



HALTON HILLS

Comprehensive Community Improvement Plan

March 2010
August 2018 Consolidation



Table of Contents

1.0	Introduction.....	1
1.1	Overview	1
1.2	Legislative Authority	1
1.3	Enabling Official Plan Policies.....	3
1.4	Basis of the CIP	3
2.0	Rationale and Purpose.....	5
2.1	Summary of the Critical Needs	5
2.2	Purpose of the CIP.....	6
2.3	Goals of the CIP	6
3.0	Community Improvement Project Area	9
3.1	Designated CIPA.....	9
3.2	CIPA Sub-Areas.....	9
4.0	Municipal Leadership Programs	11
4.1	Purpose.....	11
4.2	Programs that Apply to all Community Improvement Project Sub-Areas.....	11
4.3	Georgetown Community Node (Guelph Street) Sub-Area	13
4.4	Downtown Georgetown Sub-Area.....	14
4.5	Downtown Acton Sub-Area	18
4.6	GO Station Lands, South Acton (Beardmore) and Other Brownfield Sites Sub-Areas	23
4.7	Agricultural/Rural Sub-Area	24
4.8	Georgetown and Acton Industrial Park Sub-Areas	26
5.0	Financial Incentive Programs.....	29
5.1	Summary of Incentive Programs.....	29
5.2	General Program Requirements	40
5.3	Georgetown Community Node (Guelph Street) Sub-Area	42
5.4	Downtown Georgetown Sub-Area.....	47
5.5	Downtown Acton Sub-Area	51
5.6	Other Properties	57
	A.5.6 Urban Georgetown.....	57
	B. 5.6 Urban Acton	59
5.7	Brownfield Sub-Areas	62
	A. 5.7 GO Station Lands Sub-Area	63

- B. 5.7 South Acton (Beardmore) Sub-Area74
- C. 5.7 Other Brownfield Sites Sub-Area85
- 5.8 Agricultural/Rural Sub-Area95
- 5.9 Georgetown and Acton Industrial Park Sub-Areas98

- 6.0 Monitoring Program99**
 - 6.1 Purpose.....99
 - 6.2 Description99
 - 6.3 Program Adjustments.....103

- 7.0 Marketing Strategy104**
 - 7.1 Purpose.....104
 - 7.2 Target Audience.....104
 - 7.3 Tools106
 - 7.4 Key Messages.....107
 - 7.5 Timing107

- 8.0 Implementation108**
 - 8.1 Glossary of Terms.....108
 - 8.2 Interpretation110
 - 8.3 Timing110
 - 8.4 Administration of the Municipal Leadership Programs.....110
 - 8.5 Administration of the Financial Incentive Programs110
 - 8.6 Financial Management of the Incentive Programs.....111

- 9.0 Conclusion112**

Appendix A: Designated Community Improvement Project Area

Appendix B: Community Improvement Project Sub-Areas

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1.0 Introduction

This Section does not constitute an operative part of the Community Improvement Plan.

1.1 Overview

The Town of Halton Hills Comprehensive Community Improvement Plan (CIP) establishes a collection of municipal planning tools that are intended to encourage development or redevelopment, construction, reconstruction and rehabilitation. It is a framework that guides community improvement comprehensively throughout a large geographic area in order to proactively plan for broad economic and community renewal and revitalization. It does so by identifying a range of area-specific Municipal Leadership Programs and Financial Incentive Programs that are intended to address a range of environmental, social, and community economic development issues observed in multiple key urban and rural areas in Halton Hills.

The Comprehensive CIP is organized in the following Sections:

- This Section provides a summary of the legislative powers and municipal Official Plan policies that enable the municipality to enact community improvement tools;
- Section 2.0 recaps the background and rationale to the CIP. It summarizes the critical needs of multiple areas of the Town and presents a comprehensive set of CIP goals;
- Section 3.0 introduces the Community Improvement Project Area and the multiple Sub-Areas where the various tools of this CIP may be used;
- Section 4.0 presents the details of a range of Municipal Leadership Programs that may be implemented by the Town;
- Section 5.0 presents the details of the range of Financial Incentive Programs that may be available to multiple areas of the Town over the long-term implementation of the CIP;
- Sections 6.0 and 7.0 respectively recommend a monitoring and marketing strategy for the CIP and its tools; and
- Section 8.0 guides the implementation of the Town's Comprehensive CIP tools, and is accompanied by a "Technical Appendix" that will assist the Town and applicants with implementation procedures.

MMM Group Limited and RCI Consulting were retained by the Town to prepare this Comprehensive CIP and supporting documents, including the May 2008 Discussion Paper and the June 2009 CIP Strategy. These supporting documents should be referred to for the basis of and background to this CIP.

1.2 Legislative Authority

A full discussion of the legislative authority and policy context for community improvement in Halton Hills is provided in the supporting Discussion Paper and Community Improvement Strategy. Sections 1.2 and 1.3 of this CIP highlight some of the key points of discussion, which will assist applicants in understanding the foundation for community improvement in Halton Hills.

Legislative Authority:

Section 106(1) and (2), and Section 106(3) of the *Municipal Act*, 2001, and Section 28 of the *Planning Act* allows municipalities to prepare community improvement plans.

Community Improvement defined:

Section 28(1) of the *Planning Act* defines community improvement as “the planning or replanning, design or redesign, resubdivision, clearance, development or redevelopment, construction, reconstruction and rehabilitation, improvement of energy efficiency, or any of them, of a community improvement project area, and the provision of such residential, commercial, industrial, public, recreational, institutional, religious, charitable or other uses, buildings, structures, works, improvements or facilities, or spaces therefore, as may be appropriate or necessary”.

Community Improvement Project Area:

Section 28 of the *Planning Act* establishes and defines the term “community improvement project area” as “a municipality or an area within a municipality, the community improvement of which in the opinion of the council is desirable because of age, dilapidation, overcrowding, faulty arrangement, unsuitability of buildings or for any other environmental, social or community economic development reason” (S. 28(1)). Section 28(2) states that the Town may, by by-law, designate all or part of the Town as a community improvement project area.

Community Improvement Plans:

Once a community improvement project area has been designated, a community improvement plan can be prepared for that area (Section 28(4) of the *Planning Act*). The Town may use a community improvement plan to:

- Acquire, hold, clear, grade or otherwise prepare land (Section 28(3));
- Construct, repair, rehabilitate or improve buildings on land acquired or held by the municipality (Section 28(6));
- Sell, lease or dispose of any land and buildings acquired or held by the municipality (Section 28(6)); and
- Make grants or loans to owners and tenants of land and buildings within the community improvement project area to help them pay for the cost of rehabilitating their lands or buildings (Section 28(7)).

Eligible costs are those related to environmental site assessment, environmental remediation, development, redevelopment, construction and reconstruction of lands and buildings for rehabilitation purposes or for the provision of energy efficient uses, buildings, structures, works, improvements or facilities. (Section 28 (7.1)).

Brownfields Legislation:

Section 365.1(2) and (3) of the *Municipal Act*, 2001 operates within the framework of Section 28 of the *Planning Act*. This legislation allows municipalities with an approved *community improvement plan* in place to pass a by-law providing tax assistance to an eligible property in the form of a deferral or cancellation of part or all of the taxes levied on that property for municipal and education purposes. In order to provide municipal tax assistance, the municipality’s community improvement plan must contain appropriate enabling provisions. Municipalities may also apply to the Minister of Finance to provide matching education property tax assistance through the Brownfields Financial Tax Incentive Program (BFTIP) under this legislation.

1.3 Enabling Official Plan Policies

Community Improvement policies are provided in Section G7 of the Town of Halton Hills Official Plan. Section G7.1 notes that Community Improvement Areas may be established by Council and designated by by-law in accordance with the provisions of the *Planning Act*. A Community Improvement Project Area may be established to respond to areas in Halton Hills that exhibit:

- land use conflicts or incompatibility;
- need for building maintenance, repair or rehabilitation;
- deficiencies in the sanitary sewer, water, stormwater systems, road networks;
- lack of appropriate parkland or other recreational facilities in the area;
- potential to achieve economic growth as a result of building improvement, repair and/or replacement;
- a number of environmental problems, screening, buffering or landscaping deficiencies; or
- protection/enhancement of cultural heritage resources.

On the basis of the criteria set out in Section G7.1 of the Official Plan, four community improvement project areas have been established, including:

- Acton Downtown Area, as shown in Schedule A7 of the Official Plan;
- Georgetown Downtown Area, as shown on Schedule A4 of the Official Plan;
- Community Node, as shown on Schedule A5 of the Official Plan; and
- The lands subject to Section D4 (South Acton Special Study Area), as shown on Schedule A6 of the Official Plan.

The Town's Official Plan will have to be amended to reflect the established Community Improvement Project Area and Community Improvement Project Sub-Areas that are part of this CIP.

The Halton Hills Community Improvement Strategy and the Halton Hills Community Improvement Plan have been prepared in accordance with the policy context outlined above and the legislative authority described in Section 1.2.

1.4 Basis of the CIP

The Town's Comprehensive CIP is based on work completed over Phase One and Phase Two of the Town's Community Improvement Strategy. Key tasks, reports, and consultation activities undertaken include:

- The May 2008 Community Improvement Discussion Paper, which explored options available to the Town in addition to the specific critical needs observed in multiple areas of Halton Hills;
- Consultation with Town Council and a Stakeholder Advisory Committee on the findings of the Discussion Paper in May and June of 2008;
- Input from the public at a preliminary Open House in June 2008;
- Additional consultation with Town Council, the Town's Economic Development Committee and a Stakeholder Advisory Committee on the preparation of the Strategy Document during late 2008 and early 2009;

- The July 2009 Strategy Document, which recommended that a comprehensive approach to community improvement be taken by the municipality and identified a wide range of Municipal Leadership and Financial Incentive Programs that could be implemented in response to the multiple area-specific critical needs;
- Consultation with Town Council, Economic Development Committee and a Stakeholder Advisory Committee on the draft details of the Community Improvement Plan in November and December of 2009;
- Input from the public that was obtained at a second Open House in February 2010;
- Input from the public that was obtained at the Statutory Public Meeting in late-February 2010; and
- On-going direction and technical input from Town staff.

2.0 Rationale and Purpose

2.1 Summary of the Critical Needs

As part of the preparation of the Halton Hills Community Improvement Strategy, a critical needs assessment was undertaken in order to document the conditions and identify the strengths, weaknesses, opportunities and threats in various areas throughout Halton Hills. A full discussion of the critical needs assessment is provided in the Discussion Paper and Community Improvement Strategy that were prepared as part of the Town's CIP study.

For the purposes of the this CIP, "critical needs" are significant issues that affect environmental and social conditions, built form, visual appearance, and overall economic vitality of an area, but that can reasonably be addressed through Community Improvement Plan strategies and programs. As directed by Town staff and members of Council, the critical needs assessment focused on key areas of the municipality. The following points identify the key areas of focus and summarize the critical needs that were observed:

- **The Georgetown Community Node (Guelph Street) Area** is generally healthy and reflective of an evolving retail street; however, while portions of the area are seeing a healthy evolution, other portions are characteristic of an older building stock and show signs of underinvestment. Difficult lot configuration and fractured land ownership are also perceived as a limitation to redevelopment opportunities;
- **Downtown Georgetown** is also generally quite healthy, although the area could be bolstered by strategies that encourage the revitalization of side streets off of Main Street South;
- **Downtown Acton** could benefit from a number of tools that build upon the efforts of the Acton Business Improvement area (BIA) in order to further stimulate revitalization and enhance the Downtown as a key focal point of the community;
- **The GO Station lands and the former Beardmore Tannery lands** provide significant opportunities for the Town to showcase contextually appropriate intensification on a brownfield site. Other brownfield sites exist within Halton Hills that may provide opportunities for intensification;
- **The Town's agricultural base** is under enormous pressure from both urban forces and broader market forces that affect the sector. There is an opportunity to support reinvestment in farm capital as a way of strengthening agribusiness in Halton Hills and improving the viability of farming and the agricultural sector.
- **The Georgetown and Acton Industrial Parks** showcase different characteristics from one another. Georgetown's industrial area is well occupied with limited vacancies while Acton's industrial area has limited development in proportion to its total land area, and many of the businesses are of a heavy industrial character with limited landscaping, screening or aesthetic features. Community improvement opportunities have been identified for both areas, such as the promotion of landscaping and improved signage.

The results of the critical needs assessment led to the development of the wide range of Municipal Leadership and Financial Incentive Programs that are presented in Sections 4.0 and 5.0 of this CIP.

2.2 Purpose of the CIP

The Comprehensive CIP is a framework for the Town of Halton Hills to enact community improvement powers broadly throughout the municipality in order to encourage development or redevelopment, construction, reconstruction and rehabilitation, and to ultimately address the critical needs identified in consultation with Council, Town staff, and local stakeholders over the long-term implementation of the CIP.

Specifically, the purpose of the CIP is to:

- a) Address community improvement widely throughout the Town of Halton Hills, and specifically with respect to commercial area revitalization, brownfield redevelopment, agricultural stabilization and improvement, and industrial area beautification;
- b) Establish a set of goals for community improvement that will address the critical needs observed in multiple key areas;
- c) Designate a Community Improvement Project Area, and identify multiple Sub-Areas in which a range of community improvement tools may be used;
- d) Identify various area-specific Municipal Leadership Programs that may be implemented by the Town in order to contribute to, motivate, and assist in community improvement;
- e) Identify a set of area-specific Financial Incentive Programs available to eligible property owners in order to stimulate and leverage private sector investment;
- f) Provide a Monitoring and Marketing Strategy for the Comprehensive CIP that will ensure that the CIP is a functioning, flexible and effective municipal tool; and
- g) Assist with the long-term implementation of the range of municipal tools contained within this CIP.

2.3 Goals of the CIP

The goals of this CIP have been developed based on the critical needs assessment of the study area and are consistent with legislation for community improvement planning and applicable Provincial policy. They build upon the Town's Official Plan policies and consider input from various stakeholders throughout the process. The goals of this CIP may be realized over the long-term, subject to municipal priorities and financial limits during each year of implementation.

The goals of the Town of Halton Hills Comprehensive CIP are to:

- a) Advance the economic development and competitiveness of multiple Town sectors by improving opportunities for the development/redevelopment of housing, and employment, commercial, mixed, and other uses;
- b) Encourage and attract private sector investment within areas where signs of underinvestment are observed;
- c) Increase the tax assessment base and revenues for the Town, Region, and the Province of Ontario;
- d) Enhance the physical/built environment and visual appearance of key areas by supporting and encouraging building maintenance, improvement, repair, and/or rehabilitation;

- e) Address faulty arrangement and fragmented parcel fabric by encouraging the comprehensive planning and development/redevelopment of key areas;
- f) Address environmental problems such as soil contamination and improve public safety through participating in the remediation of brownfield sites;
- g) Promote intensification in contextually appropriate areas of the Town;
- h) Build upon the community improvement efforts of existing downtown Business Improvement Areas in order to contribute to the revitalization and enhancement of downtown areas as focal points of the community;
- i) Support the protection and/or enhancement of cultural heritage resources;
- j) Improve the viability of farming and the agricultural sector by promoting various investment opportunities and strengthening agribusinesses;
- k) Encourage screening, buffering, landscaping, and signage in order to improve the visual quality and increase private sector investment in industrial areas, including those where heavy industrial uses now dominate; and
- l) Demonstrate municipal leadership and commitment to community improvement.

3.0 Community Improvement Project Area

3.1 Designated CIPA

In accordance with Section 28(2) of the *Planning Act*, lands that are addressed by the Town of Halton Hills CIP must be designated by by-law as a Community Improvement Project Area (CIPA). As noted, the Town's Comprehensive CIP is meant to provide a framework that guides community improvement widely throughout the Town. The CIPA for the Halton Hills Comprehensive Community Improvement Plan therefore applies to the entire Town of Halton Hills, as identified by by-law.

A schedule of the designated Community Improvement Project Area for the Comprehensive CIP is provided in Appendix A.

3.2 CIPA Sub-Areas

Although the Comprehensive CIP is intended to guide community improvement widely, it is also intended to respond to a variety of specific environmental, social, and community economic development issues that were observed in key areas of the Town. For the purposes of providing a set of Financial Incentive and Municipal Leadership Incentive Programs that respond to the particular set of critical needs observed in Halton Hills, a number of Community Improvement Project Sub-Areas are further identified as components of the designated CIPA. The following Community Improvement Project Sub-Areas are therefore presented as part of this CIP:

- Georgetown Community Node (Guelph Street) Sub-Area;
- Downtown Georgetown Sub-Area;
- Downtown Acton Sub-Area;
- GO Station lands and the South Acton (Beardmore) Sub-Areas;
- Agricultural/Rural Sub-Area, including those in the Provincially-designated Greenbelt and Niagara Escarpment Plan Area; and
- Georgetown and Acton Industrial Park Sub-Areas.

These Community Improvement Project Sub-Areas have been identified based upon the results of the critical needs assessment and consultation with the Town staff, Council, Economic Development Committee, and a Stakeholder Advisory Committee. Schedules for each of the Sub-Areas are provided in Appendix B. It is anticipated that the boundaries of the Sub-Areas will be amended from time to time.

Potential applicants should note that in order to be eligible for any of the Financial Incentive Programs, a proposed project must be located within the appropriate Community Improvement Project Sub-Area. The Financial Incentive Programs are presented by Sub-Area in Section 5.0 of this CIP.

4.0 Municipal Leadership Programs

4.1 Purpose

The Town's Community Improvement Strategy document identified the need for Municipal Leadership Programs that are intended to address the critical needs of each of the CIPA Sub-Areas. While Financial Incentive Programs are dependent upon private sector participation for results, Municipal Leadership Programs use municipal resources (both staff time and financial) to demonstrate proactive and visible leadership and support for community improvement on behalf of the municipality. They are designed to act as catalysts to leverage private sector investment in the designated CIPA, and to demonstrate municipal commitment to community improvement.

This CIP establishes a set of Municipal Leadership Programs in connection with Financial Incentive Programs. In accordance with Section 28 of the *Planning Act*, the Municipal Leadership Programs will enable the Town of Halton Hills to provide coordinated short and long-term support for revitalization, reinvestment and intensification, which responds to the specific needs of each of the Sub-Areas of the broader CIPA.

The Town may engage in any of the initiatives outlined below as part of implementation of the CIP, subject to the Town's capital budget and the availability of resources. An indication of the anticipated timing, as identified by the Town or as recommended by the consulting team, is provided as a target for implementation. The programs and initiatives discussed below are divided by each Sub-Area of the broader CIPA.

4.2 Programs that Apply to all Community Improvement Project Sub-Areas

4.2.1 Halton Hills Community Improvement Plan Review Panel

4.2.1.1 Details

The Town will establish a Halton Hills CIP Review Panel, which will be responsible for all administrative tasks related to implementation of the CIP. The following points elaborate on this Municipal Leadership Program:

- One member of the Halton Hills CIP Review Panel may be designated as the Panel Chair, and will be responsible for identifying roles/responsibilities for members of the Review Panel.
- Roles and responsibilities of the Halton Hills CIP Review Panel may include pre-consultation meetings with applicants, reviewing and evaluating all CIP incentive program applications and supporting materials against program requirements, presenting recommendations to Council for consideration.
- The Review Panel may be comprised of a multi-disciplinary team of Town staff to ensure that a variety of interests are considered when evaluating applications. The team should include representatives from the Town's departments, including Planning Development and Sustainability, Economic Development, Recreation and Parks, and Transportation and Public Works.
- In addition to a Halton Hills CIP Review Panel, the Town may also wish to assign a CIP administrator from the appropriate Town department, or hire an administrator, in order to manage administrative tasks associated with implementation of the CIP.

- The administrator may be responsible for identifying roles/responsibilities for members of the Review Panel, convening Review Panel meetings, preparing Recommendation Reports, attending Council meetings, liaising with applications, etc. In the absence of a CIP Administrator, the CIP Review Panel will be responsible for these tasks.

4.2.1.2 Anticipated Timing

The Halton Hills Community Improvement Plan Review Panel is recommended as a high priority initiative with implementation upon the adoption of the CIP.

4.2.2 CIP Marketing Strategy

4.2.2.1 Details

Upon adoption of the Halton Hills CIP, the Town will promote the CIP and its incentive programs through a Marketing Strategy. The following points elaborate on this Municipal Leadership Program:

- The Strategy will be targeted to landowners, potential developers, real estate agents, local businesses and organizations within and outside of the CIPA in order to inform eligible property and business owners and potential developers, about the opportunities available through the Halton Hills CIP.
- Program details, eligibility criteria, application forms, and other information related to the financial incentive programs will be provided to those targeted by the Marketing Strategy.
- Additional information to market and support local businesses, products, services, and contractors (for example) may be provided in association with marketing material for the CIP. A list of local options may be provided to targeted and interested applicants.
- Preliminary details of a potential Marketing Strategy are identified in Section 7.0 of this CIP.

4.2.2.2 Anticipated Timing

The CIP Marketing Strategy is recommended as a high priority initiative, upon adoption of the CIP.

4.2.3 Regional Participation in the Financial Incentive Programs

4.2.3.1 Details

As described in Section 5.1, the Town of Halton Hills will seek the Regional Municipality of Halton's participation in the Town's incentive programs. The following points elaborate on this Municipal Leadership Program:

- The Town may establish a "Municipal-Regional CIP Liaison Committee", which would negotiate and implement details with respect to Regional participation. The Committee would:
 - Develop a strategy and parameters for Regional participation in certain Financial Incentive Programs from each of the CIPA Sub-Areas, as appropriate; and
 - Implement the strategy with the Town of Halton Hills CIP Review Panel on an application specific basis, including approvals and agreement execution.

4.2.3.2 Anticipated Timing

This program is recommended as a high-priority, long-term initiative, with implementation beginning upon adoption of the CIP.

4.3 Georgetown Community Node (Guelph Street) Sub-Area

4.3.1 Preparation of Comprehensive Development Plan(s)

4.3.1.1 Details

The Town will work with the private sector to develop one or more Comprehensive Development Plan(s) for the Georgetown Community Node (Guelph Street) Sub-Area, which are intended to establish detailed strategies for the comprehensive development/redevelopment of areas within the Town's node. This Municipal Leadership Program is intended to be implemented in connection with the Comprehensive Planning Grant Financial Incentive Program. The following points elaborate on this Municipal Leadership Program:

- The purpose of the Comprehensive Development Plan(s) will be to address land assembly issues in key areas where mixed use, medium and high density development may be appropriate. The plan(s) will relate to various lots within the area, including lots that are subject to multiple ownerships.
- When implemented in connection with the Comprehensive Planning Grant Financial Incentive Program, it will ensure that the Georgetown Community Node (Guelph Street) Sub-Area evolves comprehensively as a healthy mixed use node and that the visual appeal of the area as a whole is addressed.
- The Comprehensive Development Plan(s) will be prepared in partnership with private landowners/ proponents of the proposed development in accordance with the Town's Official Plan and approved by Council prior to the consideration of development applications pursuant to the *Planning Act*.
- The Comprehensive Development Plan(s) will acknowledge the evolving nature of the area. They will establish an appropriate context for the consideration of infill, intensification and redevelopment proposals. They will address matters including but not limited to:
 - areas of underinvestment;
 - lot fragmentation and configuration;
 - land uses;
 - built form, including height and massing;
 - access; and
 - parking.
- The Comprehensive Development Plan(s) will generally conform to the policies in Section F2, Urban Design, and have appropriate regard for the Urban Design Guidelines contained in Appendix 4 of the Town's Official Plan.

4.3.1.2 Anticipated Timing

This is recommended as a high priority initiative, with implementation beginning upon adoption of the CIP.

4.3.2 Zoning Review

4.3.2.1 Details

The Town will undertake a review of zones and zoning provisions that currently apply to the Georgetown Community Node (Guelph Street) Sub-Area in order to ensure that the regulatory regime is supportive of renewal. The following points elaborate on this Municipal Leadership Program:

- The Town may consider implementation of contemporary zoning provisions/tools in order to ensure that a Vision for the Georgetown Community Node (Guelph Street) Sub-Area is achieved, such as:
 - Form base zoning;
 - Bonusing;
 - Zoning with conditions; and
 - Holding by-laws.

4.3.2.2 Anticipated Timing

This is recommended as a medium priority initiative, with implementation beginning in 2012 upon completion of the Comprehensive Development Plan(s).

4.4 Downtown Georgetown Sub-Area

4.4.1 Marketing Strategy

4.4.1.1 Details

The Town will participate in establishing a Marketing Strategy to “brand” and market Downtown Georgetown in order to promote business improvement activities, tourism and recreational activities within the downtown. The following points elaborate on this Municipal Leadership Program:

- This program may be a joint-strategy between the Town and the Georgetown BIA, business owners, and/or Chamber of Commerce, in order to maximize advertising opportunities within the downtown, and ensure that the message and brand for the downtown area is consistently communicated.
- The strategy may begin with the preparation of a marketing plan. In accordance with the Ministry of Rural Economic Development and Data Information Program by the Ministry of Agriculture, Food, and Rural Affairs, a marketing plan could include:
 - an identification of the target markets that might come to the downtown area and their relevant characteristics;
 - listing of the products and services that downtown Georgetown offers, or could offer, to these target markets;

- given these markets and products/services, a statement of the objectives of the marketing plan;
 - an outline of the actions and initiatives that could meet these objectives;
 - an assessment of the budget required to meet these objectives;
 - an indication of how progress in meeting the objectives will be tracked; and
 - an indication of the return on investment that would be expected from implementation of the marketing plan.
- Visitor, resident, business and shopper surveys (through the internet, telephone, or mail) may be undertaken to gain a better understanding of the strengths and weaknesses of Downtown Georgetown, the demographics of who visits the downtown, and perceptions of the downtown.
 - The Town may participate in the Ministry of Agriculture, Food, and Rural Affairs First Impressions Community Exchange Program.
 - The Marketing Strategy may build upon and be associated with the existing website for the downtown area.
 - Additional initiatives may include preparing brochures, inserts, and advertisements for local and regional newspapers promoting Downtown Georgetown. The Downtown Guide (as described as its own Municipal Leadership Program) could also be promoted and distributed as part of this program.
 - The Marketing Strategy may be established in tandem with the Strategy developed for Downtown Acton.

