



# Town of Orangeville Community Improvement Plan

June 2022

# Contents

<b>1</b>	<b>Introduction</b>	<b>1</b>
1.1	The CIP Project and Process	1
1.2	Purpose of the CIP	3
1.3	Rationale & Goals of the CIP	4
<b>2</b>	<b>Legislative Framework &amp; Policy Rationale</b>	<b>6</b>
2.1	Enabling Provincial & Municipal Framework	6
2.1.1	Planning Act Provisions for CIPs	6
2.1.2	Municipal Act Provisions for CIP Grants and Loans	6
2.1.3	CIP Policy Provisions of the Town’s Official Plan	7
2.2	Policy Supports for the CIP	9
2.2.1	Provincial Policy Statement (2020 Update)	9
2.2.2	Growth Plan for GGH (2020 Consolidation)	9
2.2.3	Dufferin County Official Plan (2017 Consolidation)	10
2.2.4	Dufferin County Economic Development Strategic Plan (2017)	10
2.2.5	Town Official Plan (2020 Consolidation)	10
2.2.6	Orangeville Forward: A Strategic Action Plan (2017)	12
2.2.7	Orangeville Economic Development Strategy Update (2018)	12
2.2.8	Tourism Strategy & Action Plan 2021-2026 (2020)	12
2.2.9	Heritage Conservation District Plans	13
2.2.10	Design Guidelines	15
2.2.11	Other Town Initiatives	16
<b>3</b>	<b>Community Improvement Project Area</b>	<b>17</b>
3.1	Geographic Boundaries of the CIPA	17
3.2	Key Themes and Matters Considered in Defining the CIPA	19
3.3	Priority Zone 1. Broadway - First Street	20
3.3.1	Downtown	22
3.3.2	East Broadway	24
3.3.3	West Broadway	26
3.4	Priority Zone 2. The Centennial Road Employment Area	29

<b>4</b>	<b>Financial Incentive Programs</b>	<b>31</b>
4.1	Financial Incentive Programs Summaries	31
4.1.1	Program 1: Comprehensive Façade Improvement Grant Program	32
4.1.2	Program 2: Landscape Improvement Program for Employment Area	33
4.1.3	Program 3: Major Building Improvement and Conversion Grant Program	34
4.1.4	Program 4: Tax Increment Equivalent Grant Program (TIEG)	35
4.1.5	Program 5: Planning Fees & Building Permit Grant Program	36
4.1.6	Program 6: Accessibility Improvement Grant Program	37
4.1.7	Program 7: Industrial and Commercial Development Charge (DC) Deferral Interest Grant Program	38
4.1.8	Program 8: Environmental Site Assessment (ESA) Grant Program	39
4.2	General Eligibility Requirements	40
<b>5</b>	<b>Summary of Design Guidelines</b>	<b>42</b>
<b>6</b>	<b>Implementation</b>	<b>43</b>
6.1	Application Intake and Approvals Process	43
6.2	Administration and Staff Resources	44
<b>7</b>	<b>Marketing the Plan</b>	<b>45</b>
7.1	Pro-active Marketing Approach	45
7.2	Marketing Tools	46
7.3	Evaluating the Impact of Marketing Initiatives	48
<b>8</b>	<b>Monitoring Program</b>	<b>49</b>
8.1	Establishing Performance Metrics	49
8.2	Employing Qualitative and Quantitative Measures	50
8.3	Updating the CIP	51
	<b>Appendix A. Schedule of Program Details</b>	<b>A1-A26</b>
	<b>Appendix B. Glossary of Terms</b>	<b>B1-B3</b>
	<b>Appendix C. CIPA Priority Zones - Detailed Maps</b>	<b>C1-C2</b>

# 1 Introduction

## 1.1 The CIP Project and Process

The Orangeville Community Improvement Plan (CIP) is a five-year CIP (commencing on January 1, 2023 and ending on December 31, 2027), prepared on behalf of the Corporation of the Town of Orangeville (hereafter referred to as ‘the Town’), and enabled under Section 28 of the Planning Act. This document comprises the CIP and herein establishes the geographic area of coverage, eligibility criteria and nature of incentive programs to meet the intent of the Plan. Further details on the CIP-enabling statute and policies at the Provincial and Municipal levels are provided in Section 2.

This CIP replaces the former Downtown Orangeville CIP, which dates to 1990. The former CIP was developed under PRIDE, a provincial government program to encourage municipalities to prepare a Program for Renewal, Improvement, Development, and Economic revitalization. At the time, it was considered more than just a Downtown Improvement Plan, but also a legal planning document, under Section 28 of the Planning Act. The PRIDE program provided a funding allocation to be implemented over a 3-year period, however the CIP for Orangeville was intended to provide a longer-term Downtown development and redevelopment document over a 5- to 10-year timeframe. Thirty years later, things have changed dramatically, both in the planning legislation context as well as the physical context of Orangeville’s downtown.

This CIP is intended to facilitate and encourage broader economic growth, sustainable development, and enhancement of underutilized areas. Through collaboration, the CIP will provide evidence-based guidance on the most effective ways to stimulate economic development across a variety of sectors.

The CIP was developed in tandem with Design Guidelines which set the design objectives for public infrastructure and facility improvement projects and will assist the Town in evaluating private improvement and development projects eligible for the incentive programs identified in the CIP. The Design Guidelines are provided under separate cover and summarized in Section 5.

The project followed a linear four phase process:

**Phase 1: Background Review** - Background research and analysis of local context.

**Timeframe: Quarter 2 2021**

**Phase 2: Stakeholder Engagement** - Engagement with regional and local stakeholders.

**Timeframe: Quarter 2 and 3 2021**

**Phase 3: Draft CIP** - Identification of the preferred program suite, crafting of program details, detailing the funding strategy, and developing the monitoring plan.

**Timeframe: Quarter 4 2021**

**Phase 4: Final CIP** - Plan finalization and identification of marketing strategies.

**Timeframe: Quarter 1 2022**

The Phase 1 Background Discussion Report along with the results of the process of stakeholder engagement and consultations and the development of CIP programs in Phases 2 and 3 have informed the development of the CIP.



## 1.2 Purpose of the CIP

The CIP outlines the full scope of financial incentive programs and identifies the geographic areas within which these programs will operate. The CIP also identifies a range of resource requirements for the successful implementation of the plan, including, but not limited to, marketing and administrative requirements.

Specifically, the CIP document is divided into the following sections:

1. **Introduction:** Describes the project process as well as the rationale and goals of the Community Improvement Plan.
2. **Legislative & Policy Framework:** Provides an overview of the legislative and policy framework within which the CIP will be implemented.
3. **Project Area Description:** Identifies the geographic areas applicable to the CIP.
4. **Financial Incentive Programs:** Summarizes the suite of programs offered under the CIP including eligible costs/projects, funding maximums and/or minimums (as well as the terms of disbursement of approved funds).
5. **Summary of Design Guidelines:** Summarizes the design guidelines that were developed to implement the CIP and their applicability within the Town.
6. **Implementation:** This section of the framework outlines the application intake process, the roles and responsibilities of Municipal officials in the approval of applications, annual municipal funding requirements for programs as well as other implementation considerations.
7. **Monitoring & Performance:** Outlines strategies which support ongoing monitoring and evaluation of the performance of the CIP and its programs. Metrics vary based on the nature of programs but generally include overall take-up of each program and ratios of public versus private investment in improvements.
8. **Schedules:** including detailed protocols and eligibility requirements for programs, and a glossary of relevant terms.

### 1.3 Rationale & Goals of the CIP

Community Improvement Plans are often a core component of a municipality's economic development portfolio. The Town of Orangeville recently completed its Strategic Plan and is currently undertaking the Official Plan (OP) review. The OP review provides an opportunity to update the CIP document (that was last updated in 1990) to be in line with the current priorities and respond to emerging challenges such as the socio-economic impacts of COVID-19.

An updated CIP can more effectively focus on ways in which regions and municipalities can work together, beyond those already in place (e.g., land use planning initiatives, action plans, policy development, etc.) and provide the necessary support for successful implementation.

Dufferin County is currently undertaking a Municipal Comprehensive Review (MCR) to implement the policies of the new Growth Plan for the Greater Golden Horseshoe. The MCR represents a substantial integrated planning study for the County to provide planning direction to the local municipalities when updating their Official Plans, in accordance with the 2019 Growth Plan.

At a high level the following goals of the CIP for the Town of Orangeville are in keeping with municipal planning and policy priorities:

- To achieve successful implementation of the Official Plan of the Town;
- To sustain the Downtown as a vibrant hub and destination for commerce, retail, festivals and events, and as a walkable neighbourhood district;
- To support appropriate efforts to sustain and grow the employment base in the Town;
- To sustain the existing heritage attributes of older building stock and ensure these properties remain competitive as locations for business enterprise, mixed-use including upper floor residential and commercial uses, and as part of the destination appeal of the Town;
- To provide CIP programs that address the opportunities for major site redevelopment on appropriate sites in the commercial corridor of East Broadway and Downtown.
- Align with the full range of strategic plans, infrastructure development, and economic development initiatives undertaken by the Town;
- To expand program access and enable a more universal and flexible application of the CIP across Orangeville;
- To promote a balanced approach to new residential development which supports stated planning principles and the Official Plan, including mixed-use within the core area and providing a variety of housing type, tenure, and affordability;
- To implement a revised set of design guidelines, including new guidelines for employment areas, to ensure that new development, restoration and renovation align with an approved vision for the downtown, employment and commercial areas;

- To promote the redevelopment of brownfield sites, encourage rehabilitation of underused properties, and the pursuit of sustainable land use for which there is public benefit (i.e. affordable housing; higher order commercial (office) development; and/or mixed-use development); and
- To improve and enhance the marketing strategy and administration process associated with the CIP.

## 2 Legislative Framework & Policy Rationale

### 2.1 Enabling Provincial & Municipal Framework

#### 2.1.1 Planning Act Provisions for CIPs

Section 28 of the Planning Act defines the parameters of community improvement initiatives which can be offered by the Town. Only those municipalities with community improvement policies in their Official Plans have the authority to designate a Community Improvement Project Area (hereafter referred to as the 'CIPA'), and to prepare and adopt a Community Improvement Plan (CIP).

In implementing the CIP, municipalities may provide 'grants or loans' for/towards eligible costs, in conformity with the CIP, to registered owners, assessed owners and tenants of lands and buildings within the CIPA (Section 28(7)). Eligible costs include '...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, improvement of facilities (Section 28 (7.1)).'

Section 28 (1.1) Affordable Housing specifically identifies the provision of affordable housing as part of community improvement.

#### Relevant definitions under Section 28(1) of the Planning Act

"community improvement" means the planning or replanning, design or redesign, resub division, 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 therefor, as may be appropriate or necessary.

"community improvement plan" means a plan for the community improvement of a community improvement project area.

"community improvement project area" means a municipality or an area within 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. R.S.O. 1990, c. P.13, s. 28 (1); 2001, c. 17, s. 7 (1, 2); 2006, c. 23, s. 14 (1).

#### 2.1.2 Municipal Act Provisions for CIP Grants and Loans

The following section of the Ontario Municipal Act, 2001 (consolidated in 2020, last amended in 2021) are relevant to the implementation of Community Improvement Plans:

- Section 106(1) prohibits municipalities from engaging in bonusing – the practice of providing direct or indirect assistance to manufacturing, industrial or commercial businesses through the use of financial incentives. However, a municipality exercising its authority to implement a Community Improvement Plan under Section 28 of the Planning Act is exempt from this section (Municipal Act, Section 106(3)).

- Section 365.1(2) is exempt from Section 106(1) and allows municipalities to pass by-laws that cancel “all or a portion of the taxes for municipal and school purposes levied on one or more specified eligible properties, on such conditions as the municipality may determine.” This section of the Act applies to Brownfield land – specifically, ‘eligible properties’ are those where a Phase Two Environmental Site Assessment has been conducted. Tax assistance is available for up to an 18-month rehabilitation period. Cancelling taxes for school purposes requires written approval by the Minister of Finance.
- Section 365.2 permits local municipalities – despite the prohibition set out in Section 106 – to provide tax reductions or refunds with respect to eligible heritage properties.

### 2.1.3 CIP Policy Provisions of the Town’s Official Plan

The Town of Orangeville’s Official Plan states that the purpose of community improvement is “to support the maintenance and rehabilitation of existing buildings and property, and to promote the logical infilling of existing residential neighbourhoods, in order to extend the useful life of individual properties and improve neighbourhood quality.”

Section D5.3 of the Town’s Official Plan provides the criteria for which Community Improvement Areas may be established:

#### Residential Criteria

- a) Deficiencies in sanitary sewers, storm sewers and watermains.
- b) Deficiencies in roads and associated facilities such as sidewalks and streetlights.
- c) Deficiencies in recreation and cultural facilities.
- d) Building conditions.

#### Commercial Criteria

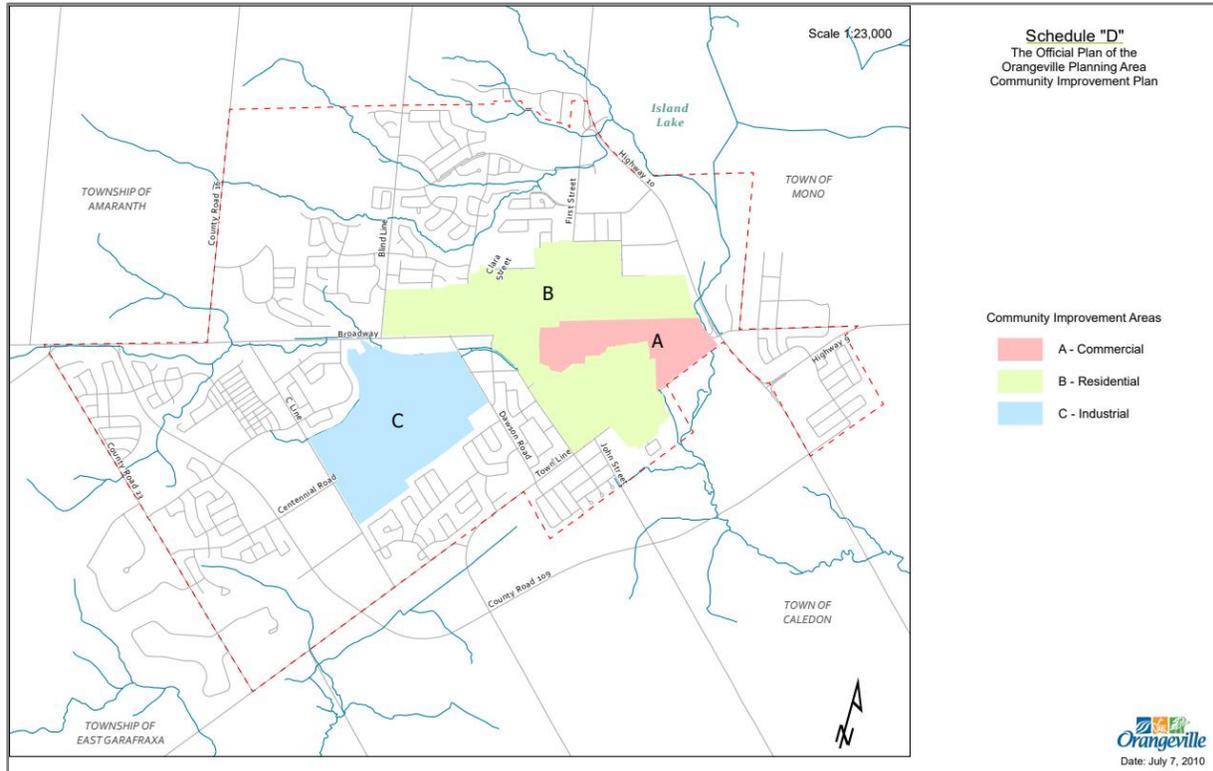
- a) Traffic circulation concerns.
- b) Deficiencies in the amount and condition of off-street parking facilities.
- c) Deficiencies in sanitary sewers, storm sewers, and watermains.
- d) Deficiencies in roads and associated facilities.
- e) Existing under-utilized buildings and properties.
- f) Building conditions.
- g) The need for additional landscaping improvements.

#### Employment Area Criteria

- a) Deficiencies in sanitary sewers, storm sewers and watermains.
- b) Deficiencies in roads and associated facilities.
- c) Deficiencies in maintenance of under-utilized properties.

Based on the above criteria, the Official Plan designates three areas of Orangeville as Community Improvement Areas - a commercial community improvement area, a residential community improvement area, and an employment community improvement area. These areas are delineated on the following map.

#### Exhibit 1. Existing Community Improvement Areas in Orangeville



Orangeville Official Plan, 2020, Schedule "D" (Date July 7, 2010)

The Community Improvement Area-setting policies in Section D5 of the Official Plan are limiting, focused on public infrastructure, and do not enable the Town to provide an area approach that is geared to incentives for primarily private sector investment. Although public infrastructure improvements remain essential and must occur alongside the implementation of a CIP, the focus of modern CIPs is incentivising private investment.

Items such as intensification, adaptive re-use, heritage preservation and new development of employment and commercial uses are the drivers of the CIP and the approach to setting the overall Community Improvement Project Area.

An Official Plan Amendment (OPA) will be required to enact both the Community Improvement Project Area and the Community Improvement Plan itself. The Official Plan review in process is an opportunity to develop up to date and relevant language which reflects the broader goals of community improvement.

## 2.2 Policy Supports for the CIP

The following provides an overview of the relevant provincial, county, and municipal supportive policies for the CIP. The supplementing Background Report provides more details of these documents, as relevant to the CIP.

### 2.2.1 Provincial Policy Statement (2020 Update)

The Government of Ontario issued an update to the Provincial Policy Statement (PPS) in 2020. This document provides direction on matters of provincial interest as it relates to planning and development. Section 1.7.1 supports the goals of this CIP by calling for the following:

- “a) promoting opportunities for economic development and community investment-readiness;
- b) encouraging residential uses to respond to dynamic market-based needs and provide necessary housing supply and range of housing options for a diverse workforce;
- c) optimizing the long-term availability and use of land, resources, infrastructure and public service facilities;
- d) maintaining and, where possible, enhancing the vitality and viability of downtowns and main streets;
- e) encouraging a sense of place, by promoting well-designed built form and cultural planning, and by conserving features that help define character, including built heritage resources and cultural heritage landscapes;”

### 2.2.2 Growth Plan for GGH (2020 Consolidation)

The Growth Plan provides a framework for managing growth in the Greater Golden Horseshoe to 2051 and helps guide local and regional decision-making as it relates to issues such as land use planning, housing, transportation, and infrastructure planning. Dufferin County is in the Outer Ring of the Greater Golden Horseshoe, with Orangeville designated as an Urban Settlement Area. The Growth Plan projections anticipate Dufferin County’s population reaching 95,000 and employment reaching 39,000.

Dufferin County, through the next municipal comprehensive review, is set to review and update the minimum percentage of all residential development occurring annually that will be within the delineated built-up area. This is to be based on maintaining or improving upon the minimum intensification target contained in the applicable upper- or lower- tier official plan. The current intensification target for Dufferin County is 40%.

The density target for Orangeville’s Designated Greenfield Areas in Dufferin County is identified as 46 residents and jobs combined per hectare.

### 2.2.3 Dufferin County Official Plan (2017 Consolidation)

The Dufferin County Official Plan is the guiding legislative framework for all municipal planning policy in Dufferin County, serving to guide and coordinate growth and development across local municipalities. Section 3.6 of the Dufferin County Official Plan encourages the use of Community Improvement Plans to proactively stimulate community improvement, rehabilitation, and revitalization of areas in need of improvement.

