

Report to Council

Report Title:	New Walkerton Official Plan and Brockton Community Improvement Plan Update		
Prepared By:	Fiona Hamilton, Director of Legislative and Legal Services (Clerk), and Christine Brandt, Community Development Coordinator		
Department:	Economic Development		
Date:	November 25, 2025		
Report Number:	ED2025-16	File Number:	C11ED, D08, D18
Attachments:	Notice of Statutory Public Meeting, Brockton CIP 2025		

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number ED2025-16 - New Walkerton Official Plan and Brockton Community Improvement Plan Update, prepared by Fiona Hamilton, Director of Legislative and Legal Services (Clerk), and Christine Brandt, Community Development Coordinator and in doing so approves scheduling the Public Meetings at 10:00 a.m. on December 17, 2025 with the 2026 Budget following the Public Meeting.

Report:

Background:

Earlier this year, the Municipality of Brockton conducted a review and update of its Walkerton Official Plan and Brockton Comprehensive Zoning By-law. The update is intended to incorporate new policy directions from upper levels of government, including Bruce County, as well as input from the community, ensuring that the plan meets Brockton's current and future needs.

The purpose of the Official Plan is to articulate Council's vision for land use planning in the Walkerton community through 2046. The Planning Act requires that an Official Plan be updated regularly to ensure it conforms with provincial plans or does not conflict with them, has regard for matters of provincial interest, and is consistent with provincial policy statements issued under the Act. The existing Official Plan was adopted in 2009.

This year, the Brockton Community Improvement Plan (CIP) is also being updated to support additional housing development and streamline the granting process for businesses and commercial property owners. The update includes financial incentives to encourage affordable and multi-unit housing projects, supporting Brockton's commitments under the Housing Accelerator Fund agreement with the federal government. As part of this agreement, the Municipality established a housing growth target of 433 units, including targets for

243 missing middle housing units, 120 other multi-unit housing units, and approximately 10 affordable housing units.

Analysis:

Draft versions of both the Walkerton Official Plan and the Brockton Community Improvement Plan have now been completed and are attached to this report for reference.

The next step in implementing both documents is to hold two public meetings under Sections 17 and 28 of the Planning Act, R.S.O. 1990, C.P.13. These meetings will be held consecutively prior to Council’s budget meeting on Wednesday, December 17, beginning at 10:00 a.m. with the 2026 Budget Meeting following immediately after the Public Meetings. The agreement under the Housing Accelerator Fund requires the Official Plan to be adopted by Brockton Council prior to the end of 2025.

Notice of the public meetings will be circulated this week. The notice is intended to inform members of the public about the proposed updates to the Official Plan and Community Improvement Plan and to invite comments and questions on either or both documents. Written submissions received will become part of the public record.

Strategic Action Plan Checklist:

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?		
• Recommendations help move the Municipality closer to its Vision		Yes
• Recommendations contribute to achieving Heritage, Culture, and Community		Yes
• Recommendations contribute to achieving Quality of Life		Yes
• Recommendations contribute to achieving Land Use Planning and the Natural Environment		Yes
• Recommendations contribute to achieving Economic Development		Yes
• Recommendations contribute to achieving Municipal Governance		Yes

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective? Yes

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Fiona Hamilton, Director of Legislative and Legal Services (Clerk)

Christine Brandt

Christine Brandt, Community Development Coordinator

Reviewed By:

Sonya Watson

Sonya Watson, Chief Administrative Officer

The Municipality of Brockton

**Notice of Public Meetings: New Walkerton Official Plan and
Brockton Community Improvement Plan Update**

Take notice that the Municipality of Brockton will be holding two public meetings under Sections 17 and 28 of the Planning Act, R.S.O. 1990, C.P.13. The first meeting is a statutory public meeting for a new Official Plan for Walkerton. The second public meeting is for a new Community Improvement Plan update that will provide financial incentives related to multi-unit and affordable housing for eligible properties in the Municipality.

Date and Time: December 17, 2025 at 10:00 am.

Place: Council Chambers of the Corporation of the County of Bruce, Bruce County Administration Centre, 30 Park Street (Main Floor), Walkerton, Ontario

Purpose and Effect:

The purpose of the Official Plan is to set out Council's vision for land use planning in the Walkerton community over until 2046. The Planning Act requires that an Official Plan be updated on a regular basis to ensure that it conforms with provincial plans or does not conflict with them, has regard for matters of provincial interests and is consistent with provincial policy statements issued under the Act. The Official Plan must also conform to the Bruce County Official Plan. The existing Official Plan was adopted in 2009, and the Municipality initiated a comprehensive review and update of the Official Plan. The proposed Official Plan is the culmination of this review.

The purpose of the Community Improvement Plan Update is to include financial incentives to encourage affordable and multi-unit housing projects to address its commitments under the Housing Accelerator Fund agreement with the Federal Government. As part of this agreement the Municipality established a housing growth target of 433 units with additional targets to develop 243 missing middle housing units, 120 other multi-unit housing units and approximately 10 affordable housing units.

This notice is intended to make you aware of the proposed Official Plan and Community Improvement Plan and to invite your comments and questions on each or both documents. Written submissions will become part of the public record.

Additional Information

Further information regarding the proposed Official Plan and Community Improvement Plan can be found on the Municipality's Website: Brockton.ca.

Additional information regarding the proposed Official Plan and Community Improvement Plan is available to the public for inspection at the Brockton Municipal Office, 100 Scott Street, Walkerton, ON N0G 2V0; Telephone (519) 881-2223; from 8:30 a.m. to 4:30 p.m. Monday to Friday.

How to stay informed

If you wish to be notified of the adoption of the proposed Official Plan or Community Improvement Plan, you must make a written request to Fiona Hamilton at fhamilton@brockton.ca, the Clerk for the Municipality of Brockton and such request must include the name and address to which such notice should be sent.

Appeals information

If a person or public body would otherwise have an ability to appeal the decision of the Municipality of Brockton to the Ontario Land Tribunal but the person or public body does not make oral submissions at a public meeting or make written submissions to the Municipality of Brockton before the Official Plan and the Community Improvement Plan are adopted, the person or public body is not entitled to appeal the decision.

If a person or public body does not make oral submissions at a public meeting or make written submissions to the Municipality of Brockton before the Official Plan and the Community Improvement Plan are adopted, the person or public body may not be added as a party to the hearing of an appeal before the Ontario Land Tribunal unless, in the opinion of the Tribunal, there are reasonable grounds to do so.

Dated at Walkerton this 21 day of November, 2025.

Fiona Hamilton
Clerk for the Municipality of Brockton
100 Scott Street
Walkerton, ON N0G 2V0
Tel: (519) 881-2223
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1.0 Introduction

The Community Improvement Plan (CIP) provides a framework to encourage the development of multi-unit and affordable housing and the maintenance and rehabilitation of existing commercial, industrial, institutional and heritage buildings and structures, improvement of commercial signage, and redevelopment of vacant and underutilized properties and buildings. The 2025 update builds on existing incentives offered by the CIP to encourage the development of multi-unit residential and affordable housing, facilitated through the Municipality's Housing Accelerator Fund Agreement with the Federal government and encourage airport-related development.

1.1 Purpose of a CIP

A Community Improvement Plan (CIP) describes what a municipality intends to do to address various issues in a certain defined area, known as a Community improvement Plan Project Area (CIPA). Consistent with the initial CIP for Historic Walkerton, the purpose of this CIP is to:

- a. Focus public attention on local priorities and municipal initiatives;
- b. Target areas in transition or in need of repair, rehabilitation and redevelopment;
- c. Facilitate and encourage community change in a co-ordinated manner; and
- d. Stimulate private sector investment through municipal incentive-based programs.

More specifically, this CIP will continue the framework for the Municipality's support and implementation of programs to encourage the maintenance and rehabilitation of commercial, institutional, industrial and heritage buildings and spaces in Brockton, offering property owners incentives to improve their accessibility, carbon footprint, use of space, and exterior features (facades, patios, etc.). The 2025 update expands the CIP programming to encourage the development of multi-unit residential and affordable housing projects. The CIP continues to provide a framework to encourage and support the redevelopment of vacant, underutilized and/or inaccessible properties and buildings. It also recognizes the importance of supporting destination infrastructure and active transportation throughout the municipality, and key industries such as agriculture, tourism and energy as they adapt to a post-pandemic economy with incentives through the county's new Spruce the Bruce program.

This CIP update builds on the following documents:

- Municipality of Brockton Community Improvement Plan Update 2022
- Municipality of Brockton Strategic Action Plan (2021-2025)
- Brockton Business Retention & Expansion Study (2018)
- Spruce the Bruce Community Development Program (2022)
- Municipality of Brockton Comprehensive Zoning By-law (2013)
- Find Yourself in Bruce County Economic Development Strategic Plan (2017-2021)

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1.2 Objectives

The Municipality's Strategic Action Plan, 2021-2025, recommends applying the CIP to the whole municipality with a steadily enhanced funding base, and encouraging property owners to improve their properties through incentives such as modest matching cash grants, modest matching interest-free loans, and incremental tax increase funding.

It encourages adopting the following community improvement objectives in respect of which incentives would be available under the CIP:

- Improvement of the street-facing façades, including signage, of existing commercial or heritage buildings.
- Conversion of vacant or underused space in commercial buildings into a rental housing unit, or upgrading of a vacant rental unit in a commercial building, or an addition to a commercial building to create a new rental housing unit.
- Creation of multi-unit or affordable housing, or additional residential units.
- Renovation of a heritage building to include commercial space, tourist accommodation, or rental residential accommodation.
- Significant renovation of an existing commercial or industrial building to install energy-saving or energy-generation measures.
- Renovations to, or undertakings in, commercial premises that will be demonstrably important to the business's recovery following the effects of COVID-19.

Additionally, these objectives align with the (enhanced) Spruce the Bruce Community Development Program's objectives which include updating and adding new incentives, through grants, to its existing community (downtown) programs and to new industry programs serving a broader geographic area of the municipality.

1.3 Legislative Authority

1.3.1 Ontario Planning Act

Section 28 of Ontario's Planning Act allows municipalities to prepare CIPs to establish a framework for supporting and implementing programs to encourage development and redevelopment, in accordance with Official Plan policies. Whether the reasons are physical, social, economic, or environmental, a community improvement approach is a flexible, comprehensive, coordinated and strategic framework for dealing with lands and buildings.

