

**Corporation Of The City Of Quinte West
By-Law Number 24-155**

Being A By-Law To Adopt A Commercial And Tourism Community Improvement Plan For The City Of Quinte West.

WHEREAS the Council of the Corporation of the City of Quinte West has deemed it appropriate to adopt a Community Improvement Plan for the established Community Improvement Project Area, in accordance with Section 28(4) of the *Planning Act*, R.S.O., 1990, as amended, for the purpose of carrying out community improvement through various City programs and financial incentives set forth in a Commercial and Tourism Community Improvement Plan, November 6, 2024;

AND WHEREAS the Council of the Corporation of the City of Quinte West has policies in Section 12.6 of the Official Plan (2024) related to Community Improvement;

AND WHEREAS the Council of the Corporation of the City of Quinte West deems it necessary to now repeal the current Community Improvement Plan approved under By-law 05-28;

AND WHEREAS the Council of the Corporation of the City of Quinte West has fulfilled the requirements of Section 28 of the *Planning Act*, R.S.O., 1990, as amended;

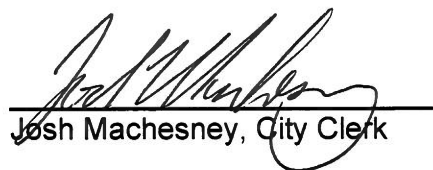
Now Therefore The Council Of The Corporation Of The City Of Quinte West Enacts As Follows:

1. That this By-law shall be entitled the “**Commercial and Tourism Community Improvement Plan**” By-law.
2. That the Commercial and Tourism Community Improvement Plan as set out in Schedule ‘A’ attached hereto, is hereby adopted for the City of Quinte West.
3. That By-law No. 05-28 be repealed in its entirety.
4. This By-law shall come into force and take effect pursuant to the provisions of, and regulations made under, the Planning Act, R.S.O., 1990, C.P. 13, as amended.

Read A First, Second And Third Time And Finally Passed This 11th Day Of December, 2024.



Jim Harrison, Mayor



Josh Machesney, City Clerk



City of Quinte West

Commercial & Tourism Community Improvement Plan

November 2024




Sierra Planning and Management
advice • strategy • implementation

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1 Introduction

1.1 The CIP Project and Process

The Quinte West Commercial and Tourism Community Improvement Plan (CIP) is a five-year Plan, prepared on behalf of the Corporation of the City of Quinte West (hereafter referred to as 'the City'), and enabled under Section 28 of the Planning Act. This document comprises the CIP and herein establishes the geographic area of coverage, eligibility criteria and nature of incentive programs to meet the intent of the Plan.

Community Improvement Plan and its Benefits

- CIP is a tool of the Planning Act to encourage, accelerate and facilitate desirable revitalization and redevelopment that has clear public interest goals;
- CIPs include financial, procedural and other incentives to encourage private sector investment;
- CIPs are a key economic development tool;
- CIPs leverage public investment to draw private sector investment for community benefit;
- CIPs can help advance multiple City priorities, plans and strategies (e.g., economic and tourism development, accessibility, and intensification).

The City's previous CIP, approved in 2005, encouraged private sector investment and revitalization throughout the community by providing financial incentives to eligible projects within the downtown core areas of Quinte West.

Since its initial funding in 2005, the CIP successfully stimulated and/or supported private sector investment supporting over 113 applications through grants/loans (with a value of nearly \$600,000), many of which related to building and façade improvements.

Since the previous CIP was implemented, the needs of the community have evolved in the downtown commercial core and an updated CIP was required to better support these needs. Additionally, the City identified the need for CIP programs geared to support the tourism sector in Quinte West. This resulted in a new CIP for the City of Quinte West.

This document, the new CIP (hereafter referred to as the 'CIP'), builds upon the strengths and resulting success of the previous CIP and presents tools and incentives to stimulate broader community improvement. The key objectives of the CIP, as identified by the City, included:

