

Memorandum

Date: April 25, 2023

To: Members of Council

From: Sandra Dolson, Officer, Economic Development, Community Services

Subject: Community Improvement Plans Annual Update

Community improvement planning is a tool under the *Planning Act* than can be used by municipalities to advance goals of enhancing economic vitality and physical appearance of the community and address key community planning and urban design issues.

Community Improvement Plans (CIPs) establish framework that guide community improvement through the identification of a Municipal Leadership Strategy and Financial Incentive Programs. The companion Design Guidelines provide additional guidance for community improvement by identifying design principles and guidelines with respect to built form, facades, streetscape, and open spaces.

Benefits of CIPs:

- Focusing public attention on local priorities and municipal initiatives
- Targeting areas in transition or in need of repair, rehabilitation and redevelopment
- Facilitating and encouraging community change in a coordinated manner
- Stimulating private sector investment through incentive-based programs

The Caledon CIPs were developed through a review of best practices, staff expertise, Council and community input to identify the needs of each community, as it relates to the established commercial and industrial areas.

The Municipal Leadership Strategies identify municipally led initiatives to provide pro-active and visible leadership to achieve overall revitalization. Projects are considered annually based on available resources and priorities. Municipal Leadership Strategy objectives and progress to date are attached as Schedule A.

Financial incentives allow the municipality to provide grants to encourage the type of private property investment specifically suited to identified areas for improvement.

Over time, the success of the CIPs has become evident, most significantly in Bolton where the interest in grants is increasing. Improved facades, business signage, and landscaping as well as the revitalization efforts undertaken by the Town and various other groups are changing the streetscape and overall confidence in the area as a place to locate a business.

Currently there are 3 CIPs in Caledon:

- Bolton – adopted April 21, 2009, update adopted January 31, 2023
- Caledon East – adopted January 14, 2014
- Six Villages (includes: Alton, Caledon Village, Cheltenham, Inglewood, Mono Mills and Palgrave) – adopted April 12, 2016

CIPs are living documents that are monitored and amended as necessary. It is anticipated that the CIPs will be implemented over a 10-year period. As part of the Monitoring Program contained in the CIPs a periodic review is recommended to determine effectiveness.

Financial Incentive Programs

Bolton CIP

The Bolton CIP was adopted in 2009 and updated in 2022.

Within the 2009 Bolton CIP there were 8 Financial Incentive Programs:

- tax increment equivalent grants
- development charge grants
- application and permit fee grants
- building and façade improvement
- energy efficiency retrofit grants
- landscape improvement grants
- mixed use construction/conversion grants
- environmental study grants

Applications received since the adoption of the Bolton CIP to the end of 2022 are as follows:

Year Application Received	Number of Applications Received	Type of Grant Program Applied For	Total Grants Paid or Committed	Investment by Property Owners*
2009	0	N/A	\$0.00	\$0.00
2010	2	Building & Façade, Landscape	\$10,373.68	\$20,747.35
2011	6	Building & Façade, Landscape, Energy Efficiency Retrofit, Application Fees	\$34,372.00	\$105,386.00
2012	1	Building & Façade, Landscape Application Fees	\$22,957.60	\$700,000.00
2013	0	N/A	\$0.00	\$0.00
2014	3	Building & Façade, Landscape, Signage, Energy Eff. Retrofit, Application Fees	\$67,788.28	\$318,428.00
2015	4 (1 denied due to tax arrears)	Signage, Development Charges, Application Fees	\$88,058.50	\$7,350,000.00
2016	3	Façade, Energy Efficiency, & Landscape	\$25,022.50	\$95,040.00
2017	3	Façade, Sign & Landscape	\$28,996.25	\$73,446.00

Year Application Received	Number of Applications Received	Type of Grant Program Applied For	Total Grants Paid or Committed	Investment by Property Owners*
2018	5	Building & Façade, Signage, Energy Eff. Retrofit, Application Fees	\$67,449.53	\$6,173,600.00
2019	3	Building & Façade, Signage, Energy Eff. Retrofit	\$43,207.06	\$291,382.00
2021	4	Building & Façade, Signage, DCs, Application Fees	\$74,121.76	\$2,932,645.00
2022	5	Building & Façade, Signage, DCs, Application Fees	\$99,753.30	\$7,189,425.19

*As estimated by the property owners.

