

Township of Wellesley

Core Areas Community Improvement Plan

May 2017



Township of Wellesley

Community Improvement Plan



Stantec

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**The Project has been funded in part by the
Ontario Ministry of Agriculture, Food and Rural Affairs.**

Glossary

The interpretation of this Plan rests solely with the Township of Wellesley. To assist in interpretation, the following definitions shall apply.

Affordable: means

a) in the case of ownership housing, the least expensive of:

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

housing for which the purchase price is at least 10 percent below the average purchase price of a resale unit in the regional market area;

b) in the case of rental housing, the least expensive of:

a unit for which the rent does not exceed 30 percent of gross annual household income for low and moderate income households; or

a unit for which the rent is at or below the average market rent of a unit in the regional market area.

Adaptive reuse means a change in the use of a structure, typically from commercial/industrial to residential, that results in greater density as defined in the Regional Official Plan.

Brownfield means undeveloped or previously developed properties that are abandoned, vacant or underused where redevelopment is complicated by real or perceived environmental contamination. They are usually, but not exclusively, former industrial or commercial properties that may be underutilized, derelict or vacant.

CIP Implementation Committee means Council or the designated committee appointed to review applications for financial incentives and make decisions on financial incentives in accordance with the policies of this Plan.

Eligible costs mean costs related to environmental site assessment, environmental remediation, development, redevelopment, construction and reconstruction of lands and buildings for rehabilitation purposes or for the provision of energy efficient uses, buildings, structures, works, improvements or facilities.

Infill means new development on formerly vacant land as defined in the Regional Official Plan.

Intensification means an expansion in the use of an existing structure or structures that serves to increase the density on a site as defined in the Regional Official Plan.

Mixed-use means any combination of commercial uses (retail, personal services, restaurants, etc.), offices, institutional uses, and/or residential uses, if there are commercial uses at grade.

Redevelopment means the wholesale change or conversion of an area, often involving some form of land assembly and/or demolition, which results in significantly higher density than existed previously as defined in the Regional Official Plan.

Region means the Regional Municipality of Waterloo.

Remediated brownfield means a property which contained environmental contamination either in the ground or buildings due to the operational activities of a previous land use, where the extent of the contamination rendered the property vacant, under-utilized, unsafe, unproductive or abandoned, and for which either a Record of Site Condition has been filed or a Site-Specific Risk Assessment has been approved.

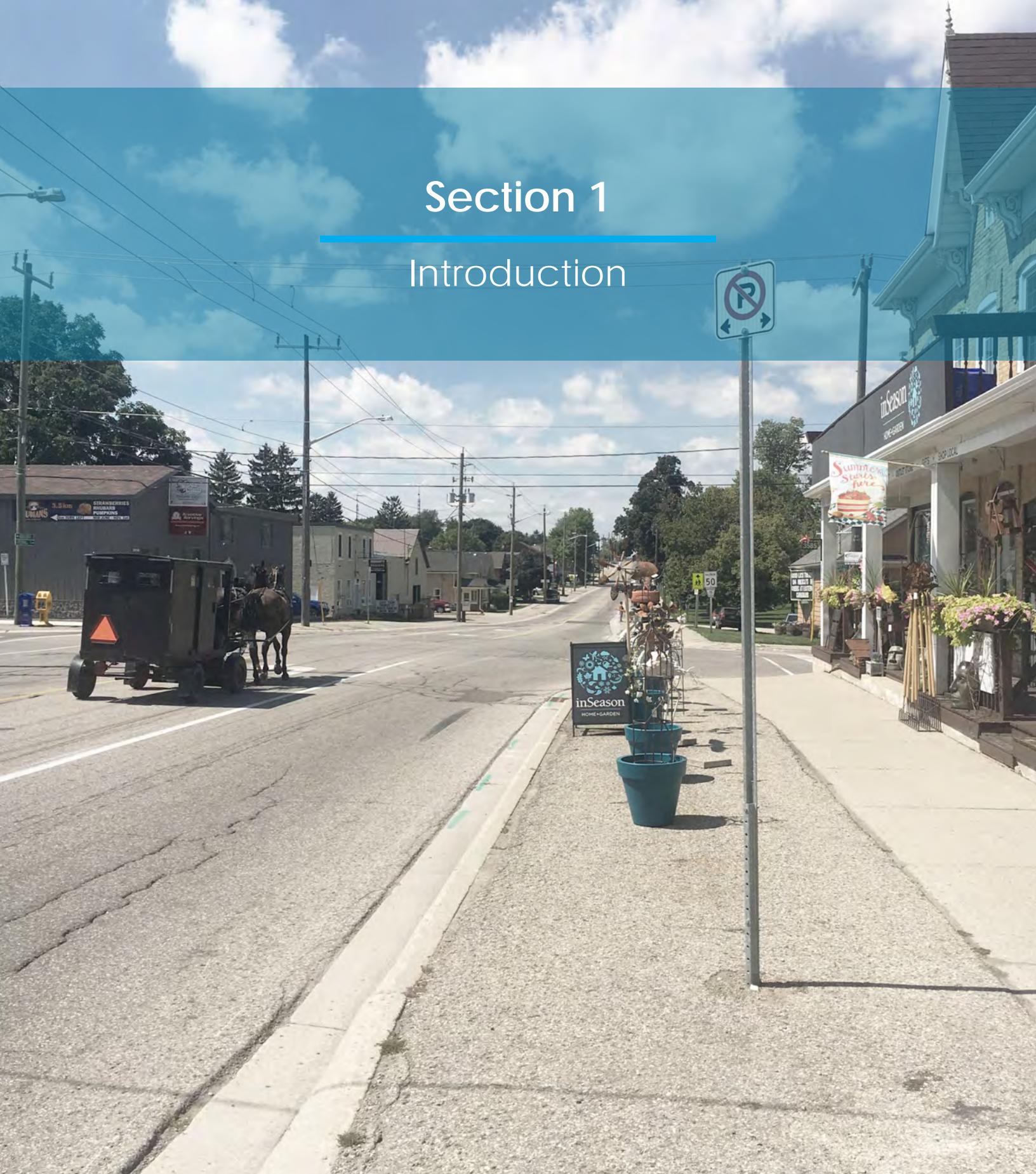
Reurbanization means the infill, intensification, adaptive reuse and/or redevelopment of land as defined in the Regional Official Plan.

Tax Increment means an increase in taxes, which is calculated by subtracting the Municipal portion of property taxes before assessment from the Municipal portion of the property taxes after reassessment. The tax increment does not include any increase/decrease in Municipal taxes due to a general tax increase/decrease or a change in assessment for any other reason.

Township means the Corporation of the Township of Wellesley.

Section 1

Introduction



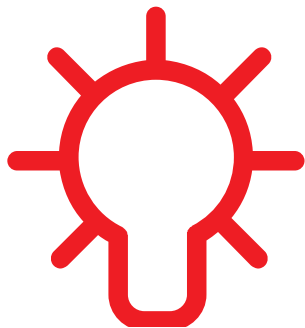
1 Introduction

1.1 What is a Community Improvement Plan (CIP)?

A CIP is a municipal planning tool enabled by the Ontario Planning Act that sets out programs and strategies for improving the built, economic, and social environment in designated areas of a municipality. Many municipalities across Ontario have prepared CIPs to achieve important community goals, such as:

- Facilitating and coordinating the transition of neighbourhoods and areas;
- Stimulating economic growth and development;
- Assisting property owners with repair, rehabilitation, and redevelopment projects; and
- Raising awareness of local needs and priorities.

Under Section 106 of the Municipal Act, municipalities are prohibited from directly or indirectly assisting local businesses by giving or lending money. However, having a CIP in place allows a local government to assist financially with improvements to private properties. This CIP will therefore allow the Township of Wellesley to stimulate local investment through the Financial Incentive Programs identified in Section 6.



A CIP is a plan or framework that sets out tools and strategies for improving the built, economic, and social environment in a designated area of a municipality.

1.2 The Wellesley Core Areas CIP

In September 2016, the Township of Wellesley initiated the Community Improvement Plan project, with a goal to improve the vitality, regeneration, and economic **prosperity of the Township's** Core Areas. In particular, the following (as designated by the Township Official Plan) were identified as important urban and rural Core Areas that would benefit from community improvement planning tools:

- The **'Urban Growth Centre'** designation of Wellesley and the **'Settlement Core'** designation of St. Clements, as well as surrounding lands that provide a significant social, cultural, or economic function; and
- **The commercial cores of the Township's** Service Settlements (i.e., Crosshill, Hawkesville, Heidelberg, Linwood, and Wallenstein), which provide an economic role in supporting the **Region's Countryside**.

These areas have therefore been identified as **'Core Area** Community Improvement Project Areas' (**CIPAs**) for the purpose of this CIP. A set of Township Initiatives and Financial Incentive Programs have also been created which are intended to improve the following in the Core Areas CIPAs:

- Land uses and the Built Environment;
- Views and Streetscapes;
- Trails, Parks, and Recreational Facilities;
- Heritage Resources; and
- Parking.

1.3 Authority

The Planning Act is the primary piece of legislation that provides for the preparation of CIPs. Specifically, Section 28 of the Planning Act sets out:

- Types of projects/activities/works that are considered “community improvement”, which can include the redevelopment, rehabilitation, or other improvements to residential, commercial, industrial, and public buildings, structures, or facilities;
- A community improvement planning process whereby a municipality must first identify and adopt by by-law a designated “Community Improvement Project Area”, after which a “Community Improvement Plan” may be prepared and adopted by a municipal Council. However, this may **only be done where there are enabling policies in the municipality’s Official Plan (which is the case in the Township of Wellesley – as discussed in Section 2.1)**;
- Tools that can be implemented once a municipal Council adopts a “Community Improvement Plan”, which include grants or loans to owners and tenants (with written consent of the owner) of land and buildings within the community improvement project area; and
- Eligible costs for which a municipality can provide such grants or loans, and may include costs related to development/ redevelopment or construction/ reconstruction projects for rehabilitation purposes or for the provision of energy efficient improvements.

In addition to the Planning Act, several other legislative documents provide the authority for municipalities to implement tools to assist with community improvement, including the Ontario Municipal Act. For additional information on any of the provisions for community improvement planning, the reader should refer to the legislation identified above. It is also noted that a more detailed discussion of the legislative authority is provided in the Phase One Options Report (January 2017), which was prepared as background to this CIP, as discussed in Section 2.1.

1.4 Contents

The Township of Wellesley Core Areas CIP contains the following sections:

- A glossary of related terms and definitions is provided to assist the reader in the interpretation of this CIP.
- Section 2 presents the basis for the CIP, including a summary of the planning context and input from community and stakeholder consultation;
- Section 3 sets out the Goals and Objectives of the Core Areas CIP;
- Section 4 identifies the designated Core Areas Community Improvement Project Areas (CIPA);
- Section 5 outlines a set of improvement projects that may be initiated by the Township;
- Section 6 provides information about Financial Incentive Programs that may be available to eligible businesses in the Core Areas CIPA;
- Section 7 presents Design Guidelines to which applications for financial incentives should conform;
- Section 8 outlines administrative details regarding how the Core Areas CIP will be implemented;
- Section 9 identifies marketing options for the Township to promote the Core Areas CIP; and
- Section 10 provides a strategy for the annual monitoring of the Core Area CIP.

Section 2

Basis for CIP



2 Basis of the CIP

2.1 Enabling Official Plan Policies

Waterloo Regional Official Plan

The Waterloo Regional Official Plan (ROP) is a guiding document for the Region that directs growth and change throughout the Region for the next 20 years. It implements both the Provincial Policy Statement, as well as the Growth Plan for the Greater Golden Horseshoe. The ROP directs most future growth and reurbanization to the “Township Urban Area” of Wellesley. It also recognizes the economic role of “Rural Settlement Areas” **in supporting the Region’s Countryside.**

The following is a summary of policies from the ROP that enable the Township of Wellesley to prepare a CIP:

- Section 2.G.9: Area Municipalities will establish policies in their official plans and, where appropriate, Community Improvement Plans and other implementation tools that promote the development of previously developed land, such as brownfield sites and greyfield sites located throughout the Urban Area and Township Urban Areas.
- Section 10.B.8: The Region may provide grants, loans or other assistance as Regional Council deems appropriate for the purposes of carrying out programs as described in Area Municipal Community Improvement Plans.

The Wellesley Core Areas CIP is consistent with Section 2.G.9 of the ROP in that it is promoting the vitality and regeneration of previously developed land. Section 10.B.8 also enables the Region to participate in the financial incentives of the Core Areas CIP.

Township of Wellesley Official Plan

In 2013, Township Council updated its Official Plan to bring it into conformity with the current ROP, the Provincial Policy Statement, and the Growth Plan for the Greater Golden Horseshoe. The Township Official **Plan identifies a Planned Township Structure, which is consistent with the Region’s Planned** Community Structure and includes

The Township’s Official Plan has policies in place (as required by the Planning Act) that enable the creation of a CIP for the Township of Wellesley. The policies are flexible and allow the Township CIP to address a wide range of physical, economic, and social needs and opportunities throughout the Township, as appropriate. The following is a review of these policies.

Section 1.6 identifies the following goal for community improvement:

- To promote the implementation of community improvement by way of the maintenance, rehabilitation, and redevelopment of the physical environment in a coordinated and fiscally prudent manner while having regard to improvements to the economic potential and social environment

Section 5.1.2 sets out a flexible set of criteria for designating a Community Improvement Project Area in the Township, which must have one or more of the following characteristics:

- The presence of conflicting land uses;
- The presence of buildings in need of renovation, rehabilitation, improvement, or replacement;
- Deficiencies in terms of open spaces, parks, community facilities or landscaping;
- A significant deterioration of infrastructure; and/or
- Deficiencies in terms of flood protection.

Further, Section 5.1.3 of the Official Plan states that once a Community Improvement Project Areas is designated, the Township Council may:

- Acquire land within the Community Improvement Project Area and clear, grade or otherwise prepare the land for community improvement;
- Construct, repair, rehabilitate or improve buildings on land that has been acquired by Council;
- Sell, lease or otherwise dispose of land that has been acquired by Council;
- Provide grants or loans to property and building owners within the Community Improvement Project Area;
- Enforce by-laws and policies dealing with property maintenance; and
- Encourage the private sector and the public to become involved with initiatives in Community Improvement Project Areas.

The Wellesley Core Areas CIP has been prepared in accordance with these community improvement planning policies.

2.2 Background and Options Discussion Paper

In January 2017, a Phase One Options Report was prepared as part of the development of the Wellesley Core Areas CIP. The report provided:

- A legislative review (summarizing Section 28 of the Planning Act and other relevant legislation);
- A review of the local planning policy framework (including Provincial, Regional, and Township planning documents along with the Growth Plan for the Greater Golden Horseshow);
- A discussion of other key documents, which provide the context for the CIP (including strategic planning documents);
- A study area analysis (focusing on existing conditions, critical needs, and opportunities for **improvement in the Township's key areas of economic activity**); and
- A summary of findings from community consultation events.

The report also presented options with respect to:

- Community Improvement Project Areas;
- Financial Incentive Programs;
- Township Initiatives;
- Community Improvement Concepts; and
- Implementation Options

These options were presented to Township Council on January 31, 2017, and during a Stakeholder Workshop on February 21, 2017 to obtain feedback on those that should be carried forward in the development of this CIP.

The Phase One Options Report serves as a key basis for the Wellesley Core Areas CIP. It should be referred to for a detailed discussion of the issues and options considered during the preparation of this CIP. The report can be viewed on the Township of Wellesley website.

2.3 Community and Stakeholder Consultation

Community and Stakeholder input has been an important basis in the creation of this CIP. Several consultation events and initiatives have been undertaken throughout the CIP project, in order to inform the creation of programs. A chronology of these events is presented in table 1, and a summary of input obtained in Phase One is provided in the Phase One Options Report.