4.4.1.2 Anticipated Timing

The Georgetown Marketing Strategy has been initiated by the Georgetown BIA in partnership with the Town.

4.4.2 Georgetown BIA Boundary Review

4.4.2.1 Details

The Town, in consultation with the Georgetown BIA, will undertake a review of the BIA boundaries in order to ensure that they are appropriate, and include all parcels of land and community areas that may benefit from community improvement. The following points elaborate on this Municipal Leadership Program:

- As appropriate, any changes to the BIA boundaries would be implemented by by-law.
- The BIA may also participate in on-going annual monitoring of the CIP to continue to monitor the appropriateness of the BIA boundary.

4.4.2.2 Anticipated Timing

The Georgetown BIA Boundary review has been initiated by the Town and is nearing completion.

4.4.3 Signage Program

4.4.3.1 Details

The Town will undertake a signage program for Downtown Georgetown that could include the establishment of signs in key locations with the purpose of identifying and highlighting community attributes, attractions and events, and parks and open spaces that are within proximity to Georgetown. As well, the signage program could identify cycling and hiking routes that link Georgetown with other communities. The following points elaborate on this Municipal Leadership Program:

- The purpose of the signage program will be to communicate to both residents and visitors the location of Downtown Georgetown relative to other communities and attractions, and to identify connections, in order to increase visitations to the downtown area.
- Forms of signage may include parking signage, local and regional trails mapping, way-finding, and community maps that locate key open spaces, recreational space, and heritage attributes in and around Georgetown.
- The Town may partner with local businesses, community groups, and other agencies to obtain funding for increased and improved signage.

4.4.3.2 Anticipated Timing

This is recommended as a high priority initiative, with implementation beginning in 2011.

4.4.4 Preparation of a “Downtown” Guide

4.4.4.1 Details

The Town's Economic Development department, with assistance from local businesses, community champions, and the Georgetown BIA, will develop a “Downtown” guide for the downtown area of Georgetown. The following points elaborate on this Municipal Leadership Program:

- The Guide may include information such as:
 - Maps of Downtown Georgetown and the surrounding area, outlining key places of interest;
 - Festivals and Events;
 - Dining;
 - Shop-local opportunities and events;
 - Visitor Information;
 - Heritage Information;
 - Culture and Arts opportunities;
 - Recreational Activities;
 - Information on the downtown website;
 - Accommodations; and

- Other business promotions, gift certificates and coupons.
- The Guide may be displayed in local business establishments, libraries, community centres and Town offices to promote activities in Downtown Georgetown.
- The Guide may be specifically targeted to new homeowners by requiring builders to provide it as part of homeowner information packages.
- The Downtown Guide for Georgetown may be established in tandem with the development of the Downtown Guide for Downtown Acton.

4.4.4.2 Anticipated Timing

This is recommended as a medium priority initiative, with implementation in 2012.

4.4.5 Preparation of Comprehensive Development Plan(s)

4.4.5.1 Details

The Town will work with the private sector to develop one or more Comprehensive Development Plan(s) for the Downtown Georgetown Sub-Area, which are intended to establish detailed strategies for the comprehensive development/redevelopment of key areas within Downtown Georgetown. This Municipal Leadership Program is intended to be implemented in connection with the Comprehensive Planning Grant Financial Incentive Program. The following points elaborate on this Municipal Leadership Program:

- The purpose of the Comprehensive Development Plan(s) will be to strategically plan for intensification and redevelopment in areas where this may be appropriate. The plan(s) will relate to various lots within the area, including lots that are subject to multiple ownerships.
- When implemented in connection with the Comprehensive Planning Grant Financial Incentive Program, it will ensure that the Downtown Georgetown Sub-Area continues to evolve as a mixed use community focal point and that the visual appeal of the area as a whole is addressed.
- The Comprehensive Development Plan(s) will be prepared in partnership with private landowners/ proponents of the proposed development in accordance with the Town's Official Plan and approved by Council prior to the consideration of development applications pursuant to the *Planning Act*.
- The Comprehensive Development Plan(s) will acknowledge the evolving nature of the area. They will establish an appropriate context for the consideration of infill, intensification and redevelopment proposals. They will address matters including but not limited to:
 - areas of underinvestment;
 - lot fragmentation and configuration;
 - land uses;
 - built form, including height and massing;
 - access; and
 - parking.

- The Comprehensive Development Plan(s) may include the establishment of urban design criteria, which will help to define the overall visual appearance, urban form, streetscape layout, building design, etc., of the Downtown Georgetown Sub-Area.

4.4.5.2 Anticipated Timing

This is recommended as a medium priority initiative, with implementation beginning upon approval of the Town's Growth Plan conformity exercise.

4.5 Downtown Acton Sub-Area

4.5.1 Land Use Review

4.5.1.1 Details

The Town will undertake a review of the land use designations in and around the boundaries of Downtown Acton in order to ensure that designations are flexible and supportive of long-term redevelopment and revitalization and to support population growth in Downtown Acton. The following points elaborate on this Municipal Leadership Program:

- The review will ensure that there is an appropriate context for the consideration of infill, intensification and redevelopment proposals.
- As well, the review will ensure that the regulatory regime will permit adaptive reuse of buildings, mixed use buildings, and a mix of land uses, for example.
- The Town may also consider implementation of contemporary zoning provisions/tools.

4.5.1.2 Anticipated Timing

The Land Use Review has been initiated by the Town through the Acton Downtown Area Land Use Policy Review.

4.5.2 Review of the "Acton Tourist Area" Designation

4.5.2.1 Details

The Town will undertake a review of the "Acton Tourist Commercial Sub-Area" designation in the Official Plan. The following points elaborate on this Municipal Leadership Program:

- As circumstances have changed in Downtown Acton, staff may monitor any development that occurs, and assess further development opportunities if tourism development does not materialize.
- The Town may wish to revise the Vision for the "Acton Tourist Commercial Sub-Area", the permitted uses, and the new development and redevelopment policies to ensure that they are flexible and supportive of long-term redevelopment and revitalization and to support population growth in Downtown Acton.

4.5.2.2 Anticipated Timing

The Acton Tourist Area designation review has been initiated by the Town through the Acton Downtown Area Land Use Policy Review.

4.5.3 Acton BIA Boundary Review

4.5.3.1 Details

The Town, in consultation with the Acton BIA, will ensure that the boundaries of the Acton BIA boundaries include all parcels of land and community areas that may benefit from community improvement. The following points elaborate on this Municipal Leadership Program:

- As appropriate, any changes to the BIA boundaries will be implemented by by-law.
- The BIA may also participate in on-going annual monitoring of the CIP to continue to monitor the appropriateness of the BIA boundary.

4.5.3.2 Anticipated Timing

The Acton BIA Boundary Review has been completed by the Town.

4.5.4 Municipal By-law Enforcement/Review

4.5.4.1 Details

The Town will enhance By-law enforcement activities within the Downtown Acton CIPA Sub-Area in respect to building codes, property standards, site alterations, signage and zoning in order to facilitate community improvement in Downtown Acton.

The Town may also review applicable by-laws in order to determine if any amendments are required that would contribute to the Town's community improvement goals.

4.5.4.2 Anticipated Timing

This is recommended as a high priority initiative, with implementation beginning upon adoption of the CIP.

4.5.5 Preparation of a "Downtown" Guide

4.5.5.1 Details

The Town's Economic Development department, with assistance from local businesses, community champions, and the Acton BIA, will develop a "Downtown" guide for the downtown area of Acton. The guide could be associated with the existing website for the downtown area. The following points elaborate on this Municipal Leadership Program:

- The Guide may include information such as:
 - Maps of Downtown Acton and the surrounding area, outlining key places of interest;
 - Festivals and Events;
 - Dining;

- Shop-local opportunities and events;
 - Visitor Information;
 - Heritage Information;
 - Culture and Arts opportunities;
 - Information on the downtown website;
 - Recreational Activities;
 - Accommodations; and
 - Other business promotions, gift certificates and coupons.
- The Guide may be displayed in local business establishments, libraries, community centres and Town offices to promote activities in Downtown Acton.
 - The Guide may be specifically targeted to new homeowners by requiring builders to provide it as part of homeowner information packages.
 - The Downtown Guide for Acton may be established in tandem with the development of the Downtown Guide for Downtown Georgetown.

4.5.5.2 Anticipated Timing

This is recommended as a medium priority initiative, with implementation beginning in 2012.

4.5.6 Marketing Strategy

4.5.6.1 Details

The Town will participate in establishing a marketing strategy to “brand” and market Downtown Acton in order to promote business improvement activities, tourism and recreational activities within the downtown. The following points elaborate on this Municipal Leadership Program:

- This program may be a joint strategy between the Town and the Acton BIA, business owners, and/or Chamber of Commerce, in order to maximize advertising opportunities within the downtown, and ensure that the message and brand for the downtown area is consistently communicated.
- The strategy may begin with the preparation of a marketing plan. In accordance with the Ministry of Rural Economic Development and Data Information Program by the Ministry of Agriculture, Food, and Rural Affairs, a marketing plan could include:
 - an identification of the target markets that might come to the downtown area and their relevant characteristics;
 - listing of the products and services that downtown Acton offers, or could offer, to these target markets;
 - given these markets and products/services, a statement of the objectives of the marketing plan;

- an outline of the actions and initiatives that could meet these objectives;
 - an assessment of the budget required to meet these objectives;
 - an indication of how progress in meeting the objectives will be tracked; and
 - an indication of the return on investment that would be expected from implementation of the marketing plan.
- Visitor, resident, business and shopper surveys (through the internet, telephone, or mail) may be undertaken to gain a better understanding of the strengths and weaknesses of Downtown Acton, the demographics of who visits the downtown, and perceptions of the downtown.
 - The Town may participate in the Ministry of Agriculture, Food, and Rural Affairs First Impressions Community Exchange Program.
 - The Marketing Strategy may build upon and be associated with the existing website for the downtown area.
 - Additional initiatives could include preparing brochures, inserts, and advertisements for local and regional newspapers promoting Downtown Acton. The Downtown Guide (as described as its own Municipal Leadership Program) could also be promoted and distributed as part of this program.
 - The Marketing Strategy could be established in tandem with the Strategy developed for Downtown Georgetown.

4.5.6.2 Anticipated Timing

This is recommended as a medium priority initiative, with implementation beginning in 2012.

4.5.7 Preparation of Comprehensive Development Plan(s)

4.5.7.1 Details

The Town will work with the private sector to develop one or more Comprehensive Development Plan(s) for the Downtown Acton Sub-Area, which are intended to establish detailed strategies for the comprehensive development/redevelopment of areas within the Town's node. This Municipal Leadership Program is intended to be implemented in connection with the Comprehensive Planning Grant Financial Incentive Program. The following points elaborate on this Municipal Leadership Program:

- The purpose of the Comprehensive Development Plan(s) will be to strategically plan for intensification and redevelopment in areas where this may be appropriate. The plan(s) will relate to various lots within the area, including lots that are subject to multiple ownerships.
- When implemented in connection with the Comprehensive Planning Grant Financial Incentive Program, it will ensure that the Downtown Acton Sub-Area continues to evolve as a mixed use community focal point and that the visual appeal of the area as a whole is addressed.
- The Comprehensive Development Plan(s) will be prepared in partnership with private landowners/ proponents of the proposed development in accordance with the Town's Official Plan and approved by Council prior to the consideration of development applications pursuant to the *Planning Act*.

- The Comprehensive Development Plan(s) will acknowledge the evolving nature of the area. They will establish an appropriate context for the consideration of infill, intensification and redevelopment proposals. They will address matters including but not limited to:
 - areas of underinvestment;
 - lot fragmentation and configuration;
 - land uses;
 - built form, including height and massing;
 - access; and
 - parking.
- The Comprehensive Development Plan(s) may include the establishment of urban design criteria, which will help to define the overall visual appearance, urban form, streetscape layout, building design, etc., of the Downtown Acton Sub-Area.

4.5.7.2 Anticipated Timing

This is recommended as a medium priority initiative, with implementation beginning upon adoption of the CIP and the completion of the Land Use Review.

4.5.8 Signage Program

4.5.8.1 Details

The Town will undertake a signage program for Downtown Acton that could include the establishment of signs in key locations with the purpose of identifying and highlighting community attributes, attractions and events, and parks and open spaces that are within proximity to Acton. As well, the signage program could identify cycling and hiking routes that link Acton with other communities. The following points elaborate on this Municipal Leadership Program:

- The purpose of the signage program will be to communicate to both residents and visitors the location of Downtown Acton relative to other communities and attractions, and to identify connections, in order to increase visitations to the downtown area.
- Forms of signage may include parking signage, local and regional trails mapping, way-finding, and community maps that locate key open spaces, recreational space, and heritage attributes in and around Acton.
- The Town may partner with local businesses, community groups, and other agencies to obtain funding for increased and improved signage.

4.5.8.2 Anticipated Timing

This is recommended as a low priority initiative, with implementation beginning in 2014 upon completion of the Land Use Review and Marketing Strategy.

4.6 GO Station Lands, South Acton (Beardmore) and Other Brownfield Sites Sub-Areas

4.6.1 GO Station Land Use Study

4.6.1.1 Details

The Town will finalize the GO Station Land Use Study, and associated Secondary Plan, to provide for appropriate opportunities for infill and intensification within strategic locations within the Study Area.

Upon adoption of the GO Station Secondary Plan, the Town will determine appropriate zoning strategies that facilitate redevelopment and intensification.

4.6.1.2 Anticipated Timing

This initiative is currently underway and nearing completion. It should remain a high priority.

4.6.2 Preparation of the Beardmore Land Use Study

4.6.2.1 Details

The Town will undertake the development of a land use study (similar to the GO Station Land Use Study) for the Beardmore Tannery lands. The following points elaborate on this Municipal Leadership Program.

- The purpose of the Beardmore Land Use Study will be to:
 - establish redevelopment criteria for the property; and
 - create design criteria to ensure that development on the site is consistent with, and enhances, development in the surrounding area.

4.6.2.2 Anticipated Timing

This is recommended as a medium priority initiative, with implementation in 2012.

4.6.3 Intensification on Additional Brownfield Sites

4.6.3.1 Details

The Town will identify additional key brownfield sites located in the CIPA that have potential for intensification. The following points elaborate on this Municipal Leadership Program:

- The Town will review the properties identified in the Intensification Opportunities Study, in order to determine if any of these properties are potential brownfield sites.
- The Town may also prepare a brownfield land inventory in order to identify the number of brownfield sites that have a potential for intensification. The inventory may include:
 - A list of the locations of these sites;
 - An approximate estimate of the total number of residential units and/or total square metres of commercial space that property could accommodate; and

- Any previous industrial use(s) of the property, and an identification of the remediation required to permit non-industrial development.

4.6.3.2 Anticipated Timing

This is recommended as a low priority initiative, with implementation beginning in 2014.

4.7 Agricultural/Rural Sub-Area

4.7.1 Agri-Business Economic Development Strategy

4.7.1.1 Details

The Town, in cooperation with the Region and the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), will adopt an Agri-business Economic Development Strategy that will aim to improve the overall viability of farming in Halton Hills. The following points elaborate on this Municipal Leadership Program:

- The Strategy may include:
 - targeted markets for agribusiness, such as agro-energy;
 - ethno-cultural market gardening;
 - transition agriculture; and
 - the equine sector.
- The Agri-business Economic Development Strategy may include:
 - the completion of a comprehensive agricultural community profile that considers past, current and future trends;
 - the completion of a SWOT analysis;
 - the identification of short, mid and long-term goals;
 - the identification of priority sectors;
 - identification of marketing messages; and
 - development of a performance monitoring system.

4.7.1.2 Anticipated Timing

This is recommended as a high priority, long-term initiative, with implementation in 2011.

4.7.2 Agricultural Government Support Program

4.7.2.1 Details

The Town will work with OMAFRA and the Region to improve and expand government support services to the Halton Hills Agricultural Community. The following points elaborate on this Municipal Leadership Program:

- The Town may establish an “Agricultural Improvement Task Force”, comprised of representatives from the Town’s local farming and agricultural community (including members from the Acton Agricultural Society and the Halton Region Federation of Agriculture), Town and Regional staff, and representatives from the Ministry of Agriculture, Food, and Rural Affairs. The Ontario Agricultural College may also be a participant in the Task Force.
- The Task Force may collaborate in order to establish new and innovative initiatives (including funding programs) that are intended to support the Halton Hills agricultural community.
- The initiatives may be developed as pilot programs that may be applicable to other rural and agricultural communities.
- The Town may participate in (or continue to participate in) Provincial and Regional funding programs and initiatives, as available, including but not limited to:
 - Halton Region’s Agricultural Community Development Fund;
 - OMAFRA’s Business Retention and Expansion (BR+E) Program; and
 - OMAFRA’s Rural Summer Jobs Program.

4.7.2.2 Anticipated Timing

This is recommended as a medium priority initiative, with implementation in 2012, upon completion of the Agri-Business Economic Development Strategy.

4.7.3 Farm Marketing Materials

4.7.3.1 Details

The Town will develop marketing materials that will help promote the agricultural sector and value-added opportunities such as farmers markets, bed and breakfasts, “shop-local” initiatives, and local fairgrounds, for example. The following points elaborate on this Municipal Leadership Program:

- Marketing materials may include a website, brochures, newsletters, advertisements, a branding scheme, information booths at fairs and local events, and signage at farmer’s markets, for example.
- Materials may be targeted to the local Halton Hills community, as well as more broadly throughout Ontario.
- This may be undertaken as part of the Agricultural Government Support Program as described above.

4.7.3.2 Anticipated Timing

This is recommended as a medium priority initiative, with implementation in 2012.

4.7.4 Agri-Business Program

4.7.4.1 Details

The Town will establish an Agri-Business Program as a function of the Town’s Economic Development department. The following points elaborate on this Municipal Leadership Program:

- The Agri-Business program may offer any of the following programs to the local agricultural community:

- Offer networking opportunities between the agricultural community and other local businesses;
- Establish a local agricultural profile for Halton Hills;
- Feature innovation and success stories in agriculture, farming, and value-added operations from across Ontario;
- Feature support programs from regional and provincial government;
- Offer resources and support, such as assistance with funding opportunities, preparation of feasibility studies and business plans, and assistance with marketing; and
- Consult with the local agricultural community via surveys and focus groups for example, in order to better understand the issues, concerns, and opportunities with respect to the local agricultural context.

4.7.4.2 Anticipated Timing

This is recommended as a medium priority initiative, with implementation in 2012.

4.7.5 OMAFRA Local Office

4.7.5.1 Details

The Town will advocate for the establishment of an OMAFRA office in Halton Hills by lobbying OMAFRA to reopen a local office. The following points elaborate on this Municipal Leadership Program:

- The Town may develop a business case to justify the importance and use of reopening an OMAFRA local office. The Town could identify potential office locations for consideration.
- This may be undertaken as part of the Agricultural Government Support Program as described above.

4.7.5.2 Anticipated Timing

This is recommended as a low priority initiative, with implementation in 2014.

4.8 Georgetown and Acton Industrial Park Sub-Areas

4.8.1 Property Standards Enforcement

4.8.1.1 Details

The Town will enhance its Town By-law enforcement activities within the Industrial Parks, specifically in respect to building codes, property standards, site alterations, signage and zoning in order to better integrate the industrial parks with surrounding residential areas. The following point elaborates on this Municipal Leadership Program:

- The Town may also review applicable by-laws in order to determine if any amendments are required that would contribute to the Town's community improvement goals.

4.8.1.2 Anticipated Timing

This is recommended as a medium priority initiative, with implementation beginning in 2012.

4.8.2 Signage Program

4.8.2.1 Details

The Town will enact a Signage Program, in partnership with landowners and business owners, with the purpose of identifying and highlighting businesses and services within the Town's industrial parks, and improving the aesthetic quality of the industrial parks. The following points elaborate on this Municipal Leadership Program:

- Signage may be placed at main gateways and entrances to the industrial parks. Information could include the name of the industrial park, maps of the industrial park and a list of key industries and business located within the park.

4.8.2.2 Anticipated Timing

This is recommended as a medium priority initiative, with implementation beginning in 2012.

5.0 Financial Incentive Programs

5.1 Summary of Incentive Programs

The financial incentive programs contained in the CIP represent a comprehensive “toolkit” of programs specifically designed to address the critical needs identified in Halton Hills. The incentive programs also reflect the valuable input received from the public, the stakeholder advisory committee and Town staff. The financial incentive programs are designed to encourage private sector investment, rehabilitation, adaptive reuse, redevelopment, and construction activity in the various Community Improvement Project Sub-Areas.

The financial incentive programs contained in this CIP are referred to as a “toolkit” because once the CIP is adopted and approved, the incentive programs in the CIP can be activated by Town Council, one or more at a time, based on Council approval of the implementation of each program. The programs are also referred to as a “toolkit” because once activated, these programs can be used individually or together by an applicant.

General requirements that apply to all programs contained in this CIP will help ensure that the critical community improvement needs in Halton Hills will be addressed while protecting the financial interests of the Town. The availability of funding for the CIP programs will be determined through an annual CIP budget, which will set program priorities and financial limits for each year of implementation.

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

A summary of the incentive programs contained in this report is shown in Figure 5.1 below with section numbers as corresponding to the sections in the report that describe each of the programs. Notwithstanding the definition of “applicant” in the Glossary of Terms (Section 8.1), only a registered or assessed owner may make an application for a program where “owner only” is shown in Figure 1 after the program name.

Figure 5.1 Summary of Incentive Programs

Project Area/Program	Summary Description	Recommended Program Duration ¹	Recommended Phasing	
			Upon CIP Approval	Within a few years of CIP Approval or when servicing becomes available
5.3 Georgetown Community Node (Guelph Street) Sub-Area				
5.3.1 Building and Facade Improvement Grant/ Loan Program <i>(Building Improvement Loan is owner only)</i>	<ul style="list-style-type: none"> • Facade Improvement Grant equal to 50% of cost of eligible facade and storefront improvement/ restoration works to commercial, institutional and mixed use buildings. • Maximum Facade Improvement Grant of \$10,000 per building can be increased up to \$15,000 per building by Town Council for : <ol style="list-style-type: none"> a) applications received from three (3) or more contiguous property owners; or, b) properties designated under the <i>Ontario Heritage Act</i> or listed by the Town. • Building Improvement Loan equal to 70% of cost of eligible interior and exterior building maintenance and improvement works to commercial, institutional and mixed use buildings. • Maximum Building Improvement Loan of \$20,000 per building and minimum loan of \$5,000 per building. 	10 years	X	
5.3.2 Revitalization Grant Program <i>(owner only)</i>	<ul style="list-style-type: none"> • Grant equal to 80% of the municipal property tax increase created by the project for up to 10 years after project completion. 	10 years	X	

¹ Council may extend the program duration of any or all of the programs beyond what is recommended without amendment to this Plan.