For the purposes of carrying out a CIP, a municipality may engage in the following activities within the CIP project area:

- Acquire, hold, clear, grade or otherwise prepare land for community improvement (28-3)
- Construct, repair, rehabilitate or improve buildings on land acquired or held by it in the CIP project area in conformity with the CIP (28-6)

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- Sell, lease, or otherwise dispose of any land and buildings acquired or held by it in the CIP project area in conformity with the CIP (28-6)
- Make grants or loans to registered owners, assessed owners and tenants of lands and buildings within the CIP project area, and to any person to whom such an owner or tenant has assigned the right to receive a grant or loan, to pay for the whole or any part of the cost of rehabilitating such lands and buildings in conformity with the CIP (28(7)).
- Eligible costs include “costs related to environmental site assessment, environmental remediation, development, redevelopment, construction and reconstruction of lands and buildings for rehabilitation purposes or for the provisions of energy efficient uses, buildings structures, works, improvements or facilities (Section 28(7.1)).”

1.3.2 Provincial Policy Planning Statement (2024)

CIPs help to achieve the PPS objectives of healthy communities, a clean and safe environment and a strong economy. Community improvement is supported through PPS policies for:

- Building strong complete communities
- Promoting efficient development and a mix of land uses
- Ensuring that necessary infrastructure and public service facilities are available
- Improving accessibility
- Conserving heritage resources
- Supporting green design
- Encouraging residential intensification

1.3.3 County of Bruce Official Plan (2024)

Local Official Plans for Primary Urban Communities shall contain general development and land use policies dealing with community improvement.

1.3.4 Walkerton Community Official Plan (2017) and Under Review

Section 4.3 qualifies the municipality to prepare and implement CIPs and other mechanisms that are governed by Section 28 of the Planning Act. The stated goal in the Walkerton Community Official Plan, section 4.3.1 is to “improve community facilities and infrastructure to address social, environmental and economic priorities and needs of the community.” It further outlines actions to achieve that goal, such as:

- Promoting the redevelopment of vacant or underutilized properties and buildings.
- Improving the property and business tax base by encouraging economic expansion and new development by both the private and public sectors.
- Encouraging investment and improvement in the maintenance and rehabilitation of existing commercial, industrial, institutional buildings and structures.

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- Promoting the revitalization of historic Walkerton.
- Increase the availability of affordable and rental housing options.

The criteria for designating a CIP area include:

- Existence of incompatible or conflicting land uses
- Buildings in need of maintenance, repair or rehabilitation due to age, appearance and inability to meet current energy efficiency and structural standards
- Deterioration in appearance of building facades, streetscapes or signage
- Areas that contain environmental issues such as soil contamination or concerns
- Where opportunity exists to achieve economic growth in an area as a result of building improvement, repair or replacement
- Vacant, underutilized and deteriorating buildings, structures and property.
- The need for housing, prioritizing affordable, rental and multi-unit housing developments.

1.3.5 Ontario Municipal Act

Section 365.1 allows municipalities to pass by-laws to provide tax assistance to eligible properties, in the form of a deferral or cancellation of part or all of the taxes levied on that property for municipal and education purposes during the rehabilitation period, and the development period of the property, both as defined in Section 365.1 (1) of the Municipal Act, 2001.

Section 365.1 of the Municipal Act, 2001 operates within the framework of Section 28 of the Planning Act. A municipality with an approved Community Improvement Plan in place that contains provisions specifying tax assistance will be permitted to provide said tax assistance for municipal purposes.

2.0 Background Information

The Historic Walkerton CIP has been established since 2014 and is a useful tool for community revitalization. Almost a decade of success later, the Municipality of Brockton has expressed a desire for new opportunities for its Community Improvement Plan; for the downtown urban area of Walkerton, other settlements, and rural areas, of the municipality.

2.1.1 Background of The Historic Walkerton CIP

Over the years, the Municipality has been actively supporting revitalization efforts in the Historic Walkerton urban core through investment in infrastructure, destination development, beautification, heritage, and building facade and signage improvements.

The Municipality has also entered into partnerships with community groups, such as the former Walkerton Business Improvement Association and local service clubs, along with upper tier governments such as Bruce County, to fund improvements to the streetscape, destination infrastructure and community signage.

2.2 Purpose

The Historic Walkerton CIP established a framework for the Municipality to support and implement a series of programs over a 10-year period, beginning in 2014, to encourage the maintenance, rehabilitation and revitalization of public and private spaces, and to provide financial incentives to achieve these objectives. Further amendments in 2022 expanded on existing programs to increase the effectiveness and outreach of the CIP.

This amended CIP, depending on grant program, has increased its geographic range, beyond Walkerton's Historic Downtown, to all of the Municipality of Brockton, including other settlement areas, where commercial, industrial or agricultural businesses are an integral part of the economy.

This CIP's purpose is to provide incentives for businesses to enhance their buildings' presentation and function to the public, contribute to the overall vitality of communities within Brockton, and to support and "showcase" the many great features found within Brockton including tourism destination infrastructure. Incentives will be offered to encourage the revitalization of vacant, underutilized and/ or inaccessible properties and buildings, and stimulate pride in downtown Walkerton and rural hamlets, as well as agri-based enterprises and industries.

The amended CIP shall be in effect for 10 years.

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2.3 Goals

Section 4.3.1 of the Walkerton Community Official Plan outlines the following Community Improvement Goal:

Improve community facilities and infrastructure to address social, environmental and economic priorities and needs of the community.

More specifically, this CIP has the following goals:

- To increase the supply of attainable housing, multi-unit housing and rental units.
- To promote the development, redevelopment or conversion of vacant or "greyfield"(underutilized) properties.
- To revitalize storefronts, particularly heritage buildings, in settlement areas.
- To encourage the adaptive re-use of commercial, industrial and institutional buildings to increase housing stock or created new mixed uses.
- To stimulate private investment through the use of municipally assisted programs and funding sources.
- To identify, promote, and stimulate interest in Bruce County's Enhanced Spruce the Bruce program.

Financial incentives (grants, loans or incremental tax rebates) may be offered to private landowners or commercial tenants to assist them in improving their properties. These may change from year to year, at Council's discretion, based on budget priorities and feedback about the CIP programs from municipal staff and stakeholders.

2.4 Opportunities

2.4.1 The Municipality of Brockton Strategic Action Plan, 2021-2025

The Municipality of Brockton includes the Community Improvement Plan as an economic development initiative to support existing businesses and welcome new ones to the community in its Strategic Action Plan, 2021-2025. Key strategic priorities were established in the development of the Strategic Plan. They include:

- a. Apply the CIP to include the whole municipality, with a steadily enhanced annual funding base.
- b. Encourage property owners to improve their properties in accordance with municipal community improvement objectives, by means of incentives such as:
 - Expedited processing of applications for municipal incentives, zoning approvals, permit applications, etc.
 - Modest matching cash grants from Brockton.
 - Modest matching interest-free loans from Brockton.
 - Permission to use/encroach on adjacent municipal property/rights-of-way.

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- Familiarity with and assistance to apply to relevant grant and loan programs available from provincial or federal levels.
- c. Adopt the following community improvement objectives in respect of which incentives would be available:
 - Improvement of the street-facing façades, including signage, of existing commercial or heritage buildings.
 - Conversion of vacant or underused space in commercial buildings into a rental housing units, or upgrading of a vacant rental unit in a commercial building, or an addition to a commercial building to create a new rental housing unit.
 - Renovation of a heritage building to include commercial space, tourist accommodation, or rental residential accommodation.
 - Significant renovation of an existing commercial, industrial building to install energy-saving or energy-generation measures.
 - Renovations to, or undertakings in, commercial premises that will be demonstrably important to the business's recovery from the effects of COVID-19.

2.4.2 Enhanced Spruce the Bruce Program, 2022

During 2021, Bruce County's Planning and Development Committee endorsed the recommended directions in the 'Spruce the Bruce (STB) Community Development Program Review Report'. The report provided a background review for county communities and highlighted areas to consider for inclusion into an enhanced Spruce the Bruce Community Development Program. The Report recommended that the County's STB, having enhanced product development, evolve to two streams to include a Community Stream and an Industry Stream. Opportunities for the Municipality of Brockton include:

- **Community Stream:** Will assist urban centres such as Walkerton with improvements in downtowns that make them more attractive, distinctive, and pedestrian-friendly. These are existing grants within the STB program, yet the eSTB has further defined these to allow for increased clarity, value and impact of individual projects.
- **Industry Stream:** Includes incentives to address regional issues such as housing and active transportation that affect key industries in Bruce County such as agriculture, tourism, and energy.

Bruce County staff met with the eight member municipalities, including Brockton, to share the report's recommendations for enhancements and to discuss collectively how to move them forward and create a program that works for the broader Bruce community and each of its member municipalities.

The updated and revised Spruce the Bruce program was put into effect in 2022.

2.4.3 Housing Accelerator Fund Agreement

In November 2024, the Municipality of Brockton was successful in obtaining up to \$3.4 million in Housing Accelerator Funds from the Federal government to implement the following initiatives:

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1. Reduce and eliminate parking standards.
2. Complete a comprehensive review of development charges and fee schedules.
3. Make municipally owned lands available for priority housing development.
4. Develop OP and zoning by-law amendments to eliminate density restrictions and introduce new residential development flexibility.
5. Develop and implement new site plan control policies and promote low-rise infill development.
6. Develop affordable housing community improvement plan and concierge service to introduce new affordable housing based incentive programming.

Through these initiatives, the Municipality has set priorities to increase its housing supply by 433 permitted housing units. The 2025 CIP update supports the implementation initiatives 5 and 6.

2.4.4 General Research: Rural CIP Programs

A comparison of CIPs in other rural municipalities demonstrates similarities with general rural municipal goals and to Brockton's own CIP's successes. Rural communities are commonly challenged by stagnant downtowns and the loss of local services. Local initiatives to improve the community tend to be narrowly directed at main street revitalization. Thus, it is common in rural municipalities and smaller communities to use incentive tools that are aimed at promoting the local retail economy. For instance, façade improvement grants are a commonly used financial incentive program, as are signage and building improvement programs. These tools are commonly used because of their effectiveness in small communities. However, the latest trend for rural CIPs is to move beyond solely supporting the typical 'CIPA' of a downtown to a broader geographic application and additional supports inclusive of agri-business, tourism, and other rurally situated enterprise. Even within the prime goal of promoting the local retail economy more work needs to be done by municipalities to attract applicants to the full array of incentive programs in any one CIP.

Experience shows that many municipalities in rural Ontario have identified challenges with implementing a CIP. Similar to Brockton, many rural municipalities rely on a Community Development Coordinator to champion the financial incentive programs and manage the application, approval and administration processes.