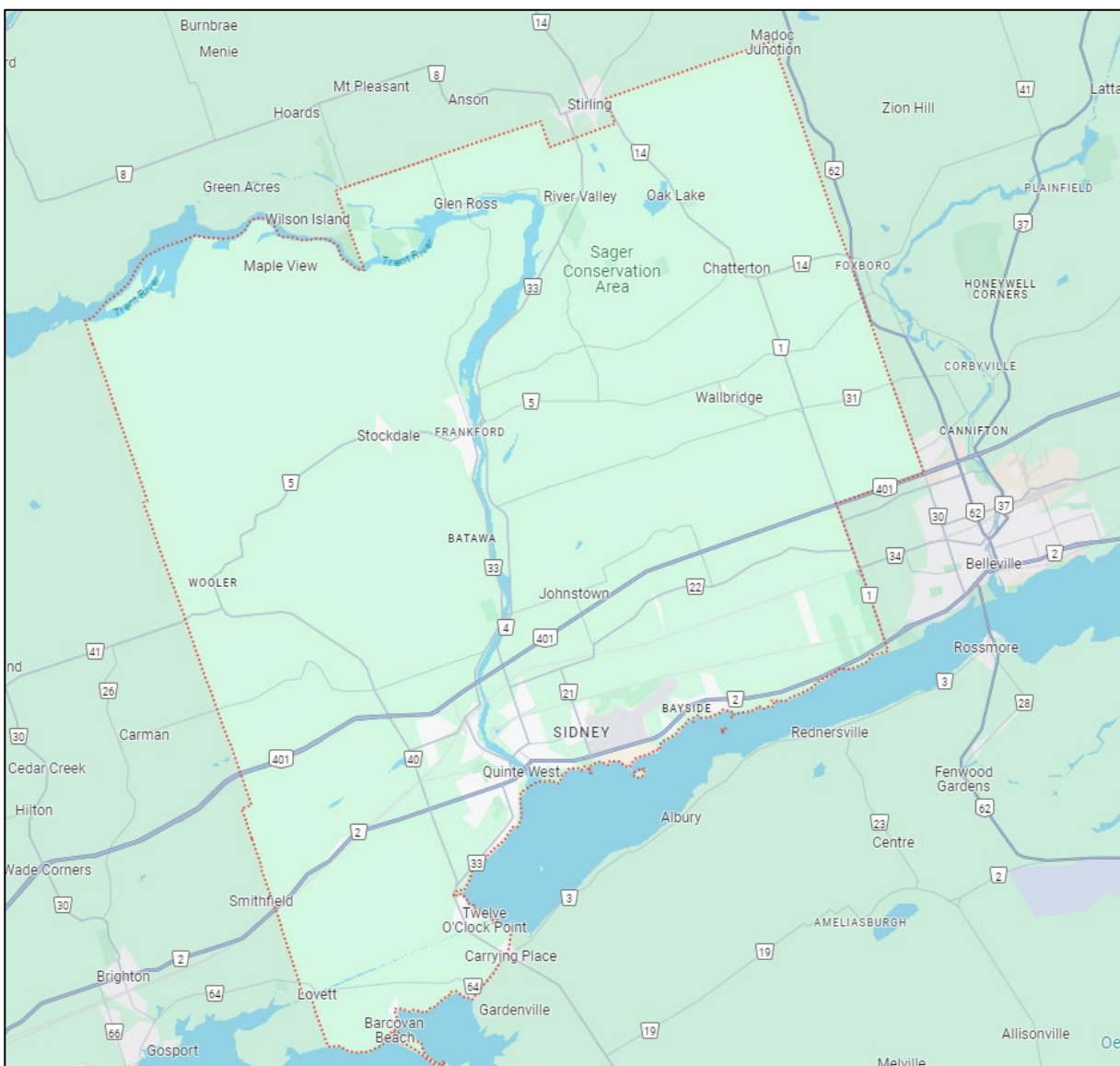
- Increase building improvement projects and retain employment opportunities;
- Attract new businesses and retain and support existing businesses in the City;
- Support downtown revitalization of storefronts and streetscapes;
- Increase attainable housing stock and/or rental units in the downtown core areas;
- Increase and diversify the City's overall tax base;
- Implement functional and aesthetic improvement properties such as façades, signage and landscapes;
- Promote the redevelopment and/or conversion of underutilized and vacant properties;
- Promote the ongoing viability and revitalization of the Downtown Core Areas as the focus of pedestrian-oriented retail, commercial, office, cultural, entertainment and government uses; and
- Develop the inventory of overnight tourist accommodation by providing incentives.

The CIP is aligned with key City plans, strategies, programs, and initiatives, including the Quinte West Tourism Development Strategy. Quinte West is strategically located at the mouth of the Trent-Severn Waterway (Trent River) where it meets the Bay of Quinte/Lake Ontario, making it an important gateway location for tourists and transient boaters.

The CIP is more universal, flexible, and streamlined in its implementation. It allows for the potential inclusion of new and 'non-traditional' CIP programs including accessibility.

Building on the previous CIP's strengths and successes, the CIP assessed the City's priority needs and opportunities and provides an up-to-date and comprehensive suite of programs that affords opportunities to further stimulate community improvement as it relates to commercial and tourism-related uses.