Table 1 - Chronology of Community and Stakeholder Consultation

Phases of the CIP	Community and Stakeholder Consultation
Phase One Background Review, Community Consultation and Communication	<ul style="list-style-type: none"> • <u>September 2016</u>: Start of the project; • <u>October 2016</u>: A Project Newsletter was sent out to inform the public about the CIP; • <u>October 25, 2016</u>: a first Stakeholder Workshop was held to discuss issues and needs regarding improvements to private and public property; • <u>October 26, 2016</u>: a first Public Information Session was held to discuss issues, needs and priorities for improvement in the Township of Wellesley; and • <u>January 2017</u>: The Phase One Options Report was finalized and made available to stakeholders and members of the public for review and comment.
Phase Two Identifying Options and Recommendations for a CIP	<ul style="list-style-type: none"> • <u>January 31, 2017</u>: a first Council Presentation was delivered to obtain input on the set of options in the Phase One Options Report; • <u>February 21, 2017</u>: a second Stakeholder Workshop was held to obtain input on the set of options in the Phase One Options Report; and • <u>April 2017</u>: Recommended CIP programs were identified based on input from Council and Stakeholders, and a draft version of the CIP was prepared.
Phase Three Preparation of a CIP and Concept Plan	<ul style="list-style-type: none"> • <u>April 19 and April 20, 2017</u>: two public Open Houses were held (one in Wellesley and one in St. Clements) to present the draft version of the CIP, and to discuss the recommended CIP programs; • <u>April 2017</u>: based on public input, a final version of the CIP outlining recommended CIP programs and implementation details was prepared. This version of the CIP was provided to the Ministry of Municipal Affairs and Housing for information and review; and • <u>May 23, 2017</u>: Following the 20-day statutory requirement, a Statutory Public Meeting was held to obtain input on the final version of the CIP.

The Phase One consultation events provided community insight on local economic development and planning needs, issues, and options to be addressed by a CIP. The Phase Two consultation events allowed Stakeholders to provide comments on the proposed Wellesley Core Areas CIP programs. The Phase Three consultation events enabled the community to give inputs on the recommended CIP programs and the CIP itself prior to adoption by Township Council.

Section 3

Goals and Objectives for Community Improvement



3 Goals and Objectives for Community Improvement

3.1 Overview

Goals and Objectives for community improvement have been identified to provide general direction on the purpose and intent of the Core Areas CIP and to guide implementation of programs. To be eligible for financial incentives offered through the CIP, an improvement project must support the goals and objectives set out below. For each of the goals and objectives, measures have also been identified (Section 9) for monitoring the effectiveness of this Plan.

3.2 Goals and Objectives

As previously noted, the Township of Wellesley has determined that its CIP should focus on vitality, regeneration, and economic prosperity of the **Township's** urban and rural Core Areas. Furthermore, the **Township's** Strategic Plan (2012) identified the following objective regarding the need for revitalization and the development of a CIP:

“To explore ways of creating vibrant communities to attract and maintain local business and housing opportunities.”



As such three main goals, along with associated measurable objectives, have been identified for the Township of Wellesley Core Areas CIP:

1 Attract and Retain People and Businesses in the Core Areas.

- Increase the number of business enterprise start-ups and expansions;
- Retain and support existing businesses;
- Attract tourism to the Township;
- Reduce the number of vacant, under-utilized, or non-performing buildings and properties;
- Increase the number and type of residential units within the **Township's Core Areas**; and
- **Increase and diversify the Township's overall tax base and revenues.**

2 Restore and beautify Core Areas.

- Implement aesthetic improvements to private property such as improvements to façades, signage, and landscapes;
- Implement functional improvements to public and private property, such as structural repairs to buildings and improvements to parking, infrastructure and accessibility; and
- Apply dedicated Township funds and resources for improvements to community facilities, streetscapes, and public spaces/the public realm.

3 Protect and enhance the heritage features and distinctive character of Core Areas.

- Assist with the conservation of cultural heritage resources and landscapes;
- Prioritize **improvement projects that recognize and enhance the Township's natural and cultural heritage resources as a significant community asset**;
- Introduce a set of Façade and Design Guidelines to enhance existing community character;
- Implement signage to promote Wellesley and contribute to a unique visitor experience; and
- Ensure that all community improvement projects are implemented in a manner that is **consistent with the Township's vision and goals for urban design.**

Section 4

Designated Community Improvement Areas



4 Designated Community Improvement Project Areas

4.1 Overview

In accordance with the Planning Act, the Wellesley Core Areas CIP designates certain areas of the Township as Community Improvement Project Areas (CIPAs), for:

- Implementing Municipal Programs (as described in Section 5), subject to the availability of municipal resources; and
- Providing Financial Incentive Programs (as described in Section 6) to eligible applicants.

To achieve the goals and objectives of this CIP, two CIPAs have been identified, as shown in table 2 and described in the following sections. By identifying the two CIPAs, the Township intends to phase improvements based on priority. The Primary Core Areas CIPA would be the focus of the CIP for the first years of implementation. Once, the CIP is being successfully implemented in the Primary Core Areas CIPA, some or all of the programs in the CIP could then be made available in the Secondary Core Areas CIPA.

Table 2 - Community Improvement Project Areas

Community Improvement Project Areas	
Primary Core Areas CIPA	<ul style="list-style-type: none">• The Wellesley Core Area designation (per the Township Official Plan) and surrounding lands; and• The St. Clements Core Area designation (per the Township Official Plan) and surrounding lands.
Secondary Core Areas CIPA	<ul style="list-style-type: none">• Core commercial areas in the Township's Rural Service Settlements.

As discussed in Section 6 of this CIP, Financial Incentive Programs may be available to registered owners, assessed owners, and tenants (with written consent of the owner) of lands and buildings located within the CIPAs, subject to several eligibility criteria.

As discussed in Section 8, Township Council and the CIP Implementation Committee will identify in an annual Implementation Plan which of the Financial Incentive Programs may be available in the CIPAs.

4.2 Primary Core Areas CIPA

The Primary CIPA includes the Core Areas of Wellesley and St. Clements, as well as surrounding lands that provide a significant social, cultural, or economic function to the Township. Specifically, the Primary Core Areas CIPA includes the following:

- **Wellesley's 'Urban Growth Centre' land use designation;**
- **St. Clements' 'Settlement Core' land use designation;**
- **The Wellesley and St. Clements' Community Centres;**
- Other important community assets for Wellesley such as the Wellesley Pond and residential properties that back onto the pond as well as additional lands along the river valley;
- Other important community assets for St. Clements such as the Public Library, Church, and school; and
- Important linear corridors (i.e. Nafziger Road, Lobsinger Line and Herrgott Road).

These areas have been included because they are existing built-up areas and the largest settlement areas in the Township of Wellesley with the greatest concentration of commercial uses. Wellesley and St. Clements have reurbanization potential as they could be enhanced and improved through the development, redevelopment, and revitalization of private property. Furthermore, the Waterloo Regional Official Plan (ROP) directs most future growth and reurbanization to Wellesley, and recognizes the **economic role of St. Clements in supporting the Region's Countryside**.

As the Primary Core Areas CIPA, Wellesley and St. Clements will be prioritized in terms of the implementation of Township Initiatives and the availability of financial incentives.

The Primary CIPA is identified in Appendix A of this CIP. In addition, Section 6.2 of this CIP should be consulted for an explanation of the types of uses within the Secondary CIPA that will be eligible for financial incentives.

4.3 Secondary Core Areas CIPA

The Secondary Core Areas CIPA includes the core commercial areas of the **Township's** Service Settlements, which include:

- Crosshill;
- Hawkesville;
- Heidelberg;
- Linwood; and
- Wallenstein.

In some cases, these Core Areas include only a small number or cluster of commercial businesses; however, they have been included because they **provide an economic role in supporting the Region's Countryside**.

As the Secondary Core Areas CIPA, Service Settlements will not be prioritized in terms of the availability of Township Initiatives or Financial Incentives until significant improvements have been realized in the Primary CIPAs.

The Secondary Core Areas CIPA is identified in Appendix B, which provides the Official Plan Schedules for Service Settlements. In addition, Section 6.2 of this CIP should be consulted for an explanation of the types of uses within the Secondary CIPA that will be eligible for financial incentives.

The image is a full-page background photograph of a park. A paved path leads from the foreground into the distance, flanked by green grass and large, leafy trees. To the right of the path, there is a calm pond. In the background, some residential houses and a clear blue sky with light clouds are visible. The top portion of the image is partially covered by a dark teal overlay where the text is located.

Section 5

Township Initiated Programs

5 Township Initiated Programs

5.1 Overview

The following Township Initiated Programs have been identified as a means for the Township to participate in community improvement. While Financial Incentive Programs are dependent upon private sector participation for results, Township Initiated Programs use municipal resources, such as staff time and funds, to provide proactive and visible leadership in achieving the objectives of the CIP.

The Township may engage in any of the initiatives outlined below as part of implementation of the CIP, **subject to the Township's** capital budget and the availability of resources. The Township Initiated Programs are listed in order of priority (high-priority to low-priority). However, by identifying the programs below, the Township is in no way committed to implementing them during the life of this CIP.

5.2 Community Improvement Concepts

Potential Community Improvement Concept Plans have been prepared for Primary CIPAs and are shown in Appendix C. These Concepts Plans provide a visual rendering of where and how some of the following Municipal Programs could be implemented. They are based on ideas, observations, and comments collected through document review, site analysis, stakeholder, and public consultation. They are meant to complement the description of Municipal Programs below, and serve as a starting point for improvements that may be implemented by the Township.

5.3 Strategy for Regional Participation in the CIP

As discussed in Section 2.1, there are Regional and local Official Plan policies that allow the Region of Waterloo to participate financially in the Wellesley Core Areas CIP. Therefore, the Township and the Region are offering the Brownfield Financial Incentive Program Joint Tax Increment Grant (TIG) to provide financial assistance to eligible applicants to offset the costs of remediating brownfield sites within the Community Improvement Project Areas. The goals of the Joint TIG are consistent with Provincial legislation and the strategic direction of the Region of Waterloo. The Joint TIG also supports and promotes the brownfield redevelopment goals of the Township of Wellesley Official Plan.

The Township and Region could also develop a Strategy for Regional Participation in other financial incentives outlined in Section 6.0. A Working Committee made up of Township and Region staff could be organized to discuss options/develop a strategy for the Region's participation, including:

- **The Region's goals**, objectives, and policy framework for participation in local CIP programs;
- Options for Region participation in certain Financial Incentives offered through the Plan; and
- Parameters for participation, such as the review/approval of applications, and agreement execution.

5.4 Identification/Targeting of Priority Sites

The Township may identify 'Priority Sites' based on a set of criteria established in Section 6.4 of this Plan. **'Priority Sites' will represent** properties that are key priorities for reurbanization. Priority Sites may be identified by Township Council on an annual basis or at the term of Council and may be updated or revised at any time at the sole discretion of Township Council.

By identifying Priority Sites, the Township may provide increased grant values to successful applicants, as outlined in Section 6.5 to 6.12 of this CIP. The Township may also implement specific measures to target and market the site. Priority sites may also be identified following the submission of an application for financial incentives by an eligible applicant, where the proposed community improvement project is deemed to have significant public benefit and will meet multiple objectives of this CIP.

The Township may also consider entering into partnerships with landowners of Priority Sites, which would involve strategic arrangements formed in order to cooperate and coordinate on development/redevelopment projects and advance mutual interests.

5.5 Public Realm and Streetscape Improvement Strategy

To improve and enhance the consistency of streetscape and public realm design within the core areas, the Township could invest in improvements to downtown public amenities and public spaces, and promote a design that is generally consistent with the community identity. More specifically, the Township could create a Public Realm and Streetscape Improvement Strategy that will address items such as:

- Traffic Calming Measures;
- Key Intersection Improvements and Cross walks;
- Streetscape, sidewalk, and boulevard treatments;
- Street furnishings (i.e., lampposts, street signage, benches, planters, garbage bins);
- Public art installations; and
- Tree planting and planting beds.

These improvements could help to attract more businesses and visitors to the area and will help to make the Township of Wellesley a more inviting and attractive community. Many of these improvements are identified in the Community Improvement Concepts provided in Appendix C, which may be used as guidance by the Township.

It should be noted that a long-term, phased strategy will be required for the Township to implement this initiative. Change will not happen overnight, but rather small, short-term improvements are desirable and necessary in addition to larger, long-term improvements to meet the overall objectives of this CIP.

Implementation will also require a coordinated effort among many participants, and can only be achieved through a combination of public sector (Township) and private sector (property and business owner) efforts. Both the public and private sectors have important and interconnected roles to play, and therefore must communicate and coordinate their efforts and actions.

5.6 Gateway and Signage Improvements

In addition to the Public Realm and Streetscape Improvement Strategy, the Township could invest in gateway features and signage improvements which would help promote **Wellesley's brand and image**. Coordinated Township signage and wayfinding and local mapping could be developed as part of this initiative to highlight destinations, including significant cultural resources, entertainment options, and opportunities for buying local.

5.7 Parking Improvements

To improve the availability of parking in Wellesley and St. Clements in particular, the Township could optimize existing on and off-street parking in the following ways:

- Public parking spaces in the Wellesley lot could be optimized by properly delineating parking spaces and/or revising the configuration of the parking lot to add a few additional parking spaces;
- On-street parking spaces in Wellesley and St. Clements could be marked/delineated and signage/wayfinding could be implemented; and
- The Township could evaluate the possibility of a time limit (or re-evaluate the current time limit) to on-street parking to promote turnovers.

Following these short-term improvements, if the availability of parking is still a concern, the Township could undertake a more detailed parking study involving public and stakeholder consultations, a review of the existing Township parking standards and industry standards, as well as site-specific parking utilization surveys at peak/off-peak times.

5.8 Master Heritage Plan Study

To protect heritage resources within the Township of Wellesley (as a whole), the Township could undertake a Master Heritage Plan Study to research and identify tangible and intangible heritage resources. **This study would help determine an ‘action plan’ of future potential heritage activities that** would benefit the conservation of heritage resources in the community and expand the cultural economy. Specifically, **the ‘action plan’** could include:

- Identifying **an overall vision and approach to conserving the Township’s heritage resources;**
- Recommendations for identifying, evaluating and conserving heritage resources;
- Identifying priority actions for the Township to undertake in conserving heritage resources;
- Identifying built heritage resources to study for listing or designation; and
- Recommendations for the creation of interpretive panels and commemorative plaques for identified heritage buildings, sites, or events of historical significance. Commemoration pieces are **intended to tell the “story” of the communities in creative and interesting ways and should** complement existing heritage elements throughout the core areas.



Section 6

Financial Incentive Programs

6 Financial Incentive Programs

6.1 Overview

Through the Township of Wellesley CIP, the Township may provide financial incentives to eligible applicants within the CIPAs identified in Section 4. The incentive programs are intended to stimulate private investment and physical improvements to private property, where such improvements will result in or contribute to the goals and objectives set out in Section 3.

The following Financial Incentive Programs may be available to eligible owners/tenants of land and buildings in the CIPAs, subject to the availability of resources.

- Planning Application and Building Permit Fee Rebate;
- Design and Study Grant;
- Façade, Signage and Landscape Improvement Grant;
- Building and Accessibility Improvement Grant;
- Parking Optimization Grant;
- Commercial and Affordable Housing Conversion and Expansion Grant;
- Tax Increment Equivalent Grant (TIEG); and
- Brownfield Programs (The Provincial Brownfield Tax Assistant Grant and the Regional Tax Increment Grant Programs).

Detailed information about General Eligibility Criteria (Section 6.2), Availability (Section 6.3), and Program Specific Eligibility Criteria (Sections 6.4 to 6.11) are outlined in the following pages.

6.2 General Eligibility Criteria

To be eligible for any of the Financial Incentive Programs that may be offered by the Township, the following General Eligibility Criteria must be met:

- a) The lands and buildings subject to an application must be located within a CIPA designated by by-law for this CIP. Applicants should refer to Section 4 to determine the CIPA in which a property is located. Township staff should also be contacted to confirm the applicable CIPA.
- b) Only certain types of existing or proposed uses in each of the CIPAs will be eligible for Financial Incentives (in accordance with the uses permitted by the Township Official Plan and Zoning By-law). Unless otherwise stated in the Program Specific Eligibility Criteria (Sections 6.4-6.11), Table 3 below will be used as a guide for determining the eligible uses within each CIPA:

Table 3 - Eligible Uses

CIPA	Eligible Uses (Existing or Proposed)
Primary CIPAs	<ul style="list-style-type: none">• Commercial;• Industrial;• Mixed-use; and• Affordable housing.
Secondary CIPAs	<ul style="list-style-type: none">• Commercial; and• Mixed-use.