In larger centres, CIPs have traditionally been driven by shared community improvement goals such as specific neighbourhoods being targeted for rejuvenation. Overall, CIPs developed in the larger, urban context are broader in scale and scope than CIPs in the rural context. These municipalities are capable of managing multiple designated CIP areas and can become quite creative in their choice of CIP tools and financial incentives. A greater degree of variability is seen in the structure of urban community improvement planning. That being said, rural municipalities benefit from close-knit business communities and strong community groups like BIAs. There are challenges and opportunities in each scenario. Brockton appears to be doing quite well with its programs and regular updates provide the opportunity to 'fine tune' incentives, process, administration, and municipal coverage.

2.5 Community Improvement Project Area

According to Section 28(1) of the Planning Act, a “community improvement project area” or ‘CIPA’ is defined as “a municipality or an area within a municipality, the community improvement of which in the opinion of the council is desirable because of age, dilapidation, overcrowding, faulty arrangement, unsuitability of buildings or for any other environmental, social or community economic development reason”.

Project areas range from specific properties, to streets, neighbourhoods, entire communities, and/ or the full municipality, while program coverage can span a wide spectrum of municipal goals and objectives. Of particular interest, this CIP update now includes all geographic extents of the Municipality and identifies specific community focus core areas where grants and incentives will be prioritized. The Historic Walkerton focus area now encompasses Walkerton's full settlement area (see Figure 2). All geographic extents of the municipality (Figure 1) will have access to Bruce County's Enhanced Spruce the Bruce (eSTB) Development Program's "industry grant" stream. Note, the STB "community program" stream will be available to Brockton's "onboarded" settlement areas - currently downtown Walkerton (see Figure 3). The municipality shall designate the expanded CIP project area by By-law. The programs authorized in this CIP may be carried out within the CIP project area.

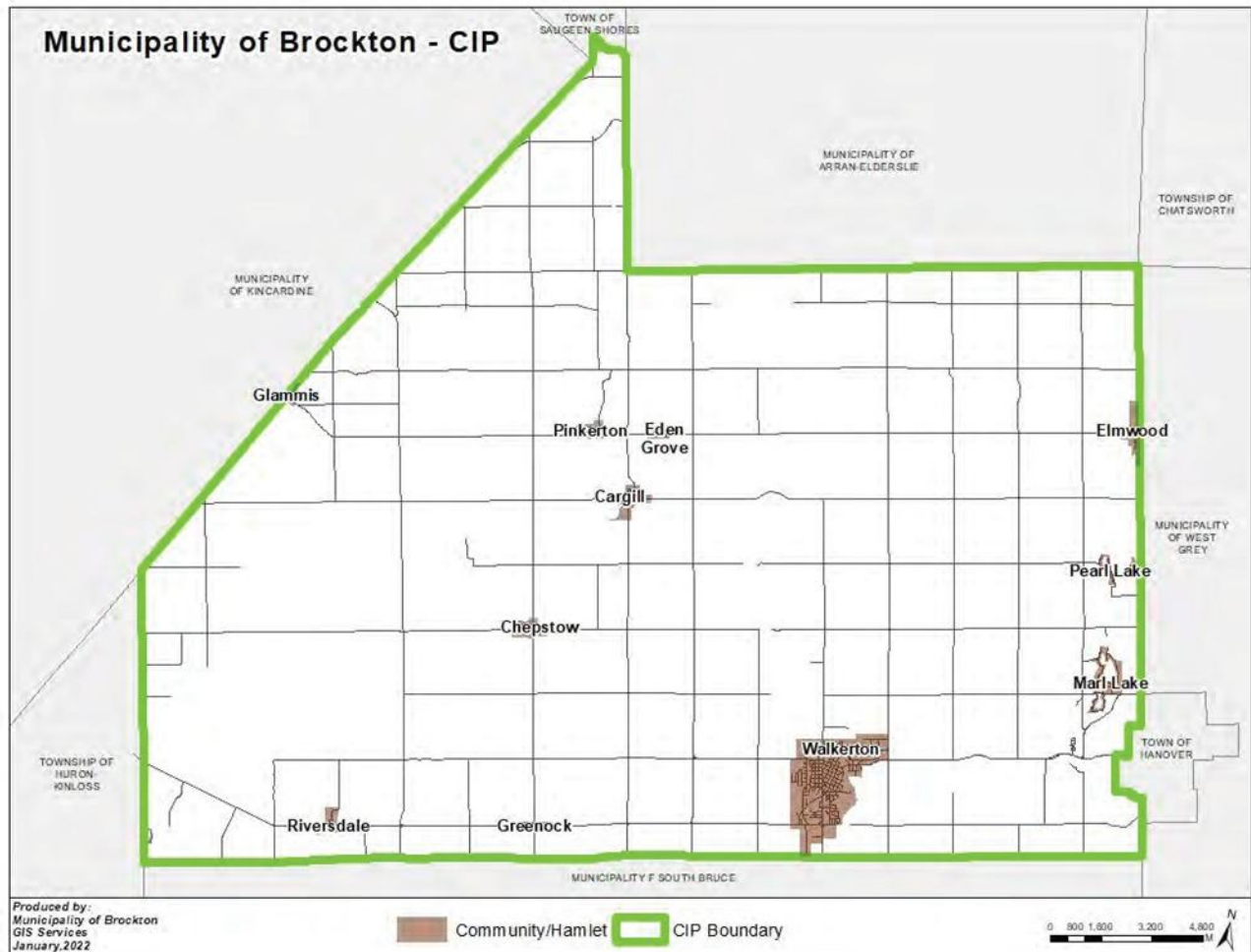
Additionally, settlement areas of Cargill, Chepstow, Elmwood, and Pinkerton will each have defined focus core areas (delineated in red) yet properties lying within their outlined settlement boundary may be considered upon application to the CIP updated grant programs. Outside of the settlement area a focus core area has been identified surrounding the Saugeen Municipal Airport.

CIPAs are defined in the following maps.

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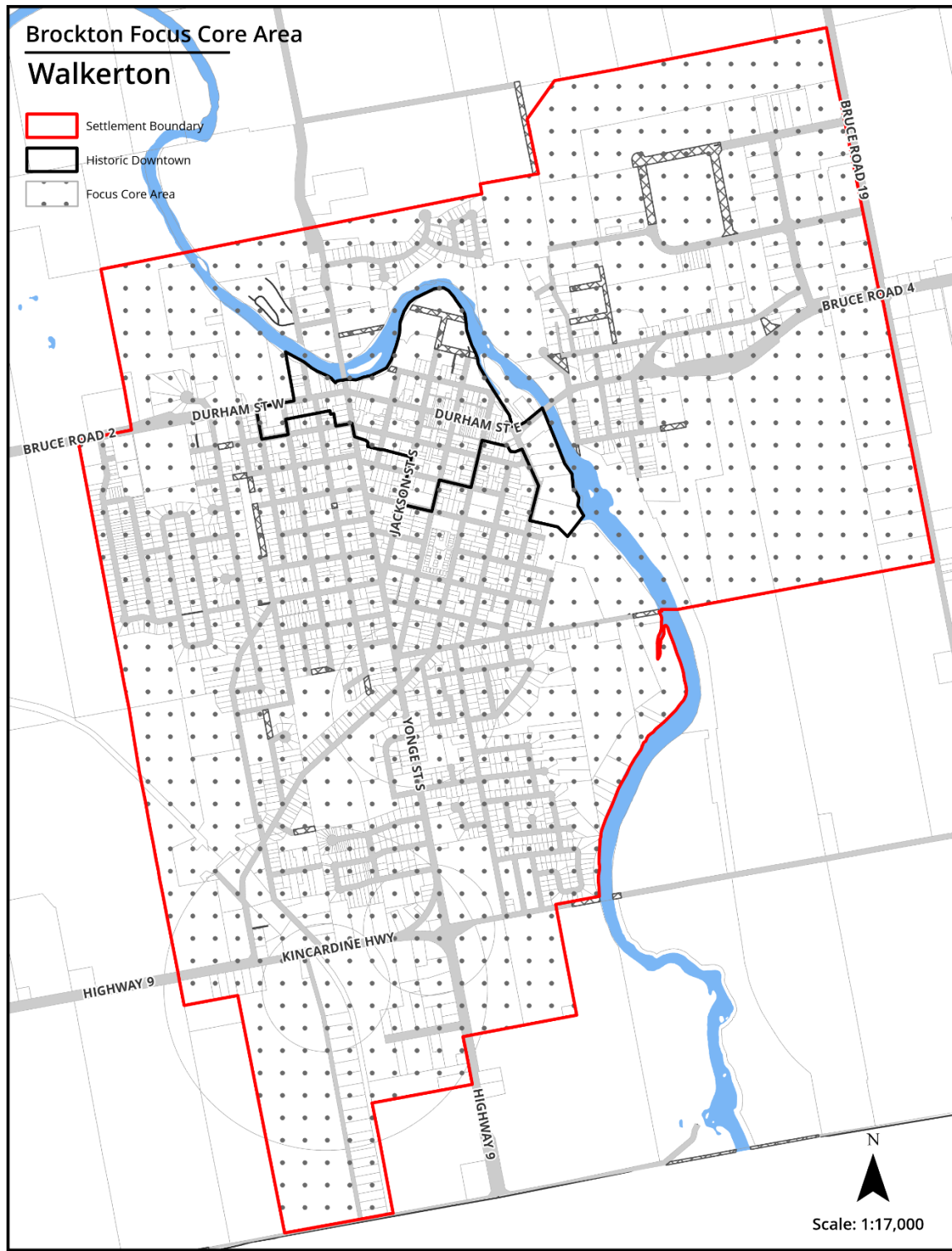
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Figure 1: Brockton CIPA