Figure 1. Quinte West's Strategic Location



This project followed a linear four phase process:

Phase 1: Background Review / Study

Quarter 1, 2024

Background research and analysis of local context – the results of which are documented within the Background Discussion Report.

Phase 2: Stakeholder Engagement

Quarter 2 2024

Engagement with local stakeholders including the development and business community, tourism industry groups, City staff, the Mayor and Council Members.

Phase 3: Draft CIP

Quarter 3, 2024

Identification of the preferred program suite, crafting of program details, detailing the funding strategy, and developing the monitoring program.

Phase 4: Final CIP

Quarter 4, 2024

Plan finalization and identification of marketing strategies to best promote the new CIP.

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

1.2 Purpose of the Community Improvement Plan

The Community Improvement Plan (CIP) is one of the key tools for supporting local businesses and encouraging revitalization and private sector investments. The original CIP (created in 2005) included a variety of financial incentives for eligible projects, tailored to address key community improvement issues in the downtown core areas of Trenton and Frankford.

In 2024 the City undertook a review to update this tool. The 2025 CIP builds on the original CIP's strengths and successes and explores additional tools and incentives to stimulate broader community improvement.

What is the purpose of the CIP?

A CIP is a tool to enhance investment in private and public property in a municipality. While the creation of a CIP can help frame much needed municipal public infrastructure planning and public realm improvements, the majority of CIPs are primarily developed to stimulate private investment in existing and as yet undeveloped lands. This CIP is focused on the commercial centres of the City, and tourism opportunities across the City.

A community improvement plan (CIP) and before it, a Community Improvement Project Area designation, are the mechanisms by which a municipality can incentivize investment in non-municipal properties. These tools are statutory planning outcomes, provided for under Section 28 of the Ontario Planning Act in order to exempt the designated areas from the prohibition against property bonusing (incentives) that is enshrined in Section 106 of the Ontario Municipal Act.

What are the desired outcomes?

- Investment in commercial and mixed-use properties in the commercial downtowns and corridors of the City.

- Rejuvenation and expansion of the commercial accommodations sector in the City.
- Create new tourism experience opportunities, including those in the rural areas of the City.

What are the tactics to meet the purpose and achieve the desired outcomes?

A series of programs with general and specific eligibility to achieve a range of outcomes:

- Façade improvement to the older commercial building stock, and provision for building renovations.
- Expanding support to those commercial operations in the rural and agricultural communities that are planning investment to enhance visitor experience and visitation capacity.
- Assistance through targeted programs to enable improved accessibility, better signage and reducing the costs (through grants) associated with fees and permits.
- For larger scale projects, the potential to provide grants through property assessment and taxation growth.
- Having a city-wide Community Improvement Plan Area enables the City to evolve and adapt the plan and its programs over time to respond to changing economic development, planning, community and environmental goals of the City.

1.3 Plan Structure

The CIP outlines the full scope of financial incentive programs provided by the City of Quinte West. The CIP identifies geographic priority areas within which these programs will operate. The CIP also identifies a range of resource requirements for the successful implementation of the plan, including marketing, administration, monitoring and evaluation.

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

1. **Introduction:** Describes the project process as well as the rationale and goals of the Community Improvement Plan.
2. **Project Area Description:** The entire City of Quinte West is designated as the Community Improvement Project Area (CIPA); this section identifies the key priority areas.
3. **Financial Incentive Programs:** Summarizes the suite of programs offered under the CIP including eligible costs/projects, funding maximums and/or minimums (as well as the terms of disbursement of approved funds).

More detailed program protocols are provided as an appendix (see *Appendix A: Program Details*) and include municipal/applicant obligations and legal requirements under each program. Based on the nature of programs, and where warranted, financial risk mitigation measures have been prescribed. These include the use of legal agreements for projects involving larger sums of funding.

4. **Implementation:** This section of the framework outlines the application intake process, the roles and responsibilities of City officials in the approval of applications, annual municipal funding requirements for programs, as well as other implementation considerations.
5. **Marketing:** Steps necessary to effectively implement and meet the policy goals of the City.
6. **Monitoring & Performance:** Outlines strategies which support ongoing monitoring and evaluation of the performance of the CIP and its programs. Metrics vary based on the nature of programs but generally include overall take-up of each program and ratios of public versus private investment in improvements.
7. **Appendices:** Including detailed protocols and eligibility requirements for programs outlined in *Section 3: Financial Incentive Programs*, and a glossary of relevant terms.