- c) All projects must contribute to achieving one or more community improvement goals and objectives (as identified in Section 3).
- d) All projects should generally comply with the applicable design guidelines (in Section 7) and be designed to complement the existing architectural styles and natural settings within and adjacent to the core areas and not overshadow the existing character of the area.
- e) All proposed projects must result in some level of improvement or rehabilitation over the existing conditions and will not simply represent a life cycle replacement.
- f) Unless otherwise specified, registered owners, assessed owners, and tenants (with written consent of the owner) of private land or buildings may be eligible for Financial Incentives.
- g) The total value of all grants provided to an owner/tenant shall in no case exceed the total value of eligible costs associated with the community improvement project.
- h) Unless otherwise specified in the Program Specific Eligibility Criteria (Sections 6.4-6.11), an applicant may be eligible to receive multiple grants, in accordance with the following:
 - i. The total combined value of grants provided to the applicant by the Township for the first approved application shall not exceed \$10,000 per project and/or property, or the total value of eligible costs, whichever is less;
 - ii. For any subsequent applications during the life of the CIP, the total combined value of grants provided to the same applicant shall not exceed \$5,000 per project and/or property, or the total value of eligible costs, whichever is less; and
 - iii. Subsections i) and ii) shall not apply to properties that have been identified as Priority Sites by Township Council.
- i) Financial incentives will not be applied retroactively to works started prior to approval of applications and any application for costs incurred prior to the adoption of this CIP will not be considered eligible.
- j) The property owner must have no outstanding property tax arrears or any other outstanding Township obligation on the subject property at the time of application or during the term of the grant.
- k) Applicants will be required to disclose all other funding sources, including governmental, private, or not-for-profit funding to support the project. These shall be taken into consideration in the review of applications and the value of incentives provided by the Township may be reduced, at the sole discretion of Council.
- l) The proposed works will conform with all applicable policies, standards, and procedures, including (but not limited to) the Official Plan and Zoning By-law, in addition to being subject to a review and the issuance of necessary planning and development approvals and building permits pursuant to the Ontario Building Code and Ontario Regulation 150/06 (i.e., Grand River Conservation Authority Regulated Areas).

In addition to these General Eligibility Criteria, a set of Program Specific Eligibility Criteria (Sections 6.4 to 6.11) must also be met, which are outlined in the description of Financial Incentives.

6.3 Availability

As discussed in Section 4, Primary and Secondary CIPAs have been identified for the Township of Wellesley CIP. The purpose of the Primary and Secondary CIPAs is to:

- a) Respond to unique needs, issues, and opportunities in certain areas of the Township;
- b) Prioritize improvements within the Primary CIPA within the first years of implementation of this Plan; and
- c) Provide funding for improvements in the Secondary CIPA once it has been determined by Council that significant improvements have been realized in the Primary CIPA.

As such, not all CIPAs identified will be eligible for the various Financial Incentive Programs. As outlined in Section 7.2.3 (Administration of Financial Incentives) of this CIP Council will approve an implementation plan on an annual basis, which sets out:

1. Financial Incentive Programs that will be available within each of the CIPAs for that year, if any;
2. A community improvement budget for financial incentives that have been put into effect for that year, if any.

The Township will determine how each of the incentives will be made available in each CIPA. However, at the sole discretion of Township Council, some flexibility may be applied to support the broader goals and objectives of the CIP.

6.4 Priority Sites

Priority Sites may be identified **by the Township as part of the 'Identification and Targeting of Priority Sites' Municipal Program (Section 5.3)**. Priority Sites are specific properties within the Core Areas Community Improvement Project Area that represent Township priorities for reurbanization, and have been identified by Township Council based on one or more of the following criteria:

- a) The site is located within the Core Area of Wellesley or St. Clements (as designated by the Township Official Plan) and is visible from a view corridor or has a significant public view in the opinion of Township staff;
- b) The site is a known brownfield property;
- c) A building on the site has heritage value and the applicant has demonstrated to the satisfaction of the Township that original heritage features are to be restored;
- d) The applicant is proposing exemplary design features to a building;
- e) The site is vacant or underutilized and has potential for significant reurbanization; and/or
- f) The site is subject to a proposal that will help achieve local economic development goals or priorities, as identified by Township Council.

Priority Sites may be identified by Township Council on an annual basis or at the term of Council. They may be updated or revised at any time at the sole discretion of Council.

As identified in the program-specific eligibility criteria in Sections 6.5 to 6.12 of this CIP, properties that are identified as Priority Sites may be eligible for increased grant values. Notwithstanding Section 6.2 h) above, the Township may also identify a maximum value for the total of all grants, loans, and tax assistance provided to Priority Sites

PLANNING APPLICATION AND BUILDING PERMIT FEE REBATE

6.5 Planning Application and Building Permit Fee Rebate

6.5.1 Purpose and Anticipated Benefits

- a) The Planning Application and Building Permit Fee Rebate may be available to eligible property owners and tenants (with written consent from the owner) to offset the planning and building fees required by the Township.

6.5.2 Value of Rebate

- a) Where all eligibility requirements are fulfilled, a Planning Application and Building Permit Fee Rebate may be provided to cover 50% of the eligible fees required by the Township in relation to a proposed project and/or property.
- b) The total value of the grant shall not exceed \$2,500 per project and/or property.
- c) For properties that are identified as Priority Sites under Sections 5.4 and 6.4 of this Plan, the Township may increase the maximum value of the grant to cover 100% of the eligible fees required.

6.5.3 Eligibility Criteria

- a) Properties will be eligible for the Planning Application and Building Permit Fee Rebate if the proposed or existing use is in accordance with the table of eligible uses in Section 6.2 (Table 3).
- b) All other general eligibility criteria in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Planning Application and Building Permit Fee Rebate may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2 (g) and (h).

6.5.4 Eligible Costs

- a) Costs associated with the following may be eligible:
 - i. Planning application fees required by the Township, including minor variances, site plan approval, severances, and zoning by-law and official plan amendments; and
 - ii. Building or demolition permit fees required by the Township.
- b) Costs (i.e., hourly fees) associated with the processing of planning applications will not be eligible.

6.5.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

DESIGN AND STUDY GRANT

6.6 Design and Study Grant

6.6.1 Purpose and Anticipated Benefits

- a) The Design and Study Grant may be available to eligible applicants for the completion of studies, plans, or designs that will investigate the site-specific potential of an improvement project.
- b) This grant is intended to aid with initial background planning and design in support of improvement projects on eligible properties.

6.6.2 Value of Grant

- a) Where all eligibility requirements are fulfilled, a Design and Study Grant may be provided to successful applicants for up to 50% of the total cost to complete eligible studies, plans, or designs (identified below).
- b) The total value of the grant shall not exceed \$2,500 per project and/or property.
- c) For properties that are identified as Priority Sites under Sections 5.4 and 6.4 of this Plan, the Township may increase the maximum value of the grant to \$5,000 per project and/or property.

6.6.3 Eligibility Criteria

- a) Properties will be eligible for the Design and Study Grant if the proposed or potential use being investigated is in accordance with the table of eligible uses in Section 6.2 (Table 3).
- b) All general eligibility criteria set out in Section 6.2 of this CIP must be met.
- c) The studies, plans, or designs must provide new site-specific information in support of a potential improvement project.
- d) Applicants receiving the Design and Study Grant may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2 (g) and (h).

6.6.4 Eligible Costs

- a) The cost to complete any of the following types of studies, plans, or designs may be eligible for the Design and Study Grant:
 - i. Concept plans;
 - ii. Structural analysis;
 - iii. Traffic Impact Assessments;
 - iv. Site plan drawings;
 - v. Environmental studies;
 - vi. Other site-specific studies or plans which may be required by the Township at the time of pre-consultation or site plan approval and as approved by the CIP Implementation Committee; and
 - vii. Any combination of the above.
- b) Eligible studies, plans, or designs must be completed by licensed and/or qualified professionals as deemed by the Township.

DESIGN AND STUDY GRANT

- c) The applicant must provide at least two quotes for the completion of the subject studies, plans, or designs at the time of a financial incentive application, or the applicant must provide an explanation as to why two quotes is not possible.

6.6.5 Payment

- a) All completed studies, plans, or designs must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved study, plan, or design. The grant will be paid in a lump sum as a reimbursement of costs incurred.
- c) One electronic and one hard copy of the completed studies, plans, or designs shall be submitted to the Township for its review and retention.
- d) All completed studies will become the shared property of the Township and the successful applicant.

FAÇADE, SIGNAGE, AND LANDSCAPE IMPROVEMENT GRANT

6.7 Façade, Signage, and Landscape Improvement Grant

6.7.1 Purpose and Anticipated Benefits

- a) The Façade, Signage, and Landscape Improvement Grant may be available to eligible applicants to **assist with the financing of improvements to an existing building's façade** or signage, or to assist with other eligible improvements to private property (i.e., landscaping).
- b) This grant is intended to promote aesthetic and functional improvements to buildings and properties, which otherwise may not occur due to cost premiums associated with these improvements.

6.7.2 Value of Grant

- a) Where all eligibility requirements are fulfilled, a Façade, Signage, and Landscape Improvement Grant may be provided for up to 50% of the eligible costs of façade, signage, and/or property improvements, or any combination thereof.
- b) The total value of the grant shall not exceed \$5,000 per project and/or property. The Township may increase the maximum value of the grant to \$10,000 per project and/or property when one or more of the following criteria are met:
 - i. A building has multiple storefronts or street addresses or is on a corner lot, where façade improvements are proposed on both frontages; or
 - ii. A property has been identified as a Priority Site under Sections 5.4 and 6.4 of this Plan.

6.7.3 Eligibility Criteria

- a) Properties will be eligible for the Façade, Signage, and Landscape Improvement Grant if the existing or proposed use is in accordance with the table of eligible uses in Section 6.2 (Table 3).
- b) All general eligibility criteria set out in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Façade, Signage, and Landscape Improvement Grant may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2 (g).

6.7.4 Eligible Costs

- a) For a [Façade Improvement Project](#), improvements to the main façade of buildings are eligible.
- b) Façade improvements to a side and/or rear wall may also be eligible where the subject building or property is located adjacent to or is visible from core areas view corridors, or has a façade with a significant public view in the opinion of the Township.
- c) Eligible costs include the following:
 - i. Restoration or replacement of exterior building treatments, such as brickwork/cladding/siding;
 - ii. Restoration or replacement of cornices, eaves, and parapets;
 - iii. Restoration or replacement of windows, doors, and awnings;
 - iv. Restoration or replacement of exterior lighting;
 - v. Exterior painting;

FAÇADE, SIGNAGE, AND LANDSCAPE IMPROVEMENT GRANT

- vi. Chemical or other façade cleaning;
 - vii. Redesign of storefront or entrance modifications, including provisions to improve accessibility; and
 - viii. Such other similar improvements and repairs that may be necessary to improve the appearance of a building façade exterior.
- d) Façade restoration of the existing materials is preferred over replacement of materials and/or parts for historic buildings. Where roof lines are visible from the street or public spaces, consideration for authentic materials to be used for repair or restoration of roof and chimneys of historic buildings.
- e) For a [Signage Improvement Project](#), improvements to/replacement of the main storefront sign of buildings are eligible. Where a side and/or rear wall sign is visible from a public street or public space, or fronts onto a laneway or parking lot, improvements to these signs may also be eligible.
- f) For a [Landscape Improvement Project](#), improvements to the front yard of properties are eligible. Eligible costs include the following:
- i. Addition of landscaping features (plants/green space, including sod, trees, vegetation, etc.);
 - ii. Addition of permanent landscaping elements such as fencing, benches, planters, and lighting;
 - iii. Addition of walkways; and
 - iv. Such other similar improvements and repairs that may be necessary to improve a property.
- g) For Façade, Signage, and Landscape Improvement, the services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs, subject to the following:
- i. A grant for such services has not already been provided to the applicant through the Design and Study Grant (Section 6.6 of this CIP); and
 - ii. The maximum amount of a grant for such services shall not exceed 15% of the grant.

6.7.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

BUILDING AND ACCESSIBILITY IMPROVEMENT GRANT

6.8 Building and Accessibility Grant

6.8.1 Purpose and Anticipated Benefits

- a) The Building and Accessibility Improvement Grant may be available to eligible applicants to assist with improvements to existing buildings, such as the removal of barriers to increase accessibility for people with disabilities.
- b) This grant is intended to support improvements to private property to meet the current Building Code and Ontario's accessibility laws and standards in order to provide for safe and usable eligible uses.

6.8.2 Value of Grant

- a) Where all eligibility requirements are fulfilled, a Building and Accessibility Improvement Grant may be provided for up to 50% of the eligible costs of building and/or accessibility improvements.
- b) The total value of the grant shall not exceed \$2,500 per project and/or property.
- c) For properties that are identified as Priority Sites under Sections 5.4 and 6.4 of this Plan, the Township may increase the maximum value of the grant to \$7,500 per project and/or property.

6.8.3 Eligibility Criteria

- a) Properties will be eligible for the Building and Accessibility Improvement Grant if the proposed or potential use being investigated is in accordance with the table of eligible uses in Section 6.2 (Table 3).
- b) All general eligibility criteria set out in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Building and Accessibility Improvement Grant may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2 (g).

6.8.4 Eligible Costs

- a) For a [Building Improvement Project](#), improvements to the front, rear, and side of building(s) is eligible. Eligible costs include the following:
 - i. Structural repairs to walls, ceilings, floors, and foundations;
 - ii. Interior restoration and design;
 - iii. Repair/replacement/installation of building infrastructure, such as roofing, windows, and doors;
 - iv. Repair/replacement/installation of plumbing, electrical, HVAC, and fire protection systems;
 - v. Weatherproofing; and
 - vi. Any other improvements that may bring a building up to code or address health and safety concerns, as approved by the Township.

BUILDING AND ACCESSIBILITY IMPROVEMENT GRANT

- b) For an [Accessibility Improvement Project](#), improvements to the front, rear, and side of building(s) is eligible. Eligible costs include the following:
 - i. Installation of ramps, elevators, lifts, and/or automatic door openers; and
 - ii. Any other improvements that may bring a building up to code, address health and safety concerns, or improve accessibility and removal of barriers, as approved by the Township.
- h) The services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs, subject to the following:
 - i. A grant for such services has not already been provided to the applicant through the Design and Study Grant (Section 6.6 of this CIP); and
 - ii. The maximum amount of a grant for such services shall not exceed 15% of the grant.

6.8.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

PARKING OPTIMIZATION GRANT

6.9 Parking Optimization Grant

6.9.1 Purpose and Anticipated Benefits

- a) The Parking Optimization Grant may be available to eligible applicants to assist property owners and tenants (with consent of the owner) with improvements to private property, which will optimize the amount and quality of off-street parking.
- b) This grant is intended to encourage the creation of new private parking spaces with the CIPAs.

6.9.2 Value of Grant

- a) Where all eligibility requirements are fulfilled, a Parking Optimization Grant may be provided for up to 50% of the eligible costs of improvements.
- b) The total value of the grant shall not exceed \$2,500 per project and/or property.
- c) For properties that are identified as Priority Sites under Sections 5.4 and 6.4 of this Plan, the Township may increase the maximum value of the grant to \$7,500 per project and/or property.

6.9.3 Eligibility Criteria

- a) Properties will be eligible for the Parking Optimization Grant if the proposed or potential use being investigated is in accordance with the table of eligible uses in Section 6.2 (Table 3).
- b) All general eligibility criteria set out in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Parking Optimization Grant may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2 (g).