Section 3.9.2 of the County OP addresses support for lower tier municipalities:

“Community Improvement provisions of the Planning Act gives the local municipalities a range of tools to proactively stimulate community improvement, rehabilitation and revitalization. In designated Community Improvement Project Areas, the preparation of Community Improvement Plans will provide the local municipalities with various powers to maintain and promote attractive, healthy and safe living and working environments through community improvement. This includes the authority to offer incentives to stimulate or leverage private and/or public sector investment.

It is the policy of the County that:

- a) Local municipalities are encouraged to prepare Community Improvement Plans to proactively stimulate community improvement, rehabilitation and revitalization.
- b) The County may use the Community Improvement provisions of the Planning Act to participate in a Community Improvement Plan of a local municipality.
- c) The County and local municipalities will be satisfied that its participation in community improvement activities will be within its individual financial capabilities.”

Section 8.6.7 of the County Official Plan states that the goal of any Community Improvement Plan will be to foster and co-ordinate the physical improvements and maintenance of older or dilapidated areas of a community for environmental, social or community economic reasons.

### 2.2.4 Dufferin County Economic Development Strategic Plan (2017)

The Dufferin County Economic Development Strategic Plan seeks to enhance economic growth, prosperity, and sustainability within the County through a coordinated County-wide approach. One of the key opportunities identified within the Plan is that of competitiveness, where timely and well-targeted development incentives, such as Community Improvement Plans (CIPs) and Tax Increment Financing (TIF), could encourage and accelerate beneficial development, leading to increased assessments and tax receipts over time.

### 2.2.5 Town Official Plan (2020 Consolidation)

The Town of Orangeville’s Official Plan provides the policy framework that guides long-term growth and development of the municipality. The Plan is built upon three pillars of a healthy community: social equity, a strong economy, and a healthy natural environment. The long-term vision for Orangeville is one of sustainability, and enhancing its strong economic, community, cultural and environmental well-being by focusing on key areas of importance.

Of relevance to the development of the CIP, Section B2.3 identifies the goals of the Official Plan as it relates to Economic Growth, including:

- “To provide an adequate supply of vacant, zoned employment lands within a business park setting; to support the expansion of existing industries; and to attract new industries in order to continue diversification of the local employment base and provide a balanced tax assessment.
- To recognize Orangeville's function as a sub-regional service centre as well as a political and administrative centre, and thus to encourage a balanced and varied commercial economy to serve the needs of residents of Orangeville, the surrounding trade area, and the travelling and vacationing public.
- To encourage a high quality of urban design in the employment lands which connects industrial development with the rest of the community, while recognizing the need to ensure that impacts from industrial development on sensitive land uses are minimized.
- To discourage the redesignation of employment lands for other uses in order that Council may maintain an adequate supply of land to meet the community’s short- and long-term employment needs.
- To promote the role of tourism in Orangeville’s economy, and to support the development of facilities and attractions that would encourage people to visit the Town and the Hills of Headwaters area.”

Of equal importance, the Official Plan’s goals for Community Improvement, as per Section B2.13, are “to support the maintenance and rehabilitation of existing buildings and property, and to promote the logical infilling of existing residential neighbourhoods, in order to extend the useful life of individual properties and improve neighbourhood quality” and “to designate Community Improvement Areas where appropriate in order to take advantage of the financial and planning tools which are available to Ontario municipalities, including but not limited to infrastructure development funds, façade improvement grants and other incentives”.

The Official Plan recognizes the importance of Orangeville’s function as a service centre for the surrounding area and seeks to promote this function by providing a broad range activities, goods and services through a strong commercial structure focused on the Central Business District and other appropriately located major commercial facilities and areas. Section C3 of the Official Plan encourages commercial redevelopment and increased residential densities within and near the Central Business District.

Section D 5.5 guides implementation of CIPA. The Implementation Section includes maintenance of building, vacant lands, acquiring properties for strategic purposes; continued support to the Business Improvement Areas to strengthen and revitalize the Central Business District, and where appropriate utilizing Provincial and Federal funding programs.

The Orangeville OP policies intend to maintain and enhance its downtown vitality, mixed-use vibrancy, and a wide range of economic and civic activities. The Town’s OP policies encourage new development or redevelopment and intensification, “provided that the existing built form and heritage character are maintained” and “aim to protect the economic vitality of the downtown from potential adverse impacts from peripheral retail activity” (Town of Orangeville OP 2020).

### 2.2.6 Orangeville Forward: A Strategic Action Plan (2017)

The Orangeville Strategic Plan vision reads: “Orangeville is an inclusive community that respects its heritage, environment, and small-town appeal while embracing the future with a progressive and innovative spirit.”

Economic vitality, one of five key areas of priority, is of most relevance to defining the Community Improvement Plan, and the Strategic Plan identifies the following focus areas in support of that priority:

- Attract, retain, and expand businesses
- Foster entrepreneurship
- Stimulate tourism and cultural development
- Further workforce development.

### 2.2.7 Orangeville Economic Development Strategy Update (2018)

The Economic Development Strategy sets out the vision for economic development going forward by focusing on attracting, retaining and expanding businesses, fostering entrepreneurship, stimulating tourism and cultural development, furthering workforce development, and marketing Orangeville as a place to live, work and recreate.

As an extension from the focus sectors included in the Dufferin County Economic Development Strategic Plan, four key sectors are identified for focus in Orangeville. These include tourism, creative industries, manufacturing, and professional, engineering, information technology and financial services.

### 2.2.8 Tourism Strategy & Action Plan 2021-2026 (2020)

The Plan is a direct outcome of the Economic Development Strategy, which identified Tourism as a sector of focus for future growth. A common theme identified within the Plan is that of collaboration. Leveraging the skills, resources, and expertise of local and regional stakeholders, such as the Orangeville BIA, County of Dufferin, and Regional Tourism Organization (RTO6), will be important going forward.

The Plan identifies four strategic priorities, with infrastructure improvements being most relevant to the development of the CIP. This priority speaks to the need to enhance the overall visitor experience through improvements to infrastructure. Many of these improvements are located within the public realm (e.g., access to public washrooms, access to drinking water, and bike racks), while the attraction of a boutique accommodation to the downtown area is identified as an opportunity to extend the visitor experience into an overnight experience.

## 2.2.9 Heritage Conservation District Plans

### Town of Orangeville Official Plan (Heritage)

Official Plan Cultural Heritage Policies Section D4. of the Town of Orangeville Official Plan includes policies related to the wise management of cultural heritage resources. The OP defines cultural heritage resources as “...man-made features, which are indicative of past human activities, events or achievements”. This includes (but is not limited to) archeological sites, buildings, and cultural heritage landscapes. The wise management of cultural heritage resources is intended to “To support the retention and recognition of Orangeville’s built heritage and cultural heritage landscapes in order to build a sense of community identity and a degree of continuity between the past and the present.”

The Town of Orangeville Heritage Register includes properties which are listed and designated under either Part IV or Part V of the *Ontario Heritage Act*.

The Town of Orangeville CIPA includes a concentration of cultural heritage resources which are either listed or designated under the *Ontario Heritage Act*. These cultural heritage resources are located within both the residential and commercial areas. No cultural heritage resources are located within the industrial area.

The Background Report provides a summary of the approximate number of properties which have been identified as being of cultural heritage value or interest and are located within the CIPA.

### Town of Orangeville Official Plan (Urban Design)

Section E2.9 of the Official Plan contains Commercial Urban Design policies which are relevant to the CIP Area. These policies were added to the Official Plan following the completion of the Commercial Urban Design Study, which resulted in the approval of urban design guidelines for all commercial areas within the Town. It is Council’s intent that all commercial development, redevelopment or renovation projects will assist in the implementation and be consistent with the guidelines to the greatest extent possible, and work towards enhancing and reinforcing Orangeville’s unique sense of place.

In addition to the commercial urban design policies there are several additional references to urban design throughout the Official Plan, including the following which are relevant to the CIP Area:

- When evaluating development applications within employment areas existing urban design is to be maintained and enhanced. Through the site plan process landscape and streetscape plans may be required (Section E3.5);
- Within existing undeveloped employment areas there is an expectation that urban design guidelines will be prepared as part of any Secondary Plans (Section E3.6);
- Within certain areas of the Town (e.g., Veterans’ Way South Community) special urban design policies apply.

### **Downtown Heritage Conservation District**

The Downtown Heritage Conservation District Guidelines was drafted in 2002 as a result of the identified change and growth of the downtown area which may impact its cultural heritage resources. The purpose of the guidelines is to provide direction as it relates to both the conservation of authentic heritage fabric as well as compatible new development. The goals of the plan are to ensure retention and conservation of heritage buildings while providing guidelines for alterations and additions. The Guidelines are intended to ensure that “...all changes contribute to, and do not detract from the District’s architectural, historical, or contextual character.” The guidelines include direction as it relates to heritage buildings as well as streetscapes and landscapes.

The HCD Plan includes general guidelines for new development and detailed guidelines for architectural styles and the compatible alterations of storefronts. The Downtown HCD Guidelines follow standards and principles which are considered best practice and are generally more permissive than restrictive, providing general guidelines for compatible new development.

### **Proposed Merchants and Prince of Wales Heritage Conservation District**

The Merchants and Prince of Wales Heritage Conservation District (MPWHCD) Study commenced in 2017. The Study identified that the area meets the criteria as a Heritage Conservation District and an HCD Plan was drafted in 2018. At the time of drafting this report, the MPWHCD has not been formally designated under the *Ontario Heritage Act*. The HCD Plan includes the same general principles as that of the Downtown Orangeville HCD Plan, but includes additional policies and guidelines related to parking, walkways, driveways, garages, secondary structures, fences, trees and landscaping, repairs and alterations, foundations, roofs and rooflines, porches, verandahs and porticoes, architectural detailing, accessibility, additions, new residential buildings, adaptive re-use, public realm guidelines, parks and open spaces, signage, and views capes.

Should the MPWHCD Plan be designated, it would provide sufficient guidelines for change and conservation for a large area located within the CIP area and would ensure that the character of the area is maintained and enhanced while balancing conservation and compatible new development.

Exhibit 2. Designated Downtown Orangeville HCD (yellow) and Proposed MPWHCD (green)



MHBC, 2021

2.2.10 Design Guidelines

Commercial Urban Design Study

The Town of Orangeville Commercial Urban Design Study was prepared in 2005 by Walker, Nott, Dragicevic Associates Limited. The Commercial Urban Design Guidelines provide detailed design direction in relation to municipal gateways; heritage preservation; built form; streetscape; access and circulation; parking and service areas; signage and drive-through facilities. The Town Official Plan was updated following completion of this study to include stronger policy to implement the commercial design guidelines.

### 2.2.11 Other Town Initiatives

The Town of Orangeville has several additional policy documents, strategies and initiatives that guide decision making within the Town and have elements that were considered in the development of the CIP, including, but not limited to:

- Age-Friendly Community Action Plan
- Climate Change Action Plan
- Climate Adaptation Policy
- Cultural Plan
- Cultural Plan Progress Summary Report
- Cycling and Trail Master Plan
- Downtown Parking Strategy
- Guidelines for Signage in the Heritage Sign Special Policy District
- Recreation and Parks Master Plan
- Roger Brooks Assessment Findings & Suggestions Report
- Sign Guidelines
- Sustainable Neighbourhood Action Plan

### 3 Community Improvement Project Area

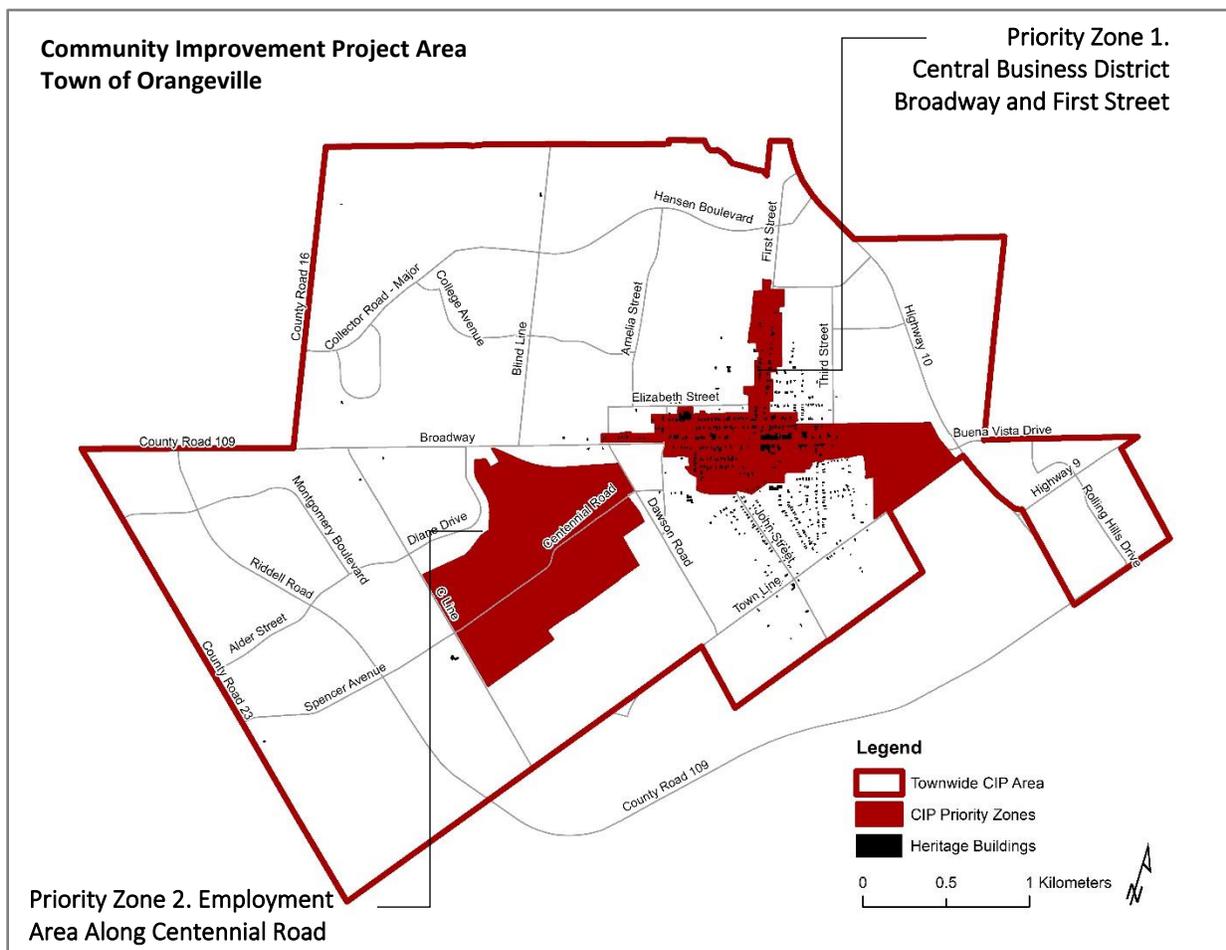
#### 3.1 Geographic Boundaries of the CIPA

Section 28(2) of the Planning Act empowers the Council of a municipality to designate either the whole or part of a municipality covered by an Official Plan as a Community Improvement Project Area (CIPA).

Alongside a municipal-wide CIPA, the following areas are designated as the CIPA Priority Zones:

- **Broadway-First Street Priority Zone (Priority Zone 1):** Commercial blocks in the vicinity of Broadway and commercial blocks fronting First Street and located north of Bredin Parkway and Fifth Avenue (as shown on the Exhibit below). Priority Zone 1 includes the existing and proposed Heritage Conservation Districts.
- **The Centennial Road Employment Area (Priority Zone 2).**

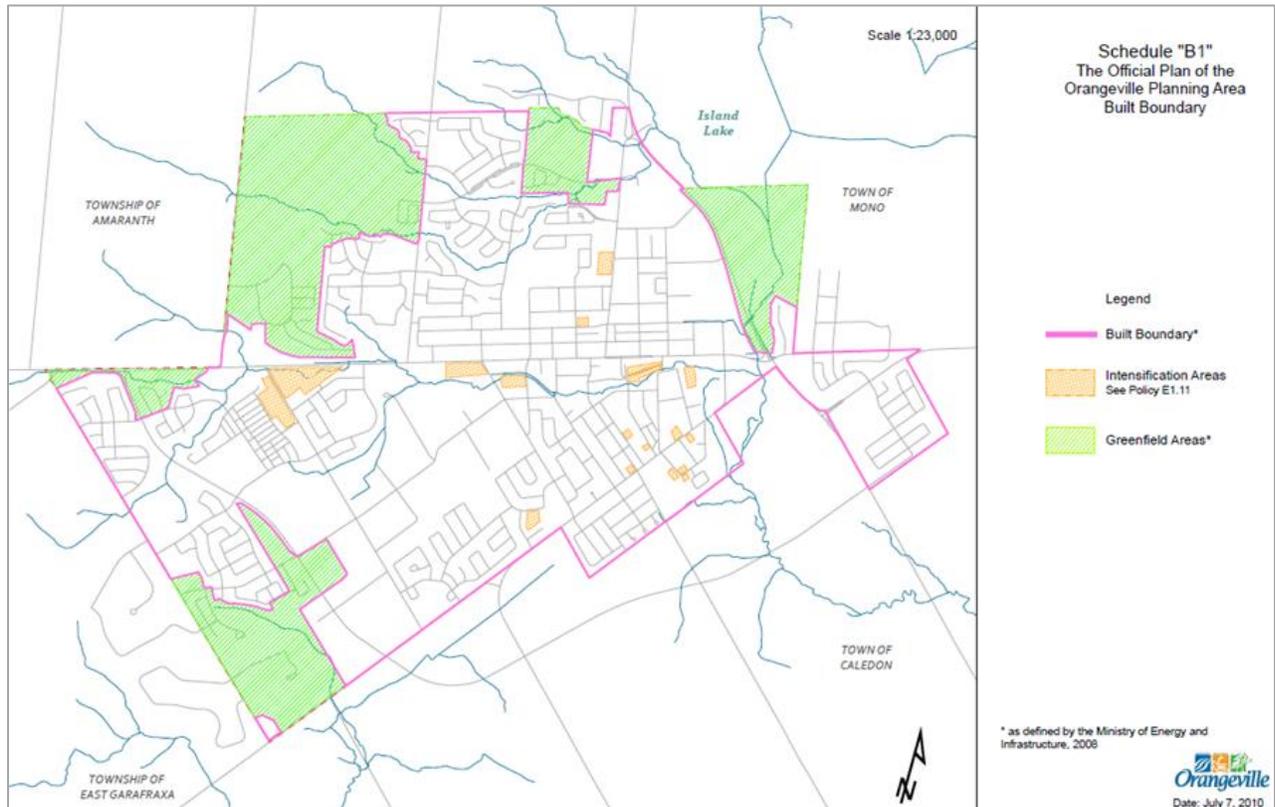
Exhibit 3. Community Improvement Area and Priority Zones



Sierra Planning & Management, 2022. Data source: Town of Orangeville

The boundaries for priority areas are also supported by reference to the location of the Town’s Intensification areas and Greenfield Development areas. It should be noted that in the context of implementing CIP provisions, the Ministry of Municipal Affairs and Housing does not routinely support the use of CIP incentives for Greenfield development, preferring that assistance should be focused on areas within existing built-up areas, which utilize existing services, and which may be brownfield or other sites in need of rehabilitation or redevelopment.

**Exhibit 4. Orangeville Planning Area Built Boundary, Intensification areas, and Greenfield Areas**



Source: Schedule "B1" of the Orangeville Official Plan, 2020

### 3.2 Key Themes and Matters Considered in Defining the CIPA

In the process of designating the CIPA, a review of various areas of Town that may benefit from CIP incentives was conducted. Detailed results of the review and engagement are presented in the Background Report.