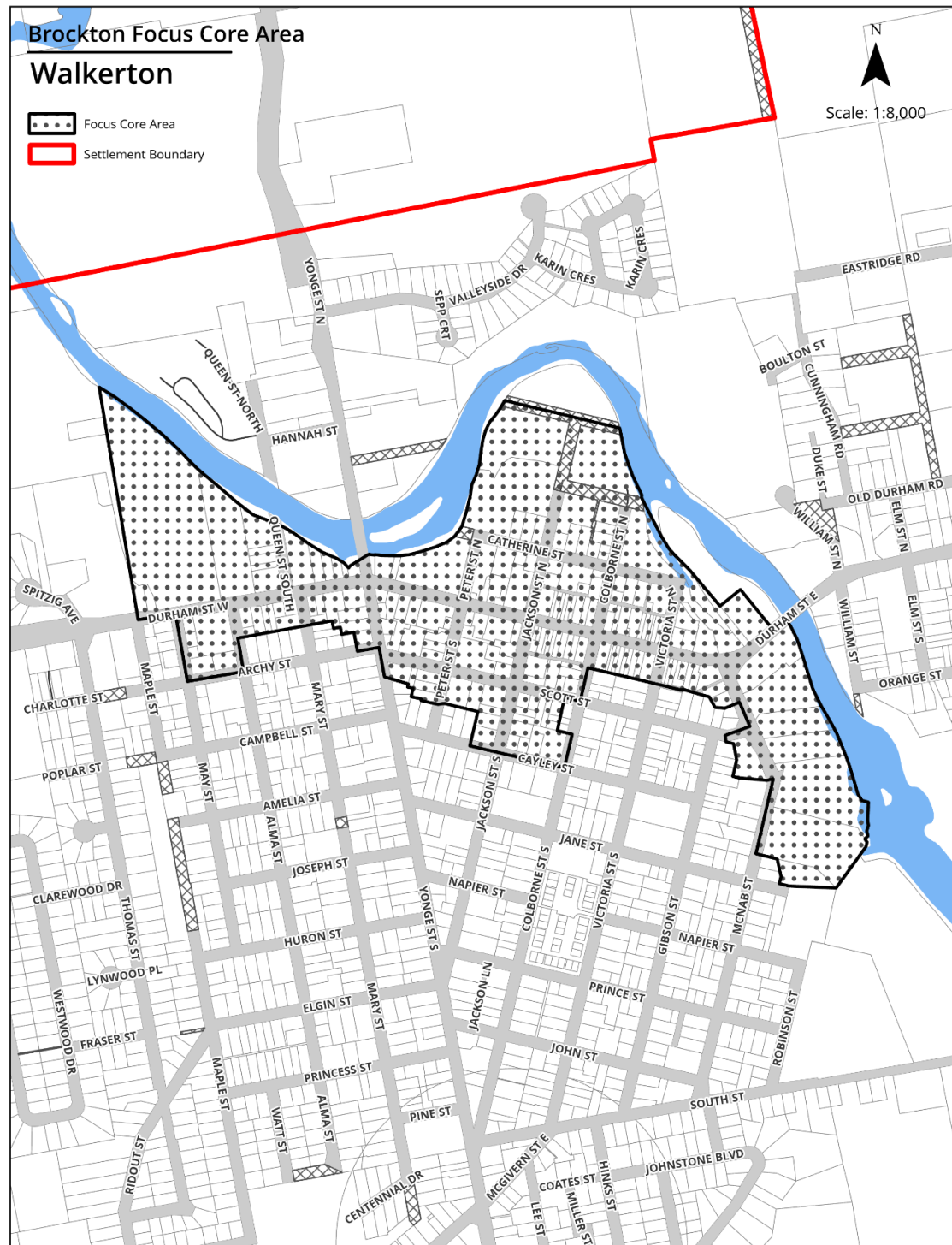
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Figure 2: Walkerton Focus Core Area



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Figure 3: Historic Downtown Walkerton Area

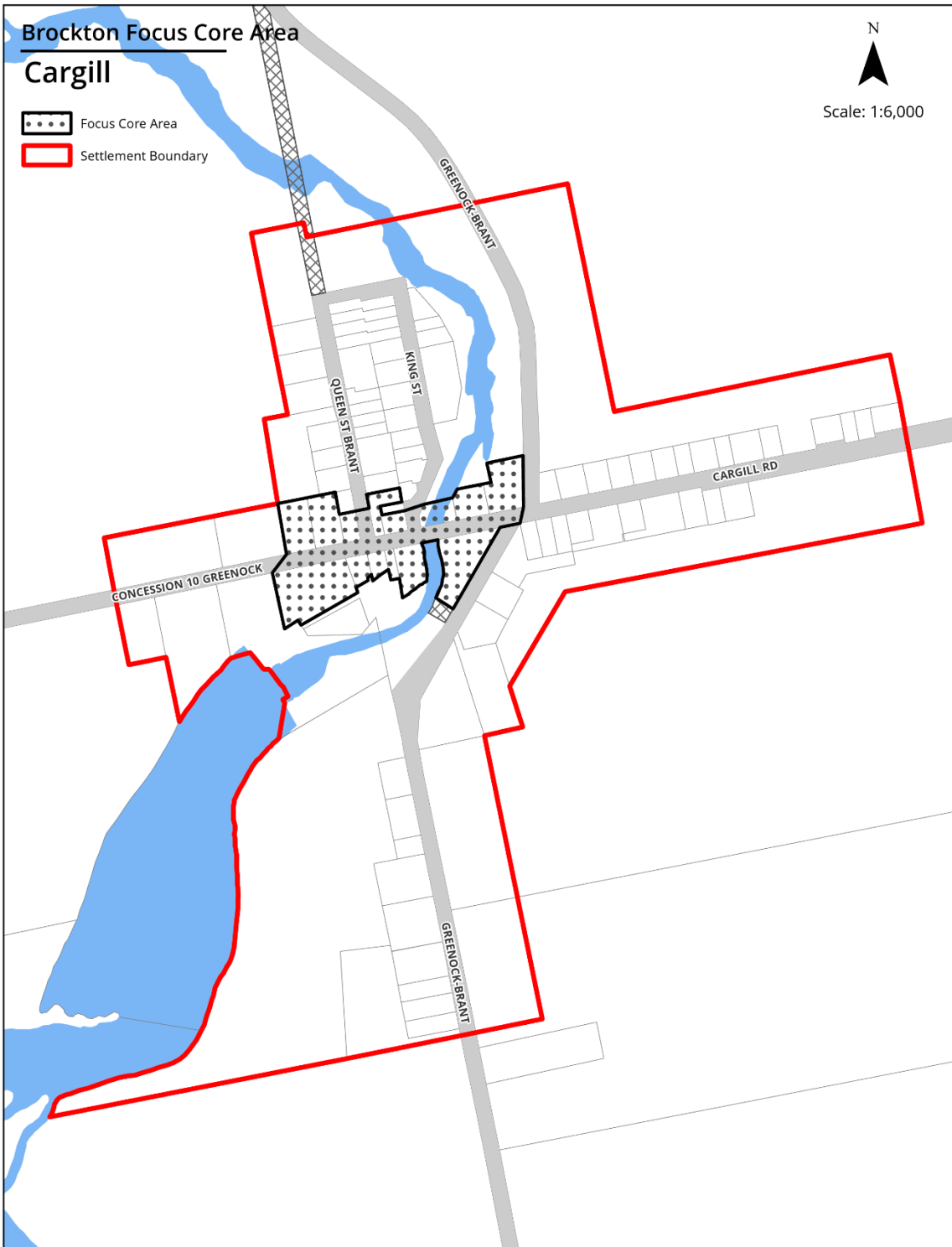


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*Note: the Historic Downtown Walkerton Area does not match the extent of the Historic Downtown area in the Official Plan. This is to allow additional properties within the vicinity of the Downtown to receive funding.

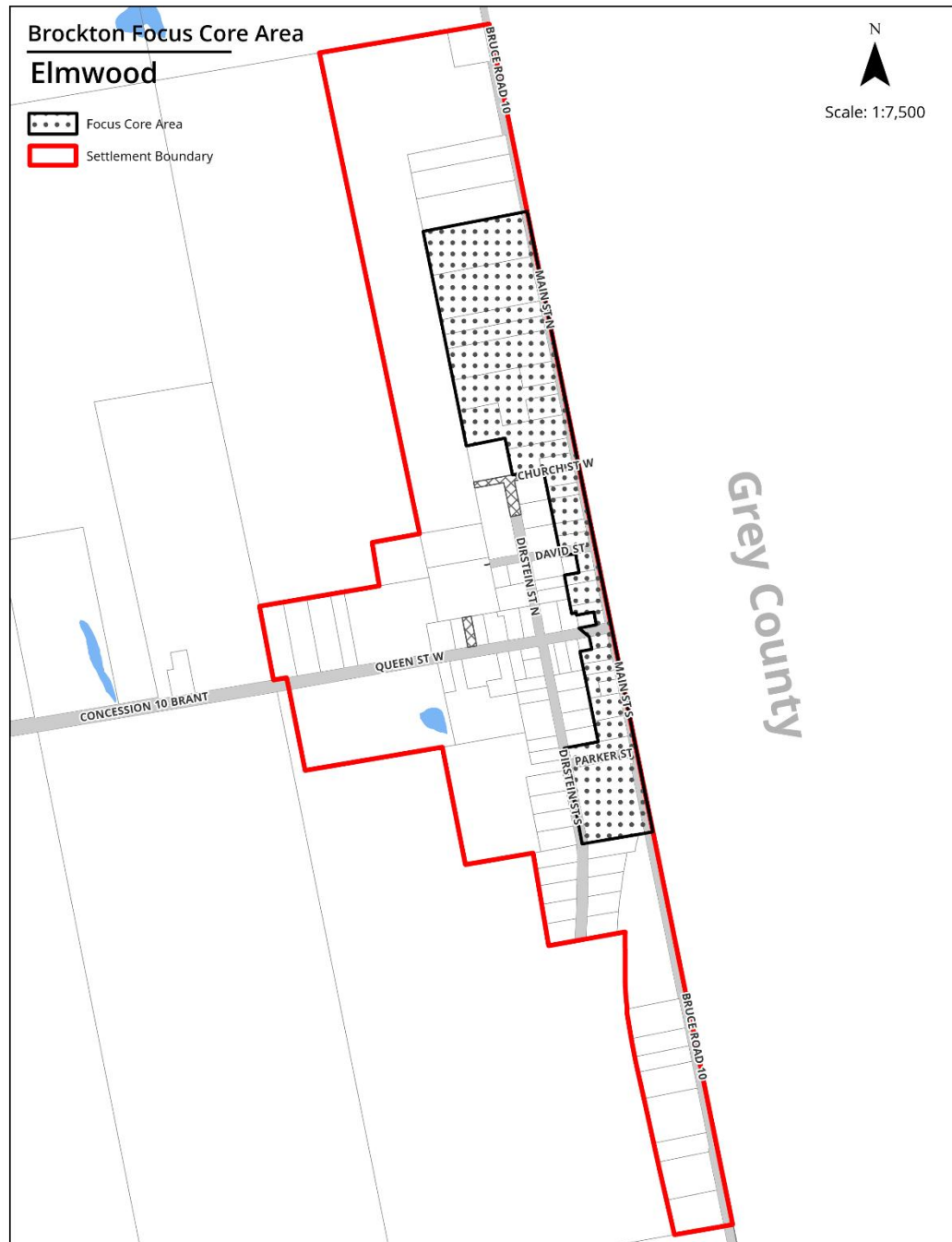
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Figure 4: Cargill Focus Core Area



