

# Port Colborne Comprehensive CIP

Report 2023-191  
Appendix A

**Statutory Public Meeting  
September 26, 2023**



# Outline

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1. Purpose of Public Meeting
2. Project Update
3. Overview of Comprehensive CIP
4. Revised Community Improvement Project Area (CIPA)
5. Revised Incentive Programs
6. Monitoring Program
7. Marketing Strategy
8. Final Steps

# Purpose of Public Meeting

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- Formal statutory public meeting required under Sections 17 and 28 of *Planning Act* prior to adoption of CIP by Council.
- Provide project update.
- Present a summary of the Final Draft of the New Comprehensive CIP.
- Receive final comments from the public and Council on the Final Draft CIP.

# Project Update

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- CIP Update guided by Staff Project Review Team (PRT).
- CIP Update Presentation to Council and Public Open House/Presentation held Summer of 2022.
- Revisions made to draft incentive programs and CIPA boundaries to incorporate Council and public comments.
- Meetings with PRT to refine incentive programs and CIPAs.
- Prepared Final Draft CIP in consultation with PRT.
- Circulated Final Draft CIP to MMAH/prescribed agencies.
- Positive comments from MMAH, no revisions required.

# Overview of Comprehensive CIP

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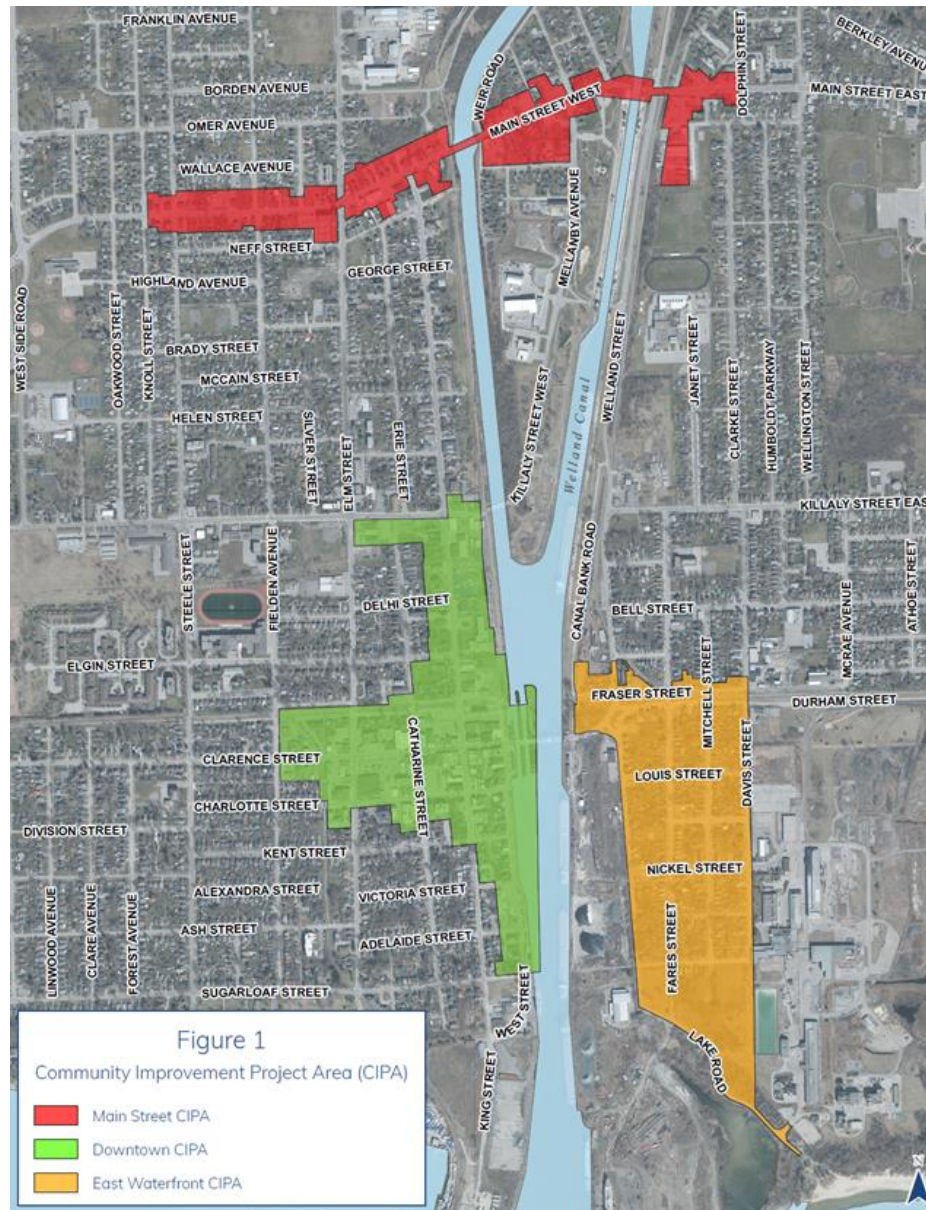
- Consolidated 6 existing CIPs into 1 Comprehensive CIP that dovetails with Region's New Incentives Policy (2021).
- Gateway CIP will remain as a stand alone CIP.
- New Comprehensive CIP enables Council to implement incentive programs, but does not obligate Council to do so.
- Some CIPAs were expanded based on building/property conditions and emerging community improvement needs.
- The New CIP places more emphasis on intensification, brownfields, and affordable rental housing.
- 11 incentive programs spread across 6 CIPs streamlined down into 8 enhanced and strategically targeted programs.
- 2 new incentive programs added to promote affordable rental housing.