Topics that emerged from the area review and engagement, as summarized below, can be grouped in terms of two key themes: a) the land use development goals of the Town and b) the geographic focus of financial incentive programs in this CIP.

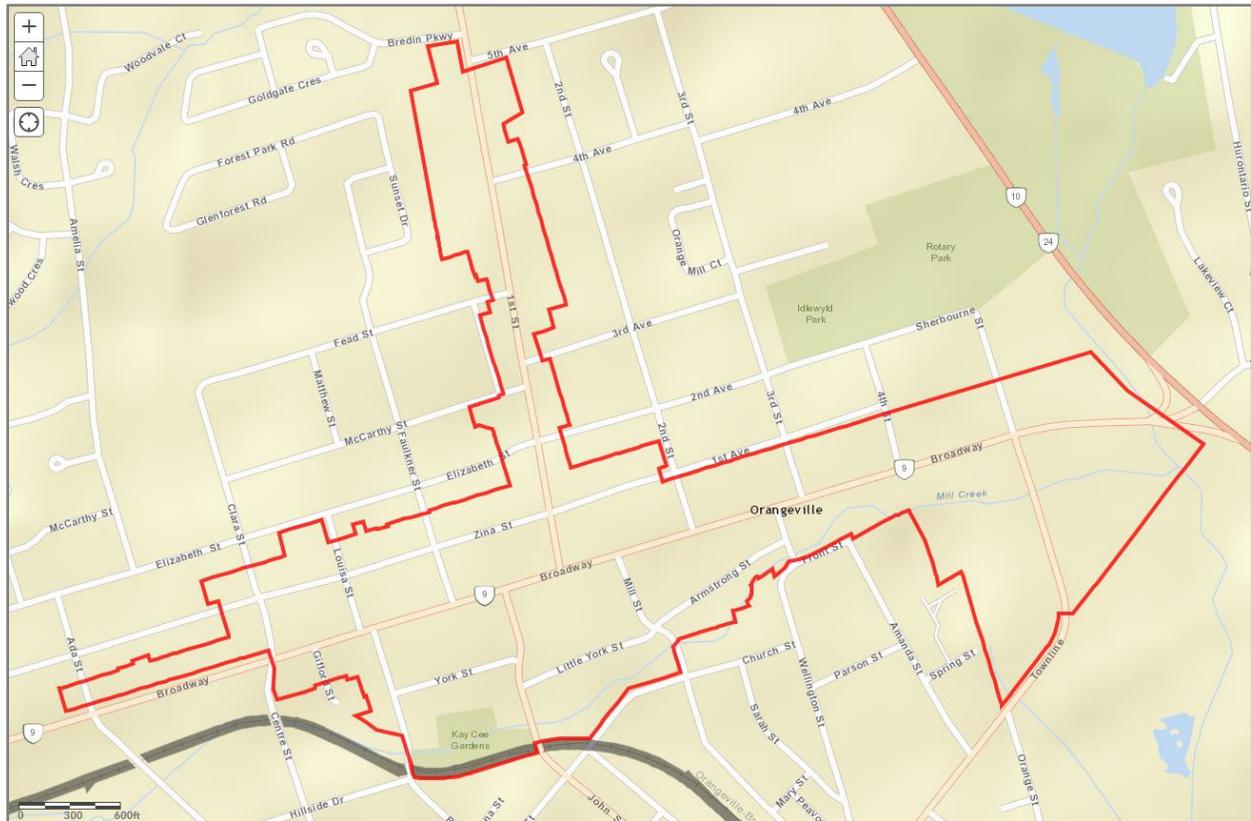
Theme	Topic / Matters Considered
<b>Land Use Development Goals</b>	<ul style="list-style-type: none"> <li>• The Town has a limited supply of Employment Land at present.</li> <li>• New/infill development opportunities may experience development complications ranging from environmental, geotechnical, and compatibility with surrounding development.</li> <li>• Ensure sufficient opportunities for employment and non-residential development, to achieve not only greater balance in terms of the tax base but also to realize the strategic locational advantages of the Town.</li> </ul>
<b>Geographic Focus</b>	<ul style="list-style-type: none"> <li>• Potential to expand the focus of property enhancement and improvement in the mix of retail, commercial services, and residential land use on those streets immediately north and south of Broadway.</li> <li>• Improved pedestrian circulation between Broadway and the shoulder areas of the downtown core, including potentially a focus on rear façade improvement.</li> <li>• Renewed focus on the Broadway Heritage District on both external and internal enhancement of the existing commercial and mixed-use blocks.</li> <li>• Improved access, circulation, and the function of downtown as a destination.</li> <li>• Redevelopment opportunities (of an appropriate scale) exist at the eastern edge of Downtown.</li> <li>• Peripheral commercial properties beyond the main commercial thoroughfare could benefit from modest assistance for building and site improvement.</li> </ul>

The following sections of the report provide a review of the form and function of development, and nature of property uses in each reviewed area organized by Priority Zone.

### 3.3 Priority Zone 1 - Broadway - First Street

**Priority Zone 1** is delineated based on boundaries of Commercial area in the 1990 CIP, Heritage District, and proposed The Merchants and Prince of Wales Heritage Conservation District. The Priority Zone 1 boundary is shown on the Exhibit below.

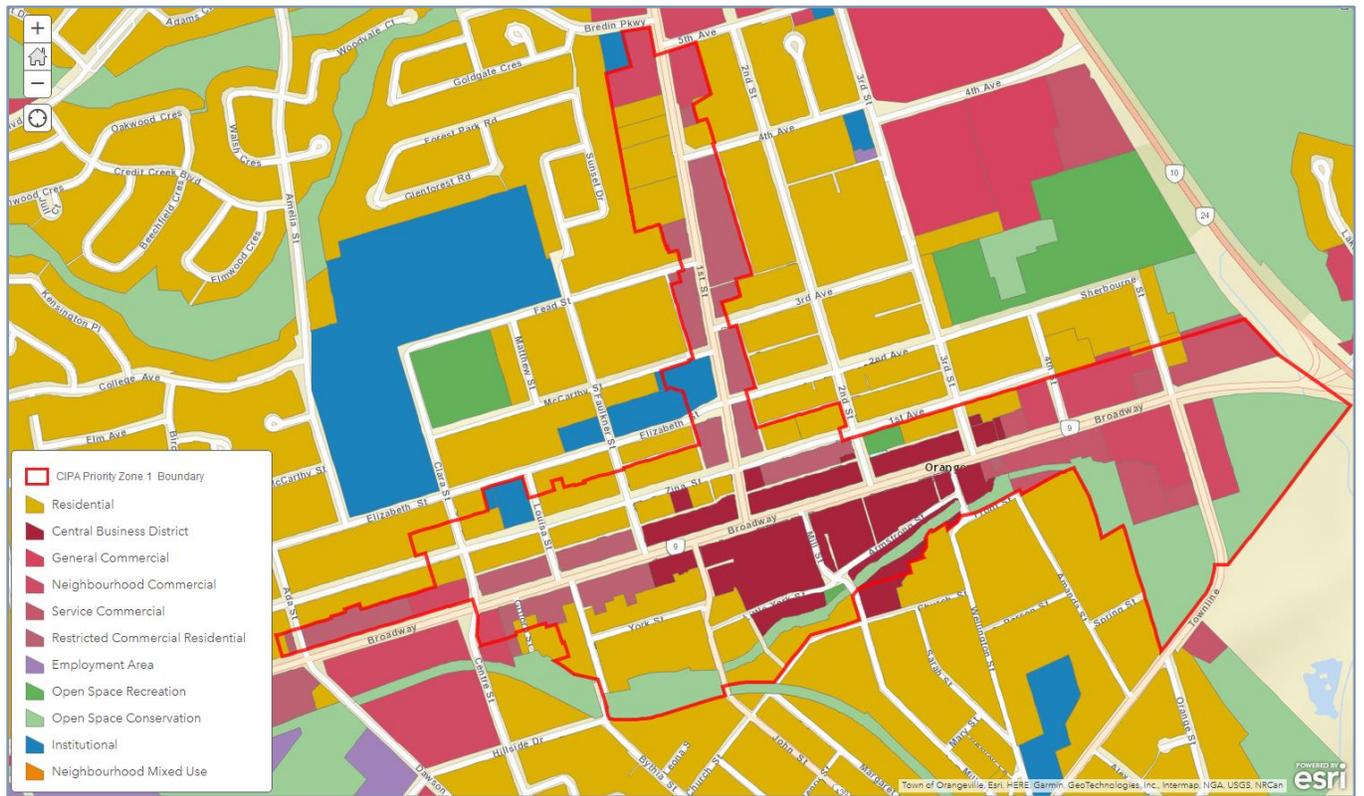
**Exhibit 5. Priority Zone 1 - Broadway - First Street**



Sierra Planning & Management, 2022. Data source: Town of Orangeville

**Priority Zone 1** includes commercial blocks comprised of various zoning classifications from Central Business District (CBD), to Neighbourhood Commercial (C2), Service Commercial (C3), Restricted Commercial / Residential (C5) in the vicinity of Broadway including areas along First Street up to Bredin Parkway and Fifth Avenue to the north.

Exhibit 6. Priority Zone 1 - Broadway - First Street



Sierra Planning & Management 2022, Data source: Town of Orangeville

The following description of areas within the Priority Zone 1 presents characterisation of each area – Downtown, East Broadway, West Broadway, and the First Street Corridor.

### 3.3.1 Downtown

The area defined as Downtown Orangeville is the area along Broadway generally bounded by Faulkner Street to the west, First Avenue to the north, Third Street to the east, and Armstrong Street to the south. The area is characterized by two and three storey buildings located close to the street (zero lot line), providing a comfortable pedestrian environment. This area has a high concentration of heritage buildings. The accessibility of some buildings, including access points into the building and accessibility requirements within the buildings themselves, has been identified as a challenge.

Section B2.14 of Town's Official Plan identifies the following goals for the Downtown:

- To maintain and enhance a vibrant, mixed-use environment in Downtown Orangeville, by establishing a long-term program of community improvement projects, and a strategy for implementing improvements in a planned and co-ordinated manner.
- To support Downtown's long-term marketplace success, employment opportunities, tax revenue, increased residential use and its role as the Town's main focus of commercial, office and institutional activity.
- To maintain and enhance the primacy and character of the Downtown as the historic core of Orangeville, through heritage conservation and streetscape improvements, and by ensuring the compatibility of new development within and adjacent to the Downtown.

The Downtown core is zoned primarily as CBD - Central Business District. A Restricted Commercial / Residential (C5) Zone is located south of First Avenue and West of Second Street. Uses permitted in these Zones include a variety of community and commercial uses and dwellings (C5) and dwelling units on upper floors (CBD).

CBD is the main focus of commercial, office and institutional activity. A Restricted Commercial / Residential (C5) Zone uses include art galleries, business or professional offices, religious institutions, general retail uses, etc.



### 3.3.2 East Broadway

The area defined as East Broadway is the area along Broadway generally bounded by the Third Street to the west and Highway 10 to the east. The East Broadway area is zoned as Service Commercial and Neighbourhood Commercial land-use categories, permitting a variety of community and commercial uses and dwelling units on upper floors.

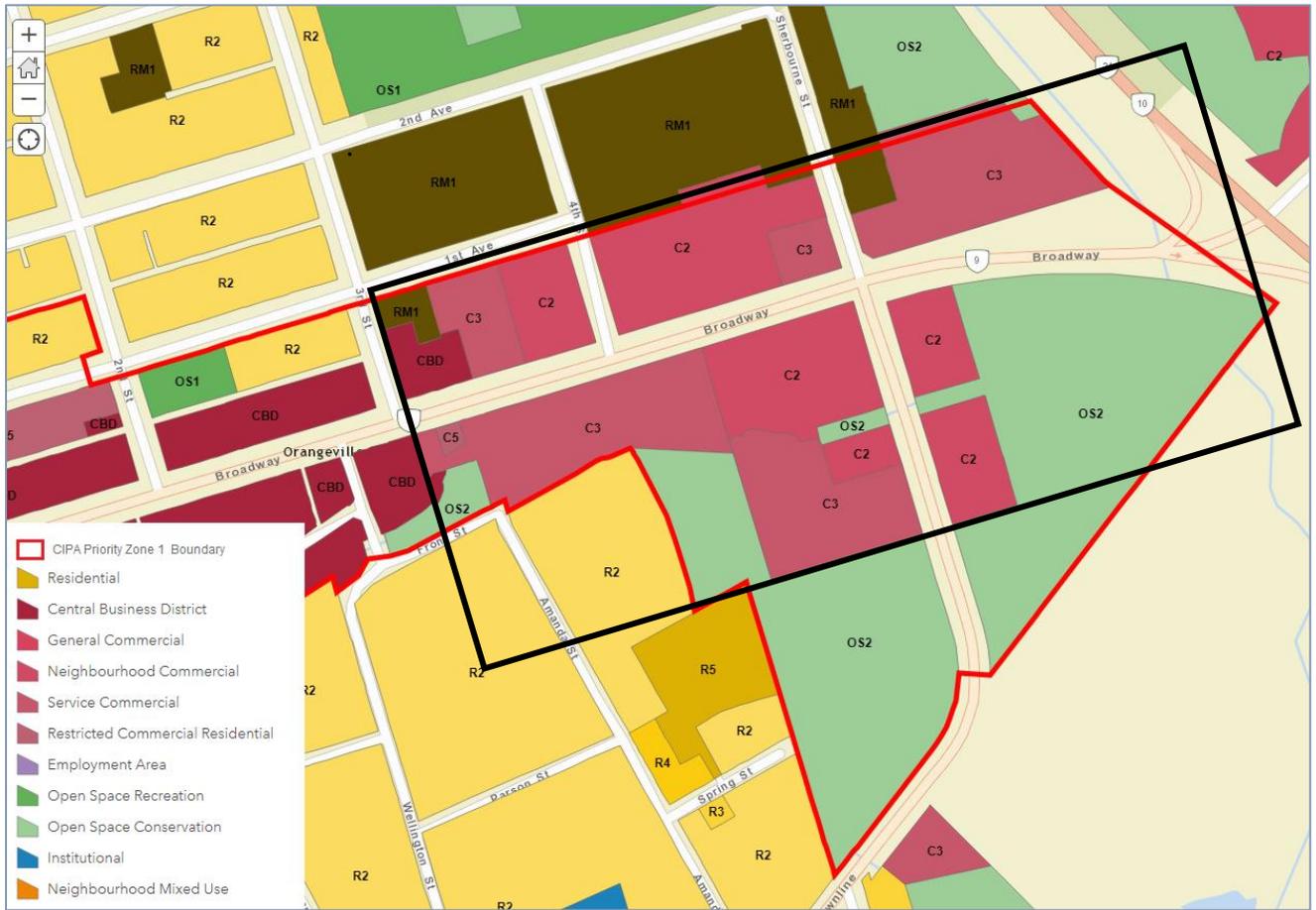
Service commercial areas intend to provide specialized products or services relying on greater exposure to the travelling public and are readily-accessible to major transportation routes. Secondary uses permitted within a Service Commercial development or area include restaurants, offices, financial institutions, personal services, and convenience commercial uses are permitted only as secondary uses. Not generally permitted are general retail uses normally found in the Central Business District or in General or Neighbourhood Commercial (Town of Orangeville OP, Section E2.7.)

Neighbourhood commercial areas are situated in response to nearby residential uses and permit retail, offices, personal services and residential uses on upper floor. Neighbourhood Commercial (C2) designation requires ensuring that “visual impact of parking and loading areas on the primary frontage roads be minimized through the appropriate location of parking and loading facilities and through the use of landscaping” (Town of Orangeville OP, Section E2.6.)

Service Commercial (C3) “are accessible locations along Orangeville’s major transportation routes offering suitable accommodation for a specific range of commercial uses” (OP Section E2.7). Permitted uses include uses that require large display or storage areas, automobile dealerships and service stations, public garages, motels, repair service and rental establishments, commercial recreation uses, private clubs. (Town of Orangeville OP, Section E2.7.2)

Several parcels East of Third Street have Central Business District designation, permitting commercial, office and institutional activity, permitting a variety of community and commercial uses and dwelling units on upper floors.

Exhibit 8. East Broadway Area. Zoning – Land Use Categories



Sierra Planning & Management 2022, Data source: Town of Orangeville



SPM 2022

East Broadway - Low density commercial shopping malls



SPM 2022

Broadway between East Broadway & Downtown historic land uses

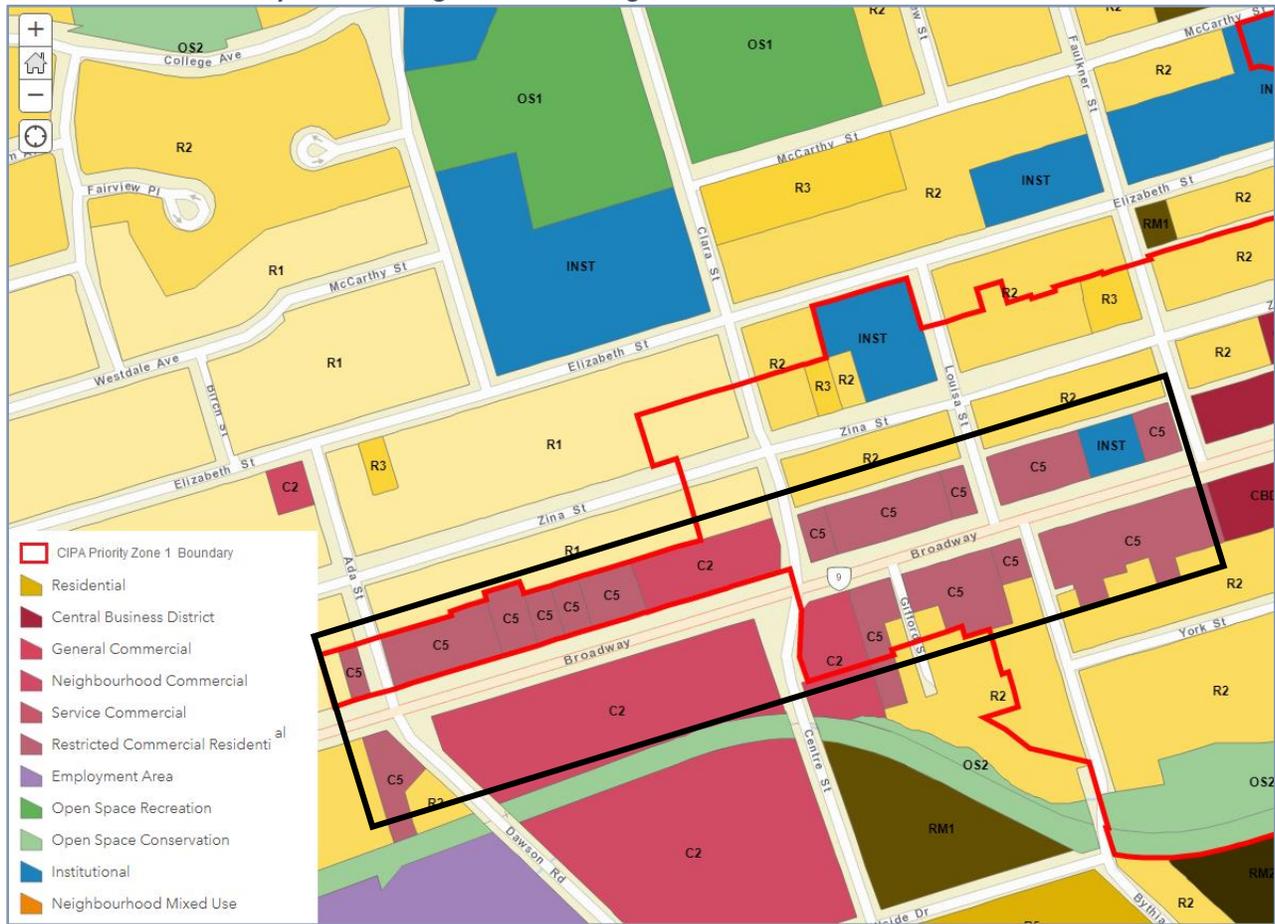
### 3.3.3 West Broadway

The area defined as West Broadway is the area along Broadway West of Faulkner Street. Land use categories include Neighbourhood Commercial, Restricted Commercial/Residential, and Institutional. West Broadway area is within the Heritage District Boundary and has a high concentration of heritage buildings. The following images with captions provide context and observations made in the West Broadway Area.

