, summary and analysis of potential funding opportunities from the Province, County or other sources as may become available.

6.4.2 Program & Plan Adjustment

Based on the annual review and report to Council, adjustments to this Plan may be required, including:

1. **Adjustments to the Plan:** Based on the monitoring and evaluation process, changes to the terms of this Plan, the eligibility requirements, or the financial incentive programs may be required. Council may also choose to discontinue funding for one or more of the financial incentive programs and may do so without amending this Plan. However, the permanent/change/removal of a financial incentive program or the addition of eligibility criteria or eligible costs will require an amendment to this Plan in accordance with Section 28 of the *Planning Act*.
2. **Adjustments to Program Funding:** It is recognized that Council or its designated authority may choose to cease, reduce or increase funding to one or more of the financial incentive programs, based on an evaluation of this Plan. Any review or adjustment

to the program funding or value of the financial incentive programs will be done in consultation with the community or stakeholders, at the discretion of Council and Town staff. Adjustments to specific program funding or the amount of the annual budget to fund this CIP will not require an amendment to this Plan.

3. The activities above are intended to be repeated on an annual basis throughout the life of this Plan.

6.4.3 Implementation

Town Council or its designated approval authority will oversee the implementation of this Plan while day-to-day tasks associated with implementation will be coordinated by the Plan Administrator. This section outlines how the Plan is to be implemented and administered.

7 Marketing Strategy

7.1.1 Key Objectives and Messaging

It is very important to the successful implementation of this Plan that the Town's incentive programs and the leadership role being taken by the Town through implementation of the public realm improvements and other initiatives be effectively communicated to property owners, business owners, developers, potential end users, and residents within the community improvement project area, within the rest of the Town of The Blue Mountains, within the County, and beyond. The purpose of this Marketing Strategy is to proactively and regularly advertise, and market the Town's incentive programs and the planned improvements and actions being taken by the Town to actively support revitalization within the community improvement project area.

It is recommended that the Town budget for and implement a Marketing Strategy to:

1. Provide direction on how to obtain information on available incentive programs, including program guides and application forms, as well as assistance and advice from Town staff on making application for the incentive programs;
2. Inform property and business owners and developers with regard to actions planned by the Town to improve the investment environment

within the community improvement project areas;

3. Publicize recent development and business activity and success stories within the community improvement project area.

7.1.2 Marketing Tools

The marketing of the CIP programs and municipal leadership activities should be a comprehensive multi-media campaign containing information, education and advertising components. The following key tools are recommended to implement the Marketing Strategy:

1. A Publication, e.g., a newsletter, containing a description of the financial incentive programs available from the Town, including general program requirements and how to apply, highlights of planned public realm improvements and updates on public realm improvements that are under construction, and profiles of projects and new/ expanded businesses that take advantage of the CIP incentive programs;
2. Profiling of the incentive programs and downtown revitalization success stories in planning and economic development publications, newsletters and other publications published by the Town and the County;
3. Stories in local media (newspaper, radio, web) on the CIP, public realm improvements and revitalization

success stories in the community improvement project area.

4. Enhancement of the Town's web page via addition of direct (one-click) access to information on the available incentive programs and the aforementioned newsletter;
5. Periodic presentations to the target audience on the CIP, available incentives programs, Town activities/ public realm improvements, business and redevelopment success stories in the community improvement project areas; and
6. Media Releases and profiles of successful projects and initiatives should be sent to local and outside media.

8 Glossary of Terms

To assist in the interpretation of this Plan, the following defines some of the terms used in this Plan:

1. **Applicant**, unless otherwise indicated, means a registered owner, assessed owner or tenant of lands and buildings within the community improvement project area who has a right to apply for one or more financial incentive(s) in accordance with the policies of this Plan.
2. **Approval Authority** means the body responsible for approving or denying financial incentive applications. By default, the approval authority is Council. However, Council may designate an approval authority in accordance with the policies of this Plan.
3. **Community Improvement** unless otherwise specified, is as defined in accordance with its definition under Section 28 of the Planning Act.
4. **Community Improvement Plan** unless otherwise specified, is defined in accordance with its meaning under Section 28 of the Planning Act.
5. **Community Improvement Project Area** unless otherwise specified, is as defined in accordance with its meaning under Section 28 of the Planning Act.
6. **Community Improvement Works** refer to the activities undertaken in accordance with the policies of this Plan, including activities that may be funded by the financial incentives.
7. **Council** means the Council of the Town of The Blue Mountains.
8. **Development Period** means a period that begins when the Rehabilitation Period ends and concludes on the earlier of a) the end date specified in the municipal property tax assistance bylaw or b) when the property tax assistance is equal to the eligible remediation costs, as per section 365.1 of the Municipal Act, 2001.
9. **Eligible Applicant** means an applicant (as defined above) who meets all the general and program specific requirements of the financial incentive programs and prepares and submits an application for a grant or loan that is in accordance with the specific requirements of the program, as outlined in this Plan. The Plan Administrator reserves the right to determine whether an applicant is eligible for the financial incentive programs.
10. **Financial Incentive Program** means a program listed in the Incentives Section of this Plan.
11. **Financial Incentive Program Agreement** means an agreement executed between the Town and a successful applicant for a financial incentive program, as required by this Plan.