6.9.4 Eligible Costs

- a) For a [Bicycle Parking Improvement Project](#), eligible costs include the installation or replacement of new outdoor bicycle parking racks which are publicly accessible and not fully enclosed.
- b) For a [Motorized Vehicle and/or Horse and Buggy Parking Improvement Project](#), eligible costs include the following:
 - i. Improvements to rear or side yard parking areas that result in an increased supply of parking spaces, in accordance with a site plan (as may be required);
 - ii. Repairs, improvements, expansions, repainting and repaving of existing driveways, motor vehicle parking areas, and horse and buggy parking areas provided that the project results in an improvement over the existing condition (i.e., gravel to paved); and
 - iii. Proper signage and markings to clearly designate reserved parking for clients or employees.
- i) The services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs, subject to the following:
 - i. A grant for such services has not already been provided to the applicant through the Design and Study Grant (Section 6.6 of this CIP); and
 - ii. The maximum amount of a grant for such services shall not exceed 15% of the grant.

PARKING OPTIMIZATION GRANT

6.9.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

COMMERCIAL AND AFFORDABLE HOUSING CONVERSION AND EXPANSION GRANT

6.10 Commercial and Affordable Housing Conversion and Expansion Grant

6.10.1 Purpose and Anticipated Benefits

- a) The Commercial and Affordable Housing Conversion and Expansion Grant may be available to eligible property owners and tenants (with consent of the owner) to assist in the small-scale conversion of existing vacant space (or underused space) into new commercial, affordable housing, mixed-use and other eligible uses.
- b) The purpose of this program is to support growing businesses and increase of affordable housing thereby increasing commercial and residential assessments.

6.10.2 Value of Grant

- a) Where general eligibility requirements (Section 6.2) are fulfilled, a Commercial and Affordable Housing Conversion and Expansion Grant may be provided for up to \$20 per square foot of converted or expanded floor space.
- b) The total value of the grant shall not exceed \$7,500 per project and/or property.
- c) For properties that are identified as Priority Sites under Sections 5.4 and 6.4 of this Plan, the Township may increase the maximum value of the grant to \$10,000 per project and/or property.
- d) Applicants receiving the Commercial and Affordable Housing Conversion and Expansion Grant may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2 (g).

6.10.3 Eligibility Criteria

- a) Properties will be eligible for the Commercial and Affordable Housing Conversion and Expansion Grant if the proposed or potential use being investigated is in accordance with the table of eligible uses in Section 6.2 (Table 3).
- b) All general eligibility criteria set out in Section 6.2 of this CIP must be met.
- c) Applicants receiving the Commercial and Affordable Housing Conversion and Expansion Grant may be eligible for additional incentive programs offered through this Plan in accordance with Section 6.2 (g).

6.10.4 Eligible Costs

- a) The Commercial and Affordable Housing Conversion and Expansion Grant may be provided for the construction and renovation costs related to the following types of projects:
 - i. Conversion of non-commercial or vacant building space into new commercial, affordable housing, mixed-use, secondary uses, and other eligible uses;
 - ii. Conversion of upper storey space (whether vacant, office, commercial or other non-residential use) into new affordable housing units;
 - iii. Conversion of existing ground floor commercial space to better suit a new commercial use (e.g., retail to restaurant); and
 - iv. Expansion of existing eligible uses to increase the gross floor area.

COMMERCIAL AND AFFORDABLE HOUSING CONVERSION AND EXPANSION GRANT

- b) The Grant will also apply to the adaptive re-use of derelict structures.
- c) The services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs, subject to the following:
 - i. A grant for such services has not already been provided to the applicant through the Design and Study Grant (Section 6.6 of this CIP); and
 - ii. The maximum amount of a grant for such services shall not exceed 15% of the grant.

6.10.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

TAX INCREMENT EQUIVALENT GRANT

6.11 Tax Increment Equivalent Grant (TIEG)

6.11.1 Purpose and Anticipated Benefits

- a) The TIEG program will provide a grant to eligible property owners, which is equivalent to a percentage of the Township portion of a property tax increment that is incurred because of an improvement project.
- b) The purpose of the TIEG is to stimulate investment by effectively deferring part of the increase in property taxation because of adaptive reuse, building rehabilitation, and retrofit works.

6.11.2 Value of Grant

- a) Where a proposed project satisfies the eligibility requirements, a TIEG may be provided on approved applications as follows:
 - i. Grants will be provided for a period of 5 years.
 - ii. In year one, a grant that is equivalent to 100% of the Township portion of the tax increment may be provided to a property owner.
 - iii. In year two, a grant that is equivalent to 80% of the Township portion of the tax increment may be provided to a property owner.
 - iv. In year three, a grant that is equivalent to 60% of the Township portion of the tax increment may be provided to a property owner.
 - v. In year four, a grant that is equivalent to 40% of the Township portion of the tax increment may be provided to a property owner.
 - vi. In year five, a grant that is equivalent to 20% of the Township portion of the tax increment may be provided to a property owner.
- b) For properties that are identified as Priority Sites under Sections 5.4 and 6.4 of this Plan, the Township may increase the maximum value of the grant as follows:
 - i. In years one and two, a grant that is equivalent to 100% of the Township portion of the tax increment may be provided to a property owner.
 - ii. In years three, four, and five, a grant that is equivalent to 80% of the Township portion of the tax increment may be provided to a property owner.
- c) To determine the suitability of the TIEG, the Township will attempt to estimate the total potential value of the grant prior to submitting an application for the program.
- d) The estimate will consider current assessment value, total anticipated investment, and the potential reassessment based on completing the approved community improvement works.
- e) Applicants should refer to the definition for Tax Increment provided in the Glossary of this CIP to further understand how grant values will be calculated.

6.11.3 Eligibility Criteria

- a) Eligible applicants will only include the registered owner/assessed owner of the subject property. Tenants will not be eligible for the TIEG.

TAX INCREMENT EQUIVALENT GRANT

- b) Only those projects that are anticipated to generate an increase in assessment will be eligible.
- c) Applicants receiving the TIEG will not be eligible for additional incentive programs offered through this Plan.
- d) Properties will be eligible for the TIEG if the proposed use is in accordance with the table of eligible uses in Section 6.2 (Table 3).
- e) The general eligibility criteria set out in Section 6.2 of this CIP also apply.

6.11.4 Eligible Costs

- a) For a TIEG, the following types of costs will be eligible:
 - i. Demolishing buildings;
 - ii. Adaptive reuse, building rehabilitation, and retrofit works;
 - iii. Upgrading on-site infrastructure including water services, sanitary sewers, and storm water management facilities;
 - iv. Constructing/upgrading of any off-site improvement that is required to fulfill any condition of a development/planning approval (including Site Plan Control) for the development, redevelopment, adaptive reuse or rehabilitation of the building and/or property; and
 - v. Such other similar costs that may be necessary for the redevelopment, adaptive reuse or rehabilitation of the building and/or property.
- b) Proposals for new development on vacant properties will not be eligible.

6.11.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) Grants may be provided in accordance with a Grant Agreement made between the Township and the owner(s) upon successful completion of the approved project, to the satisfaction of the Township, and payment of the full reassessed value of Municipal taxes.
- c) If a property is sold, in whole or in part, before the grant period lapses, the original owner is not entitled to receive the remaining grant payments. However, if a Grant Agreement is registered on the title of the subject property (per Section 28(11) of the Planning Act), the new owner may be entitled to receive the remaining grant payments.

PROVINCIAL AND REGIONAL BROWNFIELD PROGRAMS

6.12 Province of Ontario Brownfield Financial Tax Incentive Grant

6.12.1 Purpose and Anticipated Benefits

- a) The Brownfield Financial Tax Incentive Program provides tax assistance to eligible applicants whose properties require environmental remediation and/or risk assessment/management prior to redevelopment, in accordance with the Municipal Act, 2001.
- b) Township property tax assistance is provided by the Township of Wellesley through this grant. This grant also provides the opportunity for education tax assistance through the Brownfield Financial Tax Incentive - a program administered by the Province, which requires a separate application and is subject to approval by the Minister of Finance on a case-by-case basis.
- c) The purpose of the program is to:
 - i. Encourage the remediation and rehabilitation of brownfield sites (where actual contamination has been demonstrated) by providing tax assistance at the beginning of the clean-up process and also during the redevelopment stage. The program will also promote improvement of the physical and environmental condition of private property;
 - ii. Increase the supply of serviced residential and commercial land by redeveloping existing brownfield sites for the purpose of these uses; and
 - iii. Promote infill development on previously undevelopable lands.

6.12.2 Value of Grant

- a) The Brownfield Financial Tax Incentive Program will provide a cancellation of all or part of the Township and education taxes on a brownfield site during the rehabilitation period and development period, as defined in the Municipal Act, 2001.
- b) The value of the Township portion of the tax cancellation will be determined by the Township upon approval of a financial incentive application.
- c) Through the Provincial Brownfield Financial Tax Incentive Program, the Minister of Finance may match property tax assistance for a maximum of three (3) years. An extension prior to the termination of tax assistance may be possible.

6.12.3 Eligibility Criteria

- a) Properties will only be eligible for the Brownfield Financial Tax Incentive Program if:
 - i. The eligible site must be qualified as a brownfield; and
 - ii. A Phase II ESA has been conducted, and additional work and/or remediation are required under the Environmental Protection Act to permit a Record of Site Condition (RSC) for the proposed use to be filed in the Environmental Site Registry.
- b) Eligible applicants will only include the registered owner/assessed owner of the subject property. Tenants will not be eligible for the Brownfield Financial Tax Assistance Program.
- c) An application must be accompanied by, at a minimum, a Phase II ESA prepared by a qualified person (as defined by the Environmental Protection Act) that contains:

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- i. An estimate of the cost of actions that will be required to reduce the concentration of contaminants on, in, or under the property to permit a RSC to be filed in the Environmental Site Registry under Section 168.4 of the Environmental Protection Act; and
 - ii. A work plan and budget for environmental remediation, and/or risk management actions.
- d) All other general eligibility criteria set out in Section 6.2 of this CIP must be met.
- e) Applicants receiving the Brownfield Tax Assistance Grant will be eligible for the TIEG but will not be eligible for any other additional incentive programs offered through this Plan.

6.12.4 Eligible Costs

- a) Eligible costs include the following:
 - i. Environmental Site Assessments (Phase I and II ESAs and Risk Assessment);
 - ii. Environmental remediation activities;
 - iii. Costs of preparing a RSC, including subsequent subsurface characterization work required to support RSC filing;
 - iv. Placing clean fill and grading;
 - v. Installing environmental and/or engineering controls/works as specified in a Risk Assessment completed for the property;
 - vi. Monitoring, maintaining and operating environmental and engineering controls/works; and
 - vii. Environmental insurance premiums.
- b) For all eligible projects, the property shall be improved such that the amount of work undertaken is sufficient to, at minimum, result in an increase in the assessed value of the property.

6.12.5 Payment

- a) All completed projects must comply with the description as provided in the grant application form.
- b) The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

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6.13 Township of Wellesley and Region of Waterloo Brownfield Financial Incentive Program: Joint Tax Increment Grant (TIG)

6.13.1 Program Description

- a) The Township of Wellesley and Region of Waterloo Brownfield Financial Incentive Program: Joint Tax Increment Grant (TIG) provides financial assistance to eligible applicants to offset the costs of remediating brownfield sites. Applications require both Township and Regional Council approval.
- b) A TIG is a grant equal to the full amount, or a portion of the amount, that municipal property taxes (Township and Region) increase after a property is reassessed. Calculation of the tax increment will occur only after the property has been reassessed by the Municipal Property Assessment Corporation (MPAC).
- c) The TIG payment will commence in the first year following remediation, redevelopment of the property, and reassessment from MPAC. The tax increment does not include assessment increases/decreases in municipal taxes due to a general tax rate increase/decrease, or a change for any other reason and the TIG does not exempt property owners from Regional or Township taxes owing prior to, during, and after the remediation and redevelopment is completed.
- d) The total amount of the TIG shall not exceed the value of total eligible costs net of any other government financial assistance received by the owner/applicant for the remediation.
- e) Applicants who are approved for a TIG would be required to enter into a legal agreement with the Township and Region. The legal agreement will set out the terms and conditions of payment, obligations of the Township and Region and the property owner(s), and the defaults and remedies.

6.13.2 Eligibility Requirements

- a) To be eligible for the Regional TIG Program, all of the following criteria must be met:
 - i. **The property must meet the definition of a “remediated brownfield”;**
 - ii. The property must be located within the designated Community Improvement Project Area;
 - iii. The applicant must be the registered owner of the site or the assignee of the owner and must demonstrate clear title and responsibility for the land at the time the TIG is approved by Regional Council;
 - iv. The applicant/owner cannot be responsible for causing the on-site contamination that requires remediation;
 - v. The remediation and redevelopment undertaken must result in a minimum increased property reassessment value of \$100,000;
 - vi. The Phase I and Phase II Environmental Site Assessments must be completed by a **“Qualified Person” as defined by Ontario Regulations 153/04 before a TIG application can be submitted;**
 - vii. Redevelopment plans must meet all approved policy and should comply, where feasible and appropriate, with applicable design guidelines
 - viii. The property must not be in tax arrears; and

PROVINCIAL AND REGIONAL BROWNFIELD PROGRAMS

- ix. Applications for the Regional TIG Program must be made prior to the issuance of a building permit(s) for redevelopment.

6.13.3 Eligible Costs

- a) Eligible brownfield remediation costs shall include:

- i. Phase I Environmental Site Assessments;
- ii. Phase II E Environmental Site Assessments;
- iii. Indirect Remediation Costs to a maximum of 10% of eligible brownfield remediation costs. Such indirect costs can include planning fees, legal costs, financing costs associated with remediation, insurance premiums, assessment estimates, and the preparation of Record of Site Condition;
- iv. Environmental remediation work identified in a remediation work plan, excluding work completed prior to 12 months of filing of an application. Remediation work would include, but is not limited to:
 - v. Remedial work plans;
 - vi. Risk assessments;
 - vii. Environmental Rehabilitation;
 - viii. Disposal of contaminated soil;
 - ix. Placing of clean fill and grading; and
 - x. Building demolition related to remediation.
- xi. The applicant must provide estimates, prepared by qualified professionals, of the cost of rehabilitating the property to permit the filing of a Record of Site Condition, the cost of complying with any certificate of property use issued under the Environmental Protection Act, and the cost of any proposed building conversion or rehabilitation proposal, all of which must be prepared by a qualified professional. The Region reserves the right to independently audit the actual costs at the expense of the property owner.

Note that TIGs are not intended to cover redevelopment costs.

6.13.4 Duration of TIG Program

- a) For examples of TIG Calculations and Payouts please refer to the Township of Wellesley and Region of Waterloo Joint Tax Increment Grant Application.
- b) Joint TIG applications require both Township and Regional Council approval before payouts can begin.

Cook's

PHARMACY

PRESCRIPTIONS - AREA WIDE DELIVERY



Section 7

Design Guidelines



7 Design Guidelines

7.1 Purpose

The Township of Wellesley prides itself on its natural and pastoral beauty, unique character and identity, and rich local cultural heritage. Building on these assets, the Urban Design Guidelines (UDG) were prepared as a supporting document to the CIP in order to guide the direction of enhancements to existing building stock, new developments and the built environment. Though primarily directed towards the private sector, these guidelines 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.

These Design Guidelines are meant to help guide architectural, landscape, and general improvements to buildings, properties and streets within the Core Area of the CIPAs and aim to enhance the desired local character and aesthetics of each community. The Design Guidelines are intended to complement and assist with the implementation of financial incentive programs enabled by this CIP as a flexible guide for design and development.

The purpose of the guidelines is to help support well designed projects that are within the CIPAs, small in scale, and pedestrian orientated.

Design Guidelines are:

- **A flexible tool for CIP area design and development. They are not strict “policies” or “regulations” and not mean to restrict design;**
- Wide-ranging, or general, and are recommended to be a target goal for all projects; and
- Suggested guidelines, not a required checklist meant to be applied in all cases.