Neighbourhood Commercial (C2) land-use categories permit a variety of community and commercial uses and dwelling units on upper floors. The Neighbourhood Commercial policies require ensuring that “visual impact of parking and loading areas on the primary frontage roads be minimized through the appropriate location of parking and loading facilities and through the use of landscaping” (Town of Orangeville OP, Section E2.6.) Not generally permitted are general retail uses normally found in the Central Business District or in General or Neighbourhood Commercial (Town of Orangeville OP, Section E2.7.)

Restricted Commercial/Residential (C5) areas along Broadway “are in transition from residential to commercial use and provide an interconnecting linkage between the Central Business District and the General Commercial area in the Highway 10 corridor north of Fourth Avenue” (Town of Orangeville OP, Section E2.8). This designation intends for the residential character of individual buildings and the general area be maintained by sensitive conversion of existing house-form buildings (E2.8.3). Permitted uses include residential uses (detached, semi-detached, duplex and triplex residences), commercial uses, or their combination. Permitted commercial uses include offices, financial establishments, clinics, art galleries, day nurseries, animal hospitals, funeral homes, and institutional uses. Retail uses may also be permitted, their size and type are regulated by the Zoning By-law (Town of Orangeville OP, Section E2.8).

Exhibit 9. West Broadway Area – Zoning – Land Use Categories



Sierra Planning & Management 2022, Data source: Town of Orangeville



Western Edge Downtown – Mixed land use profile

### First Street Corridor

The north-south Corridor of First Street is the area that partially falls within the Proposed Historic Centre District Area, north of Broadway and south of Hansen Boulevard. There is a substantial number of heritage buildings. The First Street Corridor area is defined mostly by strip plazas set back from the street with parking in the front. In the process of consultation, this area was identified as one that requires incentives for improvement to occur.

The First Street Corridor has several zoning categories including, Restricted Commercial / Residential (C5), Neighbourhood Commercial (C2), Multiple Residential Medium Density, and Institutional (Lord Dufferin Centre). This mix of zoning allows for a variety of commercial and residential uses to occur. Zoning in Priority Zone 1 along the First Corridor is Restricted Commercial / Residential (C5).

Restricted Commercial/Residential areas permit commercial uses, residential uses (detached, semi-detached, duplex and triplex residences), or their combination. A variety of commercial uses is permitted, including offices, financial establishments, clinics, art galleries, day nurseries, animal hospitals, funeral homes, office and personal services, and institutional uses. Retail uses may also be permitted, the Zoning By-law regulates their size and type (Town of Orangeville OP, Section E2.8). The Restricted Commercial/Residential designation also intends for the residential character of individual buildings and the general area be maintained by sensitive conversion of existing house-form buildings (Town of Orangeville OP, Section E2.8.3). Neighbourhood Commercial land-use policies permit a variety of community and commercial uses and dwelling units on upper floors.

Exhibit 10. First Street Corridor – Zoning – Land use categories



Sierra Planning & Management 2022, Data source: Town of Orangeville

### 3.4 Priority Zone 2. The Centennial Road Employment Area

Priority Zone 2 constitutes the Orangeville’s primary employment area along Centennial Road. The employment area is located south of Broadway towards the west side of town, centred on Centennial Road. The Centennial Road Employment Area is zoned General Industrial (M1). Industrial uses include manufacturing, assembling, processing, fabricating, refining, repairing, recycling, warehousing, storage or wholesaling use.

Exhibit 11. Centennial Road Employment Area. Zoning – Land use categories



Sierra Planning & Management 2022, Data source: Town of Orangeville



Orangeville Business Park – Centennial Road Employment Area

## 4 Financial Incentive Programs

This Plan and its programs have a 5 year term, commencing on January 1, 2023 and ending on December 31, 2027. The Town of Orangeville, in its discretion, may determine the period of operation of individual programs within this 5-year maximum period. The Plan will be subject to a review prior to the end of the current expiry date to determine whether the plan is to be terminated or renewed.

### 4.1 Financial Incentive Programs Summaries

The following suite of programs is designed to enable the Town of Orangeville to provide incentives and support to local businesses and encourage revitalization and private sector investments in the CIP Area and its Priority Zones. This section describes each program's goals, targets, funding and implementation specifics. Programs are summarized below and a detailed description of each program is provided in Appendix A. Schedule of Incentive Programs.

**Exhibit 12. Incentive programs and their geographic application**

Financial Incentive Programs	Town-wide CIPA	CIPA Priority Zone 1 (Broadway / First)	CIPA Priority Zone 2 (Centennial Road Employment Area)
Program 1: Comprehensive Façade Improvement Grant Program		✓	
Program 2: Landscape Improvement Program for Employment Area			✓
Program 3: Major Building Improvement and Conversion Grant Program		✓	
Program 4: Tax Increment Equivalent Grant (TIEG) Program	✓ Contaminated land clean-up Affordable housing		✓
Program 5: Planning Fees & Building Permit Grant Program	✓ Industrial		
Program 6: Accessibility Improvement Grant Program	✓ Accessible parking signage	✓	✓
Program 7: Industrial and Commercial Development Charge (DC) Deferral Interest Grant Program		✓	✓
Program 8: Environmental Site Assessment (ESA) Grant Program	✓		

#### 4.1.1 Program 1: Comprehensive Façade Improvement Grant Program

**Goal:** The grant is designed to promote façade and signage improvements that conform to the supplementing urban design guidelines and to encourage private sector property owners to implement aesthetic improvements to their property(ies) that otherwise may not occur due to cost-related issues.

**Target:** Program targeted to private property owners within the downtown, First and John Streets, shoulder areas of downtown and East Broadway (Zone 1).

- Private sector-owned commercial and mixed-use properties (for example commercial-at grade and residential on upper floors);
- Former residential buildings now used, in part or in whole, for commercial use;
- Priority given to properties fronting onto Broadway as well as properties with frontage on either First Street, John Street and Mill Street.

#### Funding:

Façade Improvement	Signage Improvement	Heritage Top-up
<p><b>Front Façade Only:</b> Matching grant of up to 50% of eligible costs or a maximum grant of \$12,500 per property, whichever is less;</p> <p><b>Front and Side and/or Rear Façade:</b> Matching grant of up to 50% of eligible improvement costs or a maximum grant of \$25,000 per property, whichever is less for façade improvement projects involving more than one façade.</p> <p>The minimum grant is \$2,000 per property. Project applications including matching assistance of less than \$2,000 will not be considered.</p>	<p>Signage grants are only available as part of a larger façade improvement application. Matching grant of up to 50% of eligible costs or a maximum grant of \$2,500 per property, whichever is less.</p> <p>The minimum signage grant is \$1,000 per property.</p> <p>Project applications including matching assistance of less than \$1,000 will not be considered.</p>	<p>Buildings identified in the Town’s Heritage Register (i.e. buildings designated under Part IV or Part V of the Heritage Act plus non-designated buildings listed on the register) may be eligible for an additional \$5,000 in matching grant assistance.</p>

#### Implementation Specifics:

Eligible properties are limited to Zone 1.

Multiple professional quotes required. Improvements must align with Town Urban Design Guidelines. Grant paid once all work has been completed to the satisfaction of the Town of Orangeville.

When the work has been completed, the applicant must submit copies of all paid invoices for approved work.

#### 4.1.2 Program 2: Landscape Improvement Program for Employment Area

**Goal:** A financial incentive in the form of a grant to promote improvement in the appearance, aesthetics and curbside appeal of properties located in the Centennial Road Employment District (Priority Zone 2). Additionally, a priority for this program is to enhance the use of permeable hard-surface treatments to improve groundwater infiltration in support of the Town's efforts in source water protection.

**Target:** Program targeted to private property owners and tenants (with written consent from owners) within Zone 2 that meet the program eligibility requirements.

**Funding:**

Matching grant of up to 50% of eligible landscape improvement costs or a maximum grant of \$20,000 per property, whichever is less.

The minimum grant is \$5,000 per property. Project applications including matching assistance of less than \$2,000 will not be considered.

Eligible costs expected to range from minor existing landscaping enhancements to more substantial measures to support improved infiltration, aesthetics, pedestrian access, hardscaping and entrance features, among other goals.

**Implementation Specifics:**

Eligible properties limited to employment area (Zone 2).

Professional design, landscape drawings, and all eligible works must conform to the Town's Design Guidelines and appropriate reference material as determined by Town staff.

The Landscape Improvement Grant is disbursed as follows:

10% is paid on approval of application;

90% of the grant is paid on Final Completion to the satisfaction of the Town of Orangeville. When the work has been completed, the applicant must submit copies of all paid invoices for approved work.

### 4.1.3 Program 3: Major Building Improvement and Conversion Grant Program

**Goal:** A major grant program focused on the enhancement of the economic viability of existing commercial buildings in Priority Zone 1. This can include sustaining the existing use, or adaptive re-use, of buildings. This grant will promote functional improvements, accessibility and upgrades to an older building stock as well as change of use as permitted under zoning (or as may be amended through approval of a Zoning By-Law Amendment application).

**Target:**

Owners of eligible private sector commercial property within Priority Zone 1 (Broadway-First Street). In Zone 1, priority will be given to heritage buildings, commercial retail, office and commercial mixed-use properties along Broadway.

**Funding:**

The grant is equivalent to a proportion of the work value and provided on a matching funds basis to a maximum of 50% of eligible costs. The grant operates as a **forgivable loan** whereby each year a percentage of the loan is converted to a grant as long as ownership, occupancy and adherence to all municipal by-laws occurs:

Secured Interest-free Forgivable Loan:	Maximum of \$35,000 per property (minimum loan of \$10,000 per property);  Forgivable loan over 5 years at an annual rate of 20%.
---	---

**Covers Major Building Works:**

- Code Upgrades
- Retrofits and conversion
- Electrical, mechanical, HVAC
- Structural and additions

Loan forgiveness is earned at a rate of 20% per annum, resulting in 100% conversion of the loan to a grant at the end of five years. If the property is sold during that period, forgiveness is pro-rated to the point of sale and the balance of the loan is repayable immediately.

**Implementation Specifics:**

This grant is not applicable to new build or major floorspace additions to existing buildings.

Projects must improve long-term functionality of the building.

Projects for general tenant fit-up of space and typical lifecycle-related building system replacements (e.g. roof replacement) are ineligible.

#### 4.1.4 Program 4: Tax Increment Equivalent Grant Program (TIEG)

**Goal:** Grant equivalent to a portion of the municipal taxes levied on the property as a result of its development, improvement, expansion or retrofit. An incremental increase in tax revenues is used to fund an annual grant paid to the developer following completion of the project.

**Target:**

Zone 2: Focused on Industrial property development in Priority Zone 2 of the CIP Area.

Town-wide: Other applications include contaminated land clean up and contributions to affordable housing projects which are approved and may be funded by additional upper-level grants.

**Funding:**

Employment Lands	Contaminated Land and Affordable Housing
<p>The maximum amount of the grant is 80% of the annual municipal tax increment over the agreed base assessment and property tax liability in Year 1 declining by 10% every two years.</p> <p>The maximum duration of this program is 10 years.</p>	<p>The maximum amount of the grant is fixed for the duration of assistance at 80% of the annual municipal tax increment over the agreed base assessment.</p> <p>The maximum duration of program assistance is 10 years or the total of eligible costs, whichever is reached first.</p>

**Eligible Cost Examples:**

- Site development and infrastructure work;
- Major building rehabilitation, and significant renovation and rehabilitation;
- New Construction;
- Costs associated with the assessment of environmental conditions and the remediation;
- Eligible costs exclude both construction financing and long-term debt financing principal and interest costs.

For a more detailed list of eligible costs for all and individual categories refer to the detailed program description in Appendix A.

**Implementation Specifics:**

Subject to detailed implementation protocols, evaluation process and conditions of approval. Legal agreement required to operationalize grant and placed on title.

#### 4.1.5 Program 5: Planning Fees & Building Permit Grant Program

**Goal:** This program offers property owners located within any of the Town’s Employment Lands, the opportunity to achieve a grant equivalent to 50% of applicable planning and building permit fees associated with major renovation, expansion or development of new buildings.

**Target:**

Private sector Property owners and/or developers seeking development of properties for M1 General Industrial use in CIP Priority Zone 2.

Private sector property owners and/or developers seeking development of properties in the any of the Town’s industrial areas (within the broader CIPA).

**Funding:**

Planning Fees Grant:	Building Permit Fees Grant:
<p>A grant equivalent to 50% of planning fees combined from all planning fees as itemized by the applicable fee schedule of the Town of Orangeville at the time of application.</p> <p>Maximum total grant of \$5,000 per property or 50% of combined planning fee costs, whichever is less. Limit of one grant per property.</p>	<p>A grant equivalent to 50% of building permit fees for new builds or major renovations as itemized by the applicable fee schedule of the Town of Orangeville at the time of application.</p> <p>Maximum grant of \$10,000 per property or 50% of building permit fee costs, whichever is less.</p>

**Implementation Specifics:**

The approved planning fees grant is disbursed following approval of planning applications.

Building permit grant is disbursed following completion of the work to the satisfaction of the Town.

Excludes Official Plan Amendment applications.

#### 4.1.6 Program 6: Accessibility Improvement Grant Program

**Goal:** The Town of Orangeville seeks to support accessibility improvements in commercial and industrial premises throughout the Community Improvement Project Area. This program will support Town policies to implement the provisions of the Accessibility for Ontarians with Disabilities Act, 2005.

**Target:**

Eligible properties include properties which are zoned Commercial, Industrial (Employment Land), as well as the commercial portions of mixed-use buildings, and formerly residential buildings now used in part or in whole for commercial use.

Eligible properties Town-wide (Town-wide CIPA) may apply for a grant to cover the cost of legislatively approved accessible parking signage.

Eligible properties in Priority Zones 1 and 2 may apply for funding that covers other types of accessibility enhancement measures for the property.

Eligible properties exclude new development which is mandated to achieve accessibility requirements as part of normal site plan and building permit approvals.

**Funding:**

Town-Wide	Priority Zones 1 And 2
A matching grant of up to 50% of eligible costs or a maximum grant of \$1,000 per property, whichever is less. Eligible Costs are limited to accessible parking signage.	50% of eligible costs of a maximum of \$5,000 per property, which ever is less.
The minimum amount of grant is \$500.	The minimum amount of grant is \$1,000.

**Implementation Specifics:**

Funding for fabrication and installation of legislatively approved accessible Parking signage is available Town-wide.

All other eligible costs are limited to commercial and industrial properties in Priority Zone 1 and Zone 2.

In Priority Zone 1, applicants are permitted to apply for this grant in addition to Program 3 (Major Building Improvement and Conversion Grant Program).

Eligible properties exclude new development which is mandated to achieve accessibility requirements as part of normal site plan and building permit approvals.

#### 4.1.7 Program 7: Industrial and Commercial Development Charge (DC) Deferral Interest Grant Program

**Goal:** This Development Charge Deferral Interest Grant Program is designed to encourage industrial and commercial development by deferring the cost of development related to Development Charges and providing a grant equivalent to the interest accrued from such deferral. Industrial and Commercial uses are not subject to existing deferral provisions under the Development Charges Act.

**Target:** Private sector landowners or developers seeking development of properties for industrial and commercial use in Priority Zones 1 and 2. This includes properties zoned Commercial, Industrial and includes the commercial component of mixed-use commercial-residential buildings. In addition, this program extends to those properties within the geographic limits of the Orangeville BIA as defined as the property boundary limits of the Orangeville BIA in the Town's GIS database as of May 2022.

**Funding:**

- This program provides for the deferral of 50% of the Town of Orangeville's applicable Development Charges levied on commercial and industrial developments for a maximum of eighteen (18) months.
- Further, the program covers the interest generated as a result of deferral of Development Charges to a maximum of \$15,000 or that which is accrued over 18 months, whichever is less. The prevailing interest rate applied to the deferral of charges is determined by the Town and according to its policies in this regard.
- The interest generated by this deferral is applied to the applicant's account and a grant for the equivalent portion provided from the CIP reserve.

**Implementation Specifics:**

This Development Charge Deferral program applies only to Development Charges imposed by the Town of Orangeville.

Applies only to Town-wide Development Charges.

#### 4.1.8 Program 8: Environmental Site Assessment (ESA) Grant Program

**Goal:** Assistance to further specify extent and nature of environmental contamination through grant assistance of a Phase II ESA study and development of any Remediation Action Plan.

**Target:**

Eligibility for privately owned sites within the Town CIPA which have a completed Phase I ESA from a Qualified Person (QP) as defined under the Environmental Protection Act (EPA) and its regulations.

Priority will be given to sites located in Priority Zone 1.

**Funding:**

Town of Orangeville will reimburse the owner or developer for costs associated with eligible studies (e.g. Phase II ESA and Remediation Action Plans, Risk Assessments, etc.).

- Maximum individual grant is \$20,000 or 50% of the cost of the ESA, whichever is less.
- Assistance per Project:
  - (i) Maximum of 2 studies per Project; and
  - (ii) Maximum of \$35,000 per Project for the duration of this CIP.

Total combined assistance toward the costs of environmental site assessment from all public sources will not exceed 50% of total environmental site assessment costs.

**Implementation Specifics:**

Applicants may be required to furnish the Town with additional information, relinquish ownership of ESA reports and enter into additional agreements as necessary to the satisfaction of the Town.

Eligible costs that remain unfunded may be carried as eligible costs under the Tax Increment Equivalent Grant (TIEG) Program.

A property may be eligible for only one (1) Project for funding purposes throughout the life of the plan.

## 4.2 General Eligibility Requirements

The following are General Eligibility Requirements that must be met by all applications before being considered by Town Staff. The General Eligibility Requirements must be read in association with the program-specific eligibility requirements detailed in Appendix A.

The General Eligibility Requirements include the following:

- Only properties located within the boundary of the Town’s CIPA, as defined in Section 3 of this Plan, are eligible for financial incentive programs offered under the CIP (and subject to all eligibility criteria).
- For certain programs, only properties that are located within either of the two Priority Zones of the CIPA may be eligible.
- Applicant must be either a registered property owner, assessed property owner or a tenant (with the owner’s consent to receive assistance).
- Eligible uses are generally commercial and employment/industrial; public bodies or institutional uses are not eligible.
- Properties which are in tax arrears at the time of application or applicants who have outstanding municipal bills (water, wastewater, and other additional billings from the Town) are ineligible for consideration under this suite of programs. All applicants shall also be in good standing with regard to any other Town fees and levies liable on the property. Applicants will be given the opportunity to reinstate their applications once tax arrears and outstanding municipal bills have been cleared.
- Eligibility will be on a ‘first-come first-served’ basis. In addition, the decision to fund, and the amount of funding, will generally be determined through the application of criteria which measures each application based on the quality of the proposed property enhancement and/or development project. Such criteria will be determined by Town staff and adjusted from time to time as required. The development of these criteria and their use in evaluation of applications will be at the sole discretion of the Town in performing its mandate under this Plan.
- Prospective recipients of funding will be required to complete an application form and submit necessary supporting documentation. The Town may opt to include a requirement for a pre-application meeting with prospective applicants in order to discuss the program requirements and ensure submission requirements are followed.
- Unless otherwise noted, applicants are able to apply for funding under any of the programs contained in this CIP, with the exception of the Environmental Remediation Tax Cancellation Program which is operated only at the discretion of the Town on a case by case basis.