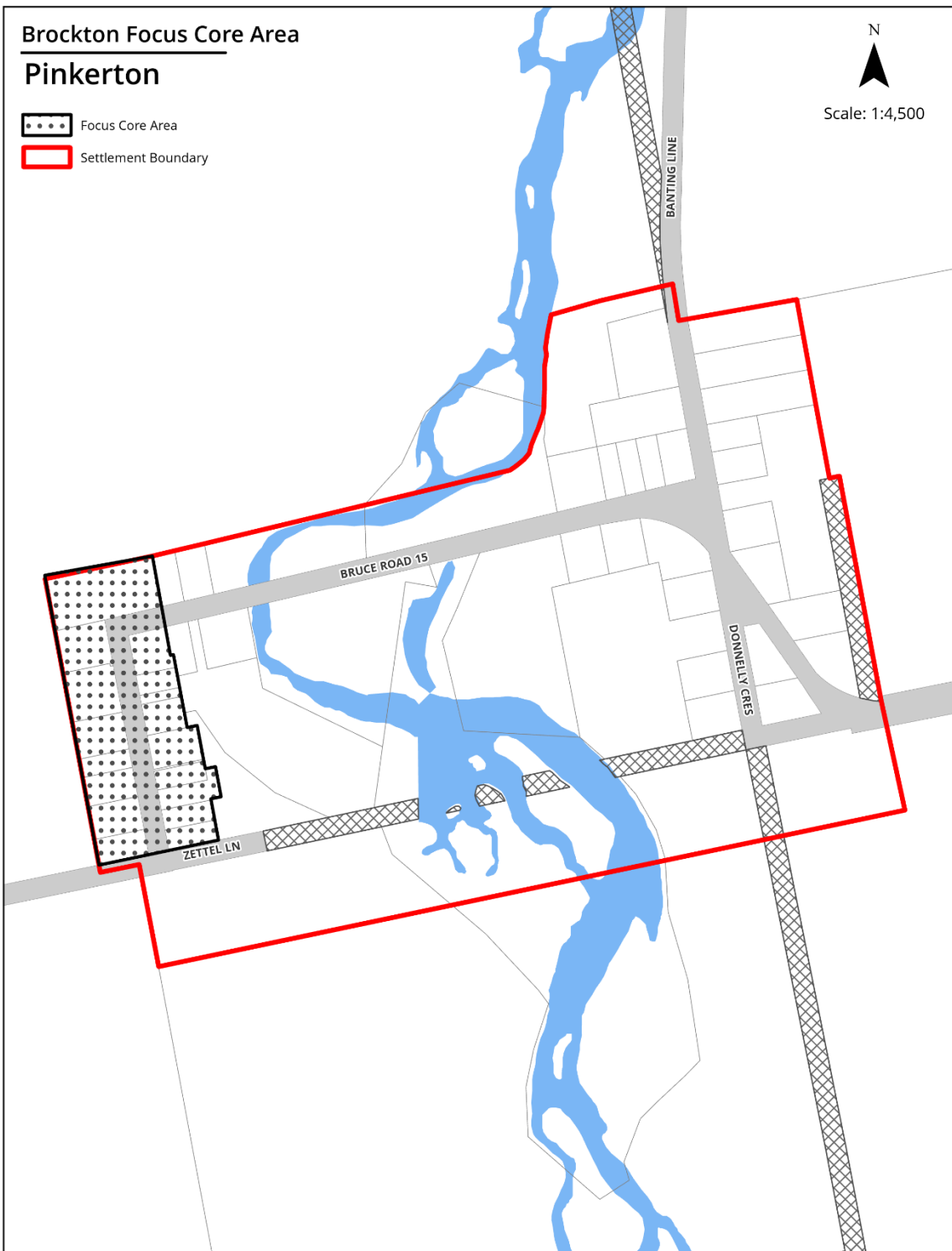
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Figure 5: Elmwood Focus Core Area



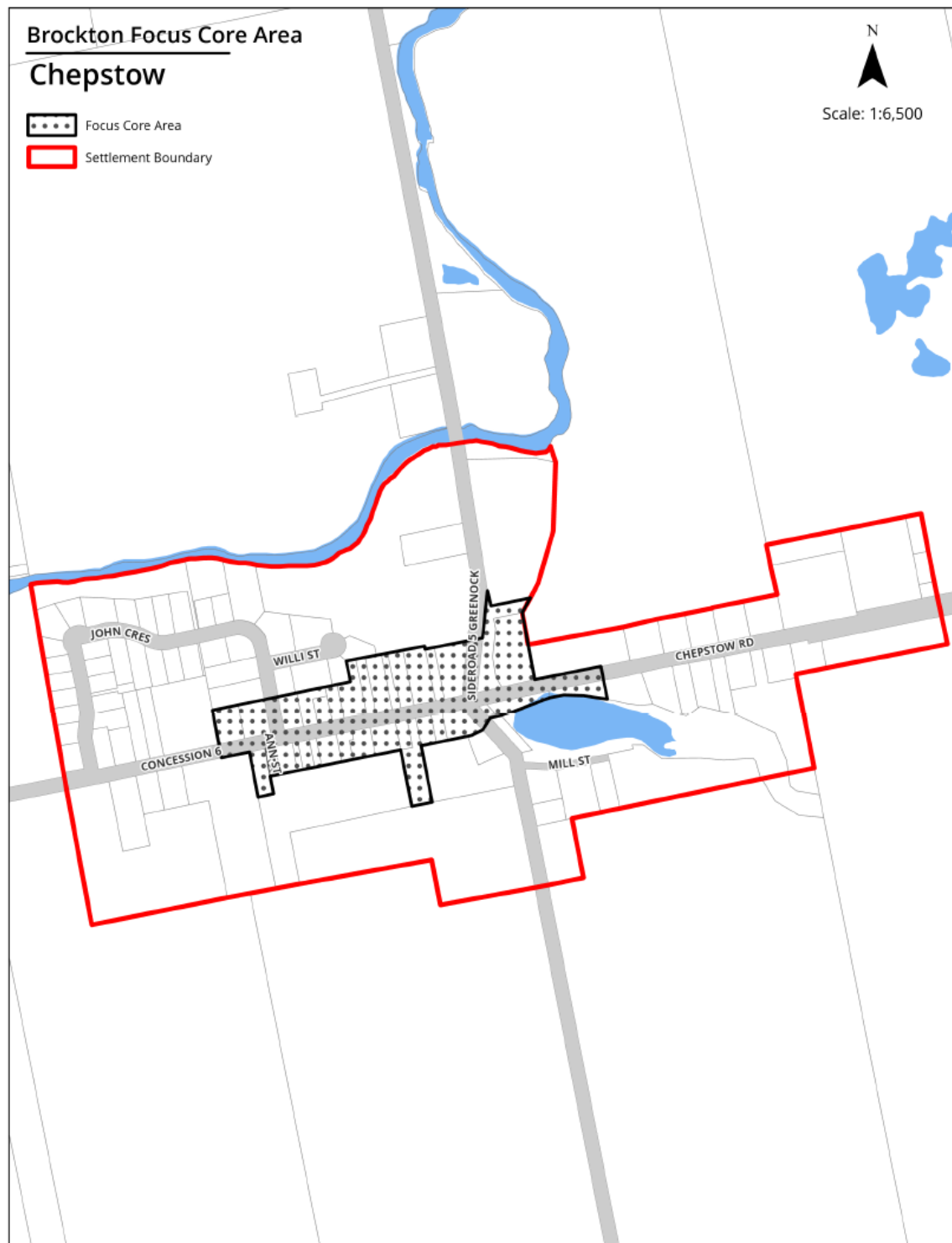
***Note:** the east side of the Grey-Bruce Line in Elmwood is not included in the CIPA as it is part of the Municipality of West Grey and not in Brockton.

Figure 6: Pinkerton Focus Core Area



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Figure 7: Chepstow Focus Core Area



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3.0 Community Improvement Plan Update

This 2025 CIP update outlines the financial incentives offered by application to eligible private landowners or commercial/retail tenants to assist them in improving their properties.

The Municipality of Brockton is updating its CIP to advance the implementation of HAF-funded initiatives related to increasing the availability of multi-unit, attainable and affordable housing. The overall goal is to increase variety and type of housing available in the Municipality to meet the needs of households of different sizes, ages and incomes.

3.1 General Eligibility Criteria

The following financial incentives are offered to eligible private landowners or commercial/retail tenants to assist them in improving their properties. Applications must conform to the following general eligibility criteria, and will be assessed by a panel convened by the Community Development Coordinator:

- a. Applications must be complete.
- b. Any application under the below-noted programs must be consistent with the Official Plan, CIP and any other design guidelines that may be implemented for the Brockton CIP Project Area. Priority will be given to those applications which most closely meet the program guidelines outlined in this plan.
- c. Any applicant to a CIP Program must be the registered owner of the property or an authorized agent. If a tenant wishes to apply, written permission from the building owner approving the work to be done is required.
- d. Eligible project costs must be actual cash outlay to third parties acting at arm's length, with original invoices or proofs of payment. Applicants will provide a minimum cash contribution to the project as outlined under Section 12. Financial Incentives, depending on the type of incentive that is implemented.
- e. The total of the financial incentive (grants, loans and tax assistance) shall not exceed the cost of improvements made to any buildings or lands.
- f. Financial incentives are not permitted to be retroactive, and only projects commencing following the approval of the project funding will be considered.
- g. Applicants must not be in default of any municipal taxes or local improvement charges.
- h. Applicants must comply with all provincial and local laws and regulations pertaining to licensing, permits, building code and zoning requirements. The Applicant is responsible for obtaining all building, sign and other required permits and must be in conformance with all applicable health and safety standards.
- i. A property is eligible for funding for only one project per year, from various funding streams. However, the Administrator 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.
- j. Projects using local materials and contractors are preferred.
- k. The applicant shall enter into an Agreement with the Municipality stipulating at a minimum:

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- i. Terms of the financial Agreement;
 - ii. Timetable for provision of Agreement and completion of the project;
 - iii. For affordable housing projects, that the units will remain affordable for a minimum of 25 years.
 - iv. An undertaking by the owner to satisfy all municipal and other relevant laws and requirements for the project.
- I. Benefits conveyed under the Agreement are to be repaid, together with any applicable costs and interest, if obligations under the Agreement are not carried out by the applicant/property owner

3.2 Financial Incentive Programs

Approach

Implementation of the financial incentives contained in the CIP is at the sole discretion of Council and is dependent on the availability of municipal funding. Where applicable, financial incentives can be provided to the various CIP programs in the following ways:

a. Grant Program

Where a project satisfies the relevant municipal guidelines, a grant to cover up to 50% of the eligible costs of the improvement to a maximum identified under each incentive program.