1.4 Related Community Improvement Plan Initiatives

The City of Quinte West currently operates a separate Industrial Area CIP, the singular focus of which is to incentivize an appropriate type and scale of development within the zoned employment lands of the City.

In the future the City may implement additional CIPs as appropriate, including a housing-related CIP. The City may also adjust the provisions contained within existing CIPs if and as needed, as well as terminate CIPs at its sole discretion. In all circumstances the City will ensure administrative alignment between the plans, clear budgetary distinctions and ensure that each CIP compliments, where possible, the objectives of any other CIP.

1.5 Rationale & Goals of the Community Improvement Plan

Community Improvement Plans are often a core component of a municipality's economic development portfolio. With a new Tourism Development Strategy (2021) in place, the City needed to update the CIP document to be in line with the current tourism priorities identified in the Strategy as well as other City goals and priorities.

The following goals of the City's CIP are in keeping with municipal planning and policy priorities:

- **Leverage strengths** of previous CIP while advancing the City's current related priorities;
- **Tailor programs** that are responsive to local needs and **maximize community benefits**;
- **Streamline implementation** and consolidate programs to maximize uptake;
- Provide **flexibility**;
- Advance and leverage **related programs** outside the CIP;
- **Maximize** private sector investment and Return on Investment (ROI);

- **Encourage strategic developments** that would otherwise not occur or would be delayed/reduced;
- **Link** to City strategies and initiatives;
- **Support existing businesses**, their growth and job retention; and
- **Maximize use of available funding**.

The City's CIP supports strategic integration, and will help guide and support the City's economic development and tourism-related priorities, including:

- Storefront/main street revitalization;
- Agriculture/rural/agri-business;
- Water-related tourism business; and
- Overnight tourist accommodation.



2 The CIPA & Priority Zones

2.1 City-wide CIPA

The City's Official Plan designates the entirety of the City as a Community Improvement Project Area (CIPA). The CIP contains policies that respond to a variety of specific issues in several areas of the City. A suite of Financial Incentive Programs is intended to address these issues in two key CIP Priority Zones within the City-wide CIPA. This CIP identifies the following CIPA Priority Zones:

1. Trenton Downtown and Commercial Area
2. Frankford Downtown and Commercial Area

2.2 Geographic Boundaries of the CIPA Priority Zones

Maps on the following pages show the city-wide CIP Area (Figure 1) and Priority Zones: Trenton (Figure 2), and Frankford (Figure 3). These are based on the in-force Zoning for the City. The boundary of the Priority Zones will change if and when the zoning is brought into compliance with any changes to the City's Official Plan. In all cases, support for applications made under this CIP is dependent on land use approval.

Within the Downtown Trenton Priority Zone, applicable properties located west of Herman Street (on the east side of river) and south of Metcalfe Street (on the west side of river) will be prioritized. Within the Downtown Frankford Priority Zone, applicable properties located north of Queen Street will be prioritized.