- Applicants are encouraged only to apply for funding support for which the project is eligible. The Town of Orangeville may refuse to accept applications where it is deemed the project is ineligible or otherwise not appropriate. As an example, projects that do not have the support of the Town in terms of land use or other features of the project, or projects which are unlikely to occur within a reasonable time frame, may be deemed premature or inappropriate.
- The Town will not entertain applications for retroactive funding support. At no time will financial support through the CIP be provided to projects retroactively. Applications for program support under the CIP must be submitted in advance of undertaking any eligible works.
- Town staff will also screen from further consideration any application which is in default of any of the Town's prevailing By-laws.
- Lands/properties subject to an application should be of a legal land use, whether of legal non-conforming use or as per zoning as specified in the Town's Official Plan. Only properties of legal land use will be eligible for financial incentive programs offered under the CIP. Properties that are undergoing applications for a change of land use are eligible only for conditional support pending the resolution of planning matter to the satisfaction of the Town.
- Ultimately all applications for program support must conform to approved land use planning policies.

The decision by the Town to fund property enhancements through the instrument of this CIP is entirely at the discretion of the Town. Staff and/or Council reserves the right to determine the level of funding which shall be received by an applicant, whether to fund at all or in part, and what conditions, obligations and other requirements are attached to funding allocations.

Further, Staff and/or Council reserve the right to amend the process of application and evaluation, at any time and for any reason, without the requirement to amend the approved CIP.

## 5 Summary of Design Guidelines

Design guidelines governing built form and the treatment of sites and buildings are outlined in the ‘Community Improvement Plan Design Guidelines Report’ (provided under separate cover). The overall purpose of the guidelines is to help support well designed projects that are within the defined CIPA.

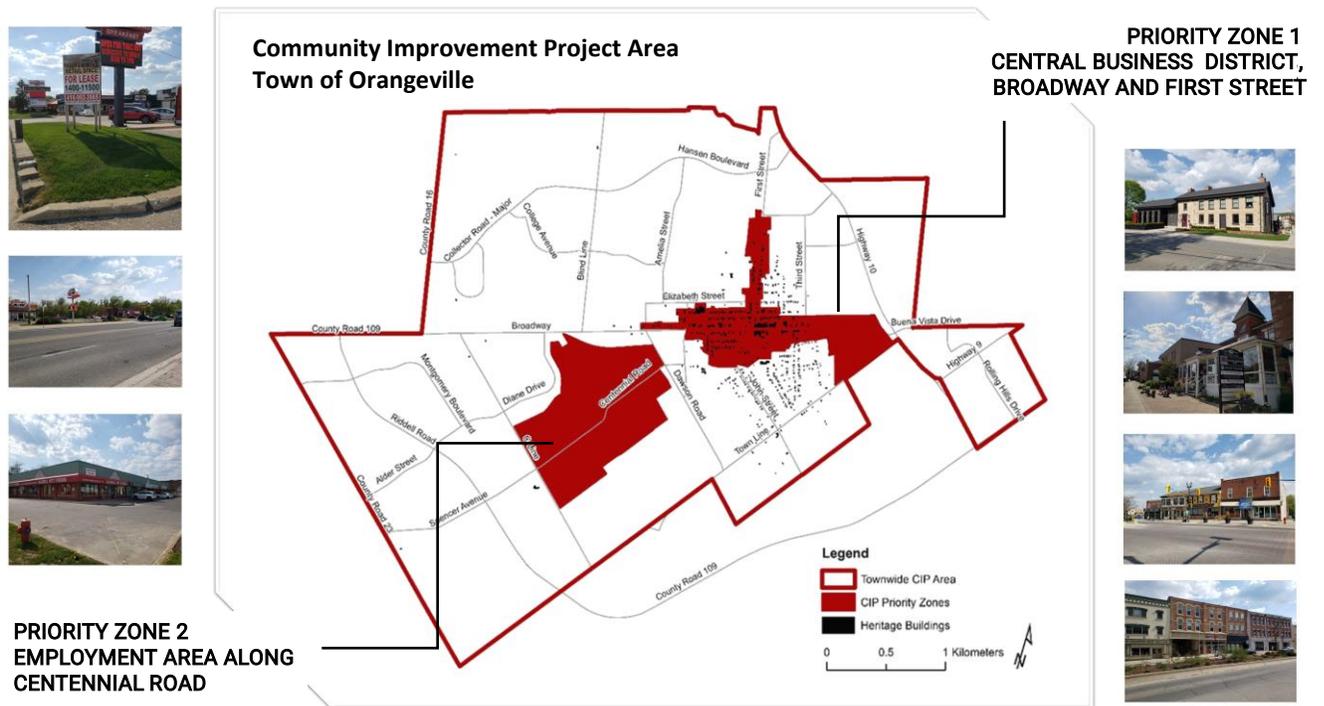
Design guidelines typically include a series of design statements and images that explain the desired design elements and qualities that shape development. They combine various disciplines like architecture, planning, design, and landscape architecture to address specific sites, areas, or forms of development, and provide more direction than a zoning by-law but are also intended to be more flexible than zoning.

The design guidelines will complement the CIP and are intended to provide a practical and flexible tool for assessing new development and redevelopment in the Town of Orangeville. The guidelines are intended to be used as a tool to ensure that projects eligible for a CIP program align with the Town’s overall vision for each area.

The guidelines are primarily directed towards the private sector; however, they may also be considered and/or adopted for public realm improvements so that there can be a consistency in style, form, materials etc., with private realm initiatives and especially coordination with the public-private interface areas.

The key focus areas for the design guidelines are consistent with the CIPA Priority Zones 1 and 2 and include the Central Business District (Downtown Orangeville) and other commercial areas within Zone 1 and the employment area along Centennial Road, as illustrated on the Exhibit below.

Exhibit 13. Design Guideline Focus Areas



## 6 Implementation

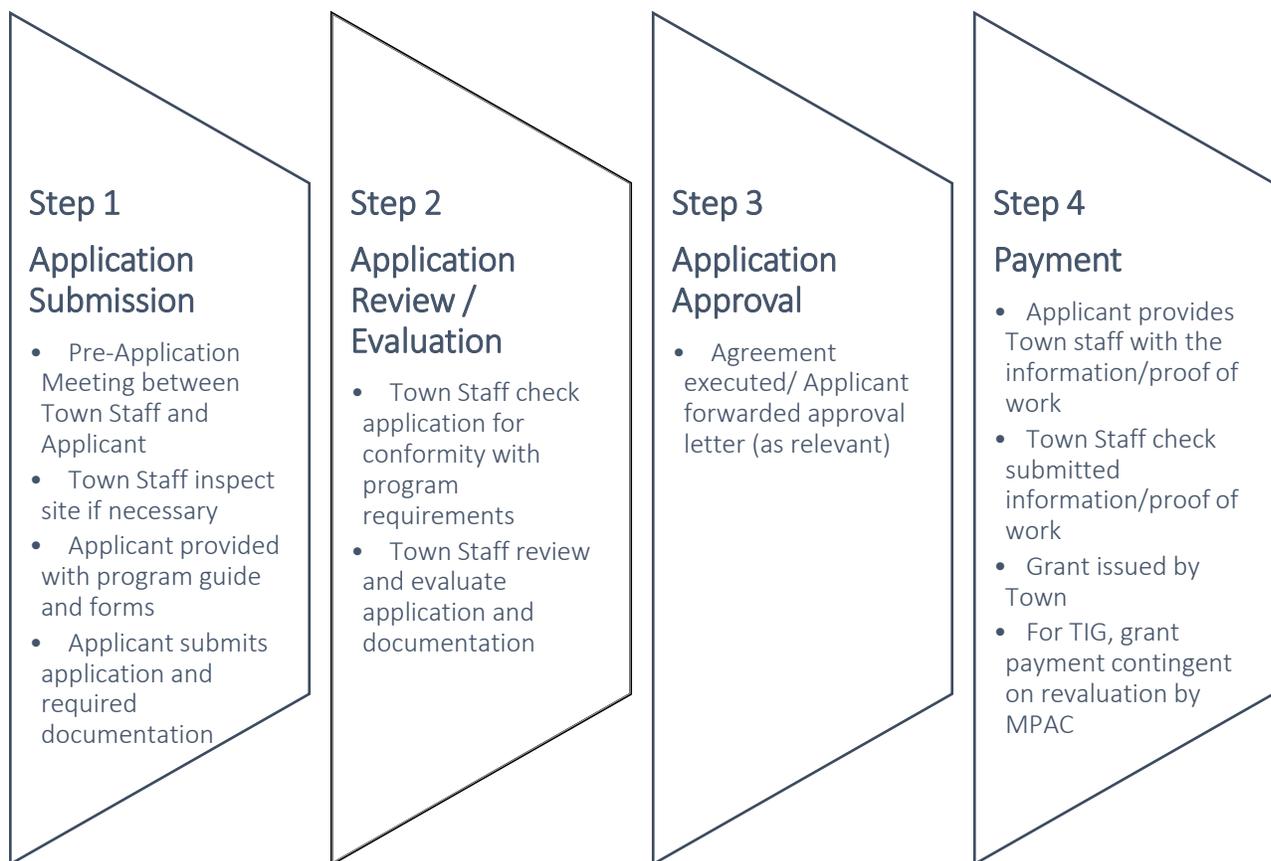
### 6.1 Application Intake and Approvals Process

Application intake will occur on a rolling basis to facilitate a timely response to the development and rehabilitation requests of property owners/developers and will be considered by the Town on a first-come first-served basis. Each application will be measured based on the quality of the proposed property enhancement and/or development project. The Town reserves the right to turn on and off programs at Staff and/or Council discretion. Application requirements specific to each program are provided in the program description schedule (Appendix A).

Applications for projects eligible for funding under more than one program are encouraged, but subject to the restrictions set out in the eligibility criteria in this CIP. **The Town reserves the right to limit access to funding from multiple programs if, in its determination, there is unnecessary overlap in funding.**

Applications will be pre-screened by the appointed Town staff for completeness and further consideration. A Review Committee (described in the following section) will oversee all evaluation once a complete application is provided.

Application intake and approval is a four-step process: pre-application and submission, review and evaluation, approval, and payment. A summary of the application process that will be employed by the Town is as follows:



## 6.2 Administration and Staff Resources

The Town will administer the application evaluation process by establishing a CIP Evaluation Committee (led by the appointed Planning staff member) based on the application or program being applied for. The CIP Evaluation Committee will evaluate the application for Town Staff and/or Council approval. Town staff has the discretion to bring certain projects to Council for their approval. At a minimum, the CIP Evaluation Committee will have representation from Planning, Economic Development, and Treasury. The composition of the Evaluation Committee will be determined by the Town of Orangeville, and subject to renew from time to time as appropriate.

Key Tasks in implementing the CIP are as follows and will be shared among staff in Planning, Economic Development and Treasury:

- **Staff education:** Several municipal departments are expected to play a role in apprising developers and business/property owners of available program opportunities under the CIP and navigating persons to key sources of information in this regard. This includes Planning, Economic Development, Operations and Development, and Communications staff.
- **Marketing and promotion:** Section 7 of this document outlines the marketing plan for the CIP. Divisions that are expected to play a key role in supporting the effective marketing of the CIP include Planning, Economic Development and Communications.
- **Organizing and hosting a pre-application consultation meeting:** This should be held with each potential applicant to discuss the proposal, eligibility and potential program options.
- **Managing the implementation of the CIP as it relates to:**
  - Financial/Administrative: including application intake and pre-screening as well as monitoring the dispersal of funds from a CIP Reserve.
  - Co-ordination of the CIP Evaluation Committee: the timely issuance of pre-screened applications to the CIP Evaluation Committee for review and approval, as well as the organization of regular committee meetings to review applications if required.
  - Preparation of recommendation reports: for Council consideration.
  - The preparation and execution of legal agreements.
  - CIP performance monitoring: Expected to involve site visits to photograph and review improvements to ensure that works completed are in keeping with the respective applications. This will also involve annual CIP performance reporting to Council via a staff report (see Section 8: Monitoring & Performance for metrics of evaluation).
  - The Town may decide to implement an application period, dependent on the number of applications and resources.

Once an application has been approved, a member of Staff will meet with the successful property owner to review the terms and conditions of the grant. The member of Staff assigned will vary depending on the incentive(s) applied for and approved. The approval process, terms and conditions, legal, financial or other agreements, and verification of works completed prior to payment, are defined under each program. Applicants should review these requirements as outlined in Schedule A.

## 7 Marketing the Plan

### 7.1 Pro-active Marketing Approach

The CIP is a pro-active instrument that requires informing stakeholders and working with them to generate applications. Achieving goals set out in the CIP documents the CIP implementation requires municipal leadership, including: *an articulated marketing plan* repeated annually during the operational period of the CIP and *a pro-active approach* to championing the intended outcomes of the plan.

The CIP sets out as a statutory statement the goals for community improvement. The Town of Orangeville will align its marketing strategy to these outcomes.

Marketing the CIP will warrant a series of approaches to effectively target what is expected to be primary audiences for programs:

- Mid to Large Developers/Investors (provincial and national conglomerates, businesses, real estate developers, etc.);
- Small Businesses;
- Heritage buildings owners / developers / investors.

Other important audiences include business and property owners, developers and investors, business associations, professionals providing support and services such as financial lending institutions (e.g. banks and trust companies), real estate professionals, consultants in a variety of sectors (including planning, heritage architecture, environment), engineers, legal and accounting consultants and services.

A number of CIPs have been challenged by the lack of a supporting municipal policy environment – alignment between the range of responsibilities from planning to asset management, environmental control to tax policy all required if a plan is to achieve maximum impact. The Town will put in place the organizational support. This can be achieved by the following commitments:

#### 1. One-STOP Approach to Applications

With co-ordination of the application and review process carried out by the responsible Staff member(s), and the input of Town Staff in other Divisions as required in order to evaluate each application in a timely manner.

#### 2. Staffing

The plan will be administered by the Town's CIP Co-ordinator, reporting to the Manager of Planning.

#### 3. Sector-Specific Marketing

This CIP is a comprehensive downtown, employment, affordable housing and contaminated lands plan. As such, the plan requires a sector-specific approach to its implementation. Commencing with an effective marketing strategy, each different area of community improvement planning needs a lead expert within Town Hall to help find, fund and otherwise support investment. As such, the Town should establish an evaluation committee with core municipal staff representation from other relevant departments: primarily Planning, Economic Development, and Treasury.

## 7.2 Marketing Tools

This approach focuses on sectionalizing the web-based presence of the CIP to be more easily marketed to various sectors and align with key branding and attraction strategies available to investment capital. It is recommended that the Town develops an umbrella marketing strategy for the overall CIP and specific marketing strategies for each program. This involves the following:

1. Strong Web Presence: The full suite of incentives forms part of the Town's broad inward investment, tourism, community focused digital presence.
2. Direct links to application forms, eligibility criteria, FAQs on process and contact details for arranging pre-application consultation.
3. Advertising incentives as part of other municipal services to business: planning, licensing, taxation.
4. Online application forms and tracking.
5. Outreach: Utilizing the network of business support organizations for regular updates on a) program development; b) successful applications; c) initial launch; d) annual program updates.

Core tools to facilitate marketing and implementation include the development of a web-based presence and explanation of the Community Improvement Program and incentive programs on the Town of Orangeville website. Develop print and electronic marketing brochures or booklets to provide an easy-to-read snapshot of available support under the CIP. Other marketing tools include direct promotion via the Dufferin Board of Trade, OBIA, real estate networks and other relevant entities, networks or venues as deemed appropriate by the Town. The table below presents the range of CIP marketing tools and strategies to be employed.

## Exhibit 14: Town of Orangeville CIP Marketing Tools and Strategies

Audience			
Developers/ Investors	Small Businesses	Heritage Building Owners/ Investors	Outreach Opportunities
✓			<p><b>Conference Exhibits/Presentations:</b></p> <ul style="list-style-type: none"> <li>• Example: Economic Development Council of Ontario (EDCO) conference.</li> </ul> <p><b>Web-based Marketing:</b></p> <ul style="list-style-type: none"> <li>• Example: EDCO Investors Guide/Marketing Package.</li> <li>• Develop informational videos about vacant/potential sites and CIP (potential promotional collaboration with real estate agents and networks).</li> </ul>
✓		✓	<p><b>Point-of-Contact Engagement at:</b></p> <ul style="list-style-type: none"> <li>• Site selection/enquiry.</li> <li>• Development/site planning application.</li> <li>• Site tours could be organized for prospective developers.</li> </ul>
	✓	✓	<p><b>Promotional Mail-outs (of hardcopy/electronic CIP brochures and application interest forms):</b></p> <ul style="list-style-type: none"> <li>• With annual tax-bills.</li> <li>• Town newsletter – Opportunity to highlight success stories and profile businesses/successful CIP-supported projects in the CIPA.</li> <li>• Via partner communications: Dufferin Board of Trade, OBIA, etc.</li> </ul>
✓	✓	✓	<p><b>Identifier on site where CIP program is offered:</b></p> <ul style="list-style-type: none"> <li>• Placing signs/plaques on properties where CIP is being implemented for community improvement.</li> </ul>
✓	✓	✓	<p><b>Pre-submission meetings where CIP programs are identified based on preliminary discussions.</b></p>
	✓	✓	<p><b>Promotional Opportunities via Awards/Presentations:</b></p> <ul style="list-style-type: none"> <li>• Creativity Connected Awards.</li> <li>• Business Breakfasts/Education Session(s) with small businesses.</li> <li>• Proactive measures: Zoning 101 sessions (potentially as part of Business Breakfast sessions) geared to small businesses to improve understanding of land development requirements.</li> </ul>
✓	✓	✓	<p><b>Web-based Outreach:</b></p> <ul style="list-style-type: none"> <li>• Web-based presence on the Town's website as well as relevant social media.</li> <li>• Online availability of CIP brochure(s) and application(s).</li> <li>• CIP Program 'Notification of Interest' Online Submission tool (with staff follow-up within 1-2 working days).</li> </ul>
✓	✓	✓	<p><b>Promotional Partnerships:</b></p> <ul style="list-style-type: none"> <li>• Dissemination of marketing information via Dufferin Board of Trade, OBIA, and other networks.</li> </ul>

### 7.3 Evaluating the Impact of Marketing Initiatives

General metrics for evaluating the success of marketing efforts are as follows:

- Total number of marketing initiatives undertaken and completed (annually);
- Total number of calls and/or expressions of interest received (annually) from potential applicants via varying media (including online submission requests, telephone inquiries, email inquires etc.);
- Total number of pre-application consultation sessions completed (annually) and the nature of interest in programs (e.g., Comprehensive Façade Improvement Grant versus Major Building Improvement and Conversion Grant);
- Number of application forms downloaded from the Town’s website (annually);
- Total number of applications received as a result of the marketing tools / initiatives (this information may be collected at the point of application/pre-consultation); and
- Counts of CIP webpage visits and downloads of CIP marketing and application materials.

## 8 Monitoring Program

The CIP programs will be monitored for effectiveness on an annual basis to determine whether each program has met the identified objectives.

The goal of the monitoring is to assess (on an ongoing basis) individual program take-up and the scale of private sector investment leveraged by each approved funding allocation (by application) and to determine whether changes are required.