Eligible costs may include a portion of professional design fees, material, and labour necessary to complete the eligible work. Taxes are not included.

The grant would be payable after the applicant executes a Commitment Agreement with the municipality, construction is complete and has been inspected by the appropriate approval authority, and upon presentation of proof of accounts paid for the completed project. A maximum of one year is allowed for completion. The Agreement would specify eligible works and require no changes to work on the improvement for five years without municipal approval.

Programs

The following 10 incentive programs are designed to facilitate economic investment and encourage the development of multi-unit residential and affordable housing. These Programs are focused towards the municipality's capacities and typical to many communities similar to the Municipality of Brockton. These include:

1. Facade Improvement Grant
2. Signage Improvement Grant
3. Accessibility Improvement Grant
4. Environmental Stewardship and Energy Efficiency Program
5. Vacant and Underutilized Properties Conversion/Expansion Grant
6. Farm Gate Improvement Program
7. Tax Increment Equivalent Funding Program

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8. Surplus Lands Program
9. Landbanking Program
10. Affordable Housing Reserve Fund

As part of its annual budget, Council will determine the maximum allocation to be made available to these programs under this Community Improvement Plan for the current year.

3.2.1 Façade Improvement Grant

Purpose

To cover a portion of the project costs for exterior improvements to the public-facing facades of existing buildings in settlement areas of Brockton, such as historic downtown Walkerton, Chepstow, Elmwood, Cargill and Pinkerton. The program is intended to encourage the rehabilitation, repair and/ or improvement of buildings and facades on the part of property owners and tenants.

It is not a property maintenance program, and designs and materials used must be of high quality to enhance the character of the settlement areas.

Awnings and replacement awnings are permitted provided the colour and letter of the awning is in keeping with the architectural character of the commercial storefront façade and any applicable guidelines.

Eligible Costs

- Restoration or redesign of commercial building facades facing the public right-of-way
- Professional design fees
- Cleaning, painting, sandblasting and/or cladding of buildings
- Brick and masonry repair and/or cleaning
- Awnings, shutters, trim and other exterior accessories
- Replacement of windows and doors with energy-efficient and/or accessible alternatives
- Repair or installation of new architectural details to maintain heritage architecture
- Other improvements that include commercial building façade improvements that it the overall objectives of any applicable guidelines

Program Funding

- As part of its annual budget Council will determine the maximum allocation to be made available to this program under this Community Improvement Plan for the current year.
- The Municipality may offer a grant payment of up to 50% of eligible costs, or \$3,000, whichever is less, upon successful completion of a façade improvement project within the CIP area.

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- The Municipality may offer an interest-free loan to cover up to 50% of the eligible work, up to \$10,000, whichever is less, to assist with major façade improvement projects (worth a minimum of \$40,000).

Eligibility Criteria

- Applicants may be the registered owners, assessed owners and tenants of lands and buildings, and any person to whom such an owner or tenant has assigned the rights for the subject property;
- Municipal staff will review property tax records. Property owners who are in arrears of property taxes, local improvement charges or any other municipal accounts receivable on the subject property are not eligible to receive the grant;
- Outstanding work orders (building, ire, zoning, etc.) must be satisfied prior to grant approval;
- The program is open to owners of commercial and mixed-use properties;
- Municipal contributions will be issued only after the project is completed and inspected by Municipal staff, and original receipts for payment to third parties for the work completed are received from the applicant;
- Proposed works must comply with all applicable By-Laws, codes and guidelines;
- Any work commenced prior to the project receiving approval from the Municipality may be disqualified from receiving funding;
- Applicants must source goods and services locally, where possible.

3.2.2 Signage Improvement Grant

Purpose

To cover a portion of the project costs for exterior improvements to the public-facing signage of existing buildings in settlement areas of Brockton, such as historic downtown Walkerton, Chepstow, Elmwood, Cargill and Pinkerton. The program is intended to encourage the improvement and installation of pedestrian-scaled, attractive signage to buildings and facades on the part of property owners and tenants.

It is not a property maintenance program, and designs and materials used must be of high quality to enhance the character of the settlement areas. Perpendicular storefront signs are to be in keeping with the architectural character of a commercial storefront façade, are to enhance in accordance with any applicable guidelines and are not to detract from the building or any stated design direction.

Back lit illumination signs are not eligible for funding.

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Eligible Costs

- Restoration or redesign of commercial building signage facing the public right-of-way
- Professional design fees
- Façade signage upgrades/replacement
- Cleaning, painting, sandblasting and/or refinishing façade signage
- Facade illumination for signage
- Perpendicular signage
- Brick and masonry repair to accept signage bracket/fastenings

Program Funding

- As part of its annual budget Council will determine the maximum allocation to be made available to this program under this Community Improvement Plan for the current year.
- The Municipality may offer a grant payment of up to 50% of eligible costs, or \$1,500, whichever is less, upon successful completion of a façade improvement project within the CIP area.

Eligibility Criteria

- Applicants may be the registered owners, assessed owners and tenants of lands and buildings, and any person to whom such an owner or tenant has assigned the rights for the subject property;
- Municipal staff will review property tax records. Property owners who are in arrears of property taxes, local improvement charges or any other municipal accounts receivable on the subject property are not eligible to receive the grant;
- Outstanding work orders (building, fire, zoning, etc.) must be satisfied prior to grant approval;
- The program is open to owners of commercial and mixed-use properties;
- Municipal contributions will be issued only after the project is completed and inspected by Municipal staff, and original receipts for payment to third parties for the work completed are received from the applicant;
- Proposed works must comply with all applicable by-laws, codes and guidelines;
- Any work commenced prior to the project receiving approval from the Municipality may be disqualified from receiving funding;
- Applicants must source goods and services locally, where possible.

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3.2.3 Accessibility Improvement Grant

Purpose

To cover a portion of the costs of improving the experience and accessibility of properties within Brockton, to remove exterior and interior barriers to the public and comply with provincial accessibility laws and standards, with the aim of helping to make Brockton a community for people of all ages and abilities.

It is intended that any improvements considered under this program will meet or exceed the requirements of the Accessibility for Ontarians with Disabilities Act and the Ontario Building Code. Accessibility projects can include the installation of ramps, elevators, lifts, automatic door openers, or any other improvements that improve accessibility and remove barriers, as approved by the Municipality.

Designing for accessibility not only helps people with disabilities, it also improves access for others including seniors, families with young children, delivery drivers, and patrons.

Eligible Costs

- Installation of visual fire alarms (lights) in multi-unit buildings;
- Improvements to barrier-free accessibility such as ramps, power-door operators, elevator access, lever door handles, tactile walking strip indicators, and other devices;
- Upgrades to restrooms to make barrier-free;
- Fees for a professional audit to determine accessibility improvements;
- Other improvements, at the discretion of the plan administrator, to enhance the accessibility of a commercial and public building.

Program Funding

- As part of its annual budget Council will determine the maximum allocation to be made available to this program under this Community Improvement Plan for the current year.
- The Municipality may offer a grant payment of up to 50% of eligible costs, or \$2,000, whichever is less, upon successful completion of an accessibility improvement project within the CIP area.
- The Municipality may offer an interest-free loan to cover up to 50% of the eligible work, up to \$10,000, whichever is less, to assist with accessibility improvements.

Eligibility Criteria

- Applicants may be the registered owners, assessed owners and tenants of lands and buildings, and any person to whom such an owner or tenant has assigned the rights for the subject property;

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- Municipal staff will review property tax records. Property owners who are in arrears of property taxes, local improvement charges or any other municipal accounts receivable on the subject property are not eligible to receive the grant;
- Outstanding work orders (building, ire, zoning, etc.) must be satisfied prior to grant approval;
- The program is open to owners of commercial, mixed-use properties and affordable housing;
- Municipal contributions will be issued only after the project is completed and inspected by Municipal staff, and original receipts for payment to third parties for the work completed are received from the applicant;
- Proposed works must comply with all applicable By-Laws, codes and guidelines;
- Any work commenced prior to the project receiving approval from the Municipality may be disqualified from receiving funding; and,
- Applicants must source goods and services locally, where possible.

3.2.4 Environmental Stewardship and Energy Efficiency Program

Purpose

To assist commercial property owners with improving their energy efficiency and conservation measures, contributing to a more “green” economy in Brockton and reducing our carbon footprint.

Eligible Costs

- Construction of new green buildings that meet LEED (Leadership in Energy and Environmental Design) certification standards
- Retrofit of existing buildings for energy efficiency (i.e. replacement of doors, windows, insulation, heating, lighting fixtures, etc. with high efficiency models)
- Alternative energy generating sources, such as solar or wind devices
- Resource conservation fixtures such as low-flush toilets
- Green roof installation
- Rooftop solar panels
- Other renovations or improvements that meet the objectives of the program

Program Funding

- As part of its annual budget Council will determine the maximum allocation to be made available to this program under this Community Improvement Plan for the current year.
- The Municipality may offer a grant payment of up to 50% of eligible costs, or \$3,000, whichever is less, upon successful completion of an accessibility improvement project within the CIP area.

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Eligibility Criteria

- Applicants may be the registered owners, assessed owners and tenants of lands and buildings, and any person to whom such an owner or tenant has assigned the rights for the subject property;
- Municipal staff will review property tax records. Property owners who are in arrears of property taxes, local improvement charges or any other municipal accounts receivable on the subject property are not eligible to receive the grant;
- Outstanding work orders (building, fire, zoning, etc.) must be satisfied prior to grant approval;
- The program is open to owners of commercial and mixed-use properties;
- Municipal contributions will be issued only after the project is completed and inspected by Municipal staff, and original receipts for payment to third parties for the work completed are received from the applicant;
- Proposed works must comply with all applicable By-Laws, codes and guidelines;
- Any work commenced prior to the project receiving approval from the Municipality may be disqualified from receiving funding; and
- Applicants must source goods and services locally, where possible.

3.2.5 Vacant and Underutilized Properties Conversion/Expansion Grant

Purpose

To encourage the conversion and revitalization of vacant and/or underutilized commercial, industrial, or institutional buildings in Brockton to meet new community needs.