Downtown Trenton

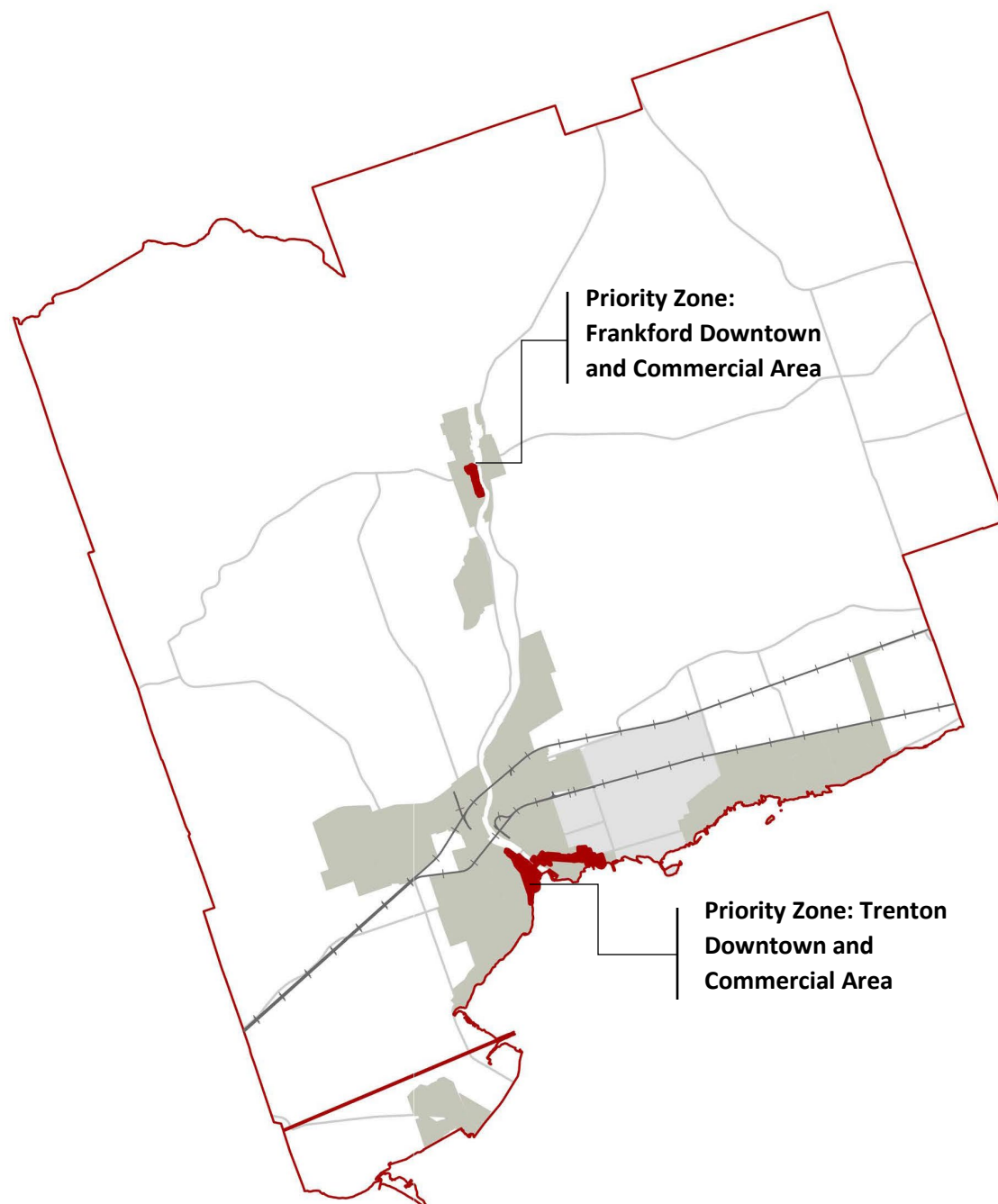


Downtown Trenton (east side of river)