### 8.1 Establishing Performance Metrics

Effective monitoring of the CIP warrants the establishment of performance metrics for the Plan as a whole, as well as individual programs. It is also important to develop baseline data against which progress may be measured. This includes inventorying the current conditions of the CIP Area to include:

- The development of an inventory of vacancies in the CIPA at the onset of implementation of the CIP update (building on baseline vacancy mapping completed by consultants).
- A database of assessment values of the properties within the CIPA at the onset of implementation. Growth in property assessment in the CIPA may be evaluated in the later years of the Plan and should be tracked on a program/project basis through the CIP application process. CIP Performance Reviews and Reporting

At the end of each year of each program, the Town will publish an estimate of private sector investment leveraged by each approved funding allocation (by application). A published estimate of private-sector investment (and/or ratio of private-public investment) is to be provided via an annual Staff Report to Council.

A more comprehensive interim review of the CIP will be undertaken in Year 3 of implementation (and a detailed review in Year 5) to determine whether each program has met the goals and objectives of the plan, evaluating a) the effectiveness of the funding and organizational structure of the CIP process; b) the composition and operation of the CIP Evaluation Committee; and c) the effectiveness of staff other resources to administer, monitor and market the Plan.

#### Overall CIP Performance Measures:

- Overall take-up of each program and the number of unsuccessful applications;
- Total amount of committed funding annually;
- Total amount of private-sector investment that resulted;
- Applicant satisfaction with application process and communication materials and protocols; and
- Evaluate the effectiveness of the organizational and funding structure of the CIP process, composition and operation of the CIP Evaluation Committee, amount of staff resources and other resources to administer, monitor and market the CIP Plan.

## 8.2 Employing Qualitative and Quantitative Measures

Post implementation the Town should employ a mix of qualitative and quantitative measures to assess the impact of the CIP and its programs. These should recognize both the measurable impacts of programs as well as the intangible benefits of community improvement programs (such as enhancements to aesthetic appeal of the public realm within the CIPA and improved built form). For each approved incentive program, the following general variables will be measured and recorded:

- Total amount of committed funding annually;
- The number of applications submitted;
- The number of successful applications (overall take-up of each program);
- Total amount of private-sector investment that resulted; and
- Qualitative assessment as to the quality of improvements when work is completed (i.e. before and after photos).

Though not required, it is recommended that a post-development/post-program follow-up interview be held with each applicant to confirm levels of satisfaction with application process as well as provide insight on the effectiveness of communication channels, materials and protocols employed to market the CIP. Information gathered should form part of the qualitative assessment of the CIP and is expected to facilitate proactive marketing and implementation solutions as may be required to enhance areas of performance.

Additional program-specific performance measures include but are not limited to:

CIP Program	Program-Specific Variables
Comprehensive Façade Improvement Grant Program	Total amount of funds disbursed by type of improvement (façade, signage, etc.); Total cost of façade improvements.
Landscape Improvement Program for Employment Area	Total amount of funds disbursed; Total cost of landscape improvements.
Major Building Improvement and Conversion Grant Program	Total amount of grant; total value of work; type of work (building code compliance, conversion, etc.).
Tax Increment Equivalent Grant (TIEG) Program	Total amount of the tax increment; Total value of construction; Total square footage of space constructed; Increase in assessed property value.
Planning Fees & Building Permit Grant Program	Total costs of studies completed.
Accessibility Improvement Grant Program	Total amount of grant; Total cost of accessibility improvements.
Industrial and Commercial Development Charge (DC) Deferral Interest Grant Program	Total value of construction; Number of jobs created; Total square footage of space constructed.
Environmental Site Assessment (ESA) Grant Program	Total amount of grant; Total land area of remediation / ESA; Total value of remediation.

### 8.3 Updating the CIP

At its discretion, the Town reserves the right to add to, amend, alter, adjust, discontinue the plan, or parts thereof, extend the plan period or make any other changes to the programs of support, their funding, and mechanisms and policies governing applications, evaluation, and eligibility. Council may extend, revise, or alter this CIP beyond the five-year horizon subject to the objectives of Council and the performance of the Plan.

Any minor changes to this CIP would not necessitate a formal amendment to the Plan. This would include such changes as minor administrative refinements to the Plan's criteria/requirements, minor technical amendments, and/or added detail/clarifications to the existing programs (but not fundamental changes), providing that such changes do not result in a material change to the Plan's objectives.

Changes to the provisions of this CIP which are considered to represent a material change which necessitate a statutory public meeting, Ministry consultation and Council review and adoption of an amended plan, include the following:

1. A significant change to the boundary of the geographic area subject to the CIP;
2. The addition of new programs of financial assistance operationalized within this CIP;
3. An extension to the approved duration of the CIP;
4. A significant order of magnitude increase in the maximum amount of financial assistance offered as part of the guidelines for funding contained in this Plan; and
5. A significant change in the eligibility criteria for access to program support under this CIP.

Other changes may be considered by way of minor changes or formal amendment, as determined by the Town.

Council has the right to extend, revise or alter this CIP beyond the initial five-year horizon subject to the objectives of Council and the performance of the Plan in the opinion of Council.

# Appendix A: Schedule of Program Details

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## Appendix A: Schedule of Program Details

This schedule forms part of the Community Improvement Plan (CIP) Implementation Framework. Grant support is not guaranteed to be approved at the maximum values identified under each respective program. The amount of the grant is subject to and at the discretion of Council and is dependent on the list of “eligible costs”.

### PROGRAM 1: COMPREHENSIVE FAÇADE IMPROVEMENT GRANT PROGRAM

#### Rationale and Objective(s):

This is an “all-Inclusive” grant intended to support comprehensive facade and signage improvements to properties in the Broadway-First Street Priority Zone (Zone 1) in keeping with the Town’s design guidance applicable to this area.

The grant is designed to promote façade and signage improvements and to encourage private sector property owners to implement aesthetic improvements to their property(ies) that otherwise may not occur due to cost-related issues. The program targets private property owners within the downtown, First and John Streets, shoulder areas of downtown and East Broadway, all within Priority Zone 1.

The grant is meant to be applied for improvements and upgrades to the front facade of properties, but it may also be applied to the rear and/or side facades of a property only in cases where the rear and/or side of a property is facing a street or public park or public gathering space or parking area that is accessible to the general public.

#### Benefits:

- Grant supports the enhance aesthetic appeal of downtown and nearby areas through façade, public realm and signage improvements, as well as street-front redevelopment. This is expected to result in visitation and economic impacts.
- Potential to leverage private sector investment in moderate building improvements which have a direct benefit to the architectural quality of the downtown Orangeville and the rest of Priority Zone 1.
- Public and private space design improvements may contribute to job creation in downtown and the surrounding area.

#### Legislative Provision:

Section 28(7) of the *Planning Act* (R.S.O. 1990, c. P.13) provides for grant assistance “for the purpose of carrying out a municipality’s community improvement plan.”

#### Target Group:

Private sector-owned commercial retail, office and commercial mixed-use properties (for example commercial-at grade and residential on upper floors); Former residential buildings now used, in part or in whole, for commercial use are also eligible.

Priority is given to properties fronting on to Broadway as well as properties with frontage on either First Street, John Street or Mill Street.

### Program Specifics and Limitations:

Applicant may apply for one or any combination of the following:

#### Façade:

- *Front Façade Only*: Matching grant of up to 50% of eligible costs or a maximum grant of \$12,500 per property, whichever is less.
- *Front and Side and/or Rear Façade*: Matching grant of up to 50% of eligible improvement costs or a maximum grant of \$25,000 per property, whichever is less for façade improvement projects involving more than one façade. This is limited to:
  - buildings located on corner lots (that is, properties with frontage on two municipal streets); or
  - Commercial buildings which include a public entrance to the ground-floor premises from the rear of the building and which face onto a rear parking lot open to the public.
  - Buildings with rear or side elevations which face onto a public park, other public gathering space such as a public square, or a public parking lot.
- The minimum grant is \$2,000 per property. Project applications including matching assistance of less than \$2,000 will not be considered.

#### Signage:

- Signage grants are only available as part of a larger façade improvement application. The funding limits described above are inclusive of both façade and signage components.
- Signage improvements must comply with the Town of Orangeville Sign By-Law in effect at the time of approval of grant application.
- Matching grant of up to 50% of eligible costs or a maximum grant of \$2,500 per property, whichever is less.
- The minimum signage grant is \$1,000 per property. Project applications including matching assistance of less than \$1,000 will not be considered.

#### Heritage Top-Up:

- All buildings listed in the Town's municipal heritage register may be eligible for an additional \$5,000 in matching grant assistance. This includes buildings that are designated under Part IV or Part V of the Heritage Act, as well as non-designated buildings listed in the Town's municipal heritage register.

### Eligible Costs:

Costs associated with materials, labour, equipment and professional fees related to external building works specifically for façade improvement and signage development as applicable. The Town of Orangeville will determine final eligibility of works based on reference to the Town's Urban Design Guidelines applicable to Priority Zone 1. Examples (*non-exhaustive*) of eligible costs include the following:

- General Cost Categories in Priority Zone 1
  - Enhancement, replacement and rehabilitation of commercial/retail doors, windows, and facades
  - Restoration of existing façade and surfaces (woods, tuck pointing, cleaning)

- New surface materials
- Architectural design fees
- Enhancement or replacement of existing exterior lighting fixtures
- Improvements and enhancements to street front signage only as part of a larger facade
- Rear and side façade improvements designed specifically to enhance the look and appearance of these elevations of the property and yard areas where accessible by the public
- Costs associated with the production and installation of signage for Eligible Property
- Other capital improvements which the Town determines are important to incorporate as an integral part of the total façade improvement design.
- Construction of building façades associated with new second storey space. The addition of useable second storey space is encouraged for single-storey commercial buildings. Second storey façades may be eligible for this program provided the façade(s) are designed specifically to enhance the look and appearance of these elevations where visible by the public.
- Other capital improvements which the Town determines are important to incorporate as an integral part of the total façade improvement design.
- Additional Considerations within the Heritage Conservation District Located in Priority Zone 1
  - Renovation of existing storefronts in accordance with standard principles of traditional storefront design (fascia board for signage above storefront, appropriate display windows, removal of incompatible alterations, etc.);
  - Improvements to the principal facades of incompatible buildings being sympathetic and compatible with the historic character of the area;
  - Re-cladding in more traditional materials complementary to the area character. Façade improvements can also be more contemporary in design provided the scale of key architectural features, including windows and other façade openings, are in keeping with the scale of surrounding buildings.
  - Construction of building façades associated with new second storey space. The addition of useable second storey space is encouraged for single-storey non-contributing properties. Second storey façades may be eligible for this program provided the façades include: appropriately scaled window openings; high quality building materials; and an overall design that successfully integrates the second storey façade with the ground floor façade.
  - Other capital improvements which the Town determines are important to incorporate as an integral part of the total façade improvement design.

**Note: While many of the cost eligibilities noted above will apply to Heritage Properties, alterations to these properties are subject to the provisions of the Ontario Heritage Act.**

#### Approval Process:

- The General Application Process outlined in Section 6.1 of the CIP applies.
- Applications comprise a completed application form supported by two (2) written quotations for the work to be carried out and supporting design plans (if identified the Town as required on an individual application basis). A Complete Application is deemed as such only by review of the application by the Town and the inclusion of all information required by the Town.
- A Complete Application is then evaluated by the Town's CIP Evaluation Committee.

- The applicant should demonstrate that the intended enhancements are in keeping with the design objectives of the Town as reflected in the Town’s *Urban Design Guidelines*. It is anticipated that this will include the submission of plans, elevations and details of materials pertaining to each project under application. At the discretion of the Town of Orangeville, urban design expertise may be required to assess whether applications conform to guidelines.
- Façade and Signage Improvement Grants disbursed as follows:
  - a) 10% on approval of application;
  - b) 90% on Final Completion to the satisfaction of the Town of Orangeville. When work has been completed, the applicant must submit copies of all paid invoices for approved work.

#### Duration:

- Program application duration – 5 years (January 1, 2023 - December 31, 2027).
- The program will be monitored for effectiveness on an annual basis with an interim review in year 3 (and detailed review in Year 5) to determine whether the program has met the goals of the Community Improvement Plan.

#### Other Restrictions:

- The program is restricted to one (1) successful application per property for the initial five (5) year duration of the Community Improvement Plan, regardless of any change in ownership of the property during the plan period.
- The Town of Orangeville retains the right to review any and all aspects of the program, including the purpose, form, method of application, evaluation and amount of funding of the program, from time to time, or at any time, for any reason, and at the sole and absolute discretion of the Town.
- As necessary, the Town may amplify or adjust the application and approval protocols associated with this program.
- The Town may refuse an application if it deems project feasibility to be limited or for any other reason, at the sole discretion of the Town.
- If the completed project proves to be inconsistent with the proposed project that was approved and detailed in the application form and supporting documentation, the Town retains the right to delay (pending correction of building work), withhold or cancel the disbursement of funds.

#### Other Government/Non-Profit Organization Investment:

Applicants who identify other sources of grant-based financial assistance for exterior building works that result in a higher level of private investment than would have otherwise occurred, will be given preference in the allocation of Town funds under this program.

## PROGRAM 2: LANDSCAPE IMPROVEMENT GRANT PROGRAM FOR INDUSTRIAL AREA

### Rationale and Objective(s):

This external landscape improvement-specific grant is intended to promote improvement in the appearance, aesthetics and curbside appeal of properties located in the Centennial Employment District which comprises Priority Zone 2. To the extent these measures can also improve vehicular and pedestrian circulation and include more effective, informative and consistent signage, this is also a desired outcome of the program.

### Benefits:

- Grant supports the enhance aesthetic appeal of the Town’s older, more centralized employment district. This district is home to a variety of industrial-style operations, as well as warehousing and distribution, multi-tenant buildings and other forms of development. There is a range of parcel sizes and building typologies. This district is integrated into the urban fabric with important spine roads connecting urban Orangeville. Improvement to the aesthetics of this large land base is of significant benefit to the overall quality of urban form in the Town.
- More specifically, public investment in private property improvement creates synergy with planned public realm enhancements along the road corridors in this district, including improvements in active transportation links.
- Additionally, improvement to an older property stock through external landscape enhancement is expected to improve the overall investment competitiveness of the district and facilitate the natural transition of an older employment area to a broader range of activities that maintains a focus on employment uses.

### Legislative Provision:

Section 28(7) of the *Planning Act* (R.S.O. 1990, c. P.13) provides for grant assistance “for the purpose of carrying out a municipality’s community improvement plan.”

### Target Group:

Private properties located within Priority Zone 2 and zoned Employment (M1 General Industrial) per Town of Orangeville Zoning By-Law 22-90 (Updated December 2021).

- Applications may be received from private property owners and/or tenants (with written consent of owner).

### Program Specifics and Limitations:

Applicant may apply for the following:

#### Grant:

- Matching grant of up to 50% of eligible landscape improvement costs or a maximum grant of \$20,000 per property, whichever is less.

- The minimum grant is \$5,000 per property. Project applications including matching assistance of less than \$2,000 will not be considered.

### Eligible Costs:

Costs associated with materials, labour, equipment and professional fees related to external, site-related improvement works generally described as property landscape enhancements. Eligible costs are expected to range from minor existing landscaping enhancements to more substantial measures to support improved aesthetics, pedestrian access, hardscaping and site entrance features, among other goals.

Without limiting the generality of the foregoing, the Town will prioritize those site improvements which involve durable site improvements (hardscaping, accessibility improvements, lighting, etc.) rather than those focused primarily on plantings. The Town will also prioritize the installation of permeable hard-surface treatment such as permeable pavement and asphalt to improve infiltration and help achieve groundwater source protection.

The following work is ineligible:

- Building improvements (excluding attached lighting designed to improve appearance of forecourts, pedestrian walkways and parking areas);
- Applications that are limited to vegetation planting only;
- Applications for which more than 25% of the costs pertain to parking pad improvements or the addition of parking spaces;
- On-site asphalt repair and resurfacing save and except for surface treatment measures that involve permeable materials;
- Repair and replacement of existing culverts unless part of a broader site improvement plan; and
- Generally work which is deemed by the Town to comprise repair and maintenance of existing landscaped areas.

### Approval Process:

- The General Application Process outlined in Section 6.1 of the CIP applies.
- Applications comprise a completed application form supported by two (2) written quotations for the work to be carried out and supporting design plans (if identified the Town as required on an individual application basis). A Complete Application is deemed as such only by review of the application by the Town and the inclusion of all information required by the Town.
- A Complete Application is then evaluated by the Town's CIP Evaluation Committee.
- The applicant should demonstrate that the intended enhancements are in keeping with the design objectives of the Town as reflected in the Town's Urban Design Guidelines.
- The Landscape Improvement Grant is disbursed as follows:
  - 10% on approval of application;
  - 90% on Final Completion to the satisfaction of the Town of Orangeville. When work has been completed, the applicant must submit copies of all paid invoices for approved work.

**Duration:**

- Program application duration – 5 years (January 1, 2023 - December 31, 2027).
- The program will be monitored for effectiveness on an annual basis with an interim review in year 3 (and detailed review in Year 5) to determine whether the program has met the goals of the Community Improvement Plan.

**Other Restrictions:**

- The program is restricted to one (1) successful application per property for the initial five (5) year duration of the Community Improvement Plan, regardless of any change in ownership of the property during the plan period.
- The Town of Orangeville retains the right to review any and all aspects of the program, including the purpose, form, method of application, evaluation and amount of funding of the program, from time to time, or at any time, for any reason, and at the sole and absolute discretion of the Town.
- As necessary, the Town may amplify or adjust the application and approval protocols associated with this program.
- The Town may refuse an application if it deems project feasibility to be limited or for any other reason, at the sole discretion of the Town.
- If the completed project proves to be inconsistent with the proposed project that was approved and detailed in the application form and supporting documentation, the Town retains the right to delay (pending correction of building work), withhold or cancel the disbursement of funds.

**Other Government/Non-Profit Organization Investment:**

Applicants who identify other sources of grant-based financial assistance for site-related works that result in a higher level of private investment than would have otherwise occurred, will be given preference in the allocation of Town funds under this program.

### PROGRAM 3: MAJOR BUILDING IMPROVEMENT AND CONVERSION GRANT PROGRAM

#### Rationale and Objective(s):

A major grant program focused on the enhancement of the economic viability of existing commercial buildings in Priority Zone 1. This can include sustaining the existing use, or adaptive re-use, of buildings. This grant is not applicable to new build or major floorspace additions to existing buildings.

As a major grant, the Town of Orangeville may limit the number of such grants available on an annual basis and may consider at its discretion, the use of an advertised in-take deadline on an annual basis in order to better assess the relative merits of competing applications.

This grant will promote functional improvements, accessibility and upgrades to an older building stock as well as change of use as permitted under zoning (or as may be amended through Zoning By-Law Amendment application). This is expected to include the conversion of upper floors for leasehold, condominium, or other tenure.

Property improvements can include any identified and eligible improvements to the building, its structure, building systems, and major internal renovation.

#### Benefits:

Program will support building improvements resulting in greater income potential associated with the property, and hence its economic sustainability and contribution to downtown Orangeville. Investment leveraged through the use of this program may result in higher property assessment(s) and supports the Town's objectives to create jobs in Town.

This grant has the potential to leverage significant private sector investment in interior building renovations and improvements and help stimulate downtown renewal.

#### Legislative Provision:

Section 28(7) of the *Planning Act* (R.S.O. 1990, c. P.13) provides for grants and loan assistance “for the purpose of carrying out a municipality’s community improvement plan.”

#### Target Group:

Private sector owners of commercial properties within Priority Zone 1 (Broadway-First Street);

In Zone 1, priority will be given to heritage buildings, commercial retail, office and commercial mixed-use properties along Broadway.

#### Program Specifics and Limitations:

The grant is equivalent to a proportion of the work value and provided on a matching funds basis to a maximum of 50% of eligible costs:

**Secured Interest-free Forgivable Loan<sup>1</sup>:**

- Maximum grant of \$35,000 per property (minimum grant of \$10,000 per property);
- Grant is a secured loan, forgivable over 5 years at an annual rate of 20%.