A full review of the Bolton CIP, Community Improvement Project Area (CIPA) and Design Guidelines was completed in 2022 and adopted by Council on January 31, 2023.

The updated CIP includes a revised Municipal Leadership Strategy with new goals and objectives and 11 Financial Incentive Programs including some with changes to grant values, updated eligibility criteria, precinct-based program eligibility and the addition of four new grants focused on the Bolton Core. The Financial Incentive Programs are:

- tax increment equivalent grant
- development charge grant
- planning and building fee grant
- building and façade improvement
- privately owned public space and public art grant
- energy and carbon reduction grant
- property improvement grant
- Bolton core residential conversion grant
- flood mitigation and protection grant
- patio and outdoor café grant
- priority sites revitalization program

Caledon East CIP

Within the Caledon East CIP there are 6 Financial Incentive Grant Programs:

- tax increment equivalent grant
- building, façade and signage improvement grant
- application and permit fee grant
- energy efficiency retrofit grant
- landscape improvement grant
- historic property improvement grant

Applications received since the adoption of the Caledon East CIP:

Year Application Received	Number of Applications Received	Type of Grant Program Applied For	Total Grants Paid or Committed	Investment by Property Owners*
2014	0			
2015	2	Landscape, Façade Improvement	\$23,303.00	\$77,000.00
2020	3	Building & Façade, Landscaping Historic Property Improvement	\$23,236.79	\$62,501.38

*As estimated by the property owners.

Six Villages CIP

Within the Six Villages CIP there are 8 Financial Incentive Grant Programs:

- tax increment equivalent grant
- landscape and parking area improvement grant
- application and permit fee grant
- property conversion and reuse grant
- energy efficiency retrofit grant
- historic property improvement grant
- signage improvement grant
- building accessibility grant

Applications received since the adoption of the Six Villages CIP:

Year Application Received	Number of Applications Received	Type of Grant Program Applied For	Total Grants Paid or Committed	Investment by Property Owners*
2016	2	Landscape, Property Conversion, Permit Fees, & Energy Efficiency	\$9,730.51	\$31,900.00
2017	1	Landscape	\$7,500.00	\$22,701.70
2020	1	Façade, Landscape, Permit Fees	\$14,272.00	\$74,912.00

Applications received to the end of 2022 in Bolton, Caledon East and Six Villages represents a total of \$640,142.76 paid or committed in financial incentives and an estimated \$36 million in investment by commercial and industrial property owners to develop, redevelop or improve their property and streetscape.

Marketing of Financial Incentive Programs

The Financial Incentive Programs are promoted through various means, such as:

- video and social media
- directly to planning applicants during the pre-consultation process
- direct mail to property owners within the CIPA
- business visits
- web page
- occasional print advertising
- Economic Development monthly electronic newsletter
- distribution of brochure at Town business events

This year the Main Street Makeover brand is being launched to promote the work being undertaken through various departments and agencies to beautify, improve, and revitalize our urban cores. The CIP grant programs focused on visible improvements are part of this rebranding.

Grant programs focused on energy and carbon reduction will be promoted through the GreenBiz Caledon program, which is being updated and launched later in 2023.

Annual Budget

The Community Improvement Plan is funded through an annual budget of \$100,000, with the exclusion of funding for the tax increment equivalent grant. This grant relates to assessment growth as its source of funding and will be presented to Council for consideration separately for approval and funding.

Attachments

Schedule A: Community Improvement Plans Municipal Leadership Strategy Progress

Schedule B: Community Improvement Plan Approved Project Property Owner and Location List, including before and after photos of projects completed in 2021 and 2022