Project Area/Program	Summary Description	Recommended Program Duration ¹	Recommended Phasing	
			Upon CIP Approval	Within a few years of CIP Approval or when servicing becomes available
5.3.3 Comprehensive Planning Grant Program	<ul style="list-style-type: none"> Grant equal to 50% of the cost of preparing comprehensive draft plans and professional urban design studies/drawings. Maximum grant is \$7,500 per project. 	10 years	X	
5.4 Downtown Georgetown Sub-Area				
5.4.1 Residential Conversion/ Rehabilitation and Retail Conversion Grant Program (owner only)	<ul style="list-style-type: none"> Residential Conversion Grant equal to \$15 per square feet of residential space rehabilitated or created to a maximum grant of \$15,000 per unit and a maximum of 4 units per project. Retail Commercial Conversion Grant equal to the \$15 per square foot of vacant non-retail commercial floor space converted to retail commercial space to a maximum grant of \$15,000 per project. 	10 years	X	
5.4.2 Revitalization Grant Program (owner only)	<ul style="list-style-type: none"> Grant equal to between 80% of the municipal property tax increase created by the project for up to 10 years after project completion. 	10 years	X	

Project Area/Program	Summary Description	Recommended Program Duration ¹	Recommended Phasing	
			Upon CIP Approval	Within a few years of CIP Approval or when servicing becomes available
5.4.3 Facade Improvement Grant Program	<ul style="list-style-type: none"> Grant equal to 50% of the cost of eligible facade rehabilitation, restoration and improvement works to commercial, institutional and mixed use buildings. Maximum Facade Improvement Grant of \$10,000 per building can be increased up to \$15,000 per building by Town Council for : <ol style="list-style-type: none"> applications received from three (3) or more contiguous property owners; or, properties designated under the <i>Ontario Heritage Act</i> or listed by the Town. 	10 years	X	
5.4.4 Comprehensive Planning Grant Program	<ul style="list-style-type: none"> Grant equal to 50% of the cost of preparing comprehensive draft plans and professional urban design studies/drawings. Maximum grant is \$7,500 per project. 	10 years	X	
5.5 Downtown Acton Sub-Area				
5.5.1 Building and Facade Improvement Grant/Loan Program <i>(Building Improvement Loan is owner only)</i>	<ul style="list-style-type: none"> Facade Improvement Grant equal to 70% of cost of eligible facade and storefront improvement works to commercial, institutional and mixed use buildings. Maximum Facade Improvement Grant of \$12,500 per building can be increased up to \$17,500 per building by Town Council for: <ol style="list-style-type: none"> applications received from three (3) or more contiguous 	10 years	X	

Project Area/Program	Summary Description	Recommended Program Duration ¹	Recommended Phasing	
			Upon CIP Approval	Within a few years of CIP Approval or when servicing becomes available
	<p>property owners; or,</p> <p>b) properties designated under the <i>Ontario Heritage Act</i> or listed by the Town.</p> <ul style="list-style-type: none"> • Building Improvement Loan equal to 70% of cost of eligible interior and exterior building maintenance and improvement works to commercial, institutional and mixed use buildings. • Maximum Building Improvement Loan of \$25,000 per building and minimum loan of \$5,000 per building. 			
<p>5.5.2</p> <p>Residential Conversion/ Rehabilitation and Retail Conversion Grant Program (owner only)</p>	<ul style="list-style-type: none"> • Residential Conversion/Rehabilitation Grant equal to \$15 per sq.ft. of residential space rehabilitated or created to a maximum grant of \$15,000 per unit and a maximum of 4 units per project. • Retail Commercial Conversion Grant equal to the \$15 per square foot of vacant non-retail commercial floor space converted to retail commercial space a maximum grant of \$15,000 per project. 	10 years	X	
<p>5.5.3</p> <p>Revitalization Grant Program (owner only)</p>	<ul style="list-style-type: none"> • Grant equal to 80% of the municipal property tax increase created by the project for up to 10 years after project completion. 	10 years	X	

Project Area/Program	Summary Description	Recommended Program Duration ¹	Recommended Phasing	
			Upon CIP Approval	Within a few years of CIP Approval or when servicing becomes available
5.5.4 Comprehensive Planning Grant Program	<ul style="list-style-type: none"> Grant equal to 50% of the cost of preparing comprehensive draft plans and professional urban design studies/drawings. Maximum grant is \$7,500 per project. 	10 years	X	
5.6 Other Properties				
A) 5.6 Urban Georgetown				
5.6.1 Facade Improvement Grant Program	<ul style="list-style-type: none"> Grant equal to 50% of the cost of eligible facade rehabilitation, restoration and improvement works to commercial, institutional and mixed use buildings. Maximum Facade Improvement Grant of \$10,000 per building can be increased up to \$15,000 per building by Town Council for : <ol style="list-style-type: none"> applications received from three (3) or more contiguous property owners; or, properties designated under the Ontario Heritage Act or listed by the Town. 	10 years	X	
5.6.2 Residential Conversion/ Rehabilitation and Retail Conversion Grant Program (owner only)	<ul style="list-style-type: none"> Residential Conversion Grant equal to \$15 per square feet of residential space rehabilitated or created to a maximum grant of \$15,000 per unit and a maximum of 4 units per project. Retail Commercial Conversion Grant equal to the \$15 per square foot of vacant non-retail commercial floor space converted to retail commercial space to a maximum grant of 	10 years	X	

Project Area/Program	Summary Description	Recommended Program Duration ¹	Recommended Phasing	
			Upon CIP Approval	Within a few years of CIP Approval or when servicing becomes available
	\$15,000 per project.			
B) 5.6 Urban Acton				
5.6.1 Building and Facade Improvement Grant/Loan Program (Building Improvement Loan is owner only)	<ul style="list-style-type: none"> • Facade Improvement Grant equal to 70% of cost of eligible facade and storefront improvement works to commercial, institutional and mixed use buildings. <ol style="list-style-type: none"> a) Maximum Facade Improvement Grant of \$12,500 per building can be increased up to \$17,500 per building by Town Council for: applications received from three (3) or more contiguous property owners; or, b) properties designated under the Ontario Heritage Act or listed by the Town. • Building Improvement Loan equal to 70% of cost of eligible interior and exterior building maintenance and improvement works to commercial, institutional and mixed use buildings. • Maximum Building Improvement Loan of \$25,000 per building and minimum loan of \$5,000 per building. 	10 years	X	
5.6.2 Residential Conversion/ Rehabilitation and Retail Conversion Grant Program (owner only)	<ul style="list-style-type: none"> • Residential Conversion/ Rehabilitation Grant equal to \$15 per sq.ft. of residential space rehabilitated or created to a maximum grant of \$15,000 per unit and a maximum of 4 units per project. • Retail Commercial Conversion Grant 	10 years	X	

Project Area/Program	Summary Description	Recommended Program Duration ¹	Recommended Phasing	
			Upon CIP Approval	Within a few years of CIP Approval or when servicing becomes available
	equal to the \$15 per square foot of vacant non-retail commercial floor space converted to retail commercial space a maximum grant of \$15,000 per project.			
5.7 Brownfield Sub-Areas				
A) 5.7 GO Station Lands Sub-Area				
A 5.7.1 Environmental Site Assessment Grant Program	<ul style="list-style-type: none"> Grant equal to 50% of the cost of an eligible environmental site assessment, remedial action plan or risk assessment. Maximum grant of \$12,500 per environmental study. Maximum of 2 studies per project. Maximum total grant of \$22,500 per project. 	5+5 years	X	
A 5.7.2 Brownfields Tax Assistance Program² (owner only)	<ul style="list-style-type: none"> Cancellation of the municipal property tax increase for up to 5 years. Cancellation of the education property tax increase for up to 3 years. 	5+5 years	X	
A 5.7.3 Brownfields Redevelopment Grant Program (owner only)	<ul style="list-style-type: none"> Grant equal to 80% of the municipal property tax increase created by the project for up to 10 years after project completion. 	10 years	X	

² Generally, matching education property tax assistance will last for a maximum of three years. Extensions are subject to the approval of the Minister of Finance.

Project Area/Program	Summary Description	Recommended Program Duration ¹	Recommended Phasing	
			Upon CIP Approval	Within a few years of CIP Approval or when servicing becomes available
A 5.7.4 Brownfields Parkland Dedication Reduction Program <i>(owner only)</i>	<ul style="list-style-type: none"> Grant equal up to 50% of parkland dedication fees paid for a high density residential development. 	4 years		X
A 5.7.5 Brownfields Development Charge Reduction Program³ <i>(owner only)</i>	<ul style="list-style-type: none"> Up to 60% reduction of development charge payable on a brownfield site approved under the Brownfields Redevelopment Grant Program. 	5+5 years	X	
B) 5.7 South Acton (Beardmore) Sub-Area				
B 5.7.1 Environmental Site Assessment Grant Program	<ul style="list-style-type: none"> Grant equal to 50% of the cost of an eligible environmental site assessment, remedial action plan or risk assessment. Maximum grant of \$12,500 per environmental study. Maximum of 2 studies per project. Maximum total grant of \$22,500 per project. 	5+5 years		X
B 5.7.2 Brownfields Tax Assistance Program⁴ <i>(owner only)</i>	<ul style="list-style-type: none"> Cancellation of the municipal property tax increase for up to 5 years. Cancellation of the education property tax increase for up to 3 years. 	5+5 years		X

³ Note that this program does not form part of the CIP.

⁴ Generally, matching education property tax assistance will last for a maximum of three years. Extensions are subject to the approval of the Minister of Finance.

Project Area/Program	Summary Description	Recommended Program Duration ¹	Recommended Phasing	
			Upon CIP Approval	Within a few years of CIP Approval or when servicing becomes available
B 5.7.3 Brownfields Redevelopment Grant Program <i>(owner only)</i>	<ul style="list-style-type: none"> Grant equal to 80% of the municipal property tax increase created by the project for up to 10 years after project completion. 	10 years		X
B 5.7.4 Brownfields Parkland Dedication Reduction Program <i>(owner only)</i>	<ul style="list-style-type: none"> Grant equal up to 50% of parkland dedication fees paid for a medium or high density residential development. 	4 years		X
B 5.7.5 Brownfields Development Charge Reduction Program⁵ <i>(owner only)</i>	<ul style="list-style-type: none"> Up to 60% reduction of development charge payable on a brownfield site approved under the Brownfields Redevelopment Grant Program. 	5+5 years		X
C) 5.7 Other Brownfields Sites Sub-Area				
C 5.7.1 Environmental Site Assessment Grant Program	<ul style="list-style-type: none"> Grant equal to 50% of the cost of an eligible environmental site assessment, remedial action plan or risk assessment. Maximum grant of \$12,500 per environmental study. Maximum of 2 studies per project. Maximum total grant of \$22,500 per project. 	5+5 years		X

⁵ Note that this program does not form part of the CIP.

Project Area/Program	Summary Description	Recommended Program Duration ¹	Recommended Phasing	
			Upon CIP Approval	Within a few years of CIP Approval or when servicing becomes available
C 5.7.2 Brownfields Tax Assistance Program⁶ (owner only)	<ul style="list-style-type: none"> • Cancellation of the municipal property tax increase for up to 5 years. • Cancellation of the education property tax increase for up to 3 years. 	5+5 years		X
C 5.7.3 Brownfields Redevelopment Grant Program (owner only)	<ul style="list-style-type: none"> • Grant equal to 80% of the municipal property tax increase created by the project for up to 10 years after project completion. 	10 years		X
C 5.7.4 Brownfields Parkland Dedication Reduction Program (owner only)	<ul style="list-style-type: none"> • Grant equal up to 50% of parkland dedication fees paid for: <ul style="list-style-type: none"> • a high density residential development project in the Georgetown Urban Area; or • a medium or high density residential development project in the Acton Urban Area. 	4 years	X	
5.8 Agricultural/Rural Sub-Area				
5.8.1 Agricultural Feasibility Study/ Business Plan Grant Program	<ul style="list-style-type: none"> • Grant equal to 50% of the cost of an eligible feasibility study or business plan. • Maximum grant of \$7,500 per project. • Maximum of 1 study per project. 	10 years	X	

⁶ Generally, matching education property tax assistance will last for a maximum of three years. Extensions are subject to the approval of the Minister of Finance.

Project Area/Program	Summary Description	Recommended Program Duration ¹	Recommended Phasing	
			Upon CIP Approval	Within a few years of CIP Approval or when servicing becomes available
5.8.2 Agricultural Buildings and Facilities Improvement Loan Program (owner only)	<ul style="list-style-type: none"> • Building Improvement Loan equal to 70% of cost of eligible maintenance, improvement and construction works to agricultural/rural properties, buildings and facilities. • Maximum Building Improvement Loan of \$20,000 per project and minimum loan of \$5,000 per project. 		X	
5.8.3 Agricultural Buildings and Facilities Revitalization Grant Program (owner only)	<ul style="list-style-type: none"> • Grant equal to 80% of the municipal property tax increase created by the project for up to 10 years after project completion. 	10 years	X	
5.9 Georgetown and Acton Industrial Park Sub-Areas				
5.9.1 Landscape Improvement Grant Program	<ul style="list-style-type: none"> • Grant equal to 50% of the cost of eligible fencing, landscaping and screening of industrial properties. • Maximum grant of \$12,500 per property. • Maximum of 1 grant per property. 	10 years	X	

5.2 General Program Requirements

All of the financial incentive programs contained in the CIP will be subject to the following general requirements as well as the individual requirements specified under each program. The general and program specific requirements contained in the CIP are not necessarily exhaustive and the Town reserves the right to include other requirements and conditions as deemed necessary on a property specific basis:

- i) Application for any of the incentive programs contained in this CIP can be made only for properties within the Community Improvement Project Area as defined in the CIP;

- ii) An application for any financial incentive program contained in this CIP must be submitted to the Town prior to the commencement of any study or works to which the financial incentive program will apply and prior to application for building permit;
- iii) If the applicant is not the owner of the property, the applicant must provide written consent from the owner of the property to make the application;
- iv) An application for any financial incentive program contained in the CIP must include plans, estimates, contracts, reports and other details as required by the Town to satisfy the Town with respect to costs of the project and conformity of the project with the CIP;
- v) For buildings designated under the *Ontario Heritage Act* or listed by the Town, proposed facade restoration and improvement works and building maintenance and improvement works that are subject of a financial incentive program application should be supported by documentation in the form of historic photographs or drawings clearly showing the feature(s) to be restored or reconstructed;
- vi) The Town may require the applicant to submit for approval professional design/ architectural drawing(s) which shall be in conformity with any municipally issued Urban Design Guidelines and/or Heritage Design Guidelines;
- vii) Review and evaluation of all incentive program applications and supporting materials against program eligibility requirements will be done by Town staff, who will then make a recommendation to Town Council. The application is subject to approval by Town Council. Town Council may delegate the approval authority for any of the incentive programs to Town staff;
- viii) Each program in this CIP is only considered active if Council has approved implementation of the program, and Council has approved a budget allocation for the program (as applicable);
- ix) As a condition of application approval, the applicant may be required to enter into a grant or loan agreement with the Town. This Agreement will specify the terms, duration and default provisions of the incentive to be provided. This Agreement is also subject to approval by Town Council or Council's designate;
- x) Where other sources of government and/or non-profit organization funding (Federal, Provincial, Municipal, CMHC, Federation of Canadian Municipalities, etc...) that can be applied against the eligible costs are anticipated or have been secured, these must be declared as part of the application. Accordingly, the loan/grant may be reduced on a pro-rated basis;
- xi) The Town reserves the right to audit the cost of any and all works that have been approved under any of the financial incentive programs, at the expense of the applicant;
- xii) The Town is not responsible for any costs incurred by an applicant in relation to any of the programs, including without limitation, costs incurred in anticipation of a grant and/or loan;
- xiii) If the applicant is in default of any of the general or program specific requirements, or any other requirements of the Town, the Town may delay, reduce or cancel the approved grant and/or loan, and require repayment of the approved grant and/or loan;
- xiv) The Town may discontinue any of the programs contained in the CIP at any time, but applicants with approved grants and/or loans will still receive said grant and/or loan, subject to meeting the general and program specific requirements, and applicants with approved loans will still be required to repay their loans in full;

- xv) All proposed works approved under the financial incentive programs and associated improvements to buildings and/or land must conform to any Urban Design Guidelines in place, and all other Town guidelines, by-laws, policies, procedures, and standards;
- xvi) All works completed must comply with the description of the works as provided in the application form and contained in the program agreement, with any amendments as approved by the Town;
- xvii) Existing and proposed land uses must be in conformity with applicable Official Plan(s), Zoning By-law and other planning requirements and approvals at both the local and regional level;
- xviii) All improvements made to buildings and/or land shall be made pursuant to a Building Permit, and/or other required permits, and constructed in accordance with the Ontario Building Code and all applicable zoning requirements and planning approvals;
- xix) Outstanding work orders, and/or orders or requests to comply, and/or other charges from the Town (including tax arrears) must be satisfactorily addressed prior to grant, loan and/or tax assistance approval/payment;
- xx) Town staff, officials, and/or agents of the Town may inspect any property that is the subject of an application for any of the financial incentive programs offered by the Town; and
- xxi) Eligible applicants can apply for one, more or all of the incentive programs contained in the CIP, but no two programs may be used to pay for the same eligible cost. Also, the total of all grants and loans provided in respect of the particular property for which an applicant is making application under the programs contained in the CIP shall not exceed the eligible cost of the improvements to that property under the CIP.
- xxii) The Town may accept applications all year round for building, facade and facilities improvement grant and loan type programs contained in this CIP, or the Town may issue a Request for Applications (RFA) for these types of programs once or twice a year depending on program interest and the annual CIP budget, which outlines program priorities and financial limitations.

5.3 Georgetown Community Node (Guelph Street) Sub-Area

5.3.1 Building and Facade Improvement Grant/Loan Program

5.3.1.1 Purpose

To promote the rehabilitation, restoration and improvement of the facades of commercial, institutional and mixed use buildings (including retail storefront display areas and signage) in the Georgetown Community Node (Guelph Street) Sub-Area.

To promote the maintenance and physical improvement of existing commercial, institutional and mixed use buildings in the northern part of the Georgetown Community Node (Guelph Street) Sub-Area, in order to meet the current Building Code, improve aesthetic quality, and to provide safe and usable commercial, residential and mixed use space.

5.3.1.2 Description

This program contains two components. A grant component applies to eligible building facade improvements while a loan component applies to eligible building maintenance and improvement works. An applicant may apply for either the grant or loan component, or both the grant and loan component.

The Facade Improvement Grant component of this program will provide a matching grant of 50% of the cost of eligible storefront improvement and facade improvement and restoration works to commercial, institutional and mixed use buildings, up to a maximum grant per building of \$10,000. Eligible facades include front facades and rear facades facing public parking areas.

At the discretion of Council, the matching grant for the Facade Improvement Grant component can be increased by up to \$5,000 per building for:

- a) applications where three or more contiguous property owners submit a joint application; or
- b) buildings designated under the *Ontario Heritage Act* or listed by the Town.

If the property is located within the BIA, any grant funding awarded for facade improvement under a facade improvement grant program available from the Business Improvement Area will be deducted from the grant funding available under this program.

The Building Improvement Loan component of this program will provide a no interest loan equivalent to 70% of the cost of eligible interior and exterior building maintenance and improvement works to commercial, institutional and mixed use buildings up to a maximum loan per building of \$20,000. The minimum loan per building will be \$5,000. The loan will be repayable over a 5 year period and the Town will require that security for the loan be registered against title of the property.

The Grant will be paid upon completion of the eligible works and inspection of those works by the Town.

Recommended program duration is 10 years.

5.3.1.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) The following types of facade restoration and improvement works on commercial, institutional and mixed use buildings are considered eligible for a grant under this program:
 - i) repair or replacement of storefront, including repair or replacement of storefront doors and windows;
 - ii) repair or repointing of façade masonry and brickwork;
 - iii) repair or replacement of cornices, parapets, eaves and other architectural details;
 - iv) repair or replacement of awnings or canopies;
 - v) façade painting and cleaning/treatments;
 - vi) addition of new lighting/upgrading of existing fixtures on exterior façade and in entrance and storefront display areas;

- vii) installation/improvement of signage (as permitted by the Sign By-law);
 - viii) landscaping, including plant materials (to a maximum of 15% of the approved grant amount);
 - ix) architectural/design fees required for eligible works (to a maximum of 10% of the grant amount); and
 - x) other similar repairs/improvements as may be approved.
- b) The following types of building maintenance and improvement works on commercial, institutional and mixed use buildings are considered eligible for a loan under this program:
- i) entrance modifications to provide barrier-free accessibility;
 - ii) installation/upgrading of fire protection systems;
 - iii) repair/replacement of roof;
 - iv) structural repairs to walls, ceilings, floors and foundations;
 - v) water/flood/weatherproofing;
 - vi) repair/replacement of windows and doors;
 - vii) extension/upgrading of plumbing and electrical services for the creation of retail, office or residential space;
 - viii) installation/alteration of required window openings to residential spaces;
 - ix) required improvements to heating and ventilation systems; and
 - x) other similar repairs/improvements related to health and safety issues, as may be approved.
- c) The following types of façade restoration and improvement works and building maintenance and improvement works on commercial, institutional and mixed use buildings designated under the *Ontario Heritage Act* or listed by the Town are considered eligible for a grant and/or a loan under this program:
- i) a Professional Design Study (to a maximum of 10% of the grant amount) that specifies the significant architectural features to be restored, the nature and method of preservation/restoration, and materials to be used;
 - ii) works that conserve or enhance elements specified in the Reasons for Designation accompanying the designating by-law under the *Ontario Heritage Act*;
 - iii) fences and outbuildings if specifically referred to in the Reasons for Designation;
 - iv) 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.);
 - v) removal of modern material (synthetic siding, asphalt shingles, etc.) and replacement with documented original materials;
 - vi) reconstruction or construction of former and significant architectural features for which the appearance can be clearly determined from documentary sources (photographs, drawings, etc.);
 - vii) cleaning of masonry buildings if it is necessary for the building's preservation;
 - viii) all final finishes, such as paint and masonry are eligible for funding subject to approval;

- ix) interior works specifically referred to in the Reasons for Designation, including, but not limited to
woodwork, plasterwork, wall or ceiling murals, or metal work, and other decorative features; and
- x) works required to maintain or preserve significant architectural features.

5.3.2 Revitalization Grant Program

5.3.2.1 Purpose

To encourage and support rehabilitation, redevelopment, infill and intensification projects in the Georgetown Community Node (Guelph Street) Sub-Area by providing a financial incentive that reduces the property tax increase that can result from these various types of development. This incentive is also designed to assist in securing project financing.

5.3.2.2 Description

This program will provide a tax increment based grant equivalent to 80% of the municipal (Town and Region) property tax increase for up to 10 years following completion of an eligible project where that project creates an increase in assessment, and therefore an increase in property taxes. The grant will be paid annually once the eligible project is complete, building inspection has taken place, the property has been reassessed, and the new property taxes have been paid in full for the year. Pre-project Municipal taxes will be determined before commencement of the project at the time the application is approved. For purposes of the grant calculation, the increase in Municipal taxes will be calculated as the difference between pre-project Municipal taxes and post-project Municipal taxes that are levied as a result of re-valuation of the property by the Municipal Property Assessment Corporation (MPAC) following project completion. The grant will be recalculated every year based on post-project Municipal taxes in that year. Grant payments will cease when the total grant along with all other grants and loans provided equals the cost of rehabilitating the lands and buildings, or after 10 years, whichever comes first.

Recommended program duration is 10 years.

5.3.2.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget and Regional Council:

- a) The following types of projects are considered eligible for this program:
 - i) existing commercial, institutional and mixed use buildings, vacant properties and parking lots where the redevelopment or rehabilitation project results in an increase in the assessed value and taxes on the property;
- b) The Town may require the applicant to submit a Business Plan, with said plan to the Municipality's satisfaction;
- c) The Town may require the applicant to submit for approval impact studies such as traffic studies and studies of microclimatic conditions (sun, shadow, wind);

- d) If during the grant period, a building receiving a revitalization grant is demolished, all grant payments shall cease and the municipality reserves the right to require repayment of the grant payments; and
- e) If during the grant period, a building/property designated under the *Ontario Heritage Act* or listed by the Town receiving a revitalization grant is demolished or any of the heritage features are altered in any way that would compromise the reasons for designation, all grant payments shall cease and the Town reserves the right to require repayment of the grant payments.

5.3.3 Comprehensive Planning Grant Program

5.3.3.1 Purpose

To help offset the costs to developers and property owners in the northern part of the Georgetown Community Node (Guelph Street) Sub-Area of preparing comprehensive draft plans and professional urban design studies and drawings required by the Town.

5.3.3.2 Description

This program will provide a matching grant of 50% of the cost of preparing comprehensive draft plans and professional urban design studies and drawings required by the Town to a maximum grant per project of \$7,500. Only one Comprehensive Planning Grant application per project will be allowed.

The grant will be paid once the plans and/or professional urban design studies/ drawings funded by the grant have been submitted to the Town along with proof that the consultant(s) who prepared the plans/studies/drawings have been paid in full. The plans/studies/drawings must also be to the satisfaction of the Town and must meet any municipally issued Urban Design Guidelines. The grant may be reduced or cancelled if the plans/studies/drawings are not to the satisfaction of the Town, or if the consultant(s) are not paid. The applicant will agree to provide the Town with permission to provide the plans/studies/drawings to subsequent owners and interested parties, should the applicant decide not to proceed with the project.

Recommended program duration is 10 years.

5.3.3.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) A grant application must be submitted to the Town prior to the preparation of any feasibility study to which the grant will apply;
- b) If the applicant is not the owner of the property, the applicant must provide written consent from the owner of the property to make the application;
- c) Applications will include a cost estimate for preparation of the plans/studies/drawings;
- d) All plans/studies/drawings must be submitted to the Town in electronic and hard copy format for the Town's review and retention; and
- e) All plans/studies/drawings must be to the satisfaction of the Town and must meet any municipally issued Urban Design Guidelines and/or Heritage Design Guidelines.

5.4 Downtown Georgetown Sub-Area

5.4.1 Residential Conversion/Rehabilitation and Retail Conversion Grant Program

5.4.1.1 Purpose

To promote the following in Downtown Georgetown:

- a) Upgrading of existing residential units in mixed use buildings;
- b) Construction of new residential units through conversion of excess commercial and vacant space on upper storeys of commercial and mixed use building to residential units; residential intensification; and the infilling of vacant lots; and
- c) Conversion of vacant non-retail commercial space to retail commercial space to reinforce the retail commercial base.

5.4.1.2 Description

The Residential Conversion component of the Grant Program will provide a grant equal to the cost of rehabilitating existing residential units and/or constructing new residential units on upper storeys on the basis of \$15 per square foot of habitable floor space rehabilitated or constructed, to a maximum of \$15,000 per unit, and a maximum of 4 units per project. The Residential Conversion component of the Grant Program can be used for rental or ownership units. If used for ownership units, the grant may apply to buildings that fall under the Condominium Act. The Grant will be paid once all construction is complete and the Town has conducted all final inspections.

The Retail Commercial Conversion component of the Grant Program will provide a grant equal to the cost of the physical improvements and changes required to convert vacant non-retail ground floor commercial space to retail commercial space on the basis of \$15 per square foot of floor space converted/rehabilitated to a maximum of \$15,000 per project. The Retail Commercial Conversion component of the Grant Program can be used for rental or ownership units. The Grant will be paid upon completion of the eligible works and inspection of those works by the Town.

Recommended program duration is 10 years.