Conditions of approval will be established by the Town and may extend to any reasonable consideration to ensure the interests of the Town as funder are upheld.

Generally, all approvals under this program will require that construction commence within 6 months of an approved building permit, and Final Completion within 18 months. Council may at its discretion adjust these requirements based on the particular circumstances of the construction project which may necessitate approvals from other agencies and/or delays in construction which are not in the control of the applicant to overcome.

Where the property is sold or interest in the property is transferred to another entity within the 5-year Loan Forgiveness period, the remaining principal of the grant (after annual forgiveness) is repayable to the Town. Upon sale or transfer, all outstanding loan obligations remain payable to the Town based on the approved loan repayment agreement signed by both the Town and the applicant in advance of program assistance. Year 1 of the repayment period commences upon Final Completion of the project.

Applicants will be required to enter into an agreement as to the above terms and conditions of the grant/loan elements of the program.

**Eligibility:**

An illustrative categorization of Eligible Costs includes the following:

- Building, fire and other code compliance **upgrades** linked to the development of retail space, office space, upper floor residential use or the creation of institutional lease space;
- Major building retrofit for retail space, office space, upper floor residential use or the creation of institutional lease space;
- Interior structural works and upgrades; and
- **Major upgrades** to electrical, mechanical, HVAC and other building systems.
- For clarity, improvements should run with the building and contribute to its economic sustainability regardless of the tenanted business associated with the space.

The following work is ineligible:

- Works that only include accessibility improvements (note accessibility improvements can be part of broader renovation works described above);

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<sup>1</sup> Loan Forgiveness is defined as the incremental accretion of grant status of funds dispersed to approved applicants under this program. This translation from interest free loan to grant status (and hence non-repayable to the Town) is earned on the basis of 20% at the end of each twelve (12) month period following the execution of the Agreement. In the event of sale or transfer of interest of the property within the 5-year period, Loan Forgiveness ceases to accumulate and the remaining loan repayment is calculated on a prorated basis.

- Works that represent, in the view of the Town, repair and replacement of existing building systems, fixed in place or otherwise. For clarity, these works do not represent an order of magnitude improvement in upgraded systems;
- Exterior building improvements (façade and signage);
- Roof replacement where not part of a structural/architectural alteration to the building;
- Development on the property but not part of the existing structure;
- External landscape, parking and site works of any kind;
- Furniture, Fixtures and Equipment;
- Building improvements (excluding attached lighting designed to improve;
- Tenant fit-ups which are specific to a business intended to, or currently, renting space. These are part of normal leasehold costs which should be borne by the landlord and/or tenant as part of a leasehold contract.

Eligible Costs may be adjusted from time to time by the Town of Orangeville. These objectives will seek to relate each application to the downtown renewal, development goals and objectives of the Town.

In general terms, the following criteria will be used as a basis for determining the amount of funding:

- Location and scale of the property;
- Square footage of space to be renovated;
- Long-term viability of the property (long term use versus shorter term use);
- Quality and extent of submitted plans, cost schedules, and proposed timeline to completion;
- Existence or otherwise of professional quotes from multiple contractors (minimum three (3) operating at arm's length from the applicant;

The General Eligibility Requirements outlined in Section 4.2 of the CIP also apply.

#### Approval Process:

- The General Application Process outlined in Section 6.2 of the CIP applies.
- Applications comprise a completed application form supported by three (3) written quotations for the work to be carried out and ALL supporting design plans. A Complete Application is deemed as such only by review of the application by the Town and the inclusion of all information required by the Town.
- A Complete Application is then evaluated by the Town's CIP Evaluation Committee.
- Building Renovation Grant will be disbursed as follows:
  - 10% on approval;
  - 90% on Final Completion to the satisfaction of the Town of Orangeville. When work has been completed, the applicant must submit copies of all paid invoices for approved work;

**Duration:**

- Program application duration – 5 years (January 1, 2023 - December 31, 2027).
- The program will be monitored for effectiveness on an annual basis with an interim review in year 3 (and detailed review in Year 5) to determine whether the program has met the goals of the Community Improvement Plan.

**Other Restrictions:**

- Final approval and disbursement of funds is conditional on the project achieving conformity with the Town Zoning Bylaw, Site Plan Control requirements, minor variance approvals, or other approvals as specified by the Town, including Building Permit.
- The Town of Orangeville has the right to review any and all aspects of the program, including the purpose, form, method of application, evaluation and amount of funding of the program, from time to time, or at any time, for any reason, and at the sole and absolute discretion of the Town.
- As necessary, the Town may amplify or adjust the application and approval protocols associated with this program.
- The Town may refuse an application if it deems project feasibility to be limited or for any other reason, at the discretion of the Town.
- If the completed project proves to be inconsistent with the proposed project that was approved and detailed in the application form and supporting documentation, then the Town has the right to delay (pending correction of the building works), withhold or cancel the disbursement of funds.

**Other Government/Non-Profit Organization Investment:**

Applicants who identify other sources of grant-based financial assistance for interior building renovations that result in a higher level of private investment than would have otherwise occurred, will be given preference in the allocation of funds.

## PROGRAM 4: TAX INCREMENT EQUIVALENT GRANT (TIEG) PROGRAM

### Rationale and Objective(s):

Uses of a Tax Increment Equivalent Grant (TIEG) is limited to the following:

**Employment Lands:** The Tax Increment Equivalent Grant (TIEG) program is designed to support the new development and intensification of Employment Land<sup>2</sup> development in Priority Zone 2.

**Contaminated Land Remediation:** the TIEG also supports the remediation of contaminated lands. The TIEG is available for all private property Town-wide (i.e. throughout the Community Improvement Project Area (CIPA) as a whole).

**Construction of Affordable Housing:** Town-wide (the entire CIPA) this program also supports the development of Affordable Housing projects where such projects are approved and funded in part by other levels of municipal and/or provincial government.

This program leverages the increased assessment and property taxation generated by site (re)development to reduce the financial costs of property development, rehabilitation and redevelopment as applicable:

- Providing a grant equivalent to the Municipal portion of the property tax for a property; and
- Limiting such grants to annual payments for a **maximum** period of 10 years or equivalent to the maximum cost of rehabilitation, renovation and/or redevelopment, whichever is less.

This grant focuses on net municipal taxation gain which represents unrealized revenue if the development or enhancement of the property had not occurred. At the end of the grant program (a maximum of 10 years or the dollar limit of eligible costs whichever is reached first, or earlier at the discretion of the Town), the Town realizes the full extent of the property taxes.

The grant is based on the “Reimbursing Developer” approach. The property owner/developer pays for the full cost of renovation, rehabilitation or redevelopment as well as the resulting annual increase in property tax. Thereafter, the Town reimburses the Owner or assigned recipient by way of an annual grant equivalent to the agreed Municipal Portion of the incremental property tax increase over an established “base” assessment.

### Benefits:

- Leverages increased property tax assessment and helps reduce financial costs of property development for eligible types of development.
- The Town benefits by the resulting revaluation and increase in taxes liable on the property over the long term.
- For Employment land development, this program supports the Town’s objectives to create jobs and reduce out-commuting of residents who work within the employment sectors.

<sup>2</sup> Employment land intensification should be means achieving a greater number of jobs, or job density than what currently exists, based on a comparison to current job densities for the area and/or density targets that may be set by the Town.

- For contaminated lands, the program has the significant benefit of stimulating the timely remediation of contamination where such remediation is required under the Ontario Environmental Protection Act (EPA).
- For Affordable Housing, a TIEG represents an important contribution by the Town to ongoing cross-jurisdictional efforts to improve housing affordability in Southern Ontario.

#### Legislative Provision:

Section 28(7) of the *Planning Act* (R.S.O. 1990, c. P.13) provides for grants and loan assistance “for the purpose of carrying out a municipality’s community improvement plan.”

#### Target Group:

**Employment Lands:** Private sector landowners/developers who are actively seeking the rehabilitation, renovation, (re)development or re-use of properties within the Priority Zone 2 for M1 General Industrial use and provide:

- (i) Site plan/floor plans for rehabilitation, renovation, or (re)development; and
- (ii) Estimated costs of renovation, rehabilitation or (re)development.
- (iii) Given the nature of the grant program as achievable only on completion and revaluation of the property, the Town of Orangeville will enable the approval in principle for accessing this grant subject to achieving necessary conditions prior to final approval.

**Contaminated Lands:** Any private property owner or developer that undertakes remediation of contaminated lands for the purpose of redevelopment of those lands (regardless of land use), as required in order to achieve a Record of Site Condition (RSC) acknowledged by the Ontario Ministry of Environment, Conservation and Parks (MECP).

**Affordable Housing:** Housing development limited to rental housing development that is affordable in nature and meets the prescriptions for assistance by upper levels of government for financial support of affordable housing construction if and when such programs of support are made available.

At this time, an affordable housing TIEG represents the Town’s potential contribution to future projects that are supported financially by other levels of government. The Town does not intend to initiate such assistance in the absence of program support by the County or the Province.

It should be noted that Development Charge deferral (installment) provisions for Rental Housing and Non-Profit Rental Housing are currently provided for under Section 26.1 (2) of the Development Charges Act (DCA).

#### Program Specifics and Limitations:

##### Employment Land:

- The maximum amount of the grant is 80% of the annual municipal tax increment over the agreed base assessment and property tax liability in Year 1 declining by 10% every two years. The maximum duration of this program is 10 years.

**Illustrative Annual Grant-Back Share/Amount**

<b>Duration/ Period</b>	<b>Grant Share</b>	<b>Annual Tax Increment on Municipal Portion</b>	<b>Grant Value Payable</b>	<b>Taxes Retained by Town</b>
Year 1	80%	\$50,000	\$40,000	\$10,000
Year 2	80%	\$50,000	\$40,000	\$10,000
Year 3	60%	\$50,000	\$30,000	\$20,000
Year 4	60%	\$50,000	\$30,000	\$20,000
Year 5	50%	\$50,000	\$25,000	\$25,000
Year 6	50%	\$50,000	\$25,000	\$25,000
Year 7	40%	\$50,000	\$20,000	\$30,000
Year 8	40%	\$50,000	\$20,000	\$30,000
Year 9	30%	\$50,000	\$15,000	\$35,000
Year 10	30%	\$50,000	\$15,000	\$35,000
<b>Total</b>		<b>\$500,000</b>	<b>\$260,000</b>	<b>\$240,000</b>

**Contaminated Land and Affordable Housing:**

- The maximum amount of the grant is fixed for the duration of assistance at 80% of the annual municipal tax increment over the agreed base assessment. The maximum duration of program assistance is 10 years or the total of eligible costs, whichever is reached first.
- Program eligibility is limited to those projects/proposals that will result in a minimum of 1,000 sq. m. of new Industrial space.
- This program only applies to the Town of Orangeville portion of the tax rate. For greater clarity, this program does not apply to the Education Portion of the tax rate or the Dufferin County portion of the tax rate.

**Eligibility:**

**For all three categories,** eligible costs include the following:

Eligible project costs supported under this program include (but are not limited to) the following works related to new office constructed:

- Site development and infrastructure work including demolition and disposal off-site, improvement or reconstruction of existing on-site public infrastructure (water services, sanitary and storm sewers, other);
- Major building rehabilitation, and significant renovation and rehabilitation;
- New Construction;
- Costs associated with the assessment of environmental conditions and the remediation of environmental contamination, and environmental protection;
- Design and engineering directly related to the design, development and commissioning of the completed building(s);

- Eligible costs exclude both construction financing and long-term debt financing principal and interest costs.
- All submitted costs will be subject to review and approval by the Town of Orangeville.
- Final eligibility will be determined through the demonstrated success of the project through all stages of application (as required) for planning approval, building permit issuance and building code compliance, construction, occupancy, financial viability (as evidenced by the capacity of the owner to pay all required property taxes on the property) and finally revaluation by the Ontario Municipal Property Assessment Corporation (MPAC).

### **Contaminated Land:**

Eligible costs are included above but are also further specified below:

- Environmental remediation and costs of achieving acknowledgement of a Record of Site Condition by the MECP and Certificate of Property Use as may be required. This includes remedial action plans, risk management plans, and implementation costs;
- Waste transfer of contaminated (impacted) soils only to landfill and tipping fees for contaminated soils land fill. This explicitly excludes excess soil removal as part of the required development for soils which are not contaminated;
- Fill and grading to replace only contaminated soils;
- At the discretion of Council, demolition of existing buildings or structures required as part of remediation efforts;
- At the discretion of Council, site development and infrastructure work including improvement or reconstruction of existing on-site infrastructure and development, triggered by the existence of contamination and requirements for remediation;
- Legal fees directly related to site investigation, remediation and filing of a Record of Site Condition and compliance with any Certificate of Property Use;
- Insurance premiums for Cost Cap Insurance and Pollution Legal Liability (PLL) Insurance; and
- Ongoing site environmental monitoring and management (part of risk management strategies).

### **Approval Process:**

The Town reimburses the Owner or assigned recipient by way of an annual grant equivalent to the agreed Municipal Portion of the incremental property tax increase over an established “base” assessment value and Tax Liability<sup>3</sup>. This defined increment is calculated after the reduction of:

- Any phase-in agreements to soften tax increases that may exist through existing policy or programs;
- Or any tax rebates granted to charitable organizations as owners or tenants; and
- Any other rebate which lessens the overall Tax Liability of the property.

<sup>3</sup> Tax Liability means the annual real property taxes levied by the Town of Orangeville including the lower tier municipal, County and Education Portions of the taxes

Grant approval is required in principle prior to the commencement of construction/development. It should be noted that the Town may approve a level of funding that is lower than the maximum increment provided for under this program.

The Town of Orangeville will determine the existing “base” assessment for the property – this will normally be defined as being either at the time of approval in principle of the application for Tax Increment Equivalent Grant support or an alternate date as recommended by the Chief Financial Officer of the Town of Orangeville.

Where a project is phased over several years the grant will be based on the property re-assessment and taxable status of the project in each of the interim years before final project completion. At project completion, the remaining years of the grant (as applicable) will be based on the assessed property value provided by the Municipal Property Assessment Corporation (MPAC) in each subsequent year.

The TIEG is operationalized through a legal agreement placed on title. This agreement specifies the obligations of both the successful applicant and the Town, including the amount of annual grant.

Final approval of grant funding comprises:

- a) Achievement of conditions as stated in the Tax Increment Equivalent Grant Agreement;
- b) Submission and verification of eligible costs as required;
- c) Receipt of assessed value of the property by MPAC in each year; and
- d) Final approval of amount of grant by Council.

Annual verification of the grant is based on assessment and payment of taxes by property owner.

The Commencement Date for this program (for purposes of calculating the increment) will be at the discretion of the Town of Orangeville following discussions with the applicant based on the merits of the development project and resulting estimates of tax increment grant created by the development project over time.

#### **Duration:**

- Program application duration – 5 years (January 1, 2023 - December 31, 2027).
- The program will be monitored for effectiveness on an annual basis with an interim review in year 3 (and detailed review in Year 5) to determine whether the program has met the goals of the Community Improvement Plan.

#### **Other Restrictions:**

- The Town of Orangeville has the right to review any and all aspects of the program, including the purpose, form, method of application, evaluation and amount of funding of the program, from time to time, or at any time, for any reason, and at the sole and absolute discretion of the Town;
- As necessary, the Town may amplify or adjust the application and approval protocols associated with this program.
- The Town may refuse an application if it deems project feasibility to be limited or for any other reason, at the discretion of the Town.

## PROGRAM 5: PLANNING FEES & BUILDING PERMIT GRANT PROGRAM

### Rationale and Objective(s):

This program offers property owners located within any of the Town’s Employment Lands, the opportunity to achieve a grant equivalent to 50% of applicable planning and building permit fees associated with major renovation, expansion or development of new buildings.

### Benefits:

Assistance supports the goals of the Town of Orangeville to maintain a healthy rate of investment in its existing designated Employment land throughout the Town. The result of such investment includes:

- Redevelopment of older premises;
- Increases in taxable assessment;
- New industries and diversification of employment; and
- Benefits to the commercial retail sector of the Town.

### Legislative Provision:

Section 28(7) of the *Planning Act* (R.S.O. 1990, c. P.13) provides for grants and loan assistance “for the purpose of carrying out a municipality’s community improvement plan.”

### Target Group:

Private sector Property owners and/or developers seeking development of properties for M1 General Industrial use in CIP Priority Zone 2.

Private sector property owners and/or developers seeking development of properties in the any of the Town’s industrial areas (Town-wide, within the broader CIPA).

### Program Specifics and Limitations:

#### Building Permit Fees Grant:

- A grant equivalent to 50% of building permit fees for new builds or major renovations as itemized by the applicable fee schedule of the Town of Orangeville at the time of application.
- Maximum grant of \$10,000 per property or 50% of building permit fee costs, whichever is less.

#### Planning Fees Grant:

- A grant equivalent to 50% of planning fees combined from all planning fees as itemized by the applicable fee schedule of the Town of Orangeville at the time of application.
- Maximum total grant of \$5,000 per property or 50% of combined planning fee costs, whichever is less. Limit of one grant per property.

### Eligibility:

- Planning application fees for: Zoning By-law amendments; Site Plan Approval; Minor Variance; Application for Consent, Part Lot Control Exemption and Subdivision/ Condominium Agreement being in full force and effect. The Grant is limited only to those fees outlined in the Town’s current

Fees and Charges By-law at the time of application and is always limited to the grant maximums available under this program.

- Building permit fees as applicable to any development in the Employment lands pursuant to the Building Code Act.
- During the plan period, additional applications for planning approval above and beyond the approvals subject to an initial application, will be considered. Similarly, additional application for building permit grants arising from subsequent additional works, will also be considered.

#### Approval Process:

The General Application Process outlined in Section 6.1 of the CIP applies.

- The applicant pays all planning and development permit fees as required and at the times required. These fees are reimbursed to the applicant, per the approved amount of grant once relevant approvals are in place:
  - Planning fee grant – disbursed at time of planning approval;
  - Building permit grant – disbursed at the time of Final Completion of the works to the satisfaction of the Town.

The Town will not provide funding for the fees if the application for planning approval in question or building permit is refused.

#### Duration:

- Program application duration – 5 years (January 1, 2023 - December 31, 2027).
- The program will be monitored for effectiveness on an annual basis with an interim review in year 3 (and detailed review in Year 5) to determine whether the program has met the goals of the Community Improvement Plan.

#### Other Restrictions:

- The Town of Orangeville has the right to review any and all aspects of the program, including the purpose, form, method of application, evaluation and amount of funding of the program, from time to time, or at any time, for any reason, and at the sole and absolute discretion of the Town.
- As necessary, the Town may adjust the application and approval protocols associated with this program.

## PROGRAM 6: ACCESSIBILITY IMPROVEMENT GRANT PROGRAM

### Rationale and Objective(s):

The Town of Orangeville seeks to support accessibility improvements in commercial and industrial premises throughout the Community Improvement Project Area.

This will be achieved through specific eligible costs for which grant assistance is available.

### Benefits:

Broad based inclusionary program designed to aid in the implementation of the provisions of the Accessibility for Ontarians with Disabilities Act, 2005.

As a publicly funded program, a focus on workplace and patron accessibility is important. Institutionally owned property is excluded from participation in the CIP.

### Legislative Provision:

Section 28(7) of the *Planning Act* (R.S.O. 1990, c. P.13) provides for grants and loan assistance “for the purpose of carrying out a municipality’s community improvement plan.”

### Target Group:

Eligible properties include those which are zoned Commercial, Industrial (Employment Land), as well as the commercial portions of mixed-use buildings, and formerly residential buildings now used in part or in whole for commercial use.