The program also aims to creatively repurpose and rejuvenate buildings of cultural or architectural significance (such as heritage churches, mills, inns, barns and schools), recognizing that they can serve new purposes to economically and socially benefit the community, by providing multi-unit housing, for example. As per the Housing Needs Assessment, Brockton currently has a shortage of 1 and 2 bedroom units. Redevelopment projects which increase the supply of smaller, more affordable units are encouraged.

Retail and commercial needs are evolving, and some business owners may require less space in a building, creating an opportunity for housing units or mixed uses in portions of the building left vacant, or already vacant in accordance with permitted zoning provisions.

Brockton is also committed to assisting the agricultural sector in exploring value-added opportunities with their vacant or underutilized buildings to boost farm income.

Eligible Costs

- Professional fees to study the feasibility of conversion to a new use

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- Conversion of a vacant or underutilized building in a settlement area to provide multiple housing units, or mixed uses such as housing and office or studio space
- Conversion of upper story space in a commercial property to residential units
- Conversion of ground floor commercial space to better suit new commercial and/or residential use (so long as at least 500 square feet remains commercial at the main building entrance)
- Professional services (e.g. architect, engineer) to assist with the project's design
- Conversion of a vacant or underused agricultural building to permit value-added activities, such as food processing or agri-tourism

Program Funding

- Grant of up to \$7,500 or 50%, whichever is less, upon project completion.
- Where the project is expected to result in a substantial increase in the property's value, tax increment equivalent funding (TIEF) may be considered.

Eligibility Criteria

- A pre-application meeting with the plan administrator and building department is required to review site plans or drawings to illustrate intended improvements and modifications being proposed;
- Applicants may be the registered owners, assessed owners and tenants of lands and buildings, and any person to whom such an owner or tenant has assigned the rights for the subject property;
- Municipal staff will review property tax records. Property owners who are in arrears of property taxes, local improvement charges or any other municipal accounts receivable on the subject property are not eligible to receive the grant;
- Outstanding work orders (building, fire, zoning, etc.) must be satisfied prior to grant approval;
- The program is open to owners of commercial, mixed-use, and institutional properties;
- Municipal contributions will be issued only after the project is completed and inspected by Municipal staff, and original receipts for payment to third parties for the work completed are received from the applicant;
- Proposed works must comply with all applicable By-Laws, codes and guidelines;
- Any work commenced prior to the project receiving approval from the Municipality may be disqualified from receiving funding; and,
- Applicants must source goods and services locally, where possible, as this grant is to assist businesses within the Municipality, directly and indirectly.

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3.2.6 Farm Gate Improvement Program

Purpose

To cover a portion of the project costs for exterior improvements to the public-facing “farm gate” retail facilities for existing and eligible farms in areas of Brockton. The program is intended to encourage the improvement and installation of produce stands and signage on the part of property owners and tenants. Brockton is committed to assisting the agricultural sector in exploring value-added opportunities with their farm gate opportunities to boost farm income.

It is not a property maintenance program, and designs and materials used must be of high quality to enhance the character of the agri-business sector.

Eligible Costs

- Restoration or redesign of commercial/retail agri-business facilities facing the public right-of-way
- Professional design fees
- Farm gate produce/retail stand upgrades/replacement
- Farm gate unit and associated agri-business signage
- Cleaning, painting, sandblasting and/or refinishing retail stands

Program Funding

- As part of its annual budget Council will determine the maximum allocation to be made available to this program under this Community Improvement Plan for the current year.
- The Municipality may offer a grant payment of up to 50% of eligible costs, or \$1,500, whichever is less, upon successful completion of a façade improvement project within the CIP area.

Eligibility Criteria

- Applicants may be the registered owners, assessed owners and tenants of lands and buildings, and any person to whom such an owner or tenant has assigned the rights for the subject property;
- Applicants must be agri- or farm-based businesses selling agri-products (grown or harvested within Brockton's Rural Area, not in a residential/urban neighbourhood);
- Municipal staff will review property tax records. Property owners who are in arrears of property taxes, local improvement charges or any other municipal accounts receivable on the subject property are not eligible to receive the grant;
- Outstanding work orders (building, fire, zoning, etc.) must be satisfied prior to grant approval;
- The program is open to owners of commercial and mixed-use properties;

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- Municipal contributions will be issued only after the project is completed and inspected by Municipal staff, and original receipts for payment to third parties for the work completed are received from the applicant;
- Proposed works must comply with all applicable by-laws, codes and guidelines;
- Any work commenced prior to the project receiving approval from the Municipality may be disqualified from receiving funding; and,
- Applicants must source goods and services locally, where possible.

3.2.7 Tax Increment Equivalent Funding Program

Program

The purpose of the Tax Increment Equivalent Funding (TIEF) program is to incentivize the development of medium and high density purpose-built rental units within the settlement areas by providing a yearly grant for a period of up to five (5) years. The TIEF uses the future property tax gains generated by a development to help finance the actual development through the provision of grants. The value of the grant provided is equal to the incremental increase in property assessment and municipal property tax resulting from the improvements.

Eligible Costs

An eligible project must result in an increase in the assessed value on the property involved by at least 25%.

1. The grant provided cannot exceed eligible costs, which may include:
 - a. Development of a mixed-use building or multi-unit residential building that results in a minimum of eleven (11) new dwelling units;
 - b. Development of an affordable or attainable residential building.

Program Funding

The grant is provided to the owner (registered or assessed), tenant or assigned third party, after the taxes have been paid in full. The grants will only be provided after the improvements to the property are complete and after the reassessment of the property by Municipal Property Assessment Corporation (MPAC) has demonstrated an increase in the assessed value of the property. The pre- and post-improvement assessment and tax values will be used to calculate the incremental increase in municipal property tax revenue and the total value of the grant. The total payment shall not exceed the cost of redevelopment. The annual grant will be equal to a percentage of the tax increment paid for the Municipality's portion on the property taxes, in decreasing percentages of the increment as follows:

- Year 1 – 90% of tax increment (pro-rated)
- Year 2 – 70% of tax increment

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- Year 3 – 60% of tax increment
- Year 4 – 40% of tax increment
- Year 5 – 20% of tax increment.

Eligibility Criteria

- Applicants may be the registered owners or assessed owners and, and any person to whom such an owner or tenant has assigned the rights for the subject property.
- A minimum of eleven (11) dwelling units must be developed for market multi-unit or mixed use housing projects to be eligible for funding. Projects which increase the supply of smaller and more affordable 1 and 2 bedroom units are encouraged.
- Municipal staff will review property tax records. Property owners who are in arrears of property taxes, local improvement charges or any other municipal accounts receivable on the subject property are not eligible to receive the grant.
- An eligible applicant shall ensure that a post-improvement assessment of the property is undertaken. Using the post-improvement assessment, Municipal staff shall determine the difference between the amount of municipal taxes prior to the development or redevelopment and the amount of municipal taxes to be paid after completion of the associated works. Subsequent increases in assessed value or increases to the mill rate are not eligible to be used to determine the grant or loan value.
- Outstanding work orders (building, fire, zoning, etc.) must be satisfied prior to grant approval.
- Municipal contributions will be issued only after the project is completed and inspected by Municipal staff, and original receipts for payment to third parties for the work completed are received from the applicant.
- Proposed works must comply with all applicable By-Laws, codes and guidelines.
- Any work commenced prior to the project receiving approval from the Municipality may be disqualified from receiving .
- An annual grant shall not be issued until all property taxes owing for each year are fully paid. If a property tax installment is missed or payment is late, the Municipality reserves the right, without notice and at its own discretion, to terminate all future grant payments.

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3.2.8 Surplus Lands Program

Purpose

To identify municipally owned lands that are declared surplus to the needs of the Municipality and will be subsequently offered through a request for expressions of interest (RFEI) process to meet the objectives of this plan. Affordable housing projects will be given a top priority.

Eligible Costs

- Not applicable.

Program Funding

- This will be determined on a site by site basis through the RFEI process. Land may be offered at a reduced cost or potentially no cost as per Council approval.

Eligibility Criteria

- Specific criteria to be determined through the RFEI process.
- Proposals submitted will be assessed based on the criteria identified in the RFEI

3.2.9 Landbanking Program

Purpose

At Council's discretion, this policy permits Council to acquire, sell, lease or prepare and dispose of municipal land at or below fair market value for the provision of affordable housing or other Municipal Capital Facilities per Section 110 of the Municipal Act.

Eligible Costs

- Not applicable.

Program Funding

This will be determined on a site by site basis.

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3.2.10 Affordable Housing Reserve Fund

Purpose

Council may choose to dedicate (10%) of post-development tax uplift revenues from the Tax Increment Equivalent Fund (TIEF) program to an affordable housing reserve. This fund is intended to cover additional costs associated with affordable housing projects which are not accounted for by other programs within the CIP including infrastructure upgrades.

An affordable housing project which wishes to receive funding under this program must submit their request to Municipal staff. The request will be presented to Council who will issue the final decision on whether a project receives funding. A property may only receive funding from the Affordable Housing Reserve once every 20 years.

Eligible Costs

To be determined on a case-by-case basis.

Program Funding

This will be determined on a site by site basis based on the availability of funds. At no time will an applicant be permitted to receive more than 80% of the total reserve funds.

3.3 Community Improvement Plan Budget

The grant and loan programs described in Section 3.0 of this Plan are funded by the Municipality of Brockton with current and/or potential funding from OMAFA's Rural Ontario Development (ROD; previously Rural Economic Development) program, Ministry of Tourism and Culture, Healthy Communities initiatives, or similar. As applicable, other additional funds may be available through other programs, such as Bruce County's Spruce the Bruce program.

These programs assist with the costs of projects that use the power of partnerships to create change. Generally, the goal of these programs is to breathe new life into rural communities, make more opportunities to develop skills, increase housing supply and improve access to healthful lifestyles.

The programs are funded by municipal budget allocations, reviewed annually on an as-required basis and may be subject to fund replenishment through repayment of the loan portion of the loan and grant program(s).

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3.4 Timeframe, Amendments and Participation

3.4.1 Timeframe

The revised CIP shall remain in effect for ten (10) years following its adoption by Council. Programs and incentives offered under the CIP may vary from year to year at the discretion of Council, based on recommendations from Municipal staff. It is recommended that it is reviewed at the 5-year mark.