7.2 Application

The Design Guidelines are intended to be used by all participants involved in the planning and design process which include:

- a) Property owners and developers when planning and designing their projects and developments;
- b) Property and business owners when preparing applications for financial incentive programs available under the CIP;
- c) The Township when:
 - i. Reviewing applications for planning and development approvals;
 - ii. Evaluating applications for financial incentive programs; and
 - iii. Undertaking streetscape improvement projects and other public realm improvement projects throughout the core areas.

The Design Guidelines are meant to provide design guidance, with the understanding that they are to be applied on a **case-by-case basis and are not meant to be a “checklist”**. **While their application is flexible, all new developments and all improvements to existing properties and buildings are to be consistent with all of the design principles. The Design Guidelines are not meant to be read as “policies” or “regulations”, but rather are to be used as a flexible guidance tool during the planning and design process for development and redevelopment of land within the Municipal’s core areas that will be applied in a flexible fashion so as to not restrict creativity in design.**

7.3 Private Property Improvements

Through these UDGs within the context of the CIP, the Township is providing both design guidance and a financial incentive for property owners in order to promote improvements to private properties facing the public street edge (i.e. visually accessible from the public domain). These improvements could include the addition of plantings and landscape elements along the street edge, as well as further definition and possible consolidation of driveway accesses to private properties. The general intent of these initiatives is to further complement the streetscape improvements and other public realm improvements identified creating a well-designed **“meaningful” and more comfortable environment for the local community or visitors/tourists** within the core areas.

7.4 Design Principles

A set of design principles form the foundation of the design guidance in the CIP UDGs. These design principles are meant to be the general, higher level guidance to new developments and property and building improvements, while forming the foundation for the more specific design guidelines outlined for particular elements. The design principles for new developments and improvements to properties and buildings within the CIP are as follows:

1. **Scale:** new developments and improvements to existing buildings that reinforce and complement the existing scale of buildings in terms of building size while maintaining historic views,
2. **Safe and Connected:** new developments and site improvements that are designed to be safely connected with the surrounding community in terms of pedestrian and vehicle linkages, main street linkages, linkages to amenities, and waterfront linkages.
3. **Green:** **new developments and site improvements that are designed to enhance the “greenness”** of the community through landscape additions that complement the natural environment and existing plantings.
4. **Complementary:** new developments and improvements to existing buildings that are designed to complement the existing architectural styles and natural settings within and adjacent to the core areas and not overshadow the existing character of the area.
5. **Character:** new developments and improvements to existing buildings that are designed to be in keeping with the intended character of the particular core area, whether a residential form, commercial form or mixed form of development.
6. **Precedent:** new buildings and improvements to existing buildings that are designed using the best built form and architecture examples within the particular core area as guidance.
7. **Sustainable:** new building and site developments and improvements that are designed to incorporate sustainable practices and initiatives through the design of buildings and the layout of sites.

7.5 Design Guidelines

The following pages provides guidelines for design specific areas of the urban core covered within the Township of Wellesley CIP.

STREETSCAPE GUIDELINES

7.5.1 Streetscape Guidelines

Objective: to create accessible, safe, vibrant, and pedestrian friendly streets.

1. Provide barrier-free building entrances, sidewalks, and crosswalks;
2. Implement crosswalks at key intersections as outlined in the Community Improvement Concepts (Appendix C) to facilitate safe pedestrian crossing;
3. Signage and wayfinding should be similar to the overall theme of the streetscape and architectural character;
4. Streetscape elements - such as site furniture, refuse and recycling containers, newspaper boxes - should be coordinated, clustered, and not impede paths of travel;
5. Existing street trees and planting beds should be retained and maintained where possible;
6. Design all sidewalks to a minimum width of 1.5 metres, preferably 2.0 m;
7. Maintain a uniform walking surface on pedestrian sidewalks. Variations in pavement material and texture should be complimentary to the architecture, uniform in surface to the sidewalk, and may be used to differentiate building entrances from the public right of way. Examples include coloured or stamped concrete and interlocking concrete pavers;
8. Upgrade and maintain existing light fixtures. Use decorative lighting to enhance the streetscape experience;
9. Install and maintain hanging baskets and seasonal planters;
10. Feature public art in permanent or temporary installations; and
11. Create a mural and banner program with local artists where artwork is profiled free of sponsorship logos.



Figure 1 - Streetscape Features in Wellesley (2016)

BUILT ENVIRONMENT GUIDELINES

7.5.2 Built Environment Guidelines

Objective: to develop and enhance the built environment while encouraging pedestrian activity and respecting local character and history.

1. Building heights should be compatible with and not exceed neighboring building heights;
2. Main building entrances should face the street;
3. In the core areas of Wellesley and St. Clements, building façades should be continuous;
4. Spaces between buildings (such as alleyways) should be well lit and the sides of buildings may be considered as signage and mural locations. The aesthetics of building sides can be improved with creative lighting techniques and well-designed finishes and material/colour selection;
5. Front entrances of stores, offices, etc. should permit universal accessibility, including both visual and physical accessibility; and
6. Building frontages should not be visually obscured (per the principles of Crime Prevention Through Environmental Design).



Figure 3 – Vibrant Façade, Wellesley (2016)



Figure 2 – Compatible building heights, Township of Wellesley (2016)



Figure 4 – Universal Accessibility entrance, St. Clements (2016)

FAÇADE IMPROVEMENT GUIDELINES

7.5.3 Façade Improvement Guidelines

Objective: to celebrate local history and respect historic character, provide visual **harmony, create distinctive “districts” within the CIPAs** and create a vibrant and friendly atmosphere for residents and visitors.

1. Existing facades should be repaired, restored, and maintained. Original stonework and brickwork should be preserved wherever possible;
2. Diversity in storefront signage should be encouraged while being in proportion with the building and outside of the pedestrian right of way;
3. Signs hanging perpendicular to the building façade are encouraged;
4. A combination of building signage, awnings, natural shading (trees), sandwich board signage, signage painted on building windows, etc. is encouraged to create vibrancy and interest; and
5. Creative exterior lighting is encouraged to promote vibrant streetscape at night, promote pedestrian traffic and enhance the safety of the pedestrian experience.



Figure 5 – Existing Façades in Wellesley and St. Clements (2016)

PARKING AND DRIVEWAYS GUIDELINES

7.5.4 Parking and Driveways Guidelines

Objective: provide suitable parking and driveway options in the CIP area while reducing traffic speed and visual dominance.

1. New front street parking and driveways are discouraged;
2. Rear yard parking, or encouraging patrons to park in designated parking lots is preferred; and
3. Side yard parking may be considered where site constraints are significant but is discouraged.



Figure 6 – Existing rear yard parking and designated parking lot in Wellesley and St. Clements (2016)

DIRECTIONAL SIGNAGE GUIDELINES

7.5.5 Directional Signage Guidelines

Objective: improve accessibility and wayfinding for both residents and visitors.

1. Sign colour, font colour, font size and style must be legible. Designers should consult local by-laws and provincial regulations for further information and requirements;
2. Signage clarify, visibility and creativity are encouraged;
3. Signs should not be blocked by vegetation;
4. Signage placement should anticipate snow pile up in the winter months and be located to be legible where possible on an annual basis; and
5. Signage style and design should reflect the local character of the community, including local site specific history.



Figure 7 – Directional signage, Wellesley (2016)



Figure 8 – Directional signage, St. Clements (2016)

7.6 The Public Private Domain Partnership

From a design perspective, there is an inseparable interface between the quality and design language of the private properties with the public realm of sidewalks, streetscapes, roads, and connectivity in general, including universal accessibility. The UDG therefore includes some general principles of design to unify the efforts between the public and private domains and key areas where a working partnership is ideal. Urban Design Strategies should include the following objectives:

1. Create a choice of comfortable outdoor spaces for pedestrians for walking, sitting or outdoor eating;
2. Define seating areas day and night with design elements such as ornamental fencing, unique paving and/or lit bollards;
3. Encourage social interactions with face to face seating, and public surveillances of businesses;
4. Create relaxed and shaded outdoor dining spaces for shops and restaurants; and
5. Promote a safe pedestrian experience at all hours with appropriately scaled lighting.

Section 8

Implementation Plan



8 Implementation Plan

8.1 Implementation Period

It is anticipated that the CIP will be implemented over a 10-year period ending December 31, 2027. Council may extend or reduce the implementation period as deemed appropriate or necessary, subject to an amendment to the CIP.

8.2 Administration

8.2.1 Council Roles and Responsibilities

- a) Township Council will appoint a CIP Implementation Committee and assign a Community Improvement Administrator to assist with the implementation of the Wellesley Core Areas CIP.
- b) Township Council will delegate its responsibility for approving or refusing applications for financial incentive programs to the CIP Implementation Committee.
- c) In addition, Township Council will contribute to the overall administration of the CIP (subject to the **Township's priorities and the availability of resources/funding**) as follows:
 - i. Identifying Priority sites, as discussed in Section 5.4 and 6.4 of this Plan;
 - ii. Determining which of the CIP Financial Incentive Programs will be put into effect in any given year during the implementation period, if any;
 - iii. Determining which of the CIP Financial Incentive Programs will be made available within each of the CIPAs for that year, if any; and
 - iv. Identifying (as part of the annual budgeting process) a community improvement budget for financial incentives that have been put into effect for that year, if any, in accordance with Section 8.3 of this CIP.

8.2.2 CIP Implementation Committee

- a) The CIP Implementation Committee will consist of Township staff representatives from the following Departments:
 - i. Planning;
 - ii. Building;
 - iii. Public Works;
 - iv. Recreation; and
 - v. Finance.
- b) A staff person with expertise on site-specific matters may also be consulted to assist with the review and evaluation of applications. The Committee shall also be authorized to retain other qualified professionals as required.
- c) The CIP Implementation Committee will be responsible for:
 - i. Reviewing and evaluating applications for financial incentives;
 - ii. Approving or refusing applications for Financial Incentive Programs (in accordance with Section 8.2.1 b));
 - iii. Marketing the CIP, in accordance with the Marketing Plan set out in Section 9;

- iv. Monitoring the CIP, in accordance with the Monitoring Plan set out in Section 9, and providing annual reports to Council and citizens with respect to the costs and benefits of the CIP;
- v. Making recommendations to Council with respect to:
 - 1. The identification of Priority sites, as discussed in Section 5.4 and 6.4 of this Plan;
 - 2. Financial Incentive Programs to be put into effect in any given year;
 - 3. Financial Incentive Programs to be made available within each of the CIPAs; and
 - 4. Identifying an annual community improvement budget for financial incentives.

8.2.3 Administration of Financial Incentives

- a) The Township may put into effect any number of the financial incentives identified in this Plan during the implementation period, subject to the availability of Township funds and other resources.
- b) Annually, the CIP Implementation Committee may make recommendations to Council with respect to the administration of financial incentives.
- c) Applications for financial incentives may be received on a first come, first served basis to the limit of the available funding for that year. Alternatively, the CIP Implementation Committee may establish an annual/bi-annual deadline for the submission of financial incentive applications and all applications will be received and evaluated in accordance with this deadline.
- d) Applications will be evaluated in a timely manner, in accordance with:
 - i. General eligibility requirements, as outlined in Section 6.2;
 - ii. Program eligibility requirements, as outlined in each of the grant program details (Section 6.4 to 6.11);
 - iii. Application requirements, as outlined in Section 8.4; and
 - iv. A Council approved budget.
- e) In cases where the CIP Implementation Committee refuses an application for financial incentives, all applicants will have the right to appeal the decision to Township Council. If a decision is appealed, a staff report **will be prepared for Council detailing the Committee's decision. The applicant can appear** at Council to detail their appeal.

8.3 Financial Management

- a) As part of the annual Township budgeting exercise, Council will approve a community improvement budget for financial incentives that have been put into effect for that year, if any.
- b) Since applications will be received and evaluated on a first come, first served basis, the provision of any grant incentive shall be to the limit of the available funding for that year.
- c) During the implementation period of this Plan, Council will determine if funding and incentive levels are necessary or warranted to ensure that the CIP functions properly in respect of the goals objectives (as set out in Section 3), target markets (as set out in Section 9.2), **and the Township's financial** circumstances.

8.4 Applying for Incentives

8.4.1 The Application Process

The following is a summary of the process for the submission, evaluation, and approval of Financial Incentive Program applications, *with the exception of applications for the Township of Wellesley and Region of Waterloo Brownfield Financial Incentive Program* (Joint Tax Increment Grant). For the application process and requirements for the Joint TIG, refer to section 8.4.3.

- a) Applicants must meet with one or more members of the CIP Implementation Committee/the CIP Administrator for a pre-consultation meeting, prior to submitting an application, to confirm requirements for a complete application.
- b) Applications must be submitted in accordance with the requirements outlined in Section 8.4.2.
- c) The CIP Implementation Committee will evaluate all applications and supporting materials. Applicants will be notified if their submission is incomplete.
- d) Based on the evaluation of complete applications, a decision will be made with respect to the approval or refusal of an application.
- e) For applications that are approved, a Financial Assistance Agreement will be prepared and executed.
- f) Any program commitments may be cancelled if work does not commence within six months of approval of an application, or if a project is not undertaken or completed in accordance with the Financial Assistance Agreement.
- g) When projects are completed, a statement with supporting invoices and proof of payment shall be submitted to the Township. Following this, the work will be inspected by the Township and, if approved, notice of completion will be issued and the financial assistance will be initiated.
- h) Upon completion of a community improvement project, the Township reserves the right to inspect **any properties/buildings, or to audit final costs at the owner's expense.**
- i) Funding approval will lapse if a notice of completion is not issued within twelve months of the date of execution of the Financial Assistance Agreement.
- j) The CIP Implementation Committee may grant an extension for community improvement works following receipt of a written request by the owner setting out the reasons for the extension and providing a new date of completion.
- k) Should the applicant fall into default of any of the requirements of the incentive program or other requirements established by the Township, incentives may be delayed, reduced, or cancelled. Applicants may be required to repay benefits to the Township.

8.4.2 Application Requirements

Applications for financial incentives offered through the CIP (*excluding the Township of Wellesley and Region of Waterloo Brownfield Financial Incentive Program*) must include:

- a) One (1) copy of a completed and signed application form.
- b) One (1) copy of all supporting documentation, as determined by the CIP Implementation Committee at a pre-consultation meeting, which may include (but is not limited to):
 - i. Good quality photographs of the existing condition of the buildings and property;
 - ii. Past/historical photographs and/or drawings (where available);
 - iii. Specifications of the proposed project, including design drawings prepared by a design professional (if available) or sketches, renderings, and/or elevation drawings illustrating the proposed improvements;

- iv. Two (2) detailed independent contractor estimates for each component of the proposed eligible work, or two estimates covering all the components of the eligible work;
 - v. A statement with respect to how the proposed project meets the overall goals and objectives of the CIP; and
 - vi. Any additional requirements as determined by the CIP Implementation Committee.
- c) The Township is not responsible for any of the costs associated with the preparation of a CIP financial incentive application.

8.4.3 Application Process for the Joint Tax Increment Grant (TIG)

Pre-Application Eligibility Review

Before completing an application form, the property owner is required to contact the Region of Waterloo to arrange for a pre-application meeting prior to starting remediation work. Following the pre-application meeting, the property owner will be provided with an Eligibility Form which must be completed, signed and submitted to the Region of Waterloo. Region and Township staff will review the submitted **information to determine if the site will meet the definition of a 'remediated brownfield.'**

Once Eligibility for the site is determined, the applicant may proceed to submitted a Joint Tax Increment Grant application.