Eligible properties Town-wide (entire CIPA) may apply for a grant to cover the cost of legislatively approved accessible parking signage.

Eligible properties in the Priority Zones 1 and 2 may apply for funding that cover other types of accessibility enhancement measures for the property.

Eligible properties exclude new development which is mandated to achieve accessibility requirements as part of normal site plan and building permit approvals.

### Program Specifics and Limitations:

**Town-wide:** A matching grant of up to 50% of eligible costs or a maximum grant of \$1,000 per property, whichever is less. Eligible Costs are limited to accessible parking signage.

**Priority Zones 1 and 2:** 50% of eligible costs of a maximum of \$5,000 per property, whichever is less.

The minimum amount of grant under this program (in any location) is \$500.

### Eligibility:

Town-wide: Fabrication and Installation of legislatively approved accessible parking signage.

Examples of Eligible Costs (non-exhaustive) in Priority Zones 1 and 2 include:

- Accessible parking signage (per above Town-wide)
- Power assist door operators;

- Renovation of building entrances;
- Upgrading of doors;
- Design and installation of access ramps;
- Installation of elevating devices;
- Renovations to create accessible washrooms.
- Interior renovations for accessibility in work areas, offices, and kitchens and other spaces as appropriate.

In Priority Zone 1, applicants are permitted to apply for this grant in addition to Program 3: Major Building Improvement and Conversion Grant Program.

#### **Approval Process:**

- The General Application Process outlined in Section 6.1 of the CIP applies.
- Applications comprise a completed application form supported by two (2) written quotations for the work to be carried out with supporting design sketches or plans if indicated by the Town. A Complete Application is deemed as such only by review of the application by the Town and the inclusion of all information required by the Town.
- The Town may, at its discretion, generate list of potential service providers, and make this available to applicants, in respect of the fabrication and installation of accessible parking signage.
- A Complete Application is then evaluated by the Town’s CIP Evaluation Committee.
- Grant will be disbursed on Final Completion to the satisfaction of the Town of Orangeville. When work has been completed, the applicant must submit copies of all paid invoices for approved work.

#### **Duration:**

- Program application duration – 5 years (January 1, 2023 - December 31, 2027).
- The program will be monitored for effectiveness on an annual basis with an interim review in year 3 (and detailed review in Year 5) to determine whether the program has met the goals of the Community Improvement Plan.

#### **Other Restrictions:**

- The Town of Orangeville has the right to review any and all aspects of the program, including the purpose, form, method of application, evaluation and amount of funding of the program, from time to time, or at any time, for any reason, and at the sole and absolute discretion of the Town.
- As necessary, the Town may adjust the application and approval protocols associated with this program.

#### **Other Government/Non-Profit Organization Investment:**

Applicants in Priority Zone 1 who identify other sources of grant-based financial assistance for accessibility enhancements that result in a higher level of private investment than would have otherwise occurred, will be given preference in the allocation of funds.

## PROGRAM 7: INDUSTRIAL AND COMMERCIAL DEVELOPMENT CHARGE (DC) DEFERRAL INTEREST GRANT PROGRAM

### Rationale and Objective(s):

This Development Charge Deferral Interest Grant Program is designed to encourage industrial and commercial development by deferring the cost of development related to Development Charges and providing a grant equivalent to the interest accrued from such deferral.

Industrial and commercial uses are not subject to the recent changes in the Development Charges Act (Section 26) that enable deferral of charges through installment payments.

### Benefits:

- This program reduces the immediate capital outlay required for a project through a deferral of part of the municipal Development Charge applicable to industrial and commercial development for which Development Charges are required to be paid.
- Supports capital/cash flow associated with development of new industrial and commercial floorspace.
- The Municipality stands to benefit from development which raises assessment and brings vacant lands into new/productive uses.

### Legislative Provision:

Section 27 (1) of the *Development Charges Act*, 1997, S.O. 1997 provides that a municipality may enter into an agreement to provide for a deferral of all or part of a development charge.

Section 28 (7) of the *Planning Act* (R.S.O. 1990, c. P.13) provides for grants and loan assistance “for the purpose of carrying out a municipality’s community improvement plan.” The interest accrued by deferral of the payment of Development Charges is funded as a grant pursuant to Section 28.

### Target Group:

Private sector landowners or developers seeking development of properties for industrial and commercial use in Priority Zones 1 and 2. This includes properties zoned Commercial, Industrial and includes the commercial component of mixed-use commercial-residential buildings.

### Program Specifics and Limitations:

This program provides for the deferral of 50% of the Town of Orangeville’s applicable Development Charges levied on commercial and industrial developments for a maximum of eighteen (18) months.

Further, the program covers the interest generated as a result of deferral of Development Charges to a maximum of \$15,000 or that which is accrued over 18 months, whichever is less. The prevailing interest rate applied to the deferral of charges is determined by the Town and according to its policies in this regard.

Full payment of the Town Development Charge will be due no later than twenty four (24) months after the building permit is issued.

The interest generated by this deferral is applied to the applicant’s account and a grant for the equivalent portion provided from the CIP reserve.

This Development Charge Deferral program applies only to Development Charges imposed by the Town of Orangeville. It does not apply to Dufferin County Development Charges nor Education Development Charges collected by the Town on behalf of the School Boards.

**Eligibility:**

- Applicable Development Charges for Target recipients.

**Approval Process:**

- The General Application Process outlined in Section 6.1 of the CIP applies.
- Information collected under the Development Charge Act for calculating the charge forms part of the application for program assistance.
- Applications comprise a completed CIP application form. A Complete Application is deemed as such only by review of the application by the Town and the inclusion of all information required by the Town.
- A Complete Application is then evaluated by the Town's CIP Evaluation Committee.
- The deferral shall be dependent upon the applicant/developer providing an Irrevocable Letter of Credit to the Town of Orangeville (named as the beneficiary) at the time of the Building Permit issuance.
- If, for any reason, a deferred DC payment is not received in accordance with the deferral period/schedule, interest will be charged/applied from the time that the charges/fees were originally payable. Interest will be charged based on the current interest rate applied to defaulted taxes (as applicable at the time of the failure to pay).

**Duration:**

- Program application duration – 5 years (January 1, 2023 - December 31, 2027).
- The program will be monitored for effectiveness on an annual basis with an interim review in year 3 (and detailed review in Year 5) to determine whether the program has met the goals of the Community Improvement Plan.

**Other Restrictions:**

- The Town of Orangeville has the right to review any and all aspects of the program, including the purpose, form, method of application, evaluation and amount of funding of the program, from time to time, or at any time, for any reason, and at the sole and absolute discretion of the Town.
- As necessary, the Town may amplify or adjust the application and approval protocols associated with this program.

## PROGRAM 8: ENVIRONMENTAL SITE ASSESSMENT (ESA) GRANT PROGRAM

### Rationale and Objective(s):

Assistance to further specify extent and nature of environmental contamination through grant assistance of a Phase II ESA study and development of any Remediation Action Plan.

### Benefits:

Remediation of contaminated land, improved likelihood of development, increased land value and reclamation of lands which may be on existing municipal services and road infrastructure.

### Legislative Provision:

Section 28 (7) of the *Planning Act* (R.S.O. 1990, c. P.13) provides for grants and loan assistance “for the purpose of carrying out a municipality’s community improvement plan.”

### Target Group:

Eligibility for privately owned sites within the Town CIPA which have a completed Phase I ESA from a Qualified Person (QP) as defined under the Environmental Protection Act (EPA) and its regulations.

Priority will be given to sites located in Priority Zone 1.

### Program Specifics and Limitations:

- Town of Orangeville will reimburse the owner or developer for costs associated with eligible studies. Eligible studies are anticipated to include a Phase II ESA and Remediation Action Plans, Risk Assessments, and other studies that are part of the regulatory submission requirements to enable a Record of Site Condition (RSC) acknowledged by Ministry of Environment, Conservation and Parks (MECP).
- Studies which do not contribute to the prescribed regulatory process will not be approved for funding support. The Phase II ESA and other subsequent analysis must conform in methodology, content and reporting with the requirements of Ontario Regulation 153/04.
- Maximum individual grant is \$20,000 or 50% of the cost of the ESA, whichever is less.
- Assistance per Project:
  - (i) Maximum of 2 studies per Project; and
  - (ii) Maximum of \$35,000 per Project for the duration of this CIP.
- Applicants may be required to furnish the Town with additional information, relinquish ownership of ESA reports and enter into additional agreements as necessary to the satisfaction of the Town.
- Conversely the Town, acting in its discretion, may decline funding if it is determined that the project is unlikely to be viable or otherwise does not meet the objectives of the CIP. This may include, for example, a Phase I ESA that is indeterminate as to the necessity for a Phase II ESA in order to achieve the stated land use.

### Eligibility:

See Target Group and Project Specifics.

**Approval Process:**

- The General Application Process outlined in Section 6.1 of the Implementation Framework applies.
- Applications comprise a completed CIP application form. A Complete Application is deemed as such only by review of the application by the Town and the inclusion of all information required by the Town.

A Complete Application is then evaluated by the Town’s CIP Evaluation Committee.

**Duration:**

- Program application duration – 5 years (January 1, 2023 - December 31, 2027).
- The program will be monitored for effectiveness on an annual basis with an interim review in year 3 (and detailed review in Year 5) to determine whether the program has met the goals of the Community Improvement Plan.

**Other Restrictions:**

- Total combined assistance toward the costs of environmental site assessment from all public sources will not exceed 50% of total environmental site assessment costs. Municipal funding will be the funding of last resort where other sources of public assistance exist.
- Eligible costs that remain unfunded may be carried as eligible costs under the Tax Increment Equivalent Grant (TIEG) Program;
- A Project may be defined as a single property, contiguous or other combinations of properties that are the subject lands contained in a Phase II ESA. A property may be eligible for only one (1) Project for funding purposes throughout the life of the plan.

**FOR INFORMATION ONLY: ENVIRONMENTAL REMEDIATION TAX CANCELLATION ASSISTANCE****Rationale and Objective(s):**

Cancellation of property tax increase (which result from remediation and redevelopment) for eligible properties as an incentive for environmental rehabilitation. Under the Brownfields Financial Tax Incentive Program (BFTIP) municipalities can get provincial education property tax assistance to match municipal property tax assistance so that a property owner can clean up eligible brownfield properties under the provisions of Section 365.1 of the *Municipal Act, 2001*.

**The Town will only proceed with this program for any given application if matching assistance from the Province is achieved.**

**Eligible projects will be determined by the Town. As a general guide, the following characteristics of site and project will guide the Town:**

- Lands with significant historic and pervasive (multi-location) contamination that require significant remediation based on a full and detailed Risk Assessment acknowledged by the Ministry;
- Projects for which the remediation of a significant level of contamination will likely yield significant gains in property assessment in the short to medium term.

**Intended Recipients and Eligibility:**

- Privately owned sites with significant contamination and multi-year remediation requirements.
- Eligibility is Town-wide subject and subject to the priorities for assistance established in this plan.
- Primarily, the focus of this program is removing the costs of taxes during the remediation (clean-up) phase of development.
- **This program is not open for general application by property owners or developers. The Town of Orangeville will determine whether an application to the Province under BFTIP is deemed warranted based on the desired outcomes of this CIP.**
- Eligible costs are limited to remediation-related costs necessary to achieve a certificate of property use (CPU) acknowledged by the MECP and subsequently a Record of Site condition filed with the Ministry (i.e. a contaminated site in need of remediation or risk management to enable a Record of Site Condition prior to development of the intended final use.
- Eligible costs may be adjusted by conditions of matching assistance provided by the Ontario Minister of Finance.

**Program Specifics:**

- Program includes annual cancellation of tax increases over the established base tax.
- Specifics of any tax assistance will be identified in a municipal by-law which establishes the date that such tax assistance commences and the date of expiry of the assistance.
- Assistance is limited to the increase in property tax over the established “base” tax.
- Matching education portion tax assistance is limited to the earlier of a 36-month consecutive period or the date that tax assistance equals the costs of remediation necessary to permit filing of a Record of Site Condition and the cost of complying with any certificate of property use issued under Section

168.6 of the Environmental Protection Act. **Note: Ontario Economic Outlook and Fiscal Review, November 2021 identifies a proposal to extend the tax assistance period from 3 years to 6 years for business developments and 10 years for residential development.**

#### Implementation Specifics:

- This program is solely for development projects within the Town that involve remediation of contaminated soil or buildings and/or risk management strategies which are eligible for assistance under Section 365.1 of the *Ontario Municipal Act*.
- At commencement of tax assistance (the beginning of the defined “rehabilitation period”), tax assistance comprising the municipal portion of any tax increase cancellation is in effect until the date specified in the municipal by-law.
- With respect to the matching education portion of any tax assistance, such assistance is provided upon application to the Ontario Minister of Finance by the municipality and approval by the Minister of Finance.
- At all times, total tax assistance is limited to the eligible costs defined in this Plan.
- Municipal and Provincial tax assistance can be commenced at any time as specified in the By-Law. Subject to approval, and any conditions imposed by the Minister of Finance with respect to the matching education portion. However, assistance cannot be applied retroactively in respect of remediation prior to the approval of the Town BFTIP By-Law.
- Eligible costs not reimbursed in the year in which they are incurred, can be rolled-over to subsequent years.
- The amount of tax assistance in any one year is limited to the lesser of:
  - (i) The amount of eligible work carried out in that year; or
  - (ii) The amount of property tax which is cancelled by the Town.
- The amount of annual tax assistance is reduced by the amount of any outstanding property tax payable on the property.
- Financial assistance under Section 365.1 of the *Ontario Municipal Act* is cumulative with any other financial assistance for site remediation necessary to permit a Record of Site Condition to be filed and comply with any certificate of Property Use.

Assistance under this program terminates upon transfer of title to the property, severance or subdivision. In the case of severance and subdivision of land, termination of the program applies only to those parts of the original land holding which are severed or subdivided to other owners.

## **Appendix B: Glossary of Terms**

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## Appendix B. Glossary of Terms

**Affordable Housing** “means:

- a. In the case of ownership housing, the least expensive of:
  - i. housing for which the purchase price results in annual accommodation costs which do not exceed 30 percent of gross annual household income for low and moderate income households; or
  - ii. housing for which the purchase price is at least 10 per cent below the average purchase price of a resale unit in the County.
- b. In the case of rental housing, the least expensive of:
  - i. a unit for which the rent does not exceed 30 percent of gross annual household income for low and moderate income households; or
  - ii. a unit for which the rent is at or below the average market rent of a unit in the County.”  
(Dufferin County Official Plan)

**Accessibility** The development of a barrier-free environment that facilitates universal access to all facilities and buildings. (Town of Orangeville Official Plan)

**Base Assessment** refers to the property assessment, as determined by MPAC, for a property that is under application for a Tax Increment Equivalent Grant, as of a specific date as determined by the Town of Orangeville. Its purpose is to enable a calculation of the future tax increment arising from development of the site.

**Brownfield sites:** means undeveloped or previously developed properties that may be contaminated. They are usually, but not exclusively, former industrial or commercial properties that may be underutilized, derelict or vacant ([Provincial Policy Statement, 2020](#)).

**Building Permits** are issued by the local body responsible for enforcing Ontario’s Building Code and are required for the construction, renovation, demolition and certain changes of use of buildings.

**CIPA Priority Zone** means a sub-area within the Town-wide CIP Area where incentive programs apply as identified in the CIP.

**Complete Application** is a completed application with all required supporting materials as requested by the Town of Orangeville such that the application can then be forwarded to the Town’s Evaluation Committee for its review.

**Commencement Date** refers to the date of initiation of the Tax Increment Equivalent Grant for applications so approved. The tax increment is calculated on an annual basis as a grant against property taxes paid.

**Community Improvement Plan (CIP)** is a planning tool under Section 28 of the Ontario Planning Act which permits planning and financial assistance programs involving lands, buildings, loans, grants and tax assistance for designated community improvement project areas.

**Community Improvement Project Area (CIPA)** means “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 (Ontario Planning Act, Section 28).”

**Development** means the creation of a new lot, a change in land use, or the construction of buildings and structures, any of which requires approval under the Planning Act, or that are subject to the Environmental Assessment Act.

**Development Charges** are fees levied on development to help finance the infrastructure required to service growth. Under the *Development Charges Act, 1997*, as amended, local municipal councils may pass a By-law imposing development charges.

**Eligible Costs** includes all capital cost categories identified in individual programs that comprise the CIP. These costs may be further specified in review of applications and in any resulting funding agreements as necessary. The determination of eligible costs is entirely at the discretion of the Town.

**Eligible Property** is a property that is eligible for program support as identified in each separate program that comprises the CIP.

**Employment Area** is defined as per the Town of Orangeville Zoning By-law to include General Industrial (M1) Zone. Industrial use means a manufacturing, assembling, processing, fabricating, refining, repairing, recycling, warehousing, storage or wholesaling use.

**Final Completion** means the project is confirmed as completed by the Town of Orangeville on review of the completed works and receipt of any necessary documentation from the applicant.

**Heritage Listed** refers to properties that are listed with the Town of Orangeville as being of heritage value. These properties are in addition to those that are designated Heritage properties under the Ontario Heritage Act.

**Housing** means an adequate supply of good quality living accommodations with a full range of sizes, types, densities, architectural forms, ownership, rental options, and prices in order to ensure that all members of the community are able to find suitable and affordable accommodation regardless of their age, household composition or income. (Town of Orangeville Official Plan)

**Intensification Areas** means lands within the Urban Area identified in the Official Plan that are to be the focus for accommodating intensification. The Town of Orangeville Council identifies areas with the potential for infill development and intensification on an on-going basis based on the following criteria: 1. vacant and/or underutilized lots within previously developed areas; 2. the potential on a property for infill development; or, 3. the potential on a property for the expansion or conversion of existing buildings. (Town of Orangeville Official Plan)

**Intensification of Employment Land** means achieving a greater number of jobs, or job density than what currently exists, based on a comparison to current job densities for the area and/or density targets that may be set by the Town.

**MPAC** means the Municipal Property Assessment Corporation.

**Municipal Portion** means the tax rate and resulting taxes (i.e. the portion of the overall tax rate) that is designated for the Town of Orangeville and excludes the portion of the tax rate and resulting taxes allocated to the County of Dufferin and the Education portion of the property tax.

**Owner** means the registered Owner of the Lands and includes any successors, assigns, agents, partners and any affiliated corporation. Financial assistance through tax-based funding is provided to the registered owner of the property irrespective of any assignment of those funds to another party by the owner under separate agreement between the owner and a third party.

**Phase 1 ESA** is the study conducted to determine the likelihood that one or more contaminants have affected all or part of a property. The specific requirements for carrying out a Phase I ESA are set out in Part VII of the [Ontario Regulation 153/04](#)

**Phase 2 ESA** is the study conducted to determine the location and concentration of one or more contaminants in the natural environment. The specific requirements for carrying out a Phase II ESA are set out in Part VIII of [the Ontario Regulation 153/04](#)

**Record of Site Condition (RSC)** is a document filed electronically in the Environmental Site Register (ESR). It is a report documenting the results of one or more Environmental Site Assessments (ESAs) of a property conducted or supervised by a Qualified Person. (For a more detailed definition refer to [Ontario Regulation 153/04](#))

**Tax Increment** means the difference between the property tax liability for the lands in any year of the program and the existing “base” tax liability. The Tax Increment is limited to the Municipal Portion of the tax liability as provided for in the CIP.

## **Appendix C: CIPA Priority Zones – Detailed Maps**

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- CIP Area – Priority Zone 2
- Parcels
- Building Footprints
- Historic Buildings



- CIP Area – Priority Zone 2
- Parcels
- Building Footprints
- Historic Buildings