12. **Greenfield Property** means a vacant property that has no prior history of development, or an agricultural use that has not been developed or redeveloped for urban uses. In determining whether a property is considered a greenfield, the Approval Authority, in consultation with the Administrator of this Plan, shall have sole discretion.
13. **Heritage**, when used as an adjective, means historic and significant with respect to cultural heritage value or interest. Heritage, when used in designated heritage buildings, refers to buildings designated under Part IV of the Ontario Heritage Act. Similarly, the term heritage, when used in reference to a Heritage Conservation District as designated in accordance with Part V of the Ontario Heritage Act.
14. **Mixed-use** means a combination of a mix of commercial uses (retail, restaurant, office) along with apartment dwellings located either in the upper storey(s) or the rear of the same building.
15. **Municipality** means the Town of The Blue Mountains.
16. **Plan** or **this Plan** means the Town's Community Improvement Plan, unless otherwise specified.
17. **Qualified Person** is a person as defined by Section 168.1 of the Environmental Protection Act, Ontario Regulation 153/04 (as

amended by Ontario Regulation 66/08) who meets the qualifications to be a qualified person for the purpose of:

- Conducting or supervising a Phase I environmental site assessment;
- Conducting or supervising a Phase 2 environmental site assessment; and
- Completing the certifications that must be completed by a qualified person in a record of site condition in respect of a property.

A qualified person is considered to meet the qualifications to be a qualified person if:

- The person holds a license, limited license or temporary license under the Professional Engineers Act; or
- The person holds a certificate of registration under the Professional Geoscientists Act and is a practicing member, temporary member or limited member of the Association of Professional Geoscientists of Ontario.

18. **Vacant land** is land that does not contain any permanent structures and is not environmentally damaged.

Appendix A

Financial Incentive Program Value Guideline

Financial Incentive Program Grant Value Guidelines

Table A: Town-wide CIP Program Value Guidelines

Financial Incentive Program	Grant Value	Loan Value
Study & Design Program	The maximum value of the grant shall be 50% of eligible costs to a maximum of \$10,000.00 per property.	The Study & Design Program is not offered as a loan.
Building Façade and Signage Program	The maximum grant value shall be 50% of eligible costs to a maximum of \$10,000.00.	The Building Façade and Signage Program is not offered as a loan.
	At the discretion of the Town, the maximum grant value may be increased by up to \$5,000 per property for properties that are designated under the Ontario Heritage Act.	
	At the discretion of the Town, the maximum grant value may be increased by up to \$5,000 per property where a side or rear façade is highly visible to the public street or is located in a prominent location.	
	For clarity, the maximum cumulative value of the grant shall not exceed \$20,000.00 per property where all of the above conditions may be satisfied.	
Building Improvement and Renovation Program	The maximum value of a grant shall be 50% of eligible costs to a maximum of \$10,000.00. For any property that is designated under Part IV or Part V of the <i>Ontario Heritage Act</i> , or is listed on the heritage register, the maximum value of a grant shall be 50% of eligible costs to a maximum of \$15,000.00.	The maximum value of a loan shall be 70% of eligible costs for interior and exterior building and maintenance improvement works to a maximum of \$20,000.00. The minimum loan value shall be \$5,000.00.

Financial Incentive Program	Grant Value	Loan Value
Tax Increment Equivalent Program	The maximum value of a grant shall be equivalent to 100% of the municipal property tax increase for up to 10 years where a project creates an increase in assessment, and therefore an increase in property taxes.	The Building Façade and Signage Program is not offered as a loan.
Brownfield Tax Assistance Program	The maximum value of a grant shall be 100% of eligible Town and County property taxes during the rehabilitation period, as defined in the eligibility requirements of the program. The value of the grant may also include 100% of applicable education property tax, where an application is made by the Town.	The Brownfield Tax Assistance Program is not offered as a loan.
Development Fees Rebate Program	The maximum grant value shall be 100% of fees related to building permits, demolition permits, sign permits, official plan amendments (both the County Official Plan and the Town Official Plan), amendments to the Town's zoning by-law, applications for minor variance, applications for plan of subdivision, site plan application, or development charges, or any combination thereof, or \$2,500.00, whichever is less.	The maximum loan value shall be 100% of fees related to building permits, demolition permits, sign permits, official plan amendments (both the County Official Plan and the Town Official Plan), amendments to the Town's zoning by-law, applications for minor variance, applications for plan of subdivision, and site plan application, or development charges, or any combination thereof, or \$10,000.00, whichever is less.
Property Enhancement and Improvement Program	The maximum value of a grant shall be 50% of eligible costs and shall not exceed a maximum of \$15,000.00 or \$500.00 per linear metre of lot frontage, whichever is less.	The maximum value of a loan shall be 25% of eligible costs and shall not exceed a maximum of \$30,000.00 or \$1,000.00 per linear metre of lot frontage, whichever is less.

Financial Incentive Program	Grant Value	Loan Value
Energy Efficiency Incentive Program	The maximum value of a grant shall be 50% of eligible costs, or \$2,500.00, whichever is less.	The maximum value of a loan shall be 100% of eligible costs, or \$5,000.00, whichever is less.
		Where this program is combined with the Building Improvement and Renovation Program, the loan value of this program shall be increased by \$5,000.00, for a total of \$10,000.00 or 100% of eligible costs, whichever is less.
Vacant Building Conversion or Expansion Program	The maximum value of a grant shall be equal to \$15.00 per square foot of converted space, to a maximum of 50% of eligible costs or \$15,000.00, whichever is less.	The Vacant Building Conversion or Expansion Program is not offered as a loan.
Destination Infrastructure Program	The maximum value of a grant shall be 50% of eligible costs to a maximum of \$15,000.00, whichever is less.	The Destination Infrastructure Program is not offered as a loan.