- a) All Joint Tax Increment Grant (TIG) applications shall be submitted to the Region of Waterloo prior **to the issuance of the applicant's first building permit. While TIG applications can be submitted at any** point prior to or during remediation, the cost of any work undertaken more than 12 months prior to a TIG application is not eligible for a TIG. TIG applicants are required to consult with Region and Township staff prior to submitting the application.
- b) TIG applications shall include Phase I and Phase II Environmental Site Assessments and estimates **for the eligible remediation costs, to be completed by a "Qualified Person" as defined by Ontario** Regulation 153/04; a project description and redevelopment plans; a Remedial Work Plan and/or Risk Assessment which includes a work plan and cost estimate **completed by a "Qualified Person" of** the action to be taken to address the contamination; and any other details as may be required to satisfy the Region of Waterloo and the Township of Wellesley with respect to eligible costs and conformity of the project with the Community Improvement Plan. The Region of Waterloo and the Township of Wellesley reserve the right to obtain an independent third party to review the proposed costs, at the expense of the applicant.
- c) The Region of Waterloo and Township of Wellesley staff will review the application. Once deemed to be complete, the application is date stamped to establish the cost eligibility date.
- d) The application is reviewed for eligibility by the Region of Waterloo in consultation with the Township of Wellesley. If the TIG Program eligibility requirements are met, the Region of Waterloo, in consultation with the Township of Wellesley, will determine the estimated annual TIG amount and payment schedule.
- e) Township of Wellesley and Region of Waterloo Councils will consider recommendation reports submitted by their respective staff to approve or refuse their portion of the grant.
- f) All successful TIG applicants will enter into a formal legal agreement with the Township of Wellesley and the Region of Waterloo. The Agreement will specify the terms and conditions of payment, obligations of the property owner(s), and default and remedy specifications. If the applicant does not comply with all conditions of the TIG Program Agreement and other relevant municipal requirements, all financial incentives, assistance and grant provided will be repaid to the Township of Waterloo and Region of Waterloo, with interest, when demanded by the Township of Wellesley and Region of Waterloo.

- g) Upon completion of the site remediation, the applicant files for a Record of Site Condition with the **Ministry of the Environment. The applicant will provide a copy of the Ministry's acknowledgement** and Record of Site Condition to the Region of Waterloo.
- h) The applicant will provide invoices of all eligible costs in relation to site remediation to the Region of Waterloo.
- i) Once the development is complete and the property has been reassessed by MPAC, the applicant will be issued a new tax notice based on the post-improved assessment value. The applicant will submit the reassessed tax notice to the Region of Waterloo.
- j) The actual annual and total TIG payments are established by the Township of Wellesley and Region of Waterloo, and the formal legal Agreement is modified accordingly.
- k) After the property owner has paid the taxes in full for one (1) full year, the Township of Wellesley will confirm that the property is not in tax arrears and that all other requirements of the TIG Program Agreement and Community Improvement Plan have been met.
- l) The Township of Wellesley issues the first annual payment of the TIG to the property owner. The owner continues to pay property taxes for the site at its post-construction assessment value. Annual TIG payments continue until the end of the 10th year or until all eligible costs are reimbursed, whichever occurs first.

Application Requirements

- a) Applications for financial incentives offered through the Joint TIG must include:
 - i. 2 copies of the completed and signed Joint TIG application
 - ii. 1 copy of all supporting documentation as outlined in the Joint TIG application

Section 9

Marketing Plan



9 Marketing Plan

9.1 Overview

The following is meant to be a guide for the Township of Wellesley to market the CIP and promote the programs available during implementation. The Marketing initiatives will help the Township communicate opportunities available by means of the CIP.

9.2 Target Markets

9.2.1 Primary Target Markets

The following have been identified as the primary target markets of the CIP:

- Property owners and operating businesses located within the CIPAs of the Wellesley Core Areas CIP;
- Potential investors in the community; and
- Local realtors.

9.2.2 Secondary Target Markets

In addition to these primary target markets, there may be other secondary marketing considerations that will apply, including (but not limited to):

- Business associations, which can serve as an information source about the CIP and its programs;
- The public; and
- Township Council, who will receive annual reports on program take-up and on-the-ground results.

The messages to be conveyed to each of these markets are outlined in Table 4 below.

Table 4 - Marketing and Communications Messages

Target Market	Marketing / Communication Messages
Property Owners and Operating Businesses in the CIPA	<ul style="list-style-type: none">• The CIP can help finance improvement projects to private property;• The CIP can multiply the value of private investment by up to 50%;• There is an efficient CIP application and approvals process; and• The CIP can help achieve strategic business development goals.
Potential Investors in Community	<ul style="list-style-type: none">• The CIP is just one more way in which the Township of Wellesley is actively encouraging local investment and job growth.
Realtors	<ul style="list-style-type: none">• The CIP enhances the attractiveness of properties in the CIPAs; and• Realtors can help spread the word about the opportunities of the CIP.
Business Associations	<ul style="list-style-type: none">• Business Associations can help spread the word about the opportunities of the CIP, which will benefit their members.
Public	<ul style="list-style-type: none">• The Township is actively encouraging investment and job growth through the CIP, in alignment with its overall economic development goals and strategies.
Council	<ul style="list-style-type: none">• Extent to which the CIP is achieving the goal statement and objectives identified in Section 3; and• Need for changes/revisions to the CIP programs.

9.3 Marketing Materials

The following are communications materials that the Township may develop to promote the CIP and the related opportunities:

- a) **A section on the Township's web site devoted to the CIP, including information on financial incentives the application process;**
- b) An information package that would be sent to both property-owners and tenant businesses in the CIPAs;
- c) Presentations could be tailor made to business associations and other groups to communicate the opportunities available through the CIP;
- d) Information displays could be provided at local community events, conferences, and at municipal buildings, to broadly promote the CIP; and
- e) Annual progress reports could be prepared to outline the success of the CIP over the period of one year and to serve as case studies for future applicants.

The Township may also identify target businesses and properties where improvements would be most desirable, and arrange short visits with owners/managers, to ensure awareness and encourage take-up.

These activities may be undertaken as part of the initial launch of the new CIP program, and repeated annually or every few years as “reminders” of the CIP opportunities.

The background image shows a building with weathered, corrugated metal siding. The siding is a mix of grey and blue-green, with significant rust and peeling paint. There are two windows visible: a smaller one higher up and a larger one lower down. The larger window has a "FOR RENT" sign in the bottom right pane. The sky is visible at the top, with some clouds.

Section 10

Monitoring Plan

10 Monitoring Plan

10.1 Purpose

The purpose of the following monitoring strategy is to:

- a) Track funds provided by the CIP to owners and tenants of land located within the Wellesley Core Areas CIPAs;
- b) Evaluate whether the programs are achieving the goals and objectives set out by the CIP;
- c) Determine whether program adjustments are required; and
- d) Provide the basis for reporting the results of the CIP, and specifically the uptake and success of financial incentive programs, to Township Council.

The Township's monitoring strategy is based on the goals and objectives in Section 3 of this CIP. A set of measures has been identified to assist in determining whether the individual objectives of the CIP are being achieved during the implementation period. The measures are presented in Section 10.3 below.

10.2 On-going Data Collection

Collection of data related to financial incentive applications and proposed/completed projects should be on-going during the implementation of this Plan.

The Township of Wellesley should monitor the following on an on-going basis:

- a) Number of unsuccessful applications; and
- b) Reason(s) for the **application's denial**.

For each approved financial incentive application, the municipality should also monitor the following on an on-going basis:

- a) Approved value of grants, in total and by program;
- b) Timing of completion of the project and payment of the grant;
- c) Property tax assessment after the completion of the project, if relevant; and
- d) **Appearance of the completed project ("after" photos).**

10.3 Measures

Table 5 on the following page provides several measures that may be used as the basis for evaluating whether the individual objectives of the CIP are being met. Each of the measures identified has different implications in terms of what specifically should be collected, how frequently the data should be collected, and how frequently the data should be reported. Additional measures may be identified during the implementation of the CIP.

Table 5 - Measures associated with Goals and Objectives

Goals and Objectives	Measures
1. Attracting and Retaining People and Businesses	
<ul style="list-style-type: none"> • Increase employment opportunities for local residents; 	<p>Number of new jobs to the community that are associated with CIP projects;</p> <p>Number of existing jobs that are reinforced/supported through CIP projects.</p>
<ul style="list-style-type: none"> • Increase the number of business enterprise start-ups and expansions; 	<p>Number of new businesses established within the CIPAs.</p> <p>Sustainability of business after 2nd year of operation.</p>
<ul style="list-style-type: none"> • Retain and support existing businesses; 	<p>Number of expansions to existing businesses in this CIPAs.</p> <p>Sustainability of business two years after receiving incentive program.</p>
<ul style="list-style-type: none"> • Attract tourism to the Township; 	<p>Percentage of increase in visitors based on number of sales completed by businesses and number of sales completed by local tourism attractions compared to before CIP.</p>
<ul style="list-style-type: none"> • Increase the number and type of residential units within the Township's core areas; 	<p>Number of new affordable housing units, and number associated with CIP-type projects.</p>
<ul style="list-style-type: none"> • Reduce the number of vacant, under-utilized or non-performing buildings and properties; 	<p>Number of vacant/under-utilized/non-performing buildings in core areas of the Township and those that have been redeveloped with CIP incentives;</p> <p>Follow up with developers of vacant/under-utilized/non-performing buildings who have used CIP provisions to determine degree of influence of CIP and extent to which it influenced investment decision.</p>
<ul style="list-style-type: none"> • Increase and diversify the Township's overall tax base and revenues. 	<p>Track total commercial and residential assessments associated with CIP improvements, and taxes accruing to the Township.</p>

Goals and Objectives	Measures
2. Revitalize and beautify core areas of the Township according to aesthetic standards	
<ul style="list-style-type: none"> Implement aesthetic improvements to private property such as improvements to façades, signage, and landscapes; 	<p>Visualization of building and property improvements with ‘before’ and ‘after’; documentation for private and public properties.</p> <p>Number of Businesses, Property Owners, and Tenants (where applicable) applying for funding through the CIP.</p>
<ul style="list-style-type: none"> Implement functional improvements to public and private property, such as structural repairs to buildings, improvements to on and off street parking, infrastructure and accessibility improvements; 	<p>Number of Businesses, Property Owners, and Tenants (where applicable) applying for funding through the CIP.</p> <p>Number of functional improvements to properties in the core areas.</p>
<ul style="list-style-type: none"> Apply dedicated Township funds and resources for improvements to community facilities, streetscapes, and public spaces/the public realm; 	<p>Identify target amounts to be allocated each year to Township initiated projects,</p> <p>Demonstrate improvements visually through ‘before’ and ‘after’ documentation.</p>
<ul style="list-style-type: none"> Introduce a set of Façade and Design Guidelines to enhance existing community character; 	<p>Visualization of building and property improvements with ‘before’ and ‘after’; documentation for private and public properties.</p>
<ul style="list-style-type: none"> Implement signage that promotes the Township of Wellesley and contributes to a unique visitor experience; 	<p>Demonstrate improvements visually through ‘before’ and ‘after’ documentation.</p>
<ul style="list-style-type: none"> Ensure that all community improvement projects are implemented in a manner that is consistent with the Township’s vision and goals for urban design. 	<p>Number of CIP-supported projects are consistent with applicable design guidelines.</p> <p>Demonstrate improvements visually through ‘before’ and ‘after’ documentation.</p>
3. Protect and enhance existing distinctive community and heritage features	
<ul style="list-style-type: none"> Assist with the conservation of cultural heritage resources and landscapes; 	<p>Number of CIP-supported projects that involve the restoration of heritage features.</p> <p>Number of properties, both private or public, that are listed or designated as heritage within the CIPAs.</p>
<ul style="list-style-type: none"> Prioritize improvement projects that recognize and enhance the Township’s natural and cultural heritage resources as a significant community asset. 	<p>Number of CIP-supported projects that involve the restoration of heritage features.</p>

10.4 Reporting

An annual report should be prepared to highlight the successes and achievements of the CIP. The report will be presented to Township Council for consideration. The report may recommend adjustments/amendments to the Plan, as discussed below.

10.5 Plan Amendments

As a result of the monitoring and evaluation of the Wellesley Core Areas CIP, amendments to the Plan may be required. The following summarizes when Plan amendments are and are not required:

- a) An amendment to the CIP will not be required to:
 - i. Reduce funding levels for the financial incentive programs;
 - ii. Modify the community concept plans shown in Appendix C; or
 - iii. Discontinue or cancel any of the programs identified.
- b) An amendment will be required to the CIP or implementing By-laws to:
 - i. Extend the implementation period of the CIP;
 - ii. Add any new financial incentive programs;
 - iii. Modify the eligibility criteria related to financial incentive programs offered; and
 - iv. Modify the geographic area (i.e., the CIPAs) to which financial incentive programs apply.

Amendments to this CIP will be passed by Township Council under the Planning Act. The Township of Wellesley will also be required to pre-consult with the Ministry of Municipal Affairs and Housing on any amendments to this CIP.

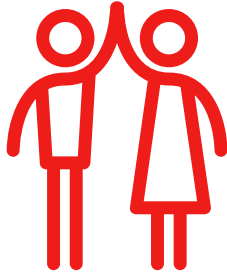
The image shows the front entrance of a house. The door is red with a white frame and a transom window. A colorful floral wreath hangs on the door. The door is flanked by light blue horizontal siding. On either side of the door, there are decorative wrought-iron brackets mounted on the white horizontal siding. Each bracket holds a black lantern-style light fixture at the top and a large, ornate planter at the bottom. The planters contain green foliage and red flowers. A concrete step leads up to the door. A semi-transparent blue rectangular overlay is positioned over the upper half of the door and the surrounding wall. The text "Section 11" is written in white, sans-serif font, centered within the blue overlay. Below it, the word "Conclusion" is also written in white, sans-serif font, centered within the blue overlay. A thin blue horizontal line is positioned just above the word "Conclusion".

Section 11

Conclusion

11 Conclusion

The CIP is a Township-wide planning document that is focused on improving Wellesley's local economic base. Through implementation of this Plan, the Township of Wellesley is demonstrating that it is highly committed to encouraging local investment, revitalization and beautification, and working with property owners and tenants to support economic development.



The Community Improvement Plan will help the Township of Wellesley to build on its strengths and bring vitality, regeneration, and economic prosperity to the community.

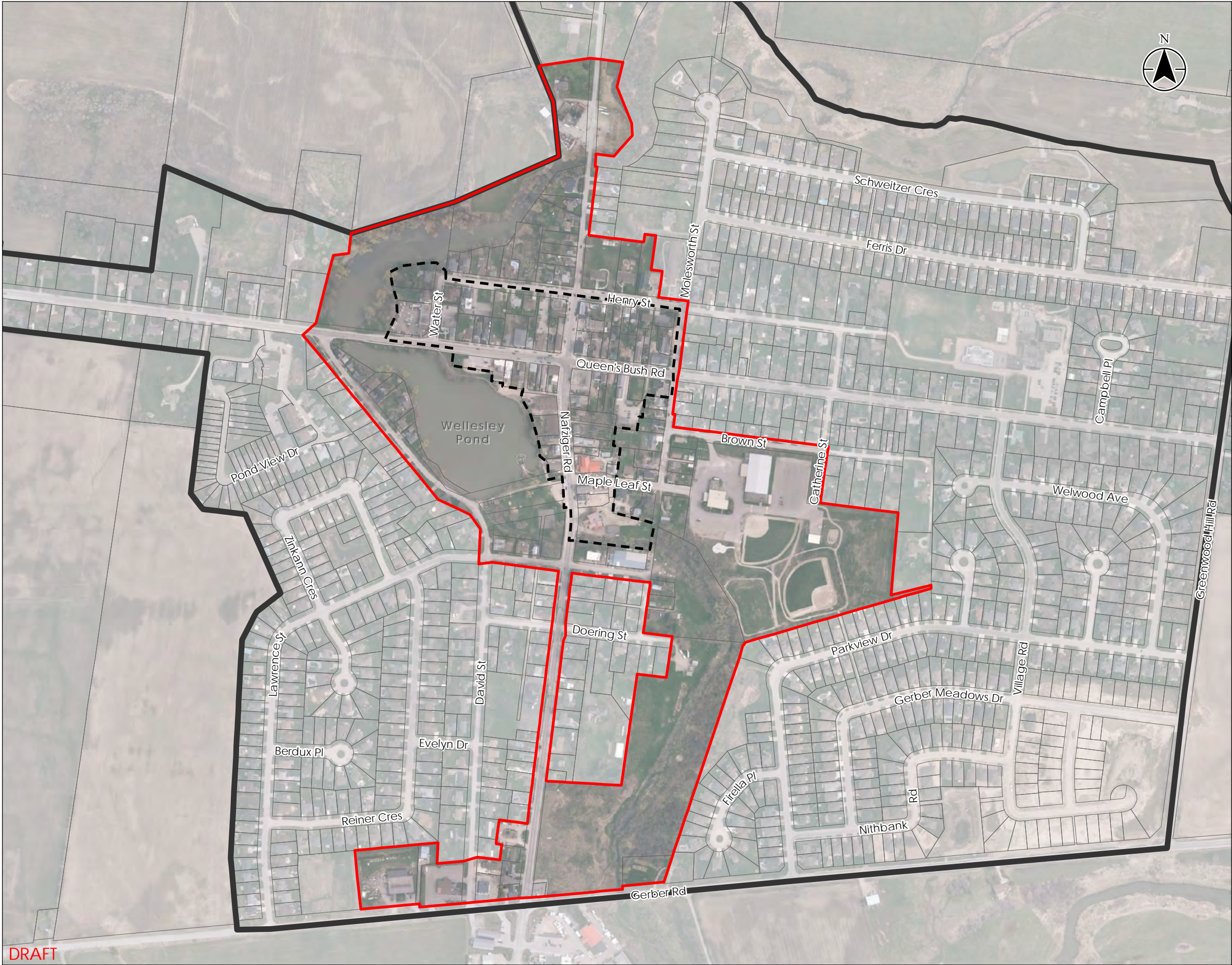
Property owners and tenants who are interested in any of the programs identified in this CIP or who require additional information should contact the Wellesley Core Areas CIP Implementation Committee for more information.