5.4.1.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) The following types of projects are considered eligible for the Residential Conversion component of the Grant under this program:
 - i) renovations to existing residential units in a mixed use building to bring these units into compliance with the Building Code, Property Standards By-law and the Fire Code; or
 - ii) existing commercial or mixed use building where two or more net residential units are created; and,
 - iii) vacant lot (including parking lots) converting to mixed use or residential use where two or more net residential units are created.

- b) The following types of works where vacant non-retail ground floor commercial space is being converted to retail commercial floor space are considered eligible for the Retail Commercial Conversion component of the Grant under this program:
- i) repair or replacement of storefront, including repair or replacement of storefront doors and windows;
 - ii) repair or replacement of awnings or canopies;
 - iii) façade painting and cleaning/treatments;
 - iv) addition of new lighting/upgrading of existing fixtures on exterior façade and in entrance and storefront display areas;
 - v) installation/improvement of signage (as permitted by the Sign By-law);
 - vi) entrance modifications to provide barrier-free accessibility;
 - vii) extension/upgrading of plumbing and electrical services for the creation of retail space; and
 - viii) other similar repairs/improvements as may be approved.

5.4.2 Revitalization Grant Program

5.4.2.1 Purpose

To encourage and support rehabilitation, redevelopment, infill and intensification projects in the Downtown Georgetown Sub-Area by providing a financial incentive that reduces the property tax increase that can result from these various types of development. This incentive is also designed to assist in securing project financing.

5.4.2.2 Description

This program will provide a tax increment based grant equivalent to 80% of the municipal (Town and Region) property tax increase for up to 10 years following completion of an eligible project where that project creates an increase in assessment, and therefore an increase in property taxes.

The grant will be paid annually once the eligible project is complete, building inspection has taken place, the property has been reassessed, and the new property taxes have been paid in full for the year. Pre-project Municipal taxes will be determined before commencement of the project at the time the application is approved. For purposes of the grant calculation, the increase in Municipal taxes will be calculated as the difference between pre-project Municipal taxes and post-project Municipal taxes that are levied as a result of re-valuation of the property by the Municipal Property Assessment Corporation (MPAC) following project completion. The grant will be recalculated every year based on post-project Municipal taxes in that year. Grant payments will cease when the total grant along with all other grants and loans provided equals the cost of rehabilitating the lands and buildings, or after 10 years, whichever comes first.

Recommended program duration is 10 years.

5.4.2.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget and Regional Council:

- a) The following types of projects are considered eligible for this program:
 - i) existing commercial, institutional and mixed use buildings, vacant properties and parking lots where the redevelopment or rehabilitation project results in an increase in the assessed value and taxes on the property;
- b) The Town may require the applicant to submit a Business Plan, with said plan to the Municipality's satisfaction;
- c) The Town may require the applicant to submit for approval impact studies such as traffic studies and studies of microclimatic conditions (sun, shadow, wind);
- d) If during the grant period, a building receiving a revitalization grant is demolished, all grant payments shall cease and the municipality reserves the right to require repayment of the grant payments; and
- e) If during the grant period, a building/property designated under the *Ontario Heritage Act* or listed by the Town receiving a revitalization grant is demolished or any of the heritage features are altered in any way that would compromise the reasons for designation, all grant payments shall cease and the Town reserves the right to require repayment of the grant payments.

5.4.3 Facade Improvement Grant Program

5.4.3.1 Purpose

To promote the rehabilitation, restoration and improvement of the facades of commercial, institutional and mixed use buildings (including retail storefront display areas and signage) in Downtown Georgetown.

5.4.3.2 Description

The Facade Improvement Grant Program will provide a matching grant of 50% of the cost of eligible storefront improvement and facade improvement and restoration works to commercial, institutional and mixed use buildings, up to a maximum grant per building of \$10,000. Eligible facades include front facades and rear facades facing public parking areas.

At the discretion of Council, the matching grant for the Facade Improvement Grant component can be increased by up to \$5,000 per building for:

- a) applications where three or more contiguous property owners submit a joint application; or
- b) buildings designated under the *Ontario Heritage Act* or listed by the Town.

If the property is located within the BIA, any grant funding awarded for facade improvement under a facade improvement grant program available from the Business Improvement Area will be deducted from the grant funding available under this program.

The Grant will be paid upon completion of the eligible works and inspection of those works by the Town.

Recommended program duration is 10 years.

5.4.3.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) The following types of facade restoration and improvement works on commercial, institutional and mixed use buildings are considered eligible for a grant under this program:
 - i) repair or replacement of storefront, including repair or replacement of storefront doors and windows;
 - ii) repair or repointing of façade masonry and brickwork;
 - iii) repair or replacement of cornices, parapets, eaves and other architectural details;
 - iv) repair or replacement of awnings or canopies;
 - v) façade painting and cleaning/treatments;
 - vi) addition of new lighting/upgrading of existing fixtures on exterior façade and in entrance and storefront display areas;
 - vii) installation/improvement of signage (as permitted by the Sign By-law);
 - viii) landscaping, including plant materials (to a maximum of 15% of the approved grant amount);
 - ix) architectural/design fees required for eligible works (to a maximum of 10% of the grant amount); and
 - x) other similar repairs/improvements as may be approved.

5.4.4 Comprehensive Planning Grant Program

5.4.4.1 Purpose

To help offset the costs to developers and property owners in the Downtown Georgetown Sub-Area of preparing comprehensive draft plans and professional urban design studies and drawings required by the Town.

5.4.4.2 Description

This program will provide a matching grant of 50% of the cost of preparing comprehensive draft plans and professional urban design studies and drawings required by the Town to a maximum grant per project of \$7,500. Only one Comprehensive Planning Grant application per project will be allowed.

The grant will be paid once the plans and/or professional urban design studies/ drawings funded by the grant have been submitted to the Town along with proof that the consultant(s) who prepared the plans/studies/drawings have been paid in full. The plans/studies/drawings must also be to the satisfaction of the Town and must meet any municipally issued Urban Design Guidelines. The grant may be reduced or cancelled if the plans/studies/drawings are not to the satisfaction of the Town, or if the consultant(s) are not paid. The applicant will agree to provide the Town with permission to provide the plans/studies/drawings to subsequent owners and interested parties, should the applicant decide not to proceed with the project.

Recommended program duration is 10 years.

5.4.4.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) A grant application must be submitted to the Town prior to the preparation of any feasibility study to which the grant will apply;
- b) If the applicant is not the owner of the property, the applicant must provide written consent from the owner of the property to make the application;
- c) Applications will include a cost estimate for preparation of the plans/studies/drawings;
- d) All plans/studies/drawings must be submitted to the Town in electronic and hard copy format for the Town's review and retention; and
- e) All plans/studies/drawings must be to the satisfaction of the Town and must meet any municipally issued Urban Design Guidelines and/or Heritage Design Guidelines.

5.5 Downtown Acton Sub-Area

5.5.1 Building and Facade Improvement Grant/Loan Program

5.5.1.1 Purpose

To promote the rehabilitation, restoration and improvement of the facades of commercial, institutional and mixed use buildings (including retail storefront display areas and signage) in Downtown Acton.

To promote the maintenance and physical improvement of existing commercial, institutional and mixed use buildings and properties in Downtown Acton, in order to meet the current Building Code, improve aesthetic quality, and to provide safe and usable commercial, residential and mixed use space.

5.5.1.2 Description

This program contains two components. A grant component applies to eligible building facade improvements while a loan component applies to eligible building maintenance and improvement works. An applicant may apply for either the grant or loan component, or both the grant and loan component.

The Facade Improvement Grant component of this grant program will provide a grant of 70% of the cost of eligible storefront improvement and facade improvement and restoration works to commercial, institutional and mixed use buildings, up to a maximum grant per building of \$12,500. Eligible facades include front facades and rear facades facing public parking areas.

At the discretion of Council, the matching grant for the Facade Improvement Grant component can be increased by up to \$5,000 per building for:

- a) applications where three or more contiguous property owners submit a joint application; or
- b) buildings designated under the *Ontario Heritage Act* or listed by the Town.

If the property is located within the BIA, any grant funding awarded for facade improvement under a facade improvement grant program available from the Business Improvement Area will be deducted from the grant funding available under this program.

The Building Improvement Loan component of this program will provide a no interest loan equivalent to 70% of the cost of eligible interior and exterior building maintenance and improvement works to commercial, institutional and mixed use buildings, up to a maximum loan per building of \$25,000. The minimum loan per building will be \$5,000. The loan will be repayable over a 5 year period and the Town will require that security for the loan be registered against the title of the property.

The Grant will be paid upon completion of the eligible works and inspection of those works by the Town.

Recommended program duration is 10 years.

5.5.1.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) The following types of façade restoration and improvement works on commercial, institutional and mixed use buildings are considered eligible for a grant under this program:
 - i) repair or replacement of storefront, including repair or replacement of storefront doors and windows;
 - ii) repair or repointing of façade masonry and brickwork;
 - iii) repair or replacement of cornices, parapets, eaves and other architectural details;
 - iv) repair or replacement of awnings or canopies;
 - v) façade painting and cleaning/treatments;
 - vi) addition of new lighting/upgrading of existing fixtures on exterior façade and in entrance and storefront display areas;
 - vii) installation/improvement of signage (as permitted by the Sign By-law);
 - viii) landscaping, including plant materials (to a maximum of 15% of the approved grant amount);
 - ix) architectural/design fees required for eligible works (to a maximum of 10% of the grant amount); and
 - x) other similar repairs/improvements as may be approved.
- b) The following types of building maintenance and improvement works on commercial, institutional and mixed use buildings are considered eligible for a loan under this program:
 - i) entrance modifications to provide barrier-free accessibility;
 - ii) installation/upgrading of fire protection systems;
 - iii) repair/replacement of roof;
 - iv) structural repairs to walls, ceilings, floors and foundations;
 - v) water/flood/weatherproofing;
 - vi) repair/replacement of windows and doors;

- vii) extension/upgrading of plumbing and electrical services for the creation of retail, office or residential space;
 - viii) installation/alteration of required window openings to residential spaces;
 - ix) required improvements to heating and ventilation systems; and
 - x) other similar repairs/improvements related to health and safety issues, as may be approved.
- c) The following types of façade restoration and improvement works and building maintenance and improvement works on commercial, institutional and mixed use buildings designated under the Ontario Heritage Act or listed by the Town are considered eligible for a grant and/or a loan under this program:
- i) a Professional Design Study (to a maximum of 10% of the grant amount) that specifies the significant architectural features to be restored, the nature and method of preservation/restoration, and materials to be used;
 - ii) works that conserve or enhance elements specified in the Reasons for Designation accompanying the designating by-law under the Ontario Heritage Act;
 - iii) fences and outbuildings if specifically referred to in the Reasons for Designation;
 - iv) 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.);
 - v) removal of modern material (synthetic siding, asphalt shingles, etc.) and replacement with documented original materials;
 - vi) reconstruction or construction of former and significant architectural features for which the appearance can be clearly determined from documentary sources (photographs, drawings, etc.);
 - vii) cleaning of masonry buildings if it is necessary for the building's preservation;
 - viii) all final finishes, such as paint and masonry are eligible for funding subject to approval;
 - ix) interior works specifically referred to in the Reasons for Designation, including, but not limited to: woodwork, plasterwork, wall or ceiling murals, or metal work, and other decorative features; and
 - x) works required to maintain or preserve significant architectural features.

5.5.2 Residential Conversion/Rehabilitation and Retail Conversion Grant Program

5.5.2.1 Purpose

To promote the following in Downtown Acton:

- a) Upgrading of existing residential units in mixed use buildings;
- b) Construction of new residential units through conversion of excess commercial and vacant space on upper storeys of commercial and mixed use building to residential units; residential intensification; and the infilling of vacant lots; and

- c) Conversion of vacant non-retail commercial space to retail commercial space to reinforce the retail commercial base.

5.5.2.2 Description

The Residential Conversion component of the Grant Program will provide a grant equal to the cost of rehabilitating existing residential units and/or constructing new residential units on upper storeys on the basis of \$15 per square foot of habitable floor space rehabilitated or constructed, to a maximum of \$15,000 per unit, and a maximum of 4 units per project. The Residential Conversion component of the Grant Program can be used for rental or ownership units. If used for ownership units, the grant may apply to buildings that fall under the Condominium Act. The Grant will be paid once all construction is complete and the Town has conducted all final inspections.

The Retail Commercial Conversion component of the Grant Program will provide a grant equal to the cost of the physical improvements and changes required to convert vacant non-retail ground floor commercial space to retail commercial space on the basis of \$15 per square foot of floor space converted/rehabilitated to a maximum of \$15,000 per project. The Retail Commercial Conversion component of the Grant Program can be used for rental or ownership units. The Grant will be paid upon completion of the eligible works and inspection of those works by the Town.

Recommended program duration is 10 years.

5.5.2.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) The following types of projects are considered eligible for the Residential Conversion component of the Grant under this program:
 - i) renovations to existing residential units in a mixed use building to bring these units into compliance with the Building Code, Property Standards By-law and the Fire Code; or,
 - ii) existing commercial or mixed use building where two or more net residential units are created; and
 - iii) vacant lot (including parking lots) converting to mixed use or residential use where two or more net residential units are created.
- b) The following types of works where vacant non-retail ground floor commercial space is being converted to retail commercial floor space are considered eligible for the Retail Commercial Conversion component of the Grant under this program:
 - i) repair or replacement of storefront, including repair or replacement of storefront doors and windows;
 - ii) repair or replacement of awnings or canopies;
 - iii) façade painting and cleaning/treatments;
 - iv) addition of new lighting/upgrading of existing fixtures on exterior façade and in entrance and storefront display areas;
 - v) installation/improvement of signage (as permitted by the Sign By-law);
 - vi) entrance modifications to provide barrier-free accessibility;

- vii) extension/upgrading of plumbing and electrical services for the creation of retail space; and,
 - viii) other similar repairs/improvements as may be approved.
- c) The Town may require the applicant to submit for approval professional design/ architectural drawing(s) which shall be in conformity with any municipally issued Urban Design Guidelines and/or Heritage Design Guidelines.

5.5.3 Revitalization Grant Program

5.5.3.1 Purpose

To encourage and support rehabilitation, redevelopment, infill and intensification projects in the Downtown Acton Sub-Area by providing a financial incentive that reduces the property tax increase that can result from these various types of development. This incentive is also designed to assist in securing project financing.

5.5.3.2 Description

This program will provide a tax increment based grant equivalent to 80% of the municipal (Town and Region) property tax increase for up to 10 years following completion of an eligible project where that project creates an increase in assessment, and therefore an increase in property taxes.

The grant will be paid annually once the eligible project is complete, building inspection has taken place, the property has been reassessed, and the new property taxes have been paid in full for the year. Pre-project Municipal taxes will be determined before commencement of the project at the time the application is approved. For purposes of the grant calculation, the increase in Municipal taxes will be calculated as the difference between pre-project Municipal taxes and post-project Municipal taxes that are levied as a result of re-valuation of the property by the Municipal Property Assessment Corporation (MPAC) following project completion. The grant will be recalculated every year based on post-project Municipal taxes in that year. Grant payments will cease when the total grant along with all other grants and loans provided equals the cost of rehabilitating the lands and buildings, or after 10 years, whichever comes first.

Recommended program duration is 10 years.

5.5.3.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget and Regional Council:

- a) The following types of projects are considered eligible for this program:
 - i) existing commercial, institutional and mixed use buildings, vacant properties and parking lots where the redevelopment or rehabilitation project results in an increase in the assessed value and taxes on the property;
- b) The Town may require the applicant to submit a Business Plan, with said plan to the Municipality's satisfaction;
- c) The Town may require the applicant to submit for approval professional design/ architectural drawing(s) which shall be in conformity with any municipally issued Urban Design Guidelines and/or Heritage Design

Guidelines as well as impact studies such as traffic studies and studies of microclimatic conditions (sun, shadow, wind);

- d) If during the grant period, a building receiving a revitalization grant is demolished, all grant payments shall cease and the municipality reserves the right to require repayment of the grant payments; and,
- e) If during the grant period, a building/property designated under the *Ontario Heritage Act* or listed by the Town receiving a revitalization grant is demolished or any of the heritage features are altered in any way that would compromise the reasons for designation, all grant payments shall cease and the Town reserves the right to require repayment of the grant payments.

5.5.4 Comprehensive Planning Grant Program

5.5.4.1 Purpose

To help offset the costs to developers and property owners in the Downtown Acton Sub-Area of preparing comprehensive draft plans and professional urban design studies and drawings required by the Town.

5.5.4.2 Description

This program will provide a matching grant of 50% of the cost of preparing comprehensive draft plans and professional urban design studies and drawings required by the Town to a maximum grant per project of \$7,500. Only one Comprehensive Planning Grant application per project will be allowed.

The grant will be paid once the plans and/or professional urban design studies/ drawings funded by the grant have been submitted to the Town along with proof that the consultant(s) who prepared the plans/studies/drawings have been paid in full. The plans/studies/drawings must also be to the satisfaction of the Town and must meet any municipally issued Urban Design Guidelines. The grant may be reduced or cancelled if the plans/studies/drawings are not to the satisfaction of the Town, or if the consultant(s) are not paid. The applicant will agree to provide the Town with permission to provide the plans/studies/drawings to subsequent owners and interested parties, should the applicant decide not to proceed with the project.

Recommended program duration is 10 years.

5.5.4.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) A grant application must be submitted to the Town prior to the preparation of any feasibility study to which the grant will apply;
- b) If the applicant is not the owner of the property, the applicant must provide written consent from the owner of the property to make the application;
- c) Applications will include a cost estimate for preparation of the plans/studies/drawings;
- d) All plans/studies/drawings must be submitted to the Town in electronic and hard copy format for the Town's review and retention; and

- e) All plans/studies/drawings must be to the satisfaction of the Town and must meet any municipally issued Urban Design Guidelines and/or Heritage Design Guidelines.

5.6 Other Properties

In addition to properties within the Georgetown Community Node Sub-Area, Downtown Georgetown Sub-Area and Acton Downtown Sub-Areas, there are other properties in the Town that are not within the geographic boundaries of the above Sub-Areas but still could benefit from Community Improvement. Eligible properties are within Urban Georgetown or Urban Acton, are generally located on an arterial road or provincial highway and the use is in accordance with the land use designation in the Town of Halton Hills Official Plan.

The incentive programs for each area are outlined below in Sections A (Urban Georgetown) and B (Urban Acton).

A.5.6 Urban Georgetown

A.5.6.1 Facade Improvement Program

A.5.6.1.1 Purpose

To promote the rehabilitation, restoration and improvement of the facades of commercial, institutional and mixed use buildings (including retail storefront display areas and signage) on applicable properties within the Georgetown Urban Area.

A.5.6.1.2 Description

The Facade Improvement Grant Program will provide a matching grant of 50% of the cost of eligible storefront improvement and facade improvement and restoration works to commercial, institutional and mixed use buildings, up to a maximum grant per building of \$10,000. Eligible facades include front facades and rear facades facing public parking areas.

At the discretion of Council, the matching grant for the Facade Improvement Grant component can be increased by up to \$5,000 per building for:

- a) applications where three or more contiguous commercial property owners submit a joint application; or
- b) buildings designated under the Ontario Heritage Act or listed by the Town.

The Grant will be paid upon completion of the eligible works and inspection of those works by the Town.

Recommended program duration is 10 years.

A.5.6.1.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) The property is within the Georgetown Urban Boundary as identified on Schedule A3-1 of the Town of Halton Hills Official Plan.
- b) The use of the building is in accordance with the land use designation in the Town of Halton Hills Official Plan.
- c) The property is located with frontage on an Arterial Road or Provincial Highway as identified on Schedule B1 of the Town of Halton Hills Official Plan.
- d) The following types of facade restoration and improvement works on commercial, institutional and mixed use buildings are considered eligible for a grant under this program:
 - i) repair or replacement of storefront, including repair or replacement of storefront doors and windows;

- ii) repair or repointing of facade masonry and brickwork;
- iii) repair or replacement of cornices, parapets, eaves and other architectural details;
- iv) repair or replacement of awnings or canopies;
- v) facade painting and cleaning/treatments;
- vi) addition of new lighting/upgrading of existing fixtures on exterior facade and in entrance and storefront display areas;
- vii) installation/improvement of signage (as permitted by the Sign By-law);
- viii) landscaping, including plant materials (to a maximum of 15% of the approved grant amount);
- ix) architectural/design fees required for eligible works (to a maximum of 10% of the grant amount); and
- x) other similar repairs/improvements as may be approved.

A.5.6.2 Residential Conversion/Rehabilitation and Retail Conversion Grant Program

A.5.6.2.1 Purpose

To promote the following in Urban Georgetown:

- a) Upgrading of existing residential units in mixed use buildings;
- b) Construction of new residential units through conversion of excess commercial and vacant space on upper storeys of commercial and mixed use building to residential units; residential intensification; and the infilling of vacant lots; and
- c) Conversion of vacant non-retail commercial space to retail commercial space to reinforce the retail commercial base.

A. 5.6.2.2 Description

The Residential Conversion component of the Grant Program will provide a grant equal to the cost of rehabilitating existing residential units and/or constructing new residential units on upper storeys on the basis of \$15 per square foot of habitable floor space rehabilitated or constructed, to a maximum of \$15,000 per unit, and a maximum of 4 units per project. The Residential Conversion component of the Grant Program can be used for rental or ownership units. If used for ownership units, the grant may apply to buildings that fall under the *Condominium Act*. The Grant will be paid once all construction is complete and the Town has conducted all final inspections.

The Retail Commercial Conversion component of the Grant Program will provide a grant equal to the cost of the physical improvements and changes required to convert vacant non-retail ground floor commercial space to retail commercial space on the basis of \$15 per square foot of floor space converted/rehabilitated to a maximum of \$15,000 per project. The Retail Commercial Conversion component of the Grant Program can be used for rental or ownership units. The Grant will be paid upon completion of the eligible works and inspection of those works by the Town.

Recommended program duration is 10 years.

A.5.6.2.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) The property is within the Georgetown Urban Boundary as identified on Schedule A3-1 of the Town of Halton Hills Official Plan.
- b) The use of the building is in accordance with the land use designation in the Town of Halton Hills Official Plan.
- c) The property is located with frontage on an Arterial Road or Provincial Highway as identified on Schedule B1 of the

Town of Halton Hills Official Plan.

- d) The following types of projects are considered eligible for the Residential Conversion component of the Grant under this program:
 - i) renovations to existing residential units in a mixed use building to bring these units into compliance with the Building Code, Property Standards By-law and the Fire Code; or
 - ii) existing commercial or mixed use building where two or more net residential units are created; and,
 - iii) vacant lot (including parking lots) converting to mixed use or residential use where two or more net residential units are created.
- e) The following types of works where vacant non-retail ground floor commercial space is being converted to retail commercial floor space are considered eligible for the Retail Commercial Conversion component of the Grant under this program:
 - i) repair or replacement of storefront, including repair or replacement of storefront doors and windows;
 - ii) repair or replacement of awnings or canopies;
 - iii) facade painting and cleaning/treatments;
 - iv) addition of new lighting/upgrading of existing fixtures on exterior facade and in entrance and storefront display areas;
 - v) installation/improvement of signage (as permitted by the Sign By-law);
 - vi) entrance modifications to provide barrier-free accessibility;
 - vii) extension/upgrading of plumbing and electrical services for the creation of retail space; and
 - viii) other similar repairs/improvements as may be approved.
- f) The Town may require the applicant to submit for approval professional design/ architectural drawing(s) which shall be in conformity with any municipally issued Urban Design Guidelines and/or Heritage Design Guidelines.

B. 5.6 Urban Acton

B.5.6.1 Building and Facade Improvement Grant/Loan Program

B.5.6.1.1 Purpose

To promote the rehabilitation, restoration and improvement of the facades of commercial, institutional and mixed use buildings (including retail storefront display areas and signage) on applicable properties within the Acton Urban Area.

To promote the maintenance and physical improvement of existing commercial, institutional and mixed use buildings in the Acton Urban Area, in order to meet the current Building Code, improve aesthetic quality, and to provide safe and usable commercial, residential and mixed use space.

B. 5.6.1.2 Description

This program contains two components. A grant component applies to eligible facade improvements while a loan component applies to eligible building maintenance and improvement works.

The Facade Improvement Grant component of this program will provide a grant of 70% of the cost of eligible storefront improvement and facade improvement and restoration works to commercial, institutional and mixed use buildings, up to a maximum grant per building of \$12,500. Eligible facades include front facades and rear facades facing public parking areas.

At the discretion of Council, the matching grant for the Facade Improvement Grant component can be increased by up to

\$5,000 per building for:

- a) applications where three or more contiguous commercial property owners submit a joint application; or
- b) buildings designated under the Ontario Heritage Act or listed by the Town.

The Building Improvement Loan component of this program will provide a no interest loan equivalent to 70% of the cost of eligible interior and exterior building maintenance and improvement works to commercial, institutional and mixed use buildings, up to a maximum loan per building of \$25,000. The minimum loan per building will be \$5,000. The loan will be repayable over a 5 year period and the Town will require that security for the loan be registered against the title of the property.

The Grant will be paid upon completion of the eligible works and inspection of those works by the Town.

Recommended program duration is 10 years.