Downtown Frankford

Figure 2. Quinte West CIPA and Priority Zones



City of Quinte West: Community Improvement Project Area

- City-wide CIPA Boundary
- CIPA Priority Zones
- Urban Area
- CFB Trenton

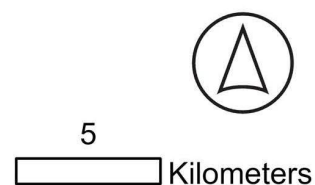


Figure 3. CIPA Priority Zone: Trenton Downtown and Commercial Area

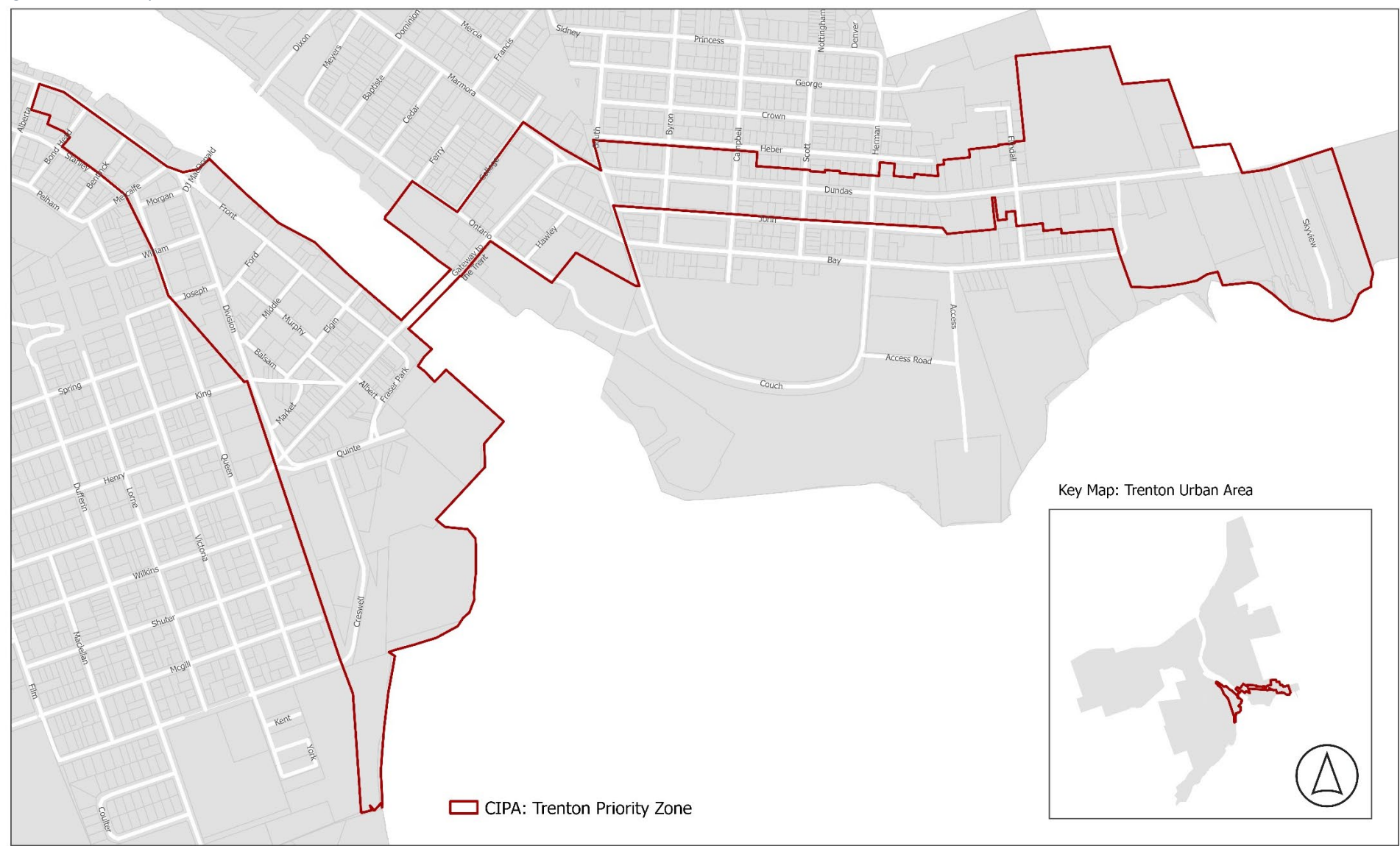
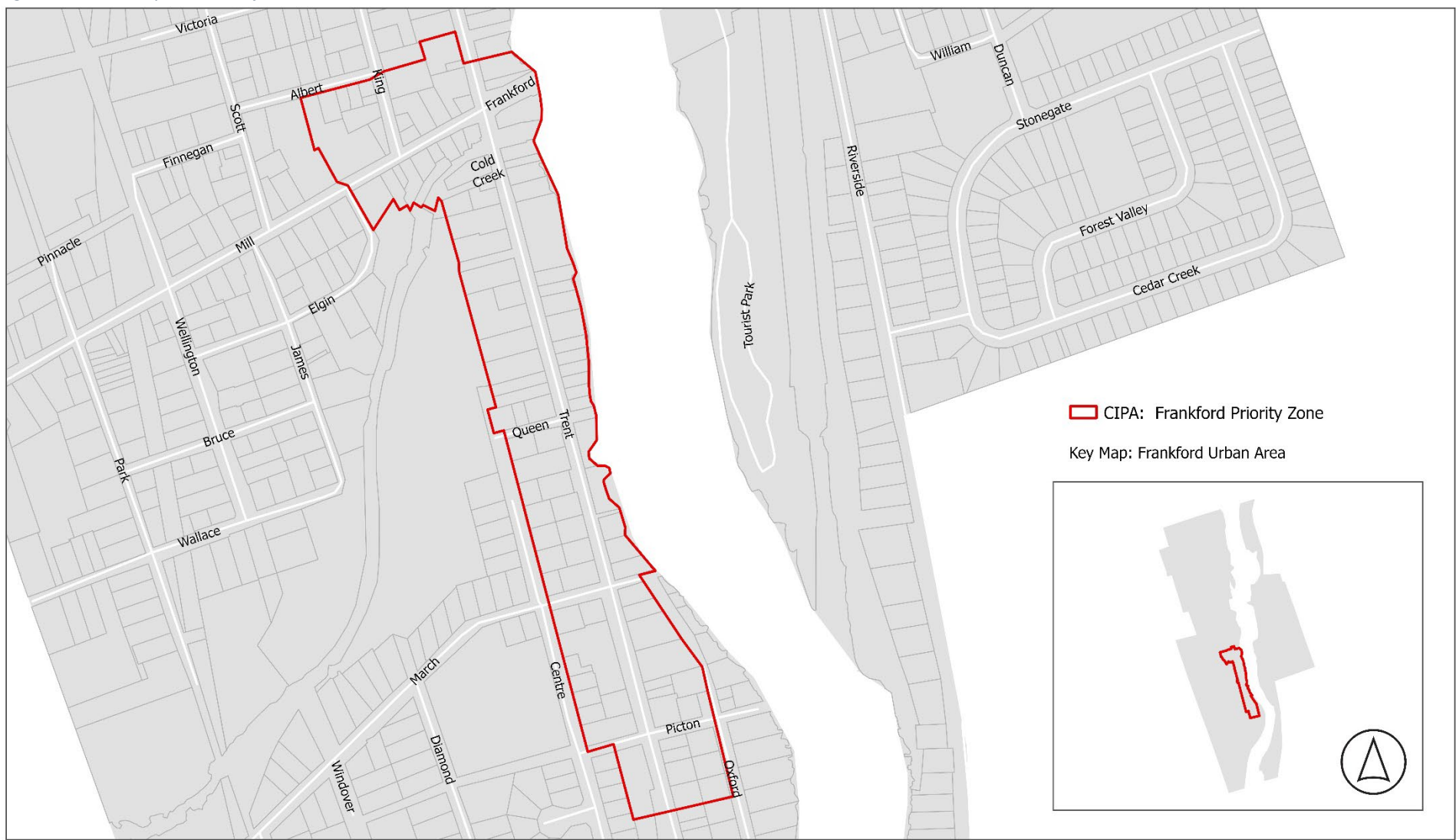