Appendix A

Primary Community Improvement Project Areas



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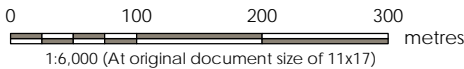


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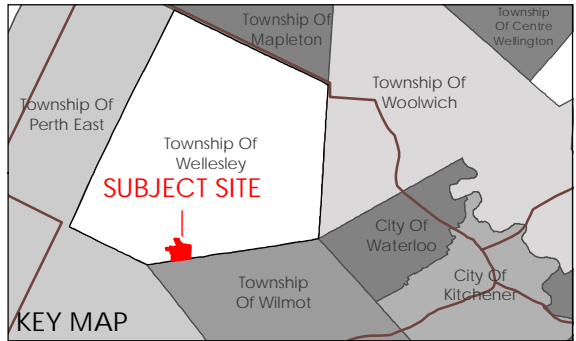
Legend

- Settlement Boundary
- Community Improvement Project Area
- Core Area Designation (Official Plan)
- Property Parcels



Notes

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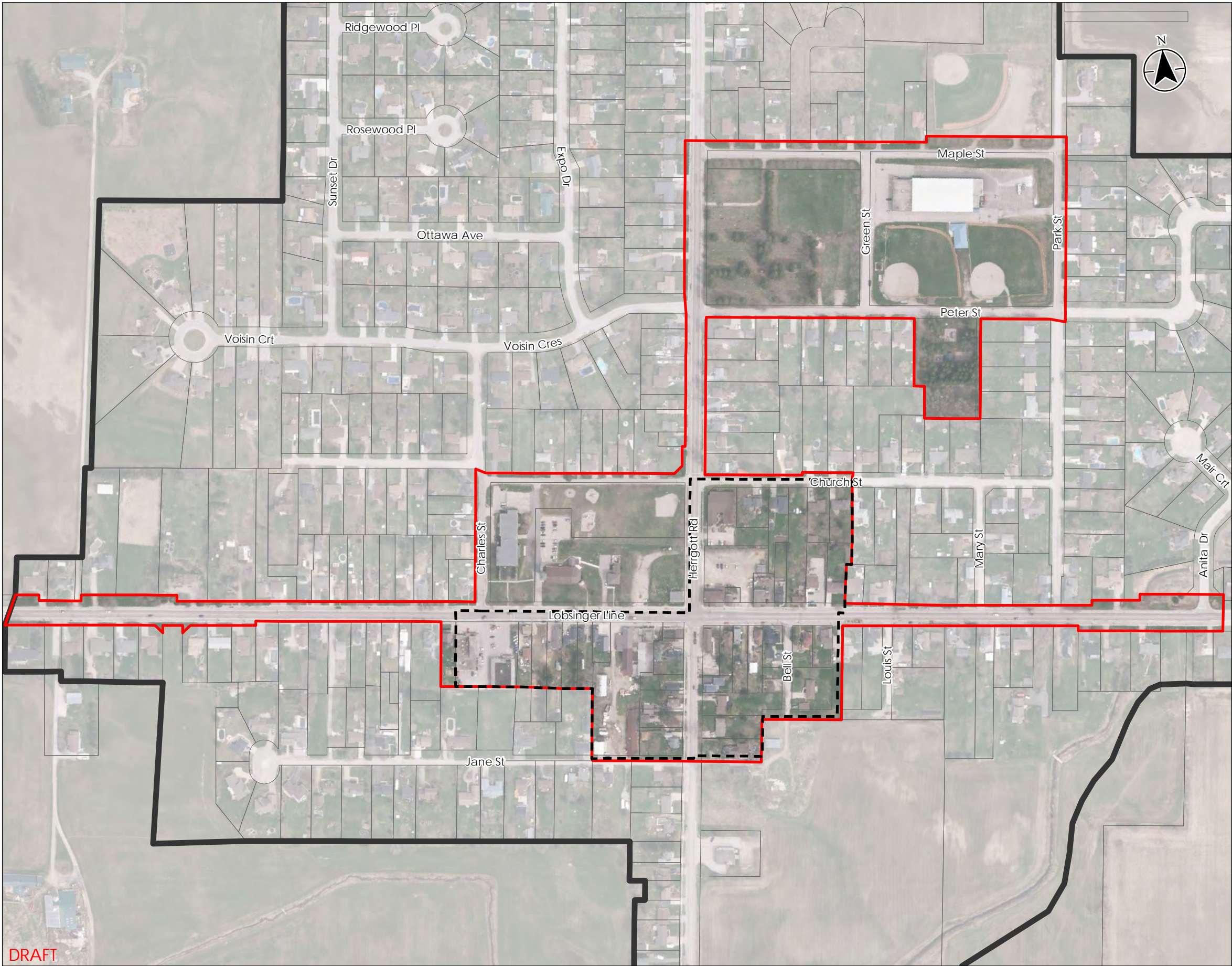


Project Location: Township of Wellesley 161413391 REVA
Prepared by AB on 2017-05-04

Client/Project
TOWNSHIP OF WELLESLEY
COMMUNITY IMPROVEMENT PLAN
WELLESLEY ONTARIO

Figure No.
1 DRAFT

Title
Community Improvement Project Area
Wellesley, ON

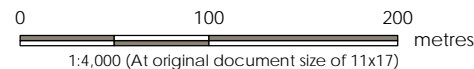


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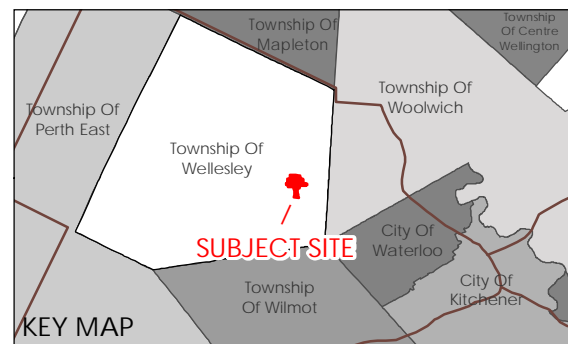
Legend

- Settlement Boundary
- Community Improvement Project Area
- Core Area Designation (Official Plan)
- Property Parcels



Notes

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Project Location
Township of Wellesley

161413391 REVA
Prepared by AB on 2017-05-04

Client/Project
TOWNSHIP OF WELLESLEY
COMMUNITY IMPROVEMENT PLAN
ST. CLEMENTS, ONTARIO

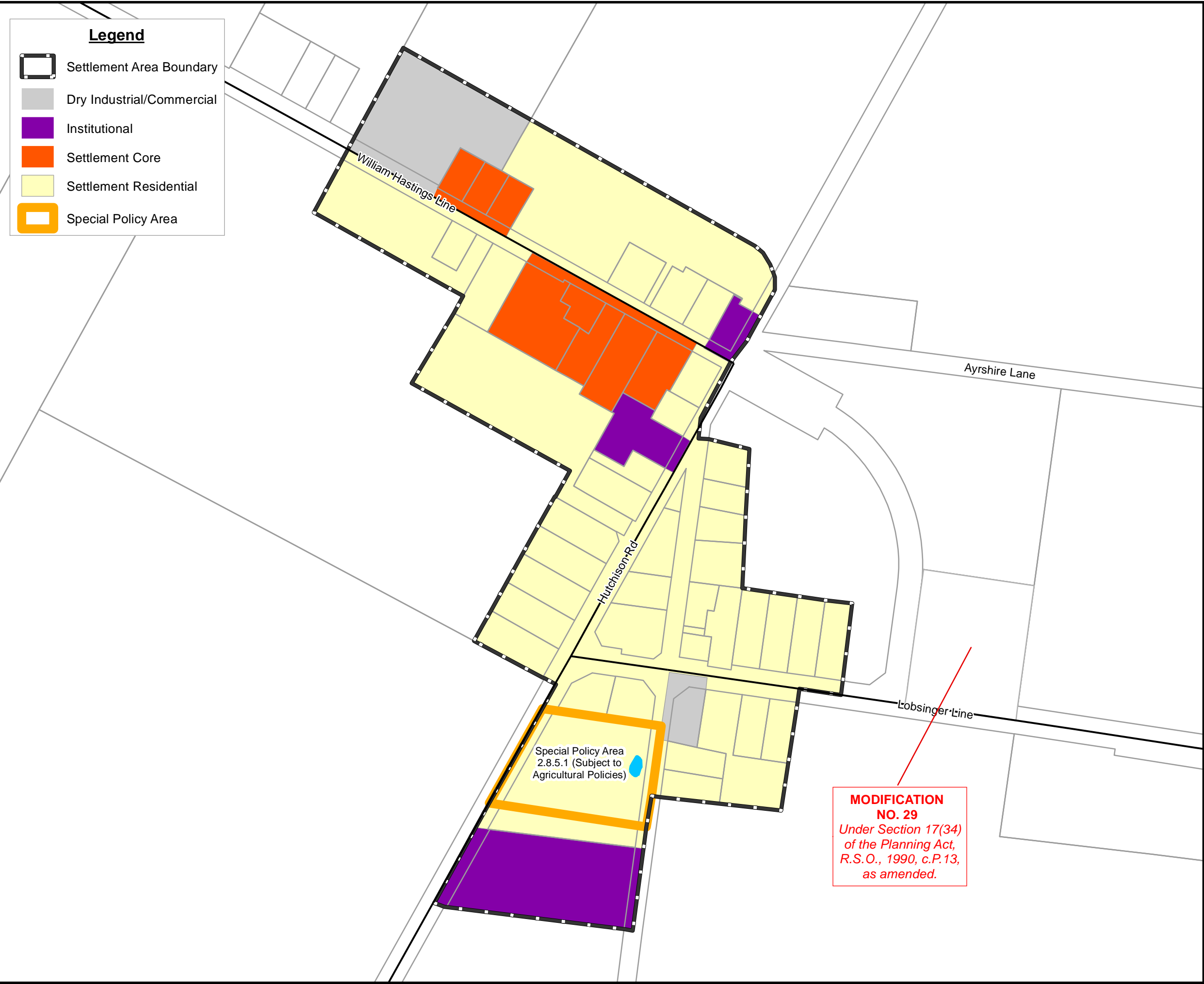
Figure No.
2 DRAFT

Title
Community Improvement Project Area
St. Clements, ON

Appendix B

Secondary Community Improvement Project Areas





Legend

- Settlement Area Boundary
- Dry Industrial/Commercial
- Institutional
- Settlement Core
- Settlement Residential
- Special Policy Area



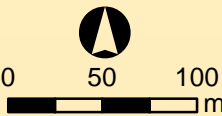
TOWNSHIP
OF
WELLESLEY

OFFICIAL
PLAN

MAP 5.2
CROSSHILL
SETTLEMENT AREA

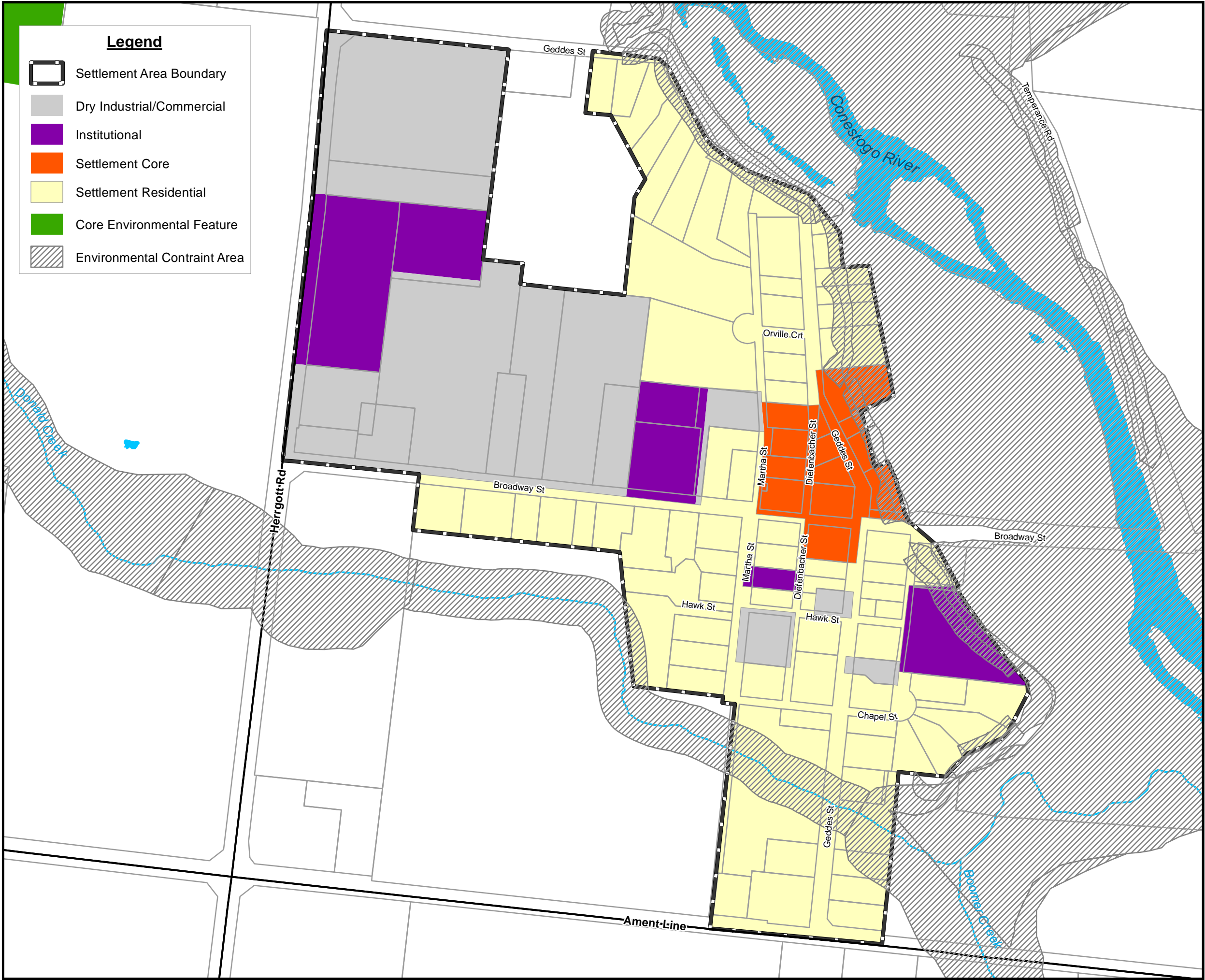
- Regional Road
- River/Creek
- Municipal Boundary
- Parcel Boundary

2015



Note:
This map forms part of the Official Plan of the Township of Wellesley and must be read in conjunction with the other maps and policies of this Plan.