B.5.6.1.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and to the availability of funding as approved by Town Council through the annual CIP budget:

- a) The property is within the Acton Urban Boundary as identified on Schedule A6-1 of the Town of Halton Hills Official Plan.
- b) The use of the building is in accordance with the land use designation in the Town of Halton Hills Official Plan.
- c) The property is located with frontage on an Arterial Road or Provincial Highway as identified on Schedule B1 of the Town of Halton Hills Official Plan.
- d) The following types of facade restoration and improvement works on commercial, institutional and mixed use buildings are considered eligible for a grant under this program:
 - i) repair or replacement of storefront, including repair or replacement of storefront doors and windows;
 - ii) repair or repointing of facade masonry and brickwork;
 - iii) repair or replacement of cornices, parapets, eaves and other architectural details;
 - iv) repair or replacement of awnings or canopies;
 - v) facade painting and cleaning/treatments;
 - vi) addition of new lighting/upgrading of existing fixtures on exterior facade and in entrance and storefront display areas;
 - vii) installation/improvement of signage (as permitted by the Sign By-law);
 - viii) landscaping, including plant materials (to a maximum of 15% of the approved grant amount);
 - ix) architectural/design fees required for eligible works (to a maximum of 10% of the grant amount); and
 - x) other similar repairs/improvements as may be approved.
- e) The following types of building maintenance and improvement works on commercial, institutional and mixed use buildings are considered eligible for a loan under this program:
 - i) entrance modifications to provide barrier-free accessibility;
 - ii) installation/upgrading of fire protection systems;
 - iii) repair/replacement of roof;
 - iv) structural repairs to walls, ceilings, floors and foundations;
 - v) water/flood/weatherproofing;
 - vi) repair/replacement of windows and doors;
 - vii) extension/upgrading of plumbing and electrical services for the creation of retail, office or residential space;

- viii) installation/alteration of required window openings to residential spaces;
 - ix) required improvements to heating and ventilation systems; and
 - x) other similar repairs/improvements related to health and safety issues, as may be approved.
- f) The following types of facade restoration and improvement works and building maintenance and improvement works on commercial, institutional and mixed use buildings designated under the Ontario Heritage Act or listed by the Town are considered eligible for a grant and/or a loan under this program:
- i) a Professional Design Study (to a maximum of 10% of the grant amount) that specifies the significant architectural features to be restored, the nature and method of preservation/restoration, and materials to be used;
 - ii) works that conserve or enhance elements specified in the Reasons for Designation accompanying the designating by-law under the Ontario Heritage Act;
 - iii) fences and outbuildings if specifically referred to in the Reasons for Designation;
 - iv) 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.);
 - v) removal of modern material (synthetic siding, asphalt shingles, etc.) and replacement with documented original materials;
 - vi) reconstruction or construction of former and significant architectural features for which the appearance can be clearly determined from documentary sources (photographs, drawings, etc.);
 - vii) cleaning of masonry buildings if it is necessary for the building's preservation;
 - viii) all final finishes, such as paint and masonry are eligible for funding subject to approval;
 - ix) interior works specifically referred to in the Reasons for Designation, including, but not limited to: woodwork, plasterwork, wall or ceiling murals, or metal work, and other decorative features; and
 - x) works required to maintain or preserve significant architectural features.

B.5.6.2 Residential Conversion/Rehabilitation and Retail Conversion Grant Program

B.5.6.2.1 Purpose

To promote the following in Downtown Acton:

- a) Upgrading of existing residential units in mixed use buildings;
- b) Construction of new residential units through conversion of excess commercial and vacant space on upper storeys of commercial and mixed use building to residential units; residential intensification; and the infilling of vacant lots; and
- c) Conversion of vacant non-retail commercial space to retail commercial space to reinforce the retail commercial base.

B. 5.6.2.2 Description

The Residential Conversion component of the Grant Program will provide a grant equal to the cost of rehabilitating existing residential units and/or constructing new residential units on upper storeys on the basis of \$15 per square foot of habitable floor space rehabilitated or constructed, to a maximum of \$15,000 per unit, and a maximum of 4 units per project. The Residential Conversion component of the Grant Program can be used for rental or ownership units. If used for ownership units, the grant may apply to buildings that fall under the Condominium Act. The Grant will be paid once all construction is complete and the Town has conducted all final inspections.

The Retail Commercial Conversion component of the Grant Program will provide a grant equal to the cost of the physical improvements and changes required to convert vacant non-retail ground floor commercial space to retail commercial space on

the basis of \$15 per square foot of floor space converted/rehabilitated to a maximum of \$15,000 per project. The Retail Commercial Conversion component of the Grant Program can be used for rental or ownership units. The Grant will be paid upon completion of the eligible works and inspection of those works by the Town.

Recommended program duration is 10 years.

B.5.6.2.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) The property is within the Acton Urban Boundary as identified on Schedule A6-1 of the Town of Halton Hills Official Plan.
- b) The use of the building is in accordance with the land use designation in the Town of Halton Hills Official Plan.
- c) The property is located with frontage on an Arterial Road or Provincial Highway as identified on Schedule B1 of the Town of Halton Hills Official Plan.
- d) The following types of projects are considered eligible for the Residential Conversion component of the Grant under this program:
 - i) renovations to existing residential units in a mixed use building to bring these units into compliance with the Building Code, Property Standards By-law and the Fire Code; or
 - ii) existing commercial or mixed use building where two or more net residential units are created; and,
 - iii) vacant lot (including parking lots) converting to mixed use or residential use where two or more net residential units are created.
- e) The following types of works where vacant non-retail ground floor commercial space is being converted to retail commercial floor space are considered eligible for the Retail Commercial Conversion component of the Grant under this program:
 - i) repair or replacement of storefront, including repair or replacement of storefront doors and windows;
 - ii) repair or replacement of awnings or canopies;
 - iii) facade painting and cleaning/treatments;
 - iv) addition of new lighting/upgrading of existing fixtures on exterior facade and in entrance and storefront display areas;
 - v) installation/improvement of signage (as permitted by the Sign By-law);
 - vi) entrance modifications to provide barrier-free accessibility;
 - vii) extension/upgrading of plumbing and electrical services for the creation of retail space; and
 - viii) other similar repairs/improvements as may be approved.
- f) The Town may require the applicant to submit for approval professional design/ architectural drawing(s) which shall be in conformity with any municipally issued Urban Design Guidelines and/or Heritage Design Guidelines.

5.7 Brownfield Sub-Areas

As shown in Figure 5.1, there are three separate and distinct Brownfield Sub-Areas:

- GO Station Lands Sub-Area (Refer to 5.6 Subsection A);
- South Acton (Beardmore) Sub-Area (Refer to 5.6 Subsection B); and
- Other Brownfield Sites Sub-Area (Refer to 5.6 Subsection C).

As shown in Figure 5.1, each Brownfield Sub-Area has its own set of incentive programs and recommended program phasing. It is recommended that all incentive programs applicable to the GO Station Lands Sub-Area be made available upon implementation of the CIP. It is recommended that all incentive programs applicable to the South Acton (Beardmore) Sub-Area be made available within a few years of implementation, i.e., 2012 or beyond. Finally, it is recommended that all incentive programs applicable to the Other Brownfield Sites Sub-Area be made available within a few years of implementation, i.e., 2012 or beyond.

The incentive programs for each brownfield sub-area are outlined below in Sections A (GO Station Lands Sub-Area), B (South Acton (Beardmore) Sub-Area), and C (Other Brownfield Sites Sub-Area).

A 5.7 GO Station Lands Sub-Area

A 5.7.1 Environmental Site Assessment Grant Program

A 5.7.1.1 Purpose

The purpose of the Environmental Site Assessment (ESA) Grant Program is to promote the undertaking of environmental studies so that more and better information is available with respect to the type of contamination and potential remediation costs on brownfield properties.

A 5.7.1.2 Description

A Phase I Environmental Site Assessment (ESA) has become a standard requirement of most financial institutions. A Phase I ESA does not provide detailed information with respect to the type of contamination and cost of remediation. Therefore, Phase I ESA's are not eligible for funding under this program. To be eligible to apply for the ESA Grant Program, a Phase I ESA must have been completed on the property and must show that the property is suspected of environmental contamination.

The ESA Grant Program will provide a matching grant of 50% of the cost of an eligible environmental study to a maximum grant of:

- a) \$12,500 per study;
- b) two studies per project; and
- c) \$22,500 per project.

Eligible environmental studies include a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and a Risk Assessment. Environmental site assessment grants will only be offered on eligible projects where there is potential for rehabilitation and/or redevelopment of the property.

Applications within the GO Station Lands Sub-Area are considered a high priority and will be processed on a first come, first serve basis. Grants approved under this program would be provided to applicants following submission to the Town for review of the final completed study with the original invoice, indicating that the study consultants have been paid in full. The grant will be paid on the lesser of a cost estimate provided by the qualified person (consultant) conducting the study or the actual cost of the study. The grant may be reduced or cancelled if the study is not completed, not completed as approved, or if the consultant(s) that conducted the study are not paid in full. The applicant will agree to provide the Town with permission to notify any other subsequent project proponents of the existence of an environmental study or studies.

Recommended program duration is 5 years, with the option to extend the program for up to another 5 years.

A 5.7.1.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) Environmental site assessments shall be for the purpose of:
 - i) confirming and describing contamination at the site (partial or complete Phase II ESA);
 - ii) surveying designated substances and hazardous materials at the site (Designated Substances and Hazardous Materials Survey);
 - iii) developing a plan to remove, treat, or otherwise manage contamination found on the site (Remedial Work Plan/Risk Assessment);
- b) Applicants must complete and submit to the Town for review a Phase I ESA that demonstrates that site contamination is likely;
- c) Applications will include:
 - i) a detailed study work plan;
 - ii) a cost estimate for the study; and
 - iii) a description of the planned redevelopment, including any planning applications that have been submitted/approved;
- d) All environmental site assessments shall be completed by a “qualified person” as defined by Ontario Regulation 153/04;
- e) All completed environmental site assessments must comply with the description of the studies as provided in the grant application form; and
- f) One (1) electronic and one (1) hard copy of the study findings shall be supplied to the Town for review.

A 5.7.2 Brownfields Tax Assistance Program

A 5.7.2.1 Purpose

The purpose of the Brownfields Tax Assistance Program (TAP) is to encourage the remediation and rehabilitation of brownfield sites by providing a cancellation of the property tax increase on a property that is undergoing or has undergone remediation and redevelopment to assist with payments of the cost of environmental remediation. This program applies only to properties requiring environmental remediation and/or risk assessment/management.

A 5.7.2.2 Description

The legislative authority for the Brownfields TAP is established under Section 365.1 (2) of the *Municipal Act, 2001* which allows municipalities to pass a by-law providing tax assistance to an eligible property in the form of cancellation of all or part of the taxes levied on that property for municipal (Town and Region) and education purposes during the “rehabilitation period” and the “development period” of the property, as defined in Section 365.1 of the *Municipal Act, 2001*.

Matching education property tax assistance for eligible properties under the provincial Brownfields Financial Tax Incentive Program (BFTIP), or through any other replacement programs administered by the Province, is subject to approval of the Minister of Finance on a case by case basis.

An “eligible property” for the Brownfields TAP is a property within the community improvement project area where a Phase II Environmental Site Assessment (ESA) has been conducted, and that as of the date the Phase II ESA was completed, did not meet the required standards under subparagraph 4i of Section 168.4(1) of the *Environmental Protection Act* to permit a Record of Site Condition (RSC) to be filed in the Environmental Site Registry.

“Eligible costs” for the Brownfields TAP 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) to be filed in the Environmental Site Registry under Section 168.4 of the *Environmental Protection Act*. This includes the cost of:

- a) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by the ESA Grant Program;
- b) environmental remediation, including the cost of preparing a RSC;
- c) placing clean fill and grading;
- d) installing environmental and/or engineering controls/works as specified in the Remedial Work Plan and/or Risk Assessment;
- e) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment; and
- f) environmental insurance premiums.

In no case will the total amount of tax assistance provided under the Brownfields TAP exceed the total of these eligible costs.

The municipal property tax assistance provided will cease:

- a) when the total tax assistance provided equals the total eligible costs as specified above; or
- b) after five (5) years, whichever comes first.

The matching education property tax assistance will cease:

- a) when the total tax assistance provided equals the total eligible costs as specified above; or
- b) after such time period as is approved by the Minister of Finance⁷, whichever comes first.

As part of the tax assistance provided to the applicant, the Town of Halton Hills may also seek participation from the Regional Municipality of Halton in order to provide for a cancellation of the municipal (Town and Region) property tax increase. The matching Regional portion of the property tax increase to be cancelled is subject to approval by Regional Council. The tax assistance provided by the Region may be delivered differently than the tax assistance provided by the Town and may be subject to additional conditions. The matching education portion of the property tax increase to be cancelled is subject to approval by the Minister of Finance, may be provided on a different schedule from the tax assistance provided by the Town and the Region, and may be subject to additional conditions.

⁷ Generally, matching education property tax assistance will last for a maximum of three (3) years. Extensions are subject to the approval of the Minister of Finance.

If a property that has been approved for brownfields tax assistance is severed, subdivided, sold or conveyed prior to the tax assistance period specified above, both the municipal and education property tax assistance will automatically end.

Any property approved for tax assistance will be subject to passing of a by-law by the Town that authorizes the provision of the tax assistance. This by-law will contain conditions required by the Town as well as conditions required by the Region and the Minister of Finance. In order for the by-law to apply to Regional taxes, before it is passed by the Town, the Town must supply a copy of the proposed by-law to Regional Council. Regional Council must by resolution agree that the by-law will also provide for a matching equivalent cancellation of the Regional property tax increase for up to 5 years. In order for the by-law to apply to education property taxes, before it is passed by the Town, the by-law must be approved in writing by the Minister of Finance.

Applications within the GO Station Sub-Area are considered a high priority and will be processed on a first come, first serve basis. As a condition of approval of an application for Brownfields Tax Assistance, the property owner must enter into an agreement with the Town. This Agreement will specify the terms, duration and default provisions of the tax assistance.

Recommended program duration is 5 years, with the option to extend the program for up to another 5 years.

A 5.7.2.3 Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget, Regional Council and the Minister of Finance:

- a) An application must be submitted to the Town prior to the start of any remediation works to which the tax assistance will apply;
- b) The application must be accompanied by a Phase II ESA prepared by a qualified person that shows that the property does not meet the standards under subparagraph 4i of Section 168.4(1) of the Environmental Protection Act to permit a Record of Site Condition (RSC) to be filed in the Environmental Site Registry;
- c) The application must be accompanied by a Phase II ESA, Remedial Work Plan or Risk Assessment prepared by a qualified person that contains:
 - i) an estimate of the cost of actions that will be required to reduce the concentration of contaminants on, in or under the property to permit a record of site condition (RSC) to be filed in the Environmental Site Registry under Section 168.4 of the Environmental Protection Act; and
 - ii) a work plan and budget for said environmental remediation and/or risk management actions.
- d) The Town may require the applicant to submit a Business Plan for redevelopment of the property (as applicable), with said Plan to the Town's satisfaction;
- e) The property shall be rehabilitated such that the work undertaken is sufficient to at a minimum result in an increase in the assessed value of the property;
- f) The total value of the tax assistance provided under this program shall not exceed total eligible costs. This includes the eligible costs of:

- i) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by the ESA Grant Program;
 - ii) environmental remediation, including the cost of preparing a RSC;
 - iii) placing clean fill and grading;
 - iv) installing environmental and/or engineering controls/works as specified in the Remedial Work Plan and/or Risk Assessment;
 - v) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment; and
 - vi) environmental insurance premiums.
- g) All property owners participating in this program will be required to enter into an agreement with the Town that will specify the terms, duration and default provisions of the tax assistance;
 - h) All Brownfields Tax Assistance Program applications and agreements must be approved by Council or Council's designate;
 - i) Should the owner of the property default on any of the conditions in the by-law, the tax assistance provided (plus interest) will become payable to the Town, Region and Province;
 - j) The owner shall file in the Environmental Site Registry a RSC for the property signed by a qualified person, and the owner shall submit to the Town proof that the RSC has been acknowledged by the Ministry of Environment (MOE);
 - k) The Town requires that the redevelopment project is consistent with any applicable approved Secondary Plan and/or the Town's Official Plan; and
 - l) The Town may restrict this program to projects that include certain types of housing.

A 5.7.3 Brownfields Redevelopment Grant Program

A 5.7.3.1 Purpose

The purpose of the Brownfields Redevelopment Grant Program is to encourage the remediation, redevelopment and adaptive re-use of brownfield sites by providing grants to help pay for additional rehabilitation costs normally associated with brownfield sites.

A 5.7.3.2 Description

The Redevelopment Grant Program will provide a tax increment based grant equivalent to 80% of the municipal (Town and Region) property tax increase for up to ten (10) years following completion of an eligible project to help offset the cost of remediating and rehabilitating brownfield properties only where redevelopment or adaptive re-use results in an increase in assessment value and property taxes on these properties. An application can be made for the Redevelopment Grant Program, the Brownfields Tax Assistance Program, or both programs together. If an application for both the Redevelopment Grant Program and the Tax Assistance Program has been approved, the annual grant available under the Redevelopment Grant Program will begin when the benefits of the Tax Assistance Program end. The annual grant available under the Redevelopment Grant Program can be paid only once final building inspection has taken place, reassessment of the property has taken place, and the property owner has paid the property taxes in full for the year in which the grant is to be provided.

“Eligible costs” for the Redevelopment Grant Program include the costs of:

- a) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by the ESA Grant Program or the Brownfields TAP;
- b) environmental remediation, including the costs of preparing a RSC, not covered by the Brownfields TAP;
- c) placing clean fill and grading not covered by the Brownfields TAP;
- d) installing environmental and/or engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by the Brownfields TAP;
- e) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by the Brownfields TAP;
- f) environmental insurance premiums not covered by the Brownfields TAP;
- g) the following Leadership in Energy and Environmental Design (LEED) Program Components:
 - i) base plan review by a certified LEED consultant;
 - ii) preparing new working drawings to the LEED standard;
 - iii) submitting and administering the constructed element testing and certification used to determine the LEED designation; and
 - iv) increase in material/construction cost of LEED components over standard building code requirements to a maximum of 15% of total construction costs.
- h) demolishing buildings;
- i) building rehabilitation and retrofit works;
- j) upgrading on-site infrastructure including water services, sanitary sewers and stormwater management facilities; and
- k) constructing/upgrading off-site infrastructure including roads, water services, sanitary sewers, stormwater management facilities, electrical and gas utilities, where this is required to permit remediation, rehabilitation and/or adaptive reuse of the property that is subject of the application.

In no case will the total amount of the grant provided under the Brownfields Redevelopment Grant Program exceed the total of these eligible costs.

The annual grant available under the Brownfields Redevelopment Grant Program will be offered as a tax-increment based grant on a “pay-as-you go” basis. The applicant will initially pay for the entire costs of remediation and redevelopment. When the Town receives the incremental property taxes that result from the redevelopment project, the Town will reimburse the applicant in the form of an annual grant equivalent to a percentage of the increase in municipal taxes that results from the project for a period of up to 10 years, or up to the time when total grant payments equal total eligible costs, whichever comes first.

Applications within the GO Station Sub-Area are considered a high priority and will be processed on a first come, first serve basis. As a condition of approval of an application for a Brownfields Redevelopment Grant, the applicant must enter into an agreement with the Town. This Agreement will specify the terms, duration and default provisions of the grant.

The amount of municipal (Town and Region) taxes (“base rate”) will be determined before commencement of the project. The increase in the municipal portion of real property taxes (or “municipal tax increment”) will be calculated as the difference between the base rate and the amount of municipal (Town and Region) taxes levied as a result of re-valuation by the Municipal Property Assessment Corporation (MPAC) following project completion. The amount of the grant will be the tax increment multiplied by 80%. The grant will be recalculated every year based on the municipal tax increment every year.

Recommended program duration is 10 years.

A 5.7.3.3 Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget and Regional Council:

- a) A grant application must be submitted to the Town prior to the start of any rehabilitation works to which the grant will apply;
- b) Such application shall include reports, plans, estimates, contracts and other details as may be required to satisfy the Town with respect to the eligible costs and conformity of the project with the CIP;
- c) If the application includes costs for environmental remediation, the application must be accompanied by a Phase II ESA, Remedial Work Plan or Risk Assessment Plan prepared by a qualified person that contains:
 - i) an estimate of the cost of actions that will be required to reduce the concentration of contaminants on, in or under the property to permit a record of site condition (RSC) to be filed in the Environmental Site Registry under Section 168.4 of the Environmental Protection Act; and
 - ii) a work plan and budget for said environmental remediation, and/or risk management actions;
- d) As a condition of the grant application, the Town may require the applicant to submit a Business Plan, with said Plan to the Town’s satisfaction;
- e) The property shall be rehabilitated such that the amount of work undertaken is sufficient to at a minimum result in an increase in the assessed value of the property;
- f) The total value of the grant provided under this program shall not exceed total eligible costs. This includes the costs of:
 - i) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by the ESA Grant Program or the Brownfields TAP;
 - ii) environmental remediation, including the costs of preparing a RSC, not covered by the Brownfields TAP;
 - iii) placing clean fill and grading not covered by the Brownfields TAP;
 - iv) installing environmental and/or engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by the Brownfields TAP;
 - v) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by the Brownfields TAP;
 - vi) environmental insurance premiums not covered by the Brownfields TAP;

- vii) the following Leadership in Energy and Environmental Design (LEED) Program Components:
 - i) base plan review by a certified LEED consultant;
 - ii) preparing new working drawings to the LEED standard;
 - iii) submitting and administering the constructed element testing and certification used to determine the LEED designation; and
 - iv) increase in material/construction cost of LEED components over standard building code requirements to a maximum of 15% of total construction costs.
- viii) demolishing buildings;
- ix) building rehabilitation and retrofit works;
- x) upgrading on-site infrastructure including water services, sanitary sewers and stormwater management facilities; and
- xi) constructing/upgrading off-site infrastructure including roads, water services, sanitary sewers, stormwater management facilities, electrical and gas utilities, where this is required to permit remediation, rehabilitation and/or adaptive reuse of the property that is subject of the application.
- g) All applicants participating in this program will be required to enter into an agreement with the Town which will specify the terms of the grant;
- h) All Redevelopment Grant Program applications and agreements must be approved by Town Council or Town Council's designate;
- i) If a building(s) erected on a property participating in this program is demolished before the grant period expires, the remainder of the monies to be paid out under the grant shall be forfeited;
- j) The owner shall file in the Environmental Site Registry a RSC for the property signed by a qualified person, and the owner shall submit to the Town proof that the RSC has been acknowledged by the Ministry of Environment (MOE);
- k) The Town requires that the redevelopment project is consistent with any applicable approved Secondary Plan and/or the Town's Official Plan; and
- l) The Town may restrict this program to projects that include certain types of housing.

A 5.7.4 Brownfields Parkland Dedication Reduction Program

A 5.7.4.1 Purpose

The purpose of the Brownfields Parkland Dedication Reduction Program is to reduce parkland dedication/ cash in lieu requirements to encourage the redevelopment of brownfield sites for high density development in built up areas that already have an adequate supply of parkland or where the applicant provides on-site parkland facilities.

A 5.7.4.2 Description

Section 42.(1) of the *Planning Act* allows the Council of a local municipality to establish a by-law that requires no more than 2% of the land proposed for industrial or commercial development or redevelopment, and no more than 5% of the land proposed for all other types of development or redevelopment, be conveyed to the municipality for

park or other public recreational purposes. Section 42.(6) of the *Planning Act* allows the local municipality to require payment of money to the value of the land otherwise required to be conveyed in lieu of the conveyance.

The Parkland Dedication Reduction Program will provide an incentive in the form of up to a 50% reduction of the parkland dedication/cash-in-lieu requirements for any high density redevelopment project on a brownfield site within the GO Station Lands Sub-Area where it is determined by the Town that adequate parkland exists in the area of the project to service both existing and planned residential development or the applicant is providing adequate parkland facilities on site.

Recommended program duration is 4 years.

A 5.7.4.3 Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following specific program requirements, and subject to Council approval:

- a) Confirmation from Recreation and Parks that there is sufficient parkland in the area or in the case of a condominium, the applicant is providing adequate on-site parkland facilities, and therefore that cash-in-lieu of parkland is acceptable for the subject development;
- b) The property requires environmental remediation and/or risk assessment/ management to permit the proposed use;
- c) In no instance will the parkland dedication reduction exceed the eligible costs incurred;
- d) A grant application must be submitted to the Town prior to the start of any rehabilitation works to which the grant will apply;
- e) Such application shall include reports, plans, estimates, contracts and other details as may be required to satisfy the Town with respect to the eligible costs and conformity of the project with the CIP;
- f) If the application includes costs for environmental remediation, the application must be accompanied by a Phase II ESA, Remedial Work Plan or Risk Assessment Plan prepared by a qualified person that contains:
 - i) an estimate of the cost of actions that will be required to reduce the concentration of contaminants on, in or under the property to permit a record of site condition (RSC) to be filed in the Environmental Site Registry under Section 168.4 of the Environmental Protection Act; and
 - ii) a work plan and budget for said environmental remediation, and/or risk management actions;
- g) As a condition of the grant application, the Town may require the applicant to submit a Business Plan, with said Plan to the Town's satisfaction;
- h) The property shall be rehabilitated such that the amount of work undertaken is sufficient to at a minimum result in an increase in the assessed value of the property;
- i) The total value of the grant provided under this program shall not exceed total eligible costs. This includes the costs of:
 - i) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by any other CIP Program;
 - ii) environmental remediation, including the costs of preparing a RSC, not covered by any other CIP Program;

- iii) placing clean fill and grading not covered by any other CIP Program;
- iv) installing environmental and/or engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by any other CIP Program;
- v) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by any other CIP Program;
- vi) environmental insurance premiums not covered by any other CIP Program;
- vii) the following Leadership in Energy and Environmental Design (LEED) Program Components:
 - i. base plan review by a certified LEED consultant;
 - ii. preparing new working drawings to the LEED standard;
 - iii. submitting and administering the constructed element testing and certification used to determine the LEED designation;
 - iv. increase in material/construction cost of LEED components over standard building code requirements to a maximum of 15% of total construction costs;
- viii) demolishing buildings (excluding permit fees);
- ix) building rehabilitation and retrofitting works (excluding permit fees);
- x) upgrading on-site infrastructure, including water services, sanitary sewers and stormwater management facilities; and,
- xi) constructing/upgrading off-site infrastructure including roads, water services, sanitary sewers, stormwater management facilities, electrical and gas utilities, where this is required to permit remediation, rehabilitation and/or adaptive reuse of the property that is subject of the application.