Figure 4. CIPA Priority Zone: Frankford Downtown and Commercial Area



3 Financial Incentive Programs

3.1 Overview of Financial Incentive Programs

The following suite of programs is designed to enable the City to provide incentives and support to local businesses and encourage revitalization and private sector investments. This section summarizes the CIP programs and outlines the applicable area, type and level of assistance and eligibility criteria. A detailed description of each program is provided in Appendix A.

Program 1: Façade & Signage Improvement Grant

Description/Goal: The grant is designed to promote façade improvements and to encourage private sector property owners and/or tenants to implement aesthetic improvements to their commercial property(ies) that otherwise may not occur due to cost-related issues.

Applicable Area: Scoped by Zoning: Downtown Commercial (DC); Corridor Commercial (CC) within the Priority Zones only; and Recreation Commercial (RC), Agricultural (AG), and Rural (RU) properties with a Tourist Establishment/retail operation.

Maximum Assistance:

Façade: 50% cost-matching up to \$12,500 per property OR \$17,500 for properties with more than one façade.

Signage: 50% cost-matching up to \$2,500 per property.

Eligibility: The grant is applicable to façade and signage improvements and upgrades to the street fronts of properties, but it may also be applied to the rear or side of a property only in cases where the rear or side of a property is facing a street or public park or public gathering space or parking area or the river that is accessible to the general public.

Signage grants for properties within Recreation Commercial (RC), Agricultural (A), and Rural (RU) zones are applicable to improvements to existing or new

signage attached to a main building or a ground mounted sign.

For tourism-related uses within Recreation Commercial (RC), Agricultural (A), and Rural (RU) zones, program eligibility is limited to existing publicly visible and accessible commercial buildings intended for public commercial occupancy, per the Building Code.

Program 2: Planning Fees & Building Permits Grant

Description/Goal: This program offers property owners with plans to develop new commercial and commercial mixed use (commercial at grade) a grant equivalent to a reduction in applicable planning and building permit fees. Such a grant may, in concert with other program support, help encourage new development efforts through reducing initial regulatory costs.

Applicable Area: Scoped by Zoning: Downtown Commercial (DC); Corridor Commercial (CC) within the Priority Zones only; and Recreation Commercial (RC), Agricultural (AG), and Rural (RU) properties with a Tourist Establishment/retail operation (Site Plan Approval and Building Permit only).

Maximum Assistance:

Planning Fees: 50% cost-matching up to \$3,000 per property.

Building Permit Fees: 50% cost-matching up to \$7,000 per property.

Eligibility: The grant is applicable to planning application fees for Zoning By-law Amendments; Site Plan Approval; Minor Variance; Application for Consent, Part Lot Control Exemption and Subdivision/ Condominium Agreement being in full force and effect; and building permit fees as applicable to any development pursuant to the Building Code Act.

For tourism-related uses within Recreation Commercial (RC), Agricultural (A), and Rural (RU) zones, program eligibility is limited to existing publicly visible and accessible commercial buildings intended for public commercial occupancy, per the Building Code.