# Revised CIPA

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- Walking/driving tour of existing CIPAs and adjacent areas conducted with members of PRT, plus follow up walking tours of specific geographic areas identified for potential inclusion in CIPAs.
- OP designation, zoning, property/building conditions, and business activity reviewed to determine CIPA adjustments.
- The CIPA for Comprehensive CIP is “the entire urban area of the City of Port Colborne, as amended from time to time”.
- This CIPA is divided into 4 sub-areas:
  - 1) Main Street CIPA;
  - 2) Downtown CIPA;
  - 3) East Waterfront CIPA;
  - 4) Brownfield CIPA (entire urban area)

# Revised CIPA



# Revised Incentive Programs

	Program	Description	Eligible CIPA	Eligible Properties/ Projects
1	ESA Grant Program	Grant = 50% of cost of environmental study, max. grant of \$20K per study, 2 studies and \$30K per project.	Urban Area.	All properties.
2	Urban Design Study Grant Program	Grant = 50% of cost of study/ drawings to max. grant of \$2K per project.	Main Street CIPA. Downtown CIPA. East Waterfront CIPA.	All properties.
3	Facade and Property Improvement Grant Program	Grant = 50% of cost of facade improvement to max. grant of \$20K. + up to \$5K for heritage properties. Separate Grant = 50% of side/rear facade improvement works to max. grant of \$5K.	Main Street CIPA. Downtown CIPA. East Waterfront CIPA.	Existing commercial, institutional and mixed use buildings.
4	Residential Grant Program	Grant = 50% of cost of renovations to code, and new residential units, based on \$15 per sq.ft., to max. \$15K per unit, and 5 units per project.	Main Street CIPA. Downtown CIPA. East Waterfront CIPA.	Renovations to code and conversion to residential in mixed use buildings, and new construction on vacant lots (2+ units).



# Revised Incentive Programs

	Program	Description	Eligible CIPA	Eligible Properties/ Projects
5	Affordable Rental Housing Grant Program	Grant = 50% of cost of new affordable rental housing units based on \$15 per sq.ft. to max. grant of \$15K per unit, and 5 units per project.	Urban Area, but priority given to applications in Downtown, Main Street and East Waterfront.	Conversion to residential, added residential units, and new construction on vacant lots (2+ units).
6	Brownfields Tax Assistance Program (TAP)	Cancellation of City property tax increase for up to 5 years. Province can match City.	Urban Area	Must have corresponding Brownfield TIG application.
7	Tax Increment Grant (TIG) Program	Main Street, Downtown and East Waterfront Annual TIG = 80% of City property tax increase for up to 10 years. TIG increases to 100% for affordable rental housing.	Main Street CIPA. Downtown CIPA. East Waterfront CIPA.	Only projects that create a min. assessment value increase of \$500K.
		Brownfield Annual TIG = 100% of City property tax increase for up to 10 years.	Urban Area.	Brownfield TIG capped at remediation costs and reduced by amount of Brownfield DC Grant.

# Revised Incentive Programs

	Program	Description	Eligible CIPA	Eligible Properties/ Projects
8	Development Charge Grant (DCG) Program	Main Street, Downtown and East Waterfront Development DCG = 50% of City DC payable.	Main Street CIPA. Downtown CIPA. East Waterfront CIPA.	Applicant must choose between TIG and DCG.
		Affordable Rental Housing DCG = 100% of City DC payable on affordable rental housing units.	Urban Area.	Applicant must choose between TIG and DCG.
		Brownfield DCG = up to 100% of City DC payable.	Urban Area.	Amount of Brownfield DCG deducted from Brownfield TIG.

# Monitoring Program

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- Specifies information to be monitored for each program.
- Designed to monitor:
  - i. Funds dispersed by program to determine program utilization;
  - ii. Economic impact of projects to determine total ROI, leveraging and program effectiveness;
  - iii. Feedback from applicants on programs.
- Monitoring results will be used to:
  - a) Provide regular monitoring reports to Council;
  - b) Make minor adjustments to incentive program terms and criteria as required; and,
  - c) Provide valuable input into next comprehensive review of the CIP.

# Marketing Strategy

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- Marketing of incentive programs is very important to the overall effectiveness and success of a CIP.
- The Marketing Strategy:
  - ✓ Provides a general guide to proactively and strategically inform, advertise, and market the CIP incentive programs;
  - ✓ Identifies key messages, the target audience, and prime marketing tools to be used;
  - ✓ Should be implemented as soon as possible after Council adopts the CIP; and,
  - ✓ Should be adjusted over time based on the messaging, targeting, and marketing tools that prove most effective.

# Final Steps

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1. Incorporate any CIP revisions directed by Council.
2. Council passes a by-law to designate the new CIPA and a by-law to adopt the new CIP (October).
3. Clerk issues a Notice of Adoption for the CIP (October).
4. 20 day appeal period - if no appeals received, CIP is formally approved at end of 20 day appeal period (November).
5. Implementation of new Comprehensive CIP can commence once CIP is approved.
6. Implementation materials (application form, program guides, legal agreements, etc...) will be produced and staff trained on use of these materials.
7. CIP applications formally approved by Council/Council delegate prior to approval of new CIP will be governed by terms of current applicable CIP. All other CIP applications (pending and new) will be governed by terms of the New CIP.