The applicant will pay the parkland dedication payment in lieu amount at the time of registration of the plan of subdivision/condominium or at building permit issuance. The Town would then provide a grant in the form of a onetime payment of up to 50% of the payment in lieu amount paid by the applicant upon completion of the project and building occupancy.

A 5.7.5 Brownfields Development Charge Reduction Program

Note: This section does not form part of the CIP.

A 5.7.5.1 Purpose

The purpose of the Brownfields Development Charge Reduction Program is to promote brownfield redevelopment on brownfield sites by providing a major economic catalyst in the form of an upfront reduction of the often significant development charges that must be paid when a brownfield property is redeveloped.

A 5.7.5.2 Description

As shown in the Best Practices Review conducted as part of the Community Improvement Strategy Discussion Paper, the reduction of development charges has been shown to be a major incentive to promote brownfield redevelopment in other municipalities in Ontario. This is because it is potentially one of the largest financial incentives that can be made available, and because other than upfront type grants/loans (which are rarely used by municipalities in Ontario for brownfield redevelopment), it is offered early in the development process, i.e., at the building permit issuance stage.

The proposed Development Charge Reduction Program outlined below will require that changes to the Town's Development Charges By-law be implemented. Therefore, implementation of this Program does not fall within the parameters of Section 28 of the *Planning Act* and the Brownfields Development Charge Reduction Program does not form part of the Brownfields CIP. The Development Charge Reduction Program will be forwarded to Council as a separate recommendation and implementing by-law.

The applicant with an approved application and agreement for a property under the Brownfields Redevelopment Grant Program will have the option of applying the eligible costs of environmental remediation (see items 5.6.3.3 f) i) – vi)) against the development charges payable for that property (after any demolition charge credits are applied). If the applicant chooses to exercise this option, the costs of remediation applied against the development charges payable (development charges reduced) will be deducted from the Brownfields Redevelopment Grant to be paid. This reduction of development charges will equal up to 60% of the Town's development charge payable with respect to development on a brownfield site. The development charge reduction will be applied at the time development charges are normally paid, i.e., building permit.

The Development Charge Reduction Program is not itself an application based program. Therefore, an application for a development charge reduction at the time of building permit application will not be required because the eligible costs of environmental remediation that can be applied against development charges payable are determined through the Brownfields Redevelopment Grant application.

Recommended program duration is 5 years, with the option to extend the program for up to another 5 years.

A 5.7.5.3 Requirements

All owners of properties (and their assignees) within the Community Improvement Project Area are eligible for this program, subject to meeting the general program requirements, the following program requirements, and availability of funding as approved by Town Council through the annual CIP budget:

- a) All properties considered eligible for the Development Charge Reduction Program must have an approved Brownfields Redevelopment Grant Program Application and Agreement in place;
- b) Only properties where an MOE acknowledged RSC for the proposed use has been filed in the Environmental Site Registry will be eligible for the Brownfields Development Charge Reduction Program;
- c) Eligible costs include only the costs of:
 - i) a Phase II ESA, Designated Substances and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not disbursed by the ESA Grant Program or the Brownfields TAP;
 - ii) environmental remediation, including the cost of preparing a RSC, not disbursed by the Brownfields TAP;
 - iii) placing clean fill and grading not disbursed by the Brownfields TAP;
 - iv) installing environmental and/or engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not disbursed by the Brownfields TAP;
 - v) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not disbursed by the Brownfields TAP; and
 - vi) environmental insurance premiums not disbursed by the Brownfields TAP.

- d) This program does not apply to security deposits or cash-in-lieu payments required as a result of the application.

B 5.7 South Acton (Beardmore) Sub-Area

B 5.7.1 Environmental Site Assessment Grant Program

B 5.7.1.1 Purpose

The purpose of the Environmental Site Assessment (ESA) Grant Program is to promote the undertaking of environmental studies so that more and better information is available with respect to the type of contamination and potential remediation costs on brownfield properties.

B 5.7.1.2 Description

A Phase I Environmental Site Assessment (ESA) has become a standard requirement of most financial institutions. A Phase I ESA does not provide detailed information with respect to the type of contamination and cost of remediation. Therefore, Phase I ESA's are not eligible for funding under this program. To be eligible to apply for the ESA Grant Program, a Phase I ESA must have been completed on the property and must show that the property is suspected of environmental contamination.

The ESA Grant Program will provide a matching grant of 50% of the cost of an eligible environmental study to a maximum grant of:

- a) \$12,500 per study;
- b) two studies per project; and
- c) \$22,500 per project.

Eligible environmental studies include a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and a Risk Assessment. Environmental site assessment grants will only be offered on eligible projects where there is potential for rehabilitation and/or redevelopment of the property.

Applications within the South Acton (Beardmore) Sub-Area are considered a high priority and will be processed on a first come, first serve basis. Grants approved under this program would be provided to applicants following submission to the Town for review of the final completed study with the original invoice, indicating that the study consultants have been paid in full. The grant will be paid on the lesser of a cost estimate provided by the qualified person (consultant) conducting the study or the actual cost of the study. The grant may be reduced or cancelled if the study is not completed, not completed as approved, or if the consultant(s) that conducted the study are not paid in full. The applicant will agree to provide the Town with permission to notify any other subsequent project proponents of the existence of an environmental study or studies.

Recommended program duration is 5 years, with the option to extend the program for up to another 5 years.

B 5.7.1.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) Environmental site assessments shall be for the purpose of:
 - i) confirming and describing contamination at the site (partial or complete Phase II ESA);
 - ii) surveying designated substances and hazardous materials at the site (Designated Substances and Hazardous Materials Survey); and
 - iii) developing a plan to remove, treat, or otherwise manage contamination found on the site (Remedial Work Plan/Risk Assessment).
- b) Applicants must complete and submit to the Town for review a Phase I ESA that demonstrates that site contamination is likely;
- c) Applications will include:
 - i) a detailed study work plan;
 - ii) a cost estimate for the study; and
 - iii) a description of the planned redevelopment, including any planning applications that have been submitted/approved.
- d) All environmental site assessments shall be completed by a “qualified person” as defined by Ontario Regulation 153/04;
- e) All completed environmental site assessments must comply with the description of the studies as provided in the grant application form; and
- f) One (1) electronic and one (1) hard copy of the study findings shall be supplied to the Town for review.

B 5.7.2 Brownfields Tax Assistance Program

B 5.7.2.1 Purpose

The purpose of the Brownfields Tax Assistance Program (TAP) is to encourage the remediation and rehabilitation of brownfield sites by providing a cancellation of the property tax increase on a property that is undergoing or has undergone remediation and redevelopment to assist with payments of the cost of environmental remediation. This program applies only to properties requiring environmental remediation and/or risk assessment/management.

B 5.7.2.2 Description

The legislative authority for the Brownfields TAP is established under Section 365.1 (2) of the *Municipal Act, 2001* which allows municipalities to pass a by-law providing tax assistance to an eligible property in the form of cancellation of all or part of the taxes levied on that property for municipal (Town and Region) and education purposes during the “rehabilitation period” and the “development period” of the property, as defined in Section 365.1 of the *Municipal Act, 2001*.

Matching education property tax assistance for eligible properties under the provincial Brownfields Financial Tax Incentive Program (BFTIP), or through any other replacement programs administered by the Province, is subject to approval of the Minister of Finance on a case by case basis.

An “eligible property” for the Brownfields TAP is a property within the community improvement project area where a Phase II Environmental Site Assessment (ESA) has been conducted, and that as of the date the Phase II ESA was completed, did not meet the required standards under subparagraph 4i of Section 168.4(1) of the *Environmental Protection Act* to permit a Record of Site Condition (RSC) to be filed in the Environmental Site Registry.

“Eligible costs” for the Brownfields TAP 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) to be filed in the Environmental Site Registry under Section 168.4 of the *Environmental Protection Act*. This includes the cost of:

- a) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by the ESA Grant Program;
- b) environmental remediation, including the cost of preparing a RSC;
- c) placing clean fill and grading;
- d) installing environmental and/or engineering controls/works as specified in the Remedial Work Plan and/or Risk Assessment;
- e) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment; and
- f) environmental insurance premiums.

In no case will the total amount of tax assistance provided under the Brownfields TAP exceed the total of these eligible costs.

The municipal property tax assistance provided will cease:

- a) when the total tax assistance provided equals the total eligible costs as specified above; or
- b) after five (5) years, whichever comes first.

The matching education property tax assistance will cease:

- a) when the total tax assistance provided equals the total eligible costs as specified above; or
- b) after such time period as is approved by the Minister of Finance⁸, whichever comes first.

As part of the tax assistance provided to the applicant, the Town of Halton Hills may also seek participation from the Regional Municipality of Halton in order to provide for a cancellation of the municipal (Town and Region) property tax increase. The matching Regional portion of the property tax increase to be cancelled is subject to approval by Regional Council. The tax assistance provided by the Region may be delivered differently than the tax assistance provided by the Town and may be subject to additional conditions. The matching education portion of the property tax increase to be cancelled is subject to approval by the Minister of Finance, may be provided on a different schedule from the tax assistance provided by the Town and the Region, and may be subject to additional conditions.

⁸ Generally, matching education property tax assistance will last for a maximum of three (3) years. Extensions are subject to the approval of the Minister of Finance.

If a property that has been approved for brownfields tax assistance is severed, subdivided, sold or conveyed prior to the tax assistance period specified above, both the municipal and education property tax assistance will automatically end.

Any property approved for tax assistance will be subject to passing of a by-law by the Town that authorizes the provision of the tax assistance. This by-law will contain conditions required by the Town as well as conditions required by the Region and the Minister of Finance. In order for the by-law to apply to Regional taxes, before it is passed by the Town, the Town must supply a copy of the proposed by-law to Regional Council. Regional Council must by resolution agree that the by-law will also provide for a matching equivalent cancellation of the Regional property tax increase for up to 5 years. In order for the by-law to apply to education property taxes, before it is passed by the Town, the by-law must be approved in writing by the Minister of Finance.

Applications within the South Acton (Beardmore) Sub-Area are considered a high priority and will be processed on a first come, first serve basis. As a condition of approval of an application for Brownfields Tax Assistance, the property owner must enter into an agreement with the Town. This Agreement will specify the terms, duration and default provisions of the tax assistance.

Recommended program duration is 5 years, with the option to extend the program for up to another 5 years.

B 5.7.2.3 Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget, Regional Council and the Minister of Finance:

- a) An application must be submitted to the Town prior to the start of any remediation works to which the tax assistance will apply;
- b) The application must be accompanied by a Phase II ESA prepared by a qualified person that shows that the property does not meet the standards under subparagraph 4i of Section 168.4(1) of the Environmental Protection Act to permit a Record of Site Condition (RSC) to be filed in the Environmental Site Registry;
- c) The application must be accompanied by a Phase II ESA, Remedial Work Plan or Risk Assessment prepared by a qualified person that contains:
 - i) an estimate of the cost of actions that will be required to reduce the concentration of contaminants on, in or under the property to permit a record of site condition (RSC) to be filed in the Environmental Site Registry under Section 168.4 of the Environmental Protection Act; and
 - ii) a work plan and budget for said environmental remediation and/or risk management actions.
- d) The Town may require the applicant to submit a Business Plan for redevelopment of the property (as applicable), with said Plan to the Town's satisfaction;
- e) The property shall be rehabilitated such that the work undertaken is sufficient to at a minimum result in an increase in the assessed value of the property;
- f) The total value of the tax assistance provided under this program shall not exceed total eligible costs. This includes the eligible costs of:

- i) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by the ESA Grant Program;
 - ii) environmental remediation, including the cost of preparing a RSC;
 - iii) placing clean fill and grading;
 - iv) installing environmental and/or engineering controls/works as specified in the Remedial Work Plan and/or Risk Assessment;
 - v) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment; and
 - vi) environmental insurance premiums.
- g) All property owners participating in this program will be required to enter into an agreement with the Town that will specify the terms, duration and default provisions of the tax assistance;
 - h) All Brownfields Tax Assistance Program applications and agreements must be approved by Council or Council's designate;
 - i) Should the owner of the property default on any of the conditions in the by-law, the tax assistance provided (plus interest) will become payable to the Town, Region and Province;
 - j) The owner shall file in the Environmental Site Registry a RSC for the property signed by a qualified person, and the owner shall submit to the Town proof that the RSC has been acknowledged by the Ministry of Environment (MOE);
 - k) The Town requires that the redevelopment project is consistent with any applicable approved Secondary Plan and/or the Town's Official Plan; and
 - l) The Town may restrict this program to projects that include certain types of housing.

B 5.7.3 Brownfields Redevelopment Grant Program

B 5.7.3.1 Purpose

The purpose of the Brownfields Redevelopment Grant Program is to encourage the remediation, redevelopment and adaptive re-use of brownfield sites by providing grants to help pay for additional rehabilitation costs normally associated with brownfield sites.

B 5.7.3.2 Description

The Redevelopment Grant Program will provide a tax increment based grant equivalent to 80% of the municipal (Town and Region) property tax increase for up to ten (10) years following completion of an eligible project to help offset the cost of remediating and rehabilitating brownfield properties only where redevelopment or adaptive re-use results in an increase in assessment value and property taxes on these properties. An application can be made for the Redevelopment Grant Program, the Brownfields Tax Assistance Program, or both programs together. If an application for both the Redevelopment Grant Program and the Tax Assistance Program has been approved, the annual grant available under the Redevelopment Grant Program will begin when the benefits of the Tax Assistance Program end. The annual grant available under the Redevelopment Grant Program can be paid only once final building inspection has taken place, reassessment of the property has taken place, and the property owner has paid the property taxes in full for the year in which the grant is to be provided.

“Eligible costs” for the Redevelopment Grant Program include the costs of:

- a) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by the ESA Grant Program or the Brownfields TAP;
- b) environmental remediation, including the costs of preparing a RSC, not covered by the Brownfields TAP;
- c) placing clean fill and grading not covered by the Brownfields TAP;
- d) installing environmental and/or engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by the Brownfields TAP;
- e) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by the Brownfields TAP;
- f) environmental insurance premiums not covered by the Brownfields TAP;
- g) the following Leadership in Energy and Environmental Design (LEED) Program Components:
 - i) base plan review by a certified LEED consultant;
 - ii) preparing new working drawings to the LEED standard;
 - iii) submitting and administering the constructed element testing and certification used to determine the LEED designation; and
 - iv) increase in material/construction cost of LEED components over standard building code requirements to a maximum of 15% of total construction costs.
- h) demolishing buildings;
- i) building rehabilitation and retrofit works;
- j) upgrading on-site infrastructure including water services, sanitary sewers and stormwater management facilities; and
- k) constructing/upgrading off-site infrastructure including roads, water services, sanitary sewers, stormwater management facilities, electrical and gas utilities, where this is required to permit remediation, rehabilitation and/or adaptive reuse of the property that is subject of the application.

In no case will the total amount of the grant provided under the Brownfields Redevelopment Grant Program exceed the total of these eligible costs.

The annual grant available under the Brownfields Redevelopment Grant Program will be offered as a tax-increment based grant on a “pay-as-you go” basis. The applicant will initially pay for the entire costs of remediation and redevelopment. When the Town receives the incremental property taxes that result from the redevelopment project, the Town will reimburse the applicant in the form of an annual grant equivalent to a percentage of the increase in municipal taxes that results from the project for a period of up to 10 years, or up to the time when total grant payments equal total eligible costs, whichever comes first.

Applications within the South Acton (Beardmore) Sub-Area are considered a high priority and will be processed on a first come, first serve basis. As a condition of approval of an application for a Brownfields Redevelopment Grant, the applicant must enter into an agreement with the Town. This Agreement will specify the terms, duration and default provisions of the grant.

The amount of municipal (Town and Region) taxes (“base rate”) will be determined before commencement of the project. The increase in the municipal portion of real property taxes (or “municipal tax increment”) will be calculated as the difference between the base rate and the amount of municipal (Town and Region) taxes levied as a result of re-valuation by the Municipal Property Assessment Corporation (MPAC) following project completion. The amount of the grant will be the tax increment multiplied by 80%. The grant will be recalculated every year based on the municipal tax increment every year.

Recommended program duration is 10 years.

B 5.7.3.3 Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget and Regional Council:

- a) A grant application must be submitted to the Town prior to the start of any rehabilitation works to which the grant will apply;
- b) Such application shall include reports, plans, estimates, contracts and other details as may be required to satisfy the Town with respect to the eligible costs and conformity of the project with the CIP;
- c) If the application includes costs for environmental remediation, the application must be accompanied by a Phase II ESA, Remedial Work Plan or Risk Assessment Plan prepared by a qualified person that contains:
 - i) an estimate of the cost of actions that will be required to reduce the concentration of contaminants on, in or under the property to permit a record of site condition (RSC) to be filed in the Environmental Site Registry under Section 168.4 of the Environmental Protection Act; and
 - ii) a work plan and budget for said environmental remediation, and/or risk management actions.
- d) As a condition of the grant application, the Town may require the applicant to submit a Business Plan, with said Plan to the Town’s satisfaction;
- e) The property shall be rehabilitated such that the amount of work undertaken is sufficient to at a minimum result in an increase in the assessed value of the property;
- f) The total value of the grant provided under this program shall not exceed total eligible costs. This includes the costs of:
 - i) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by the ESA Grant Program or the Brownfields TAP;
 - ii) environmental remediation, including the costs of preparing a RSC, not covered by the Brownfields TAP;
 - iii) placing clean fill and grading not covered by the Brownfields TAP;
 - iv) installing environmental and/or engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by the Brownfields TAP;
 - v) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by the Brownfields TAP;
 - vi) environmental insurance premiums not covered by the Brownfields TAP;

- vii) the following Leadership in Energy and Environmental Design (LEED) Program Components:
 - base plan review by a certified LEED consultant;
 - preparing new working drawings to the LEED standard;
 - submitting and administering the constructed element testing and certification used to determine the LEED designation; and
 - increase in material/construction cost of LEED components over standard building code requirements to a maximum of 15% of total construction costs.
 - viii) demolishing buildings;
 - ix) building rehabilitation and retrofit works;
 - x) upgrading on-site infrastructure including water services, sanitary sewers and stormwater management facilities; and
 - xi) constructing/upgrading off-site infrastructure including roads, water services, sanitary sewers, stormwater management facilities, electrical and gas utilities, where this is required to permit remediation, rehabilitation and/or adaptive reuse of the property that is subject of the application.
- g) All applicants participating in this program will be required to enter into an agreement with the Town which will specify the terms of the grant;
 - h) All Redevelopment Grant Program applications and agreements must be approved by Town Council or Town Council's designate;
 - i) If a building(s) erected on a property participating in this program is demolished before the grant period expires, the remainder of the monies to be paid out under the grant shall be forfeited;
 - j) The owner shall file in the Environmental Site Registry a RSC for the property signed by a qualified person, and the owner shall submit to the Town proof that the RSC has been acknowledged by the Ministry of Environment (MOE);
 - k) The Town requires that the redevelopment project is consistent with any applicable approved Secondary Plan and/or the Town's Official Plan; and
 - l) The Town may restrict this program to projects that include certain types of housing.

B 5.7.4 Brownfields Parkland Dedication Reduction Program

B 5.7.4.1 Purpose

The purpose of the Brownfields Parkland Dedication Reduction Program is to reduce parkland dedication/ cash in lieu requirements to encourage the redevelopment of brownfield sites for medium or high density development in built up areas that already have an adequate supply of parkland or where the applicant provides on-site parkland facilities.

B 5.7.4.2 Description

Section 42.(1) of the *Planning Act* allows the Council of a local municipality to establish a by-law that requires no more than 2% of the land proposed for industrial or commercial development or redevelopment, and no more than 5% of the land proposed for all other types of development or redevelopment, be conveyed to the municipality for

park or other public recreational purposes. Section 42.(6) of the *Planning Act* allows the local municipality to require payment of money to the value of the land otherwise required to be conveyed in lieu of the conveyance.

The Parkland Dedication Reduction Program will provide an incentive in the form of up to a 50% reduction of the parkland dedication/cash-in-lieu requirements for any medium or high density residential development project on a brownfield site within the South Acton (Beardmore) Sub-Area where it is determined by the Town that adequate parkland exists in the area of the project to service both existing and planned residential development or the applicant is providing adequate parkland facilities on site.

Recommended program duration is 4 years.

B 5.7.4.3 Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following specific program requirements, and subject to Council approval:

- a) Confirmation from Recreation and Parks that there is sufficient parkland in the area or in the case of a condominium, the applicant is providing adequate on-site parkland facilities, and therefore that cash-in-lieu of parkland is acceptable for the subject development;
- b) The property requires environmental remediation and/or risk assessment/ management to permit the proposed use;
- c) In no instance will the parkland dedication reduction exceed the eligible costs incurred;
- d) A grant application must be submitted to the Town prior to the start of any rehabilitation works to which the grant will apply;
- e) Such application shall include reports, plans, estimates, contracts and other details as may be required to satisfy the Town with respect to the eligible costs and conformity of the project with the CIP;
- f) If the application includes costs for environmental remediation, the application must be accompanied by a Phase II ESA, Remedial Work Plan or Risk Assessment Plan prepared by a qualified person that contains:
 - i) an estimate of the cost of actions that will be required to reduce the concentration of contaminants on, in or under the property to permit a record of site condition (RSC) to be filed in the Environmental Site Registry under Section 168.4 of the Environmental Protection Act; and
 - ii) a work plan and budget for said environmental remediation, and/or risk management actions;
- g) As a condition of the grant application, the Town may require the applicant to submit a Business Plan, with said Plan to the Town's satisfaction;
- h) The property shall be rehabilitated such that the amount of work undertaken is sufficient to at a minimum result in an increase in the assessed value of the property;
- i) The total value of the grant provided under this program shall not exceed total eligible costs. This includes the costs of:
 - i) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by any other CIP Program;
 - ii) environmental remediation, including the costs of preparing a RSC, not covered by any other CIP Program;

- iii) placing clean fill and grading not covered by any other CIP Program;
- iv) installing environmental and/or engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by any other CIP Program;
- v) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by any other CIP Program;
- vi) environmental insurance premiums not covered by any other CIP Program;
- vii) the following Leadership in Energy and Environmental Design (LEED) Program Components:
 - i. base plan review by a certified LEED consultant;
 - ii. preparing new working drawings to the LEED standard;
 - iii. submitting and administering the constructed element testing and certification used to determine the LEED designation;
 - iv. increase in material/construction cost of LEED components over standard building code requirements to a maximum of 15% of total construction costs;
- viii) demolishing buildings (excluding permit fees);
- ix) building rehabilitation and retrofitting works (excluding permit fees);
- x) upgrading on-site infrastructure, including water services, sanitary sewers and stormwater management facilities; and,
- xi) constructing/upgrading off-site infrastructure including roads, water services, sanitary sewers, stormwater management facilities, electrical and gas utilities, where this is required to permit remediation, rehabilitation and/or adaptive reuse of the property that is subject of the application.

The applicant will pay the parkland dedication payment in lieu amount at the time of registration of the plan of subdivision/condominium or at building permit issuance. The Town would then provide a grant in the form of a onetime payment of up to 50% of the payment in lieu amount paid by the applicant upon completion of the project and building occupancy.

B 5.7.5 Brownfields Development Charge Reduction Program

Note: This section does not form part of the CIP.

B 5.7.5.1 Purpose

The purpose of the Brownfields Development Charge Reduction Program is to promote brownfield redevelopment on brownfield sites by providing a major economic catalyst in the form of an upfront reduction of the often significant development charges that must be paid when a brownfield property is redeveloped.

B 5.7.5.2 Description

As shown in the Best Practices Review conducted as part of the Community Improvement Strategy Discussion Paper, the reduction of development charges has been shown to be a major incentive to promote brownfield redevelopment in other municipalities in Ontario. This is because it is potentially one of the largest financial incentives that can be made available, and because other than upfront type grants/loans (which are rarely used by municipalities in Ontario for brownfield redevelopment), it is offered early in the development process, i.e., at the building permit issuance stage.

The proposed Development Charge Reduction Program outlined below will require that changes to the Town's Development Charges By-law be implemented. Therefore, implementation of this Program does not fall within the parameters of Section 28 of the *Planning Act* and the Brownfields Development Charge Reduction Program does not form part of the Brownfields CIP. The Development Charge Reduction Program will be forwarded to Council as a separate recommendation and implementing by-law.

The applicant with an approved application and agreement for a property under the Brownfields Redevelopment Grant Program will have the option of applying the eligible costs of environmental remediation (see items 5.6.3.3 f) i) – vi)) against the development charges payable for that property (after any demolition charge credits are applied). If the applicant chooses to exercise this option, the costs of remediation applied against the development charges payable (development charges reduced) will be deducted from the Brownfields Redevelopment Grant to be paid. This reduction of development charges will equal up to 60% of the Town's development charge payable with respect to development on a brownfield site. The development charge reduction will be applied at the time development charges are normally paid, i.e., building permit.