**MODIFICATION
NO. 29**
*Under Section 17(34)
of the Planning Act,
R.S.O., 1990, c.P.13,
as amended.*



Legend

- Settlement Area Boundary
- Dry Industrial/Commercial
- Institutional
- Settlement Core
- Settlement Residential
- Core Environmental Feature
- Environmental Constraint Area



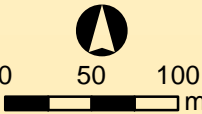
TOWNSHIP
OF
WELLESLEY

OFFICIAL
PLAN

MAP 5.4
HAWKESVILLE
SETTLEMENT AREA

- Regional Road
- River/Creek
- Municipal Boundary
- Parcel Boundary

2015



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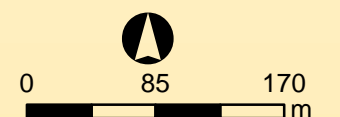
TOWNSHIP OF WELLESLEY

OFFICIAL PLAN

MAP 5.7 LINWOOD SETTLEMENT AREA

- Regional Road
- River/Creek
- Municipal Boundary
- Parcel Boundary

2015



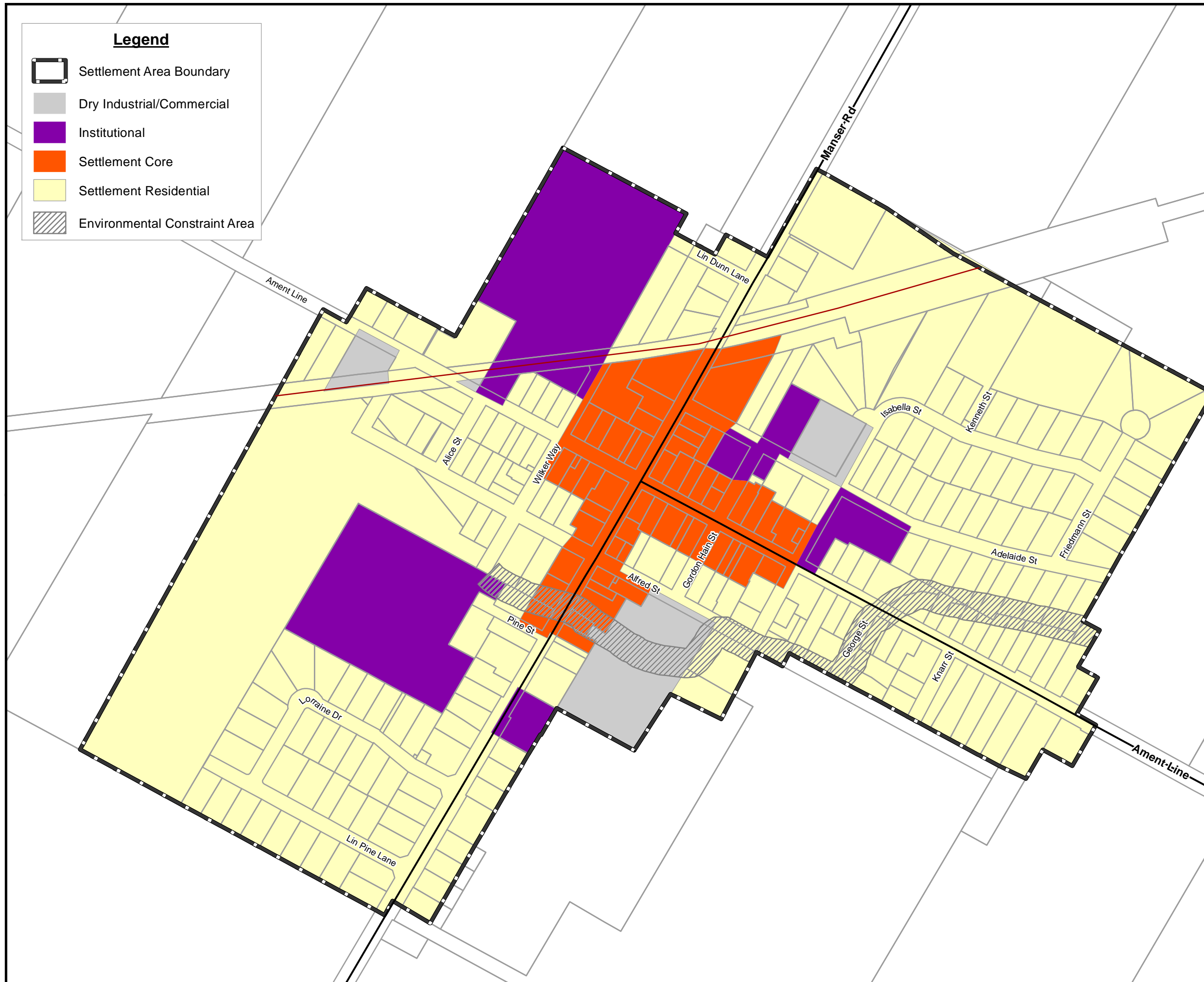
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Information & Technology Services
150 Frederick Street, 5th Floor
Kitchener, Ontario N2G 4J3
© Regional Municipality of Waterloo, 2013.
Township of Wellesley, Ministry of Infrastructure
Author: E. Araujo

Legend

- Settlement Area Boundary
- Dry Industrial/Commercial
- Institutional
- Settlement Core
- Settlement Residential
- Environmental Constraint Area





TOWNSHIP OF WELLESLEY

OFFICIAL PLAN

MAP 5.10 WALLENSTEIN SETTLEMENT AREA

- Regional Road
- River/Creek
- Municipal Boundary
- Parcel Boundary

2015

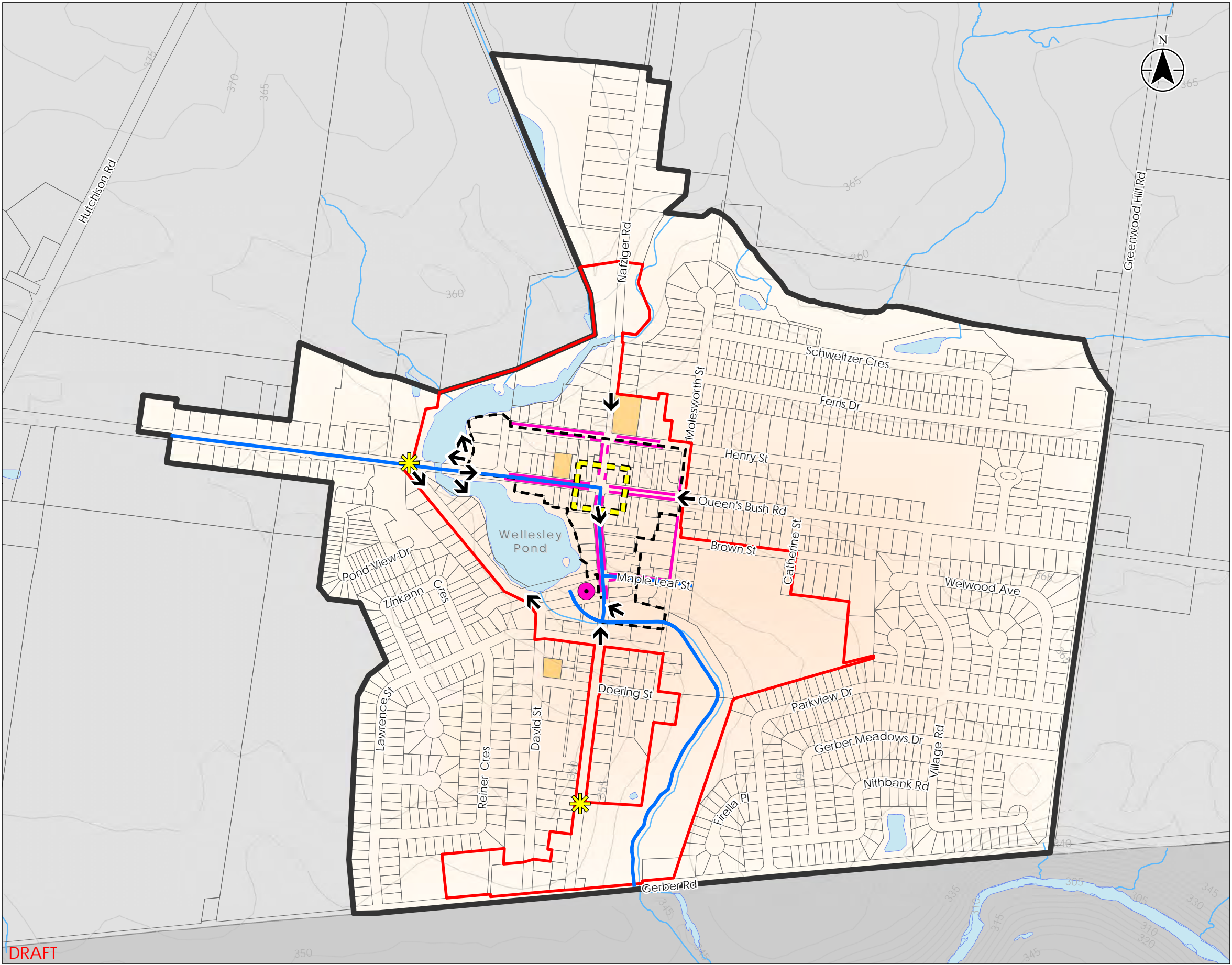
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Note:
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Appendix C

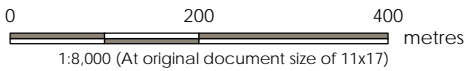
Community Improvement Concept Plans



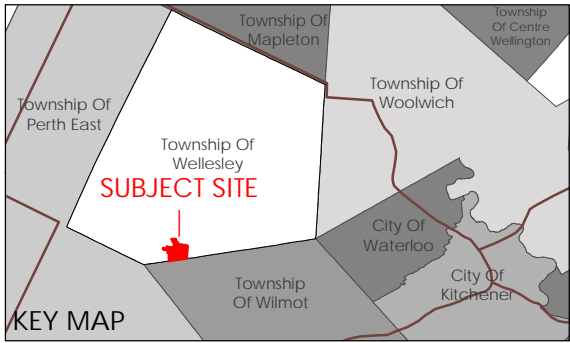


Legend

- Settlement Boundary
- Community Improvement Project Area
- Core Area Designation (Official Plan)
- Property Parcels
- Potential Intersection Improvements
- View Corridor
- Potential Gateways
- Potential Linkage
- Potential Parking Improvements
- Parking Signage and Marking Improvements
- Optimization of Off-Street Parking
- Heritage Interest
- Heritage Designated



- Notes
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 5. Heritage information from Wellesley Township Heritage and Historical Society



Project Location
Township of Wellesley

161413391 REVA
Prepared by AB on 2017-05-04

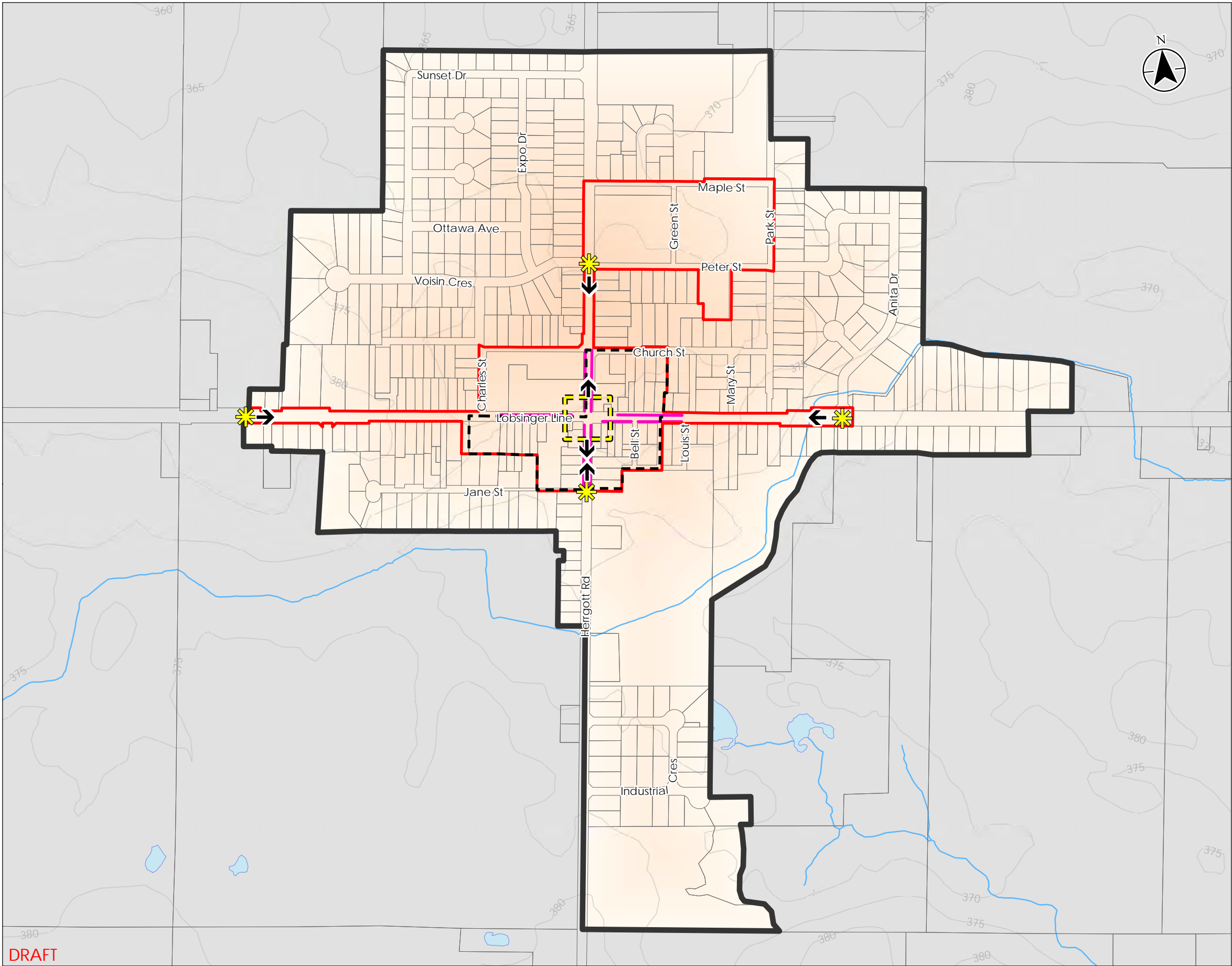
Client/Project
TOWNSHIP OF WELLESLEY
COMMUNITY IMPROVEMENT PLAN
WELLESLEY ONTARIO

Figure No.
3 DRAFT

Title
Community Improvement Concept
Wellesley, ON

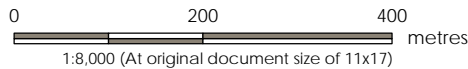
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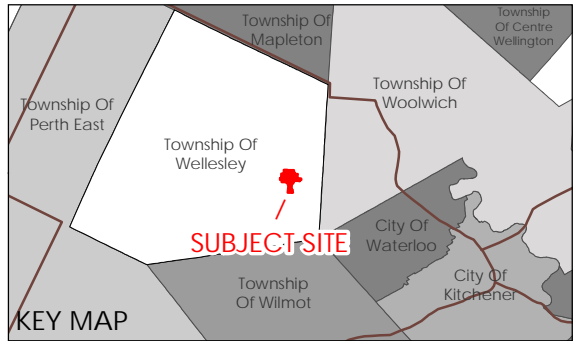


Legend

- Settlement Boundary
- Community Improvement Project Area
- Core Area Designation (Official Plan)
- Property Parcels
- Potential Intersection Improvements
- View Corridor
- Potential Gateways
- Potential Parking Improvements
- Parking Signage and Marking Improvements



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Prepared by AB on 2017-05-04

Client/Project
TOWNSHIP OF WELLESLEY
COMMUNITY IMPROVEMENT PLAN
ST. CLEMENTS, ONTARIO

Figure No.
4 DRAFT

Title
Community Improvement Concept
St. Clements, ON

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