3.4.2 Amendments

Amendments to the CIP would not normally be required if a municipality is discontinuing or cancelling a program; or, if funding to a program is decreased. Decisions respecting funding allocations to CIP programs are typically part of the annual Council budget process. However, amendments to the CIP may be required for a change or expansion in the geographic area to which financial or land programs outlined in a CIP apply; or, a change in the eligibility criteria (i.e. addition of new municipal assistance programs involving grants, loans, tax assistance or land; or, an increase to a financial incentive to be offered within a municipal CIP program). Such amendments require pre- consultation with the Ministry of Municipal Affairs and Housing in order to assess additional liability which may be incurred by the Municipality.

3.4.3 Participation

In order to carry out the Community Improvement Goals and Actions of this Plan, the Municipality may participate and coordinate grants or loans with other levels of government pursuant to Section 28(7.2) of the Planning Act, R.S.O. 1990 for the purpose of carrying out a community improvement plan.

3.5 Implementation

3.5.1 Authority

This Community Improvement Plan will be implemented through the provisions of Section 28 of the Planning Act, Section 365.1 of the Municipal Act 2001 and Section 4.3.1 of the Walkerton Community Official Plan as outlined in Section 1.4 of this document.

Council of the Municipality of Brockton passed By-Law 62-11 being a By-Law to designate the Community Improvement Plan Area respecting the redevelopment, revitalization, prosperity and beautification of its communities.

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3.5.2 Delegation

The overall implementation of the grant and loan programs, including liaison with the Ministry of Municipal Affairs and Housing, shall be the responsibility of Community Development Coordinator for the Municipality of Brockton.

3.5.3 Administration

The grant and/or loan programs in this CIP will be administered through Brockton Council, through an established committee overseen by the Community Development Coordinator.

The grant and/or loan programs will be administered on a first come, first served basis to the limit of the available funding in accordance with any administrative rules governing this and other grant or loan programs. The Municipality's Community Improvement Plan will be reviewed by the Community Development Coordinator every six (6) months to one (1) year.

3.6 Monitoring

Program monitoring shall occur on an annual basis to determine all of the following:

- a. Established targets from program uptake are being met
- b. Desired outcomes are being achieved
- c. Program participants are completing their commitments
- d. Overall benefits of the program

3.7 Marketing

3.7.1 Primary Objective

A successful CIP requires the host Municipality to initiate and deliver actions, improvements, and outreach to the public. Effective communication is required to attract, deliver, and perpetuate incentive program participation and activity within the CIPA. Without communication, Municipality lead action, or improvements, CIP's often have limited participation from the public. The intent of this marketing section is to provide guidance on how the Municipality can continue its outreach and advertising. The Municipality will allocate an annual budget that supports:

- Outreach that provides information about available programs, guidelines, application forms and Municipal assistance.
- Promotion of the available programs, including programs with limited applications or activity.
- Information distribution to property and business owners and the public about the Municipality's planned improvements to the public space.

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- Publication of success stories within the CIPA and how people have used the available programs.

3.7.2 Marketing Tools

The marketing campaign for the CIP needs to include print and multi-media formats. Various marketing formats are necessary to capture a diverse range of generations and users. The tools used for marketing must ensure the information is easily accessible, clear, and consistent.

Marketing tools can include:

- The municipal website where the public can find basic information; how to apply, application forms, and program information. It is key that information is easy to find on the website and in a clear location. A direct link from the municipal website home page could be provided at minimum for the first year of the CIP.
- Print information, brochures, and handouts that outline the basic information, how to apply, and program information. Print information can be sent out with other annual municipal publications to properties within the CIPA.
- An initial publication mail out that outlines the CIP and how people are able to use the incentive programs.
- Profile highlights and media releases that outline success stories that use the incentive programs. This can be posted online, included in program brochures, or newsletters.
- Educational sessions, workshops and seminars, outlining the process. Input from successful applications would be beneficial from other applicants.

4.0 Interpretation

4.1 Community Improvement Plan Foundation

All sections, figures, appendices, with the exception of Appendix D, of this document shall form the CIP for the Municipality of Brockton.

4.2 Community Improvement Plan Amendments

Changes to the Community Improvement Project Areas (CIPA) or addition or increase in grant or loan programs, shall require an amendment to this plan. The deletion of a program does not require an amendment to the CIP. This plan has been prepared in accordance with and shall be deemed to conform to the Brockton Community Official Plan.

4.3 Community Improvement Plan Title

This plan shall be referred as the “Community Improvement Plan Update for the Municipality of Brockton”. At such time as other CIP's are prepared for this or other areas, this title may be modified for clarification purposes without requiring amendment to this plan.

4.4 Definitions

“Affordable Housing” can consist of ownership or rental housing options:

- 1) For a rental housing unit to be considered affordable, it must satisfy the following:
 - a) The rent is no greater than the lesser of,
 - (1) the income-based affordable rent for the residential unit set out in the Affordable Residential Units bulletin, as identified by the Minister of Municipal Affairs and Housing and
 - (2) the average market rent identified for the residential unit set out in the Affordable Residential Units bulletin.
 - b) The tenant is dealing at arm’s length with the landlord.
- 2) For housing units that are not intended for use as a rented residential premise and are intended to be owned, to be classified as affordable housing it must satisfy the following:
 - a) The price of the residential unit is no greater than the lesser of,
 - (1) the income-based affordable purchase price for the residential unit set out in the Affordable Residential Units bulletin, as identified by the Minister of Municipal Affairs and Housing and
 - (2) 90 per cent of the average purchase price identified for the residential unit set out in the Affordable Residential Units bulletin.
 - b) The residential unit is sold to a person who is dealing at arm’s length with the seller.

“Commercial” means any property or building that is engaged in commerce, involved in work that is intended for the mass market, or used for the sale or production of goods.

“Community Improvement Plan” means a plan for the community improvement of a community improvement project area.

“Community Improvement Project Area” means a municipality or an area within municipality, the community improvement of which, in the opinion of Council, is desirable because of age, dilapidation, overcrowding, faulty arrangement, unsuitability of buildings or for any other environmental, social or community economic development reason. Facade, signage, and brownfield improvements are limited to the Community Improvement Project Area.

“Market housing” means housing that has no rent or sale price restrictions. A landlord or property owner is free to attempt to rent or sell the unit at whatever price the local market might allow.

“Medium Density Residential” includes tri-plexes, four-plexes, townhouses, low profile apartments of no more than three (3) storeys, and converted dwellings of three or more units.”

“High density residential” includes apartment buildings with a maximum ‘net density’ of 95 units per net hectare (20 39 units per net acre) and a maximum height of five storeys above grade.

“Improvement” means a reconstruction, rehabilitation, enhancement of the façade or signage, addition, or other improvement of a structure.

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"Qualified Person" is an individual who meets the qualifications prescribed in Ontario Regulation 153/04 as amended from the Planning Act.

"Redevelopment" means either the demolition of existing buildings unit for occupancy and replacement with new buildings, or the restoration of buildings or properties.

"Rehabilitation" means any efforts that result in the productive reuse of lands and/or buildings within the Community Improvement Project Area.

"Official Plan" means a comprehensive long range plan for land use which guides growth and land use change in a municipality.

"Proponent" means the owner or their heirs, successors or assignees of a property located in the Community Improvement Project Area.

"Tax Increment" refers to the increase in taxes, or tax increment and is calculated by subtracting the municipal portion of property taxes before reassessment from the municipal portion of property taxes after reassessment. A municipality may provide any proportion of the increment for any length of time their council deems is appropriate. The tax increment does not include any increases/decrease in municipal taxes due to a general tax rate increase/decrease, or a change in assessment for any other reason.

5.0 Spruce the Bruce Community Development Program

Also available to many of Brockton's eligible private landowners or commercial/retail tenants is the Bruce County's 'Spruce the Bruce Community Development Program'. This program also helps to build healthy and vibrant communities by offering resources to maintain and grow commercial areas and public experiences.

Private landowners and commercial/retail tenants are encouraged to apply to the County's Spruce the Bruce Community Development Program, in addition to the grants available under the Brockton CIP. This is a separate application process that is reviewed and approved by County staff.

The Spruce the Bruce Program offers the following programs:

1. For Businesses:

- a. Façade Building Improvement Grant: provides funding for business and property owners to update and improve the exterior façade of their downtown commercial building.
- b. Fascia Signage Grant: provides funding for business and property owners to install a new and updated facade (flat/fascia sign) on the exterior of the downtown commercial building.
- c. Perpendicular Signage Grant: provides funding for business and property owners to install a new perpendicular (blade / projecting) sign on the exterior of the downtown commercial building.
- d. Awning Grant: provides funding for business and property owners to install an awning on the exterior of the downtown commercial building.
- e. Patio Installation Grant: provides funding for business and property owners to install or expand an outdoor patio for their guests and visitors to enjoy food and beverage on.
- f. Community Marketing Grant: provides funding for businesses or municipalities, not-for-profits or charities with a focus or mandate to service visitors to collaboratively develop a package itinerary or marketing campaign that stimulates the local downtown economy.
- g. Agri-Food Innovation Grant: provides funding for agricultural operators to improve or implement new value-added and innovative technologies, software, and hardware.

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- h. Business Accessibility Adaptability Grant: provides funding for business and property owners to upgrade or renovate the exterior or interior of their commercial building to remove or reduce barriers for people with disabilities.
 - i. Product and Experience Development Grant: provides funding for tourism business and property owners of tourism establishments to improve the visitor experience by making upgrades and enhancements to their products, services, and physical location.
 - j. Residential Improvement Grant: provides funding for business and property owners to upgrade or renovate their mixed-use (commercial-residential) building to add new residential units or increase occupancy in existing units for long-term rental use.
2. For Community Partners:
- a. Streetscape Beautification Grant: provides funding to install or improve streetscape improvements in the downtown core.
 - b. Community Signage Grant: provides funding for not-for-profits with a focus or mandate to service visitors, to install signage that improves the visitor experience.
 - c. Destination Infrastructure and Active Transportation Grant: provides funding to install or enhance infrastructure or make capital improvements that improve the quality of core visitor attractions or active transportation areas.

Note: the Community Marketing Grant referred to in Section 1 is also available to community partners.

Please refer to the Spruce the Bruce Community Development Program for eligibility criteria and further details: <https://www.brucecounty.on.ca/business/business-supports/spruce-the-bruce>.

Please note that this list is not exhaustive and programs may be removed or added by the County from time to time. Please refer to the Spruce the Bruce Community Development Program for the most up to date program information.

Appendices

"The following will be added to the CIP upon adoption by Municipality of Brockton Council."

- A. Community Open House Newspaper Advertisement Notices
- B. The Corporation of the Municipality of Brockton By-Law 2014-057
- C. The Corporation of the Municipality of Brockton By-law 2014-058
- D. The Corporation of the Municipality of Brockton By-law XXXX