The Development Charge Reduction Program is not itself an application based program. Therefore, an application for a development charge reduction at the time of building permit application will not be required because the eligible costs of environmental remediation that can be applied against development charges payable are determined through the Brownfields Redevelopment Grant application.

Recommended program duration is 5 years, with the option to extend the program for up to another 5 years.

B 5.7.5.3 Requirements

All owners of properties (and their assignees) within the Community Improvement Project Area are eligible for this program, subject to meeting the general program requirements, the following program requirements, and availability of funding as approved by Town Council through the annual CIP budget:

- a) All properties considered eligible for the Development Charge Reduction Program must have an approved Brownfields Redevelopment Grant Program Application and Agreement in place;
- b) Only properties where an MOE acknowledged RSC for the proposed use has been filed in the Environmental Site Registry will be eligible for the Brownfields Development Charge Reduction Program;
- c) Eligible costs include only the costs of:
 - i) a Phase II ESA, Designated Substances and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not disbursed by the ESA Grant Program or the Brownfields TAP;
 - ii) environmental remediation, including the cost of preparing a RSC, not disbursed by the Brownfields TAP;
 - iii) placing clean fill and grading not disbursed by the Brownfields TAP;
 - iv) installing environmental and/or engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not disbursed by the Brownfields TAP;
 - v) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not disbursed by the Brownfields TAP; and
 - vi) environmental insurance premiums not disbursed by the Brownfields TAP.
- d) This program does not apply to security deposits or cash-in-lieu payments required as a result of the application.

C 5.7 Other Brownfield Sites Sub-Area

C 5.7.1 Environmental Site Assessment Grant Program

C 5.7.1.1 Purpose

The purpose of the Environmental Site Assessment (ESA) Grant Program is to promote the undertaking of environmental studies so that more and better information is available with respect to the type of contamination and potential remediation costs on brownfield properties.

C 5.7.1.2 Description

A Phase I Environmental Site Assessment (ESA) has become a standard requirement of most financial institutions. A Phase I ESA does not provide detailed information with respect to the type of contamination and cost of remediation. Therefore, Phase I ESA's are not eligible for funding under this program. To be eligible to apply for the ESA Grant Program, a Phase I ESA must have been completed on the property and must show that the property is suspected of environmental contamination.

The ESA Grant Program will provide a matching grant of 50% of the cost of an eligible environmental study to a maximum grant of:

- a) \$12,500 per study;
- b) two studies per project; and,
- c) \$22,500 per project.

Eligible environmental studies include a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and a Risk Assessment. Environmental site assessment grants will only be offered on eligible projects where there is potential for rehabilitation and/or redevelopment of the property.

Applications will be processed and approved on a first come, first serve basis. Grants approved under this program would be provided to applicants following submission to the Town for review of the final completed study with the original invoice, indicating that the study consultants have been paid in full. The grant will be paid on the lesser of a cost estimate provided by the qualified person (consultant) conducting the study or the actual cost of the study. The grant may be reduced or cancelled if the study is not completed, not completed as approved, or if the consultant(s) that conducted the study are not paid in full. The applicant will agree to provide the Town with permission to notify any other subsequent project proponents of the existence of an environmental study or studies.

Recommended program duration is 5 years, with the option to extend the program for up to another 5 years.

C 5.7.1.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) Environmental site assessments shall be for the purpose of:
 - i) confirming and describing contamination at the site (partial or complete Phase II ESA);
 - ii) surveying designated substances and hazardous materials at the site (Designated Substances and Hazardous Materials Survey); and
 - iii) developing a plan to remove, treat, or otherwise manage contamination found on the site (Remedial Work Plan/Risk Assessment).
- b) Applicants must complete and submit to the Town for review a Phase I ESA that demonstrates that site contamination is likely;
- c) Applications will include:
 - i) a detailed study work plan;
 - ii) a cost estimate for the study; and
 - iii) a description of the planned redevelopment, including any planning applications that have been submitted/approved.
- d) All environmental site assessments shall be completed by a “qualified person” as defined by Ontario Regulation 153/04;
- e) All completed environmental site assessments must comply with the description of the studies as provided in the grant application form; and
- f) One (1) electronic and one (1) hard copy of the study findings shall be supplied to the Town for review.

C 5.7.2 Brownfields Tax Assistance Program

C 5.7.2.1 Purpose

The purpose of the Brownfields Tax Assistance Program (TAP) is to encourage the remediation and rehabilitation of brownfield sites by providing a cancellation of the property tax increase on a property that is undergoing or has undergone remediation and redevelopment to assist with payments of the cost of environmental remediation. This program applies only to properties requiring environmental remediation and/or risk assessment/management.

C 5.7.2.2 Description

The legislative authority for the Brownfields TAP is established under Section 365.1 (2) of the *Municipal Act, 2001* which allows municipalities to pass a by-law providing tax assistance to an eligible property in the form of cancellation of all or part of the taxes levied on that property for municipal (Town and Region) and education purposes during the “rehabilitation period” and the “development period” of the property, as defined in Section 365.1 of the *Municipal Act, 2001*.

Matching education property tax assistance for eligible properties under the provincial Brownfields Financial Tax Incentive Program (BFTIP), or through any other replacement programs administered by the Province, is subject to approval of the Minister of Finance on a case by case basis.

An “eligible property” for the Brownfields TAP is a property within the community improvement project area where a Phase II Environmental Site Assessment (ESA) has been conducted, and that as of the date the Phase II ESA was completed, did not meet the required standards under subparagraph 4i of Section 168.4(1) of the *Environmental Protection Act* to permit a Record of Site Condition (RSC) to be filed in the Environmental Site Registry.

“Eligible costs” for the Brownfields TAP 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) to be filed in the Environmental Site Registry under Section 168.4 of the *Environmental Protection Act*. This includes the cost of:

- a) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by the ESA Grant Program;
- b) environmental remediation, including the cost of preparing a RSC;
- c) placing clean fill and grading;
- d) installing environmental and/or engineering controls/works as specified in the Remedial Work Plan and/or Risk Assessment;
- e) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment; and
- f) environmental insurance premiums.

In no case will the total amount of tax assistance provided under the Brownfields TAP exceed the total of these eligible costs.

The municipal property tax assistance provided will cease:

- a) when the total tax assistance provided equals the total eligible costs as specified above; or
- b) after five (5) years, whichever comes first.

The matching education property tax assistance will cease:

- a) when the total tax assistance provided equals the total eligible costs as specified above; or,
- b) after such time period as is approved by the Minister of Finance⁹, whichever comes first.

As part of the tax assistance provided to the applicant, the Town of Halton Hills may also seek participation from the Regional Municipality of Halton in order to provide for a cancellation of the municipal (Town and Region) property tax increase. The matching Regional portion of the property tax increase to be cancelled is subject to approval by Regional Council. The tax assistance provided by the Region may be delivered differently than the tax assistance provided by the Town and may be subject to additional conditions. The matching education portion of the property tax increase to be cancelled is subject to approval by the Minister of Finance, may be provided on a different schedule from the tax assistance provided by the Town and the Region, and may be subject to additional conditions.

If a property that has been approved for brownfields tax assistance is severed, subdivided, sold or conveyed prior to the tax assistance period specified above, both the municipal and education property tax assistance will automatically end.

Any property approved for tax assistance will be subject to passing of a by-law by the Town that authorizes the provision of the tax assistance. This by-law will contain conditions required by the Town as well as conditions required by the Region and the Minister of Finance. In order for the by-law to apply to Regional taxes, before it is passed by the Town, the Town must supply a copy of the proposed by-law to Regional Council. Regional Council must by resolution agree that the by-law will also provide for a matching equivalent cancellation of the Regional property tax increase for up to 5 years. In order for the by-law to apply to education property taxes, before it is passed by the Town, the by-law must be approved in writing by the Minister of Finance.

Applications will be processed on a first come, first serve basis. As a condition of approval of an application for Brownfields Tax Assistance, the property owner must enter into an agreement with the Town. This Agreement will specify the terms, duration and default provisions of the tax assistance.

Recommended program duration is 5 years, with the option to extend the program for up to another 5 years.

C 5.7.2.3 Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget, Regional Council and the Minister of Finance:

- a) An application must be submitted to the Town prior to the start of any remediation works to which the tax assistance will apply;
- b) The application must be accompanied by a Phase II ESA prepared by a qualified person that shows that the property does not meet the standards under subparagraph 4i of Section 168.4(1) of the Environmental Protection Act to permit a Record of Site Condition (RSC) to be filed in the Environmental Site Registry;
- c) The application must be accompanied by a Phase II ESA, Remedial Work Plan or Risk Assessment prepared by a qualified person that contains:

⁹ Generally, matching education property tax assistance will last for a maximum of three (3) years. Extensions are subject to the approval of the Minister of Finance.

- i) an estimate of the cost of actions that will be required to reduce the concentration of contaminants on, in or under the property to permit a record of site condition (RSC) to be filed in the Environmental Site Registry under Section 168.4 of the Environmental Protection Act; and
 - ii) a work plan and budget for said environmental remediation and/or risk management actions.
- d) The Town may require the applicant to submit a Business Plan for redevelopment of the property (as applicable), with said Plan to the Town's satisfaction;
- e) The property shall be rehabilitated such that the work undertaken is sufficient to at a minimum result in an increase in the assessed value of the property;
- f) The total value of the tax assistance provided under this program shall not exceed total eligible costs. This includes the eligible costs of:
 - i) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by the ESA Grant Program;
 - ii) environmental remediation, including the cost of preparing a RSC;
 - iii) placing clean fill and grading;
 - iv) installing environmental and/or engineering controls/works as specified in the Remedial Work Plan and/or Risk Assessment;
 - v) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment; and
 - vi) environmental insurance premiums.
- g) All property owners participating in this program will be required to enter into an agreement with the Town that will specify the terms, duration and default provisions of the tax assistance;
- h) All Brownfields Tax Assistance Program applications and agreements must be approved by Council or Council's designate;
- i) Should the owner of the property default on any of the conditions in the by-law, the tax assistance provided (plus interest) will become payable to the Town, Region and Province;
- j) The owner shall file in the Environmental Site Registry a RSC for the property signed by a qualified person, and the owner shall submit to the Town proof that the RSC has been acknowledged by the Ministry of Environment (MOE);
- k) The Town requires that the redevelopment project is consistent with any applicable approved Secondary Plan and/or the Town's Official Plan; and
- l) The Town may restrict this program to projects that include certain types of housing.

C 5.7.3 Brownfields Redevelopment Grant Program

C 5.7.3.1 Purpose

The purpose of the Brownfields Redevelopment Grant Program is to encourage the remediation, redevelopment and adaptive re-use of brownfield sites by providing grants to help pay for additional rehabilitation costs normally associated with brownfield sites.

C 5.7.3.2 Description

The Redevelopment Grant Program will provide a tax increment based grant equivalent to 80% of the municipal (Town and Region) property tax increase for up to ten (10) years following completion of an eligible project to help offset the cost of remediating and rehabilitating brownfield properties only where redevelopment or adaptive re-use results in an increase in assessment value and property taxes on these properties. An application can be made for the Redevelopment Grant Program, the Brownfields Tax Assistance Program, or both programs together. If an application for both the Redevelopment Grant Program and the Tax Assistance Program has been approved, the annual grant available under the Redevelopment Grant Program will begin when the benefits of the Tax Assistance Program end. The annual grant available under the Redevelopment Grant Program can be paid only once final building inspection has taken place, reassessment of the property has taken place, and the property owner has paid the property taxes in full for the year in which the grant is to be provided.

“Eligible costs” for the Redevelopment Grant Program include the costs of:

- a) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by the ESA Grant Program or the Brownfields TAP;
- b) environmental remediation, including the costs of preparing a RSC, not covered by the Brownfields TAP;
- c) placing clean fill and grading not covered by the Brownfields TAP;
- d) installing environmental and/or engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by the Brownfields TAP;
- e) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by the Brownfields TAP;
- f) environmental insurance premiums not covered by the Brownfields TAP;
- g) the following Leadership in Energy and Environmental Design (LEED) Program Components:
 - i) base plan review by a certified LEED consultant;
 - ii) preparing new working drawings to the LEED standard;
 - iii) submitting and administering the constructed element testing and certification used to determine the LEED designation; and
 - iv) increase in material/construction cost of LEED components over standard building code requirements to a maximum of 15% of total construction costs.
- h) demolishing buildings;
- i) building rehabilitation and retrofit works;
- j) upgrading on-site infrastructure including water services, sanitary sewers and stormwater management facilities; and

- k) constructing/upgrading off-site infrastructure including roads, water services, sanitary sewers, stormwater management facilities, electrical and gas utilities, where this is required to permit remediation, rehabilitation and/or adaptive reuse of the property that is subject of the application.

In no case will the total amount of the grant provided under the Brownfields Redevelopment Grant Program exceed the total of these eligible costs.

The annual grant available under the Brownfields Redevelopment Grant Program will be offered as a tax-increment based grant on a “pay-as-you go” basis. The applicant will initially pay for the entire costs of remediation and redevelopment. When the Town receives the incremental property taxes that result from the redevelopment project, the Town will reimburse the applicant in the form of an annual grant equivalent to a percentage of the increase in municipal taxes that results from the project for a period of up to 10 years, or up to the time when total grant payments equal total eligible costs, whichever comes first.

Applications will be processed on a first come, first serve basis. As a condition of approval of an application for a Brownfields Redevelopment Grant, the applicant must enter into an agreement with the Town. This Agreement will specify the terms, duration and default provisions of the grant.

The amount of municipal (Town and Region) taxes (“base rate”) will be determined before commencement of the project. The increase in the municipal portion of real property taxes (or “municipal tax increment”) will be calculated as the difference between the base rate and the amount of municipal (Town and Region) taxes levied as a result of re-valuation by the Municipal Property Assessment Corporation (MPAC) following project completion. The amount of the grant will be the tax increment multiplied by 80%. The grant will be recalculated every year based on the municipal tax increment every year.

Recommended program duration is 10 years.

C 5.7.3.3 Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget and Regional Council:

- a) A grant application must be submitted to the Town prior to the start of any rehabilitation works to which the grant will apply;
- b) Such application shall include reports, plans, estimates, contracts and other details as may be required to satisfy the Town with respect to the eligible costs and conformity of the project with the CIP;
- c) If the application includes costs for environmental remediation, the application must be accompanied by a Phase II ESA, Remedial Work Plan or Risk Assessment Plan prepared by a qualified person that contains:
 - i) an estimate of the cost of actions that will be required to reduce the concentration of contaminants on, in or under the property to permit a record of site condition (RSC) to be filed in the Environmental Site Registry under Section 168.4 of the Environmental Protection Act; and
 - ii) a work plan and budget for said environmental remediation, and/or risk management actions.
- d) As a condition of the grant application, the Town may require the applicant to submit a Business Plan, with said Plan to the Town’s satisfaction;

- e) The property shall be rehabilitated such that the amount of work undertaken is sufficient to at a minimum result in an increase in the assessed value of the property;
- f) The total value of the grant provided under this program shall not exceed total eligible costs. This includes the costs of:
 - i) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by the ESA Grant Program or the Brownfields TAP;
 - ii) environmental remediation, including the costs of preparing a RSC, not covered by the Brownfields TAP;
 - iii) placing clean fill and grading not covered by the Brownfields TAP;
 - iv) installing environmental and/or engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by the Brownfields TAP;
 - v) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by the Brownfields TAP;
 - vi) environmental insurance premiums not covered by the Brownfields TAP;
 - vii) the following Leadership in Energy and Environmental Design (LEED) Program Components:
 - base plan review by a certified LEED consultant;
 - preparing new working drawings to the LEED standard;
 - submitting and administering the constructed element testing and certification used to determine the LEED designation; and
 - increase in material/construction cost of LEED components over standard building code requirements to a maximum of 15% of total construction costs.
 - viii) demolishing buildings;
 - ix) building rehabilitation and retrofit works;
 - x) upgrading on-site infrastructure including water services, sanitary sewers and stormwater management facilities; and
 - xi) constructing/upgrading off-site infrastructure including roads, water services, sanitary sewers, stormwater management facilities, electrical and gas utilities, where this is required to permit remediation, rehabilitation and/or adaptive reuse of the property that is subject of the application.
- g) All applicants participating in this program will be required to enter into an agreement with the Town which will specify the terms of the grant;
- h) All Redevelopment Grant Program applications and agreements must be approved by Town Council or Town Council's designate;
- i) If a building(s) erected on a property participating in this program is demolished before the grant period expires, the remainder of the monies to be paid out under the grant shall be forfeited;
- j) The owner shall file in the Environmental Site Registry a RSC for the property signed by a qualified person, and the owner shall submit to the Town proof that the RSC has been acknowledged by the Ministry of Environment (MOE);

- k) The Town requires that the redevelopment project is consistent with any applicable approved Secondary Plan and/or the Town's Official Plan; and
- l) The Town may restrict this program to projects that include certain types of housing.

C 5.7.4 Brownfields Parkland Dedication Reduction Program

C 5.7.4.1 Purpose

The purpose of the Brownfields Parkland Dedication Reduction Program is to reduce parkland dedication/ cash in lieu requirements to encourage the redevelopment of brownfield sites for medium and high density residential development in built up areas that already have an adequate supply of parkland or where the applicant provides on-site parkland facilities.

C 5.7.4.2 Description

Section 42.(1) of the Planning Act allows the Council of a local municipality to establish a by-law that requires no more than 2% of the land proposed for industrial or commercial development or redevelopment, and no more than 5% of the land proposed for all other types of development or redevelopment, be conveyed to the municipality for park or other public recreational purposes. Section 42.(6) of the Planning Act allows the local municipality to require payment of money to the value of the land otherwise required to be conveyed in lieu of the conveyance.

The Parkland Dedication Reduction Program will provide an incentive in the form of up to a 50% reduction of the parkland dedication/cash-in-lieu requirements for any high density redevelopment project within the Georgetown Urban Area, and for any high or medium density redevelopment project within the Acton Urban Area. In both areas it must be determined by the Town that adequate parkland exists in the area of the project to service both existing and planned residential development or the applicant is providing adequate parkland facilities on site

Recommended program duration is 4 years.

C 5.7.4.3 Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following specific program requirements, and subject to Council approval:

- a) Confirmation from Recreation and Parks that there is sufficient parkland in the area or in the case of a condominium, the applicant is providing adequate on-site parkland facilities, and therefore that cash-in-lieu of parkland is acceptable for the subject development;
- b) The property requires environmental remediation and/or risk assessment/ management to permit the proposed use;
- c) In no instance will the parkland dedication reduction exceed the eligible costs incurred;
- d) A grant application must be submitted to the Town prior to the start of any rehabilitation works to which the grant will apply;
- e) Such application shall include reports, plans, estimates, contracts and other details as may be required to satisfy the Town with respect to the eligible costs and conformity of the project with the CIP;
- f) If the application includes costs for environmental remediation, the application must be accompanied by a Phase II ESA, Remedial Work Plan or Risk Assessment Plan prepared by a

qualified person that contains:

- i) an estimate of the cost of actions that will be required to reduce the concentration of contaminants on, in or under the property to permit a record of site condition (RSC) to be filed in the Environmental Site Registry under Section 168.4 of the Environmental Protection Act; and
 - ii) a work plan and budget for said environmental remediation, and/or risk management actions;
- g) As a condition of the grant application, the Town may require the applicant to submit a Business Plan, with said Plan to the Town's satisfaction;
- h) The property shall be rehabilitated such that the amount of work undertaken is sufficient to at a minimum result in an increase in the assessed value of the property;
- i) The total value of the grant provided under this program shall not exceed total eligible costs. This includes the costs of:
- i) a Phase II ESA, Designated Substance and Hazardous Materials Survey, Remedial Work Plan, and Risk Assessment not covered by any other CIP Program;
 - ii) environmental remediation, including the costs of preparing a RSC, not covered by any other CIP Program;
 - iii) placing clean fill and grading not covered by any other CIP Program;
 - iv) installing environmental and/or engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by any other CIP Program;
 - v) monitoring, maintaining and operating environmental and engineering controls/works, as specified in the Remedial Work Plan and/or Risk Assessment, not covered by any other CIP Program;
 - vi) environmental insurance premiums not covered by any other CIP Program;
 - vii) the following Leadership in Energy and Environmental Design (LEED) Program Components:
 - i. base plan review by a certified LEED consultant;
 - ii. preparing new working drawings to the LEED standard;
 - iii. submitting and administering the constructed element testing and certification used to determine the LEED designation;
 - iv. increase in material/construction cost of LEED components over standard building code requirements to a maximum of 15% of total construction costs;
 - viii) demolishing buildings (excluding permit fees);
 - ix) building rehabilitation and retrofitting works (excluding permit fees);
 - x) upgrading on-site infrastructure, including water services, sanitary sewers and stormwater management facilities; and,
 - xi) constructing/upgrading off-site infrastructure including roads, water services, sanitary sewers, stormwater management facilities, electrical and gas utilities, where this is required to permit remediation, rehabilitation and/or adaptive reuse of the property that is subject of the application.

The applicant will pay the parkland dedication payment in lieu amount at the time of registration of the plan of subdivision/condominium or at building permit issuance. The Town would then provide a grant in the form of a onetime payment of up to 50% of the payment in lieu amount paid by the applicant upon completion of the project and building occupancy.

5.8 Agricultural/Rural Sub-Area

5.8.1 Agricultural Feasibility Study/Business Plan Grant Program

5.8.1.1 Purpose

The purpose of the Agricultural Feasibility Study/Business Plan Grant Program is to promote the undertaking of project feasibility studies that determine if existing agricultural/rural buildings and facilities can be converted or adapted to specialty in-demand agricultural or agri-tourism uses, and to promote the preparation of business plans for new agriculture and agriculture related uses.

5.8.1.2 Description

The Agricultural Feasibility Study/Business Plan Grant Program will provide a matching grant of 50% of the cost of an eligible feasibility or business plan to a maximum grant of \$7,500 with a maximum of one study per project.

Eligible studies include but are not limited to:

- a) structural analyses;
- b) evaluation of existing and proposed mechanical, electrical and other building systems;
- c) concept plans;
- d) market analyses;
- e) business plans; and
- f) any other feasibility study as approved by the Town.

The feasibility study must provide significant information with respect to one or more aspects of the structural/engineering feasibility of the project and associated costing, conceptual feasibility, and/or the market/economic feasibility of the project.

Applications will be processed and approved on a first come, first serve basis. Grants approved under this program would be provided to applicants following submission to the Town for review of the final completed feasibility study or business plan with the original invoice, indicating that the study consultants have been paid in full. The grant will be paid on the lesser of a cost estimate provided by the consultant conducting the study or the actual cost of the study. The grant may be reduced or cancelled if the study is not completed, not completed as approved, or if the consultant(s) that conducted the study are not paid. The applicant will agree to provide the Town with permission to provide the study to subsequent owners and interested parties, should the applicant decide not to proceed with the project.

Recommended program duration is 10 years.

5.8.1.3 Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) A grant application must be submitted to the Town prior to the start of any feasibility study or business plan to which the grant will apply;
- b) Studies eligible for funding under this grant program include:
 - i) structural analyses;
 - ii) evaluation of existing and proposed mechanical, electrical and other building systems;
 - iii) concept plans;
 - iv) market analyses;
 - v) business plans; and
 - vi) any other feasibility study as approved by the Town.
- c) Applications will include:
 - i) a detailed study work plan;
 - ii) a cost estimate for the study; and
 - iii) a description of the proposed new agricultural, agriculture related or agri-tourism use.
- d) All completed feasibility studies and business plans must comply with the description of the studies as provided in the grant application form; and
- e) One electronic and one hard copy of the feasibility study/business plan shall be submitted to the Town for the Town's review and retention.

5.8.2 Agricultural Buildings and Facilities Improvement Loan Program

5.8.2.1 Purpose

To promote the maintenance and physical improvement of existing agricultural/rural properties, buildings and facilities and the construction of new agricultural buildings and facilities.

5.8.2.2 Description

This program will provide a no interest loan equivalent to 70% of the cost of eligible maintenance, improvement and construction works to agricultural/rural properties, buildings and facilities up to a maximum loan per project of \$20,000. The minimum loan per project will be \$5,000. The loan will be repayable over a 5 year period and the Town will require that security for the loan be registered against title of the property.

Recommended program duration is 10 years.

5.8.2.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) The following types of projects are considered eligible for this program:
 - i) substantial physical improvements or alterations made to existing agricultural/rural properties, buildings and facilities including source water protection activities,

rehabilitation/improvement/additions to or construction of barns, storage buildings, agricultural/food processing facilities, and greenhouses; and

- ii) other substantial physical improvements or alterations made to existing farm properties, buildings and facilities as approved by Town Council.
- b) The Town may require the applicant to submit a Business Plan, with said plan to the Municipality's satisfaction.

5.8.3 Agricultural Buildings and Facilities Revitalization Grant Program

5.8.3.1 Purpose

To encourage and support physical improvements and alterations to existing agricultural/rural properties, buildings, and facilities. This incentive is also designed to assist in securing project financing.

5.8.3.2 Description

This program will provide a tax increment based grant equivalent to 80% of the municipal (Town and Region) property tax increase for up to 10 years following completion of an eligible project where that project creates an increase in assessment, and therefore an increase in property taxes.

The grant will be paid annually once the eligible project is complete, building inspection has taken place, the property has been reassessed, and the new property taxes have been paid in full for the year. Pre-project Municipal taxes will be determined before commencement of the project at the time the application is approved. For purposes of the grant calculation, the increase in Municipal taxes will be calculated as the difference between pre-project Municipal taxes and post-project Municipal taxes that are levied as a result of re-valuation of the property by the Municipal Property Assessment Corporation (MPAC) following project completion. The grant will be recalculated every year based on post-project Municipal taxes in that year. Grant payments will cease when the total grant along with all other grants and loans provided equals the cost of rehabilitating the lands and buildings, or after 10 years, whichever comes first.

Recommended program duration is 10 years.

5.8.3.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget and Regional Council:

- a) The following types of projects are considered eligible for this program:
 - i) substantial physical improvements or alterations made to existing agricultural/rural properties, buildings and facilities including rehabilitation/improvement/additions to or construction of barns, storage buildings, agricultural/food processing facilities, and greenhouses, where said improvements results in an increase in the assessed value and taxes on the property; and
 - ii) other substantial physical improvements or alterations made to existing farm properties, buildings and facilities as approved by Town Council, where said improvements results in an increase in the assessed value and taxes on the property.

- b) The Town may require the applicant to submit a Business Plan, with said plan to the Municipality's satisfaction; and
- c) If during the grant period, a building receiving a revitalization grant is demolished, all grant payments shall cease and the municipality reserves the right to require repayment of the grant payments.

5.9 Georgetown and Acton Industrial Park Sub-Areas

5.9.1 Landscape Improvement Grant Program

5.9.1.1 Purpose

To promote improved fencing, landscaping and screening of industrial properties in the Georgetown and Acton Industrial Parks in order to improve the aesthetic quality of these properties.

5.9.1.2 Description

This program will provide a grant equal to 50% of the cost of eligible fencing, landscaping and planting on industrial properties in the Georgetown and Acton Industrial Park Sub-Areas that sufficiently improve the aesthetics of industrial sites, and/or provides effective screening of outside storage areas so as to mitigate the visual impact of said industrial uses. This program applies to properties with existing buildings/facilities and properties where new buildings/facilities are being constructed. The minimum grant per property will be \$2,000, up to a maximum grant per property of \$12,500, with a maximum of one application per property.

Recommended program duration is 10 years.

5.9.1.3 Program Requirements

Applicants are eligible to apply for funding under this program, subject to meeting the general program requirements, the following program requirements, and subject to the availability of funding as approved by Town Council through the annual CIP budget:

- a) Material and labour costs of fencing, landscaping and planting works that conform to the Town's Urban Design Guidelines, and any other Town guidelines (as applicable), are considered eligible for a grant under this program.

6.0 Monitoring Program

6.1 Purpose

The Monitoring Program set out in this section has several purposes. It is designed to monitor:

- Funds dispersed through the CIP incentive programs so as to determine which programs are being most utilized, and use this information to adjust the programs, as required;
- Feedback from applicants to the incentive programs so that adjustments can be made to the incentive programs, as required; and,
- The economic impact associated with projects taking advantage of the CIP incentives programs.

The CIP is not intended to be a static planning document. It is intended to be a proactive plan for economic and community renewal and revitalization in Halton Hills. Therefore, information types a) and b) above will be used by the Town to periodically adjust the incentive programs to make them even more relevant and user friendly. Information type c) will be utilized to provide regular reports to Council on the amount of private sector investment being leveraged by the municipal incentive programs and the economic benefits associated with these private sector projects. Ultimately, the purpose of the monitoring program is to provide Town staff and Council with the information required to make knowledgeable and well informed decisions about how to adjust the incentive programs in order to help ensure that the Community Improvement Plan is functioning appropriately and that goals are realized over time.

6.2 Description

Monitoring of the uptake and performance of the incentive programs should be done on a regular basis and these monitoring results will be reported to Council annually. As well, feedback from users of the incentive programs should be considered and utilized to adjust the incentive programs in order to improve their effectiveness. Similarly, monitoring of progress on implementation of the Municipal Leadership Programs should be done regularly and reported to Council on an annual basis.

Figure 6.1 presents a list of the variables that should be monitored on an individual project and aggregate basis for each of the incentive programs contained in this CIP by program type. In addition to these quantitative economic measures, the Town should also attempt to monitor the qualitative results of the CIP in terms of its social and community benefits. This could include qualitative measures of the impact of public realm improvement projects on existing businesses and residents. Regular qualitative observations should be conducted by Town staff of the individual and cumulative impact of both the Municipal Leadership activities and the privately initiated CIP projects within the Town and the various Community Improvement Project Sub-Areas. These qualitative measures should be regularly monitored and reported to Council along with the quantitative measures specified in Figure 6.1.

Figure 6.1 Monitoring Program

Program by Type (refer to Section 5.0)	Monitoring Variables ¹⁰
<p>Building/Facade/Property Improvement Grant/Loan Program</p> <p>5.3.1 (Georgetown Community Node (Guelph Street) Sub-Area) 5.4.3 (Downtown Georgetown Sub-Area) 5.5.1 (Downtown Acton Sub-Area) 5.6.1 (Other Properties (Urban Georgetown and Urban Acton)) 5.8.2 (Agricultural/Rural Sub-Area) 5.9.1 (Georgetown and Acton Industrial Park Sub-Areas)</p>	<ul style="list-style-type: none"> • Number of applications by type (facade improvement, building improvement (interior/exterior), property improvement, landscape improvement) • Length/size of facade improved • Size of building improved • Size of property improved • \$ Amount of grant • \$ Amount of loan • Area (sq.ft.) and number of commercial, institutional and residential units rehabilitated/constructed by type • Total \$ value of construction • \$ Value of private sector investment leveraged • Increase in assessed value of property • Increase in property taxes (Town, Region, Education) • Number and net \$ amount of program defaults

¹⁰ Not all monitoring variables will apply to all program types listed.

<p>Revitalization/ Redevelopment Tax Increment Based Grant Program</p> <p>5.3.2 (Georgetown Community Node (Guelph Street) Sub Area)</p> <p>5.4.2 (Downtown Georgetown Sub-Area)</p> <p>5.5.3 (Downtown Acton Sub-Area)</p> <p>A 5.6.3 (GO Station Lands Sub-Area)</p> <p>B 5.6.3 (South Acton (Beardmore) Sub-Area)</p> <p>C 5.6.3 (Other Brownfield Sites Sub-Area)</p> <p>5.7.3 (Agricultural/Rural Sub-Area)</p>	<ul style="list-style-type: none"> • Number of applications by type (building improvement (interior/exterior), brownfield redevelopment, agricultural revitalization) • Size of building improved • Size of property rehabilitated improved/remediated • Total estimated and actual \$ amount of tax increment grant • Area (sq.ft.) and number of commercial, institutional and residential units rehabilitated/constructed by type • Total \$ value of construction • \$ Value of private sector investment leveraged • Increase in assessed value of property • Increase in property taxes (Town, Region, Education) • Number of new/retained businesses occupying the rehabilitated/constructed space (1 year post project completion) • Jobs created/ retained (1 year post project completion) • Number and net \$ amount of program defaults
<p>Planning/ Environmental Site Assessment/ Agricultural Feasibility Study Grant Program</p> <p>5.3.3 (Georgetown Community Node (Guelph Street) Sub Area)</p> <p>5.4.4 (Downtown Georgetown Sub-Area)</p> <p>5.5.4 (Downtown Acton Sub-Area)</p> <p>A 5.6.1 (GO Station Lands Sub-Area)</p> <p>B 5.6.1 (South Acton (Beardmore) Sub-Area)</p> <p>C 5.6.1 (Other Brownfield Sites Sub-Area)</p> <p>5.7.1 (Agricultural/Rural Sub-Area)</p>	<ul style="list-style-type: none"> • Number of applications by type of study (feasibility study (type), environmental site assessment (type), business plan) • \$ Amount of grant • Total \$ Cost of study(s) • Number of study grants leading to construction projects • Number and net \$ amount of program defaults

<p>Residential Conversion/ Rehabilitation and Retail Conversion Grant Program</p> <p>5.4.1 (Downtown Georgetown Sub-Area) 5.5.2 (Downtown Acton Sub-Area) 5.6.2 (Other Properties (Urban Georgetown and Urban Acton))</p>	<ul style="list-style-type: none"> • Number of applications by type (residential conversion or retail conversion) • Size of building improved • Size of property improved • \$ Amount of grant • Total \$ value of construction • \$ Value of private sector investment leveraged • Area (sq.ft.) and number of residential units rehabilitated/constructed by type • Area (sq.ft.) and number of vacant non-commercial units rehabilitated and converted to commercial space • Increase in assessed value of property • Increase in property taxes (Town, Region, Education) • Number of new businesses occupying the converted commercial space (1 year post project completion) • Jobs created/ retained (1 year post project completion) • Number and net \$ amount of program defaults
<p>Brownfields Tax Assistance Program</p> <p>A 5.6.2 (GO Station Lands Sub-Area) B 5.6.2 (South Acton (Beardmore) Sub-Area) C 5.6.2 (Other Brownfield Sites Sub-Area)</p>	<ul style="list-style-type: none"> • Number of applications • Increase in assessed value of participating property • Estimated and actual amount of tax assistance provided (Town, Region, Education) • Total \$ Cost of remediation/ risk management measures • Hectares/acres of land remediated and redeveloped • Industrial/commercial space (sq.ft.) rehabilitated or constructed • Residential units/sq.ft. rehabilitated or constructed • Total \$ value of construction • \$ Value of private sector investment leveraged • Jobs created/maintained • Number and net \$ amount of program defaults

<p>Brownfields Parkland Dedication Reduction Program</p> <p>A 5.6.4 (GO Station Lands Sub-Area) B 5.6.4 (South Acton (Beardmore) Sub-Area) C 5.6.4 (Other Brownfield Sites Sub-Area)</p>	<ul style="list-style-type: none"> • Value of parkland dedication fees reduced • Density of residential development • Amount of on-site parkland provided by applicant
<p>Brownfields Development Charge Reduction Program</p> <p>A 5.6.5 (GO Station Lands Sub-Area) B 5.6.5 (South Acton (Beardmore) Sub-Area) C 5.6.4 (Other Brownfield Sites Sub-Area)</p>	<ul style="list-style-type: none"> • \$ Amount of Development Charges Waived/ Paid • Total cost of remediation/risk management measures • Total cost of other program eligible costs by type • Increase in assessed value of participating properties • Increase in municipal(Town/Region) and education property taxes of participating properties • Total estimated and actual cost of tax increment grant • Hectares/acres of land remediated and redeveloped • Industrial/commercial space (sq.ft.) rehabilitated or constructed • Residential units/sq.ft. rehabilitated or constructed • Total \$ value of construction • \$ Value of private sector investment leveraged • Jobs created/maintained

6.3 Program Adjustments

The feedback from monitoring of the CIP may lead to minor revisions to programs contained in this CIP. Therefore, the Town may periodically review and adjust the terms and requirements of any of the programs contained in this Plan, or discontinue any of the programs contained in this Plan, without amendment to the Plan. Such minor changes or discontinuation of programs will be provided to the Minister of Municipal Affairs and Housing for information purposes only. Increases in funding provided by the financial incentive programs contained in this CIP, the addition of any new programs to the CIP, or an expansion of the Community Improvement Project Area will require a formal amendment to this Plan in accordance with Section 28 of the *Planning Act*.

7.0 Marketing Strategy

7.1 Purpose

It is very important to the successful implementation of this CIP that the Town's incentive programs and the leadership role being taken by the Town through the Municipal Leadership Programs be effectively communicated to the target audience within the Town of Halton Hills, within the Region of Halton, and beyond. This is especially true given the comprehensive nature of this CIP with twenty incentive programs and eight Community Improvement Project Sub-Areas. The CIP addresses a wide variety of critical needs including commercial area revitalization, brownfield redevelopment, agricultural/rural area stabilization and improvement, and industrial area beautification. The CIP also covers a wide geographic area. Therefore, a clear and comprehensive Marketing Strategy will be one of the keys to successfully promoting utilization of the CIP programs.

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 Sub-Areas. Therefore, it is recommended that the Town budget for and implement a Marketing Strategy to:

- 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;
- inform property and business owners, developers and residents with regard to actions planned by the Town to improve the investment environment within the community improvement project area; and
- publicize recent development and business activity and success stories within the community improvement project area.

7.2 Target Audience

Again, due to the comprehensive and multi-faceted nature of the CIP, the Marketing Strategy should be targeted to a variety of audiences. This includes existing property and business owners, business associations, developers and investors, and support professionals. Support professionals include:

- lending institutions such as banks and trust companies;
- real estate professionals and organizations;
- planning consultants, architects and engineers;
- legal and accounting services; and
- environmental consultants.

It is important that the incentive programs be marketed to target audiences both within the Town and Region, but also to areas outside the Region. Finally, it is important that the Marketing Strategy also be targeted to the general public in Halton Hills. This will help to generate interest in the CIP programs and build support for the public actions and initiatives required to implement the Municipal Leadership Programs. Figure 7.1 below illustrates the priority target audience for the incentive programs applicable to each of the eight Community Improvement Project Sub-

Areas. The Town should also seek the cooperation and participation of Halton Region Economic Development in marketing of the CIP.

Figure 7.1 Marketing Strategy Target Audiences

Project Sub-Area	Priority 1	Priority 2
Georgetown Community Node (Guelph Street)	<ul style="list-style-type: none"> • Property Owners • Business Owners • Local Business Association • Heritage Association • Halton Hills Chamber of Commerce 	<ul style="list-style-type: none"> • Developers • Support Professionals • Other local/external Business and Industry Associations
Downtown Georgetown	<ul style="list-style-type: none"> • Property Owners • Business Owners • Local BIA • Heritage Association • Halton Hills Chamber of Commerce 	<ul style="list-style-type: none"> • Developers • Support Professionals • Other local/external Business and Industry Associations
Downtown Acton	<ul style="list-style-type: none"> • Property Owners • Business Owners • Local BIA • Heritage Association • Halton Hills Chamber of Commerce 	<ul style="list-style-type: none"> • Developers • Support Professionals • Other local/external Business and Industry Associations
Brownfields	<ul style="list-style-type: none"> • Property Owners • Developers (especially brownfield developers) • Support Professionals • Halton Hills Chamber of Commerce 	<ul style="list-style-type: none"> • Local BIAs • Other local/external Business and Industry Associations
Agricultural/ Rural	<ul style="list-style-type: none"> • Farm Owners • Halton Agricultural Society • Halton Hills Chamber of Commerce • Halton Agricultural Advisory Committee 	<ul style="list-style-type: none"> • Support Professionals

<p>Georgetown and Acton Industrial Parks</p>	<ul style="list-style-type: none"> • Property Owners • Business Owners • Local Industrial Association • Halton Hills Chamber of Commerce 	<ul style="list-style-type: none"> • Support Professionals • Other local/external Business and Industry Associations
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7.3 Tools

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

a) Publications

- i) A Brochure containing a description of the financial incentive programs available from the Town, including general program requirements and how to apply;
- ii) Applications for the incentive programs should be accompanied by Program Guides that provide a description of “how to apply” for the programs;
- iii) A Publication, e.g., a regular newsletter, containing a description of the financial incentive programs available from the Town and how to apply, highlights of Municipal Leadership Programs (planned, underway, completed), and profiles of projects and new/ expanded businesses that take advantage of the CIP incentive programs; and,
- iv) A description of the incentive programs and profiles of revitalization/redevelopment success stories in planning and economic development publications, newsletters and other materials published by the Town of Halton Hills and Region of Halton.

b) Web Site Materials

- i) All of the above noted publications along with Program Guides and Application Forms for the incentive programs should be made available on the Town’s web site via direct links from the home page.

c) Presentations to the Target Audience

- i) Town staff should make periodic presentations on the CIP, including available incentive programs and eventually success stories to business and industry groups such as BIA members, the Chamber of Commerce, the development community, real estate professionals, planning, architectural, engineering, and legal professionals. This direct face-to-face marketing tool is a very important component of the Marketing Strategy. It is especially important to make the business and development community aware of available incentive programs at the launch of the CIP.

d) Media Releases

- i) Press releases and profiles of successful projects using the CIP programs and the Town’s Municipal Leadership Programs should be sent to local and outside media (newspaper, radio, web).

7.4 Key Messages

The following are the key messages that should be integrated into the above-noted publications, web site materials, presentations and media releases:

- The Town's CIP is one of the most comprehensive in Ontario and offers a variety of competitive programs to address a number of key urban and rural issues in Halton Hills including commercial area revitalization, brownfield redevelopment, agricultural/rural area revitalization and improvement, and industrial area beautification;
- The CIP applies to the entire Town with program packages available in specific sub areas such as the Georgetown Community Node (Guelph Street) area, Downtown Georgetown, Downtown Acton, the agricultural/rural area, the Georgetown and Acton Industrial Parks, and brownfields across the municipality;
- The incentive programs have been custom designed to provide the types of financial assistance needed to encourage private sector investment, rehabilitation, adaptive reuse, redevelopment, and construction activity in the various Community Improvement Project Sub-Areas.
- Where eligible, the incentive programs can be used individually or together by an applicant, i.e., the programs can be layered to maximize the funding available from the Town; and
- Town staff are available to answer your questions and to assist you with making application for the incentive programs.

7.5 Timing

It is recommended that the Marketing Strategy be implemented as soon as possible after Council has activated any or all of the incentive programs contained in the CIP. It is very important to the success of the CIP that the incentive programs be aggressively and widely marketed during the first few years after the CIP is adopted and approved. Funding for implementation of the Marketing Strategy should be at its highest during these initial years while the various target audiences are familiarizing themselves with the programs.

8.0 Implementation

8.1 Glossary of Terms

“Agri-business” is a term used in agriculture and refers to various businesses involved in food production including farming, crop input, seed supply, farm machinery, and food processing, marketing and retail sales.

“Agri-tourism” means economic and tourism activities in which travelers are linked with products, services, and experiences of the agriculture and food system.

“Applicant”, unless otherwise specified, means a registered owner, assessed owner or tenant of lands and buildings within the Community Improvement Project Area, and any person to whom a registered owner, assessed owner or tenant of lands and buildings within the Community Improvement Project Area has assigned the right to receive a grant or loan. Applicants may also be referred to as “building owners” or “property owners” throughout this Plan.

“Brownfield” as defined by the 2005 Provincial Policy Statement, means an undeveloped or previously developed property that may be contaminated. Brownfields are usually, but not exclusively, former industrial or commercial properties that may be underutilized, derelict or vacant.

“Community Improvement”, unless otherwise specified, is as defined in accordance with its definition under Section 28 of the *Planning Act*.

“Community Improvement Plan” (CIP), unless otherwise specified, is as defined in accordance with its meaning under Section 28 of the *Planning Act*.

“Community Improvement Project Area” (CIPA), unless otherwise specified, is as defined in accordance with its meaning under Section 28 of the *Planning Act*.

“Development period”, unless otherwise specified, is as defined in accordance with its meaning under Section 365.1 (1) of the *Municipal Act*.

“Eligible applicant” means an applicant (as defined above) who meets all of the general and program specific requirements of the Financial Incentive Programs, and prepares and submits an application for community improvement works that is in accordance with the definition provided by the Planning Act and the program specific requirements, as outlined in this Plan. The CIP Steering Committee and/or Administrator reserves the right to determine whether or not an applicant is eligible for the CIP Financial Incentive Programs. Eligible applicants may also be referred to as “eligible property owners” throughout this Plan.

“Environmental Site Assessment (ESA)” means an investigation of potential adverse environmental effects to a specific site and its surrounding area, including contaminated soil, sediments, and water.

“Form Base Zoning” means regulating development to achieve a specific built form that is focused on urban design and the public realm.

“Intensification” as defined by the 2005 Provincial Policy Statement, means the development of a property, site or area at a higher density than currently exists through:

- Redevelopment, including the reuse of brownfield sites;
- The development of vacant and/or underutilized lots within previously developed areas;
- Infill development; and
- The expansion of conversion of existing buildings.

“**Plan**” means the Town of Halton Hills Community Improvement Plan.

“**Qualified Person**” means 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 purposes of:

- conducting or supervising a Phase I environmental site assessment;
- conducting or supervising a Phase II 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.
- AND meets the qualifications to be a qualified person for the purposes of subsection (1) 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, 2000 and is a practicing member, temporary member or limited member of the Association of Professional Geoscientists of Ontario.

“**Redevelopment**”, as defined by the 2005 Provincial Policy Statement, means the creation of new units, uses or lots on previously developed land in existing communities, including brownfield sites.

“**Region**” means the Regional Municipality of Halton

“**Rehabilitation Period**”, unless otherwise specified, is as defined in accordance with its meaning under Section 365.1 (1) of the *Municipal Act*.

“**Town**” means the Town of Halton Hills.

8.2 Interpretation

The Town of Hills Community Improvement Plan must be read and interpreted in totality, and in conjunction with the *Planning Act*, other relevant legislation, and all other municipal planning documents.

In addition, the CIP will be interpreted at the sole discretion of Town of Halton Hills in consultation with, or based on advice from, Town staff.

8.3 Timing

It is anticipated that the CIP will be implemented over a 10 to 15 year period. Council may elect to extend or interrupt the implementation period as it deems appropriate or necessary and subject to funding. Council may extend the program duration of any or all of the incentive programs beyond the program duration recommended in this CIP without amendment to this Plan.

8.4 Administration of the Municipal Leadership Programs

The Municipal Leadership Programs offered through the Town's Community Improvement Plan will be administered by the Town of Halton Hills. Specifically, the Town, with input from the CIP Steering Committee and/or Council, will identify a lead department that will be primarily responsible for administering and coordinating the implementation of each of the Municipal Leadership Programs outlined in the following section. Administration and coordination of each initiative will be undertaken by lead departments in accordance with the anticipated timing, where possible.

Implementation of the Municipal Leadership Programs will be dependent on the commitment of the Town to contribute to, motivate, and assist in community improvement activities and undertakings, in addition to available budget, and Council approval. Council will establish an annual budget related the Municipal Leadership Programs. Town staff will provide an annual monitoring report to Council regarding progress on implementation of the Municipal Leadership Programs and associated impacts.

8.5 Administration of the Financial Incentive Programs

The Financial Incentive Programs offered through the Halton Hills Community Improvement Plan will be administered by Town of Halton Hills.

Specifically, as part of the Municipal Leadership Programs, the Town will establish a Community Improvement Plan Review Panel. Except for those incentive programs that are approved at the staff level, this Panel will be responsible for evaluating incentive program applications against program eligibility requirements and making recommendations to Council. The responsibilities of the Review Panel are further identified in Sections 4.2.1 of this Plan.

It is recommended that a CIP Administrator position also be established by the Town. This staff person would be responsible for administrative tasks related to implementation of the CIP, including application administration, preparing application reports to Council, and annual reporting to Council.

Unless otherwise indicated in this Plan, final decisions on complete applications and associated Financial Incentive Program Agreements are made by Council or Council's designate. However, should a complete application not be approved by staff (as applicable) or not be recommended for approval by the Town's CIP Review Panel, an applicant/applicant's agent may request to appear before Council or Council's designate in order to request that Council (or Council's designate) reconsider the staff decision/ CIP Review Panel recommendation.

It is recommended that an applications tracking system be established and used as part of the on-going administration of the Financial Incentive Programs.

8.6 Financial Management of the Incentive Programs

The CIP programs will be implemented through an annual CIP budget. This budget will identify a set of programs that will be available for that year based on Town priorities. Based on anticipated demand for individual programs and the total funding available in for each year of implementation, an overall CIP incentive programs budget will be established. Within this overall budget, funds will be allocated for each Financial Incentive Programs. However, this budget for implementation of the CIP programs will be flexible, allowing the Town to reallocate budget funding from one program to another in order to address variations between anticipated and actual program demand.

In accordance with the Monitoring Program in Section 6.0 and based on reporting from staff, Council will determine if changes in the overall CIP programs budget and the allocation to individual programs are necessary or warranted to ensure that the CIP functions properly in light of the Town's financial circumstances.

9.0 Conclusion

The Town of Halton Hills Comprehensive CIP is a framework that guides community improvement throughout a large geographic area in order to proactively plan for broad economic and community renewal and revitalization. It is one of the most comprehensive in Ontario and offers a variety of competitive programs to address a number of key issues in Halton Hills, including commercial area revitalization, brownfield redevelopment, agricultural area revitalization and improvement, and industrial area beautification.

This CIP identifies a range of area-specific Municipal Leadership Programs and Financial Incentive Programs that, over its long-term implementation, are intended to:

- Advance the economic development and competitiveness of multiple Town sectors by improving opportunities for the development/redevelopment of housing, and employment, commercial, mixed, and other uses;
- Encourage and attract private sector investment within areas where signs of underinvestment are observed;
- Increase the tax assessment base and revenues for the Town, Region, and the Province of Ontario;
- Enhance the physical/built environment and visual appearance of key areas by supporting and encouraging building maintenance, improvement, repair, and/or rehabilitation;
- Address faulty arrangement and fragmented parcel fabric by encouraging the comprehensive planning and development/redevelopment of key areas;
- Address environmental problems such as soil contamination and improve public safety by participating in the remediation of brownfield sites;
- Promote intensification in contextually appropriate areas of the Town;
- Build upon the community improvement efforts of existing downtown Business Improvement Areas in order to contribute to the revitalization and enhancement downtown areas as focal points of the community;
- Support the protection and/or enhancement of cultural heritage resources;
- Improve the viability of farming and the agricultural sector by promoting various investment opportunities and strengthening agribusinesses;
- Encourage screening, buffering, landscaping, and signage in order to improve the visual quality of areas and increase private sector investment in industrial areas, including those where heavy industrial uses now dominate; and
- Demonstrate municipal leadership and commitment to community improvement.