Program 3: Building and Property Renovation Grant

Description/Goal: Grant (forgivable loan) to encourage the significant renovation of existing commercial and mixed-use buildings in Frankford's and Trenton's Downtown and Commercial Area including the conversion of upper floor space to residential or additional commercial use, and the significant renovation of existing publicly visible and accessible tourism-related commercial buildings in the non-urban areas.

Applicable Area: Scoped by Zoning: Downtown Commercial (DC); Corridor Commercial (CC) within the Priority Zones only; and Recreation Commercial (RC), Agricultural (AG), and Rural (RU) properties with a Tourist Establishment/retail operation.

Maximum Assistance: 50% cost-matching up to \$25,000 per project. Secured loan forgivable over 5 years at an annual forgiveness rate of 20%.

Eligibility: This grant is not applicable to new buildings or major floorspace additions to existing buildings. Projects must improve the long-term functionality of the building. Projects for general tenant fit-up of space and typical lifecycle-related building system replacements (e.g. roof replacement) are ineligible.

For tourism-related uses within Recreation Commercial (RC), Agricultural (A), and Rural (RU) zones, program eligibility is limited to existing publicly visible and accessible commercial buildings intended for public commercial occupancy, per the Building Code.

Program 4: Building Accessibility Improvement Grant

Description/Goal: Designed as a small capital alternative to the Building and Property Renovation Grant Program, the Building Accessibility Improvement Grant Program assists property owners with the financing of accessibility improvements to ground floor or upper storey units.

Applicable Area: Scoped by Zoning: Downtown Commercial (DC); Corridor Commercial (CC) within the Priority Zones only; and Recreation Commercial (RC), Agricultural (AG), and Rural (RU) properties with a Tourist Establishment/retail operation.

Maximum Assistance: 50% cost-matching up to \$5,000 per project.

Eligibility: Program eligibility is limited to existing commercial and commercial portions of mixed-use (commercial-at-grade) properties within the CIPA; including former residential buildings now used, in part or in whole, for commercial use.

For tourism-related uses within Recreation Commercial (RC), Agricultural (A), and Rural (RU) zones, program eligibility is limited to existing publicly visible and accessible commercial buildings intended for public commercial occupancy, per the Building Code.

Program 5: Multi-Stream Comprehensive Tax Increment Equivalent Grant (TIEG)

Description/Goal: Grant program that leverages increased property tax assessment and helps reduce financial costs of property (re)development that meets strategic public interests/goals.

This program supports the City's objectives to achieve continued investment in the historic downtowns and commercial areas of Frankford and Trenton, and investment in the tourism and accommodation sector.

Program includes three streams:

- A: New Commercial
- B: Non-Urban Tourism-Related Uses
- C: Hotels

Applicable Area:

Stream A: Downtown and Commercial;
Stream B: City-wide, scoped by Zoning (RC, A, RU only);
Stream C: City-wide, scope by Zoning (DC, CC only).

Maximum Assistance: Grant up to 75% of municipal property tax increment over a set period of time (5 years for Streams A, B, and C) or dollar limit of eligible costs, whichever is reached first.

Eligibility: Program is targeted to private sector landowners/developers who are actively seeking the development, redevelopment, or renovation of properties within the CIPA Priority Zones for commercial uses, and city-wide for tourism-related activities and hotels (scoped by zoning).

3.2 Program Duration

The programs are in effect for the five-year period of the CIP. Council has the ability to extend, revise or alter this CIP beyond the five-year horizon subject to the objectives of Council and the performance of the Plan.

The City of Quinte West will only accept applications for financial assistance for development or property enhancement projects for properties located in the CIPA for the five-year duration of this CIP.

The City of Quinte West reserves the right to focus the application of certain programs in specific years and/or areas of the City to best facilitate the desired objectives of the CIP.

3.3 General Eligibility Requirements

The following General Eligibility Requirements must be met by all applications to any incentive program before being considered by the Review/Evaluation Committee. The General Eligibility Requirements must be read in association with the program-specific eligibility requirements detailed in *Appendix A*. The decision to fund and the amount of funding will be generally determined through the application of minimum criteria which measures each application based on the quality of the proposed property enhancement and/or development project. Eligibility will be on a discretionary basis and based on the merits of each application.

The General Eligibility Requirements include the following:

- Only eligible properties located within the boundary of the Quinte West CIPA as defined in Section 2, are eligible for financial incentive programs offered under this CIP.
- Applications received for programs intended to focus on a particular investment zone and address the identified issues in that zone will be prioritized.
- Applications which are in default of any By-law of the City of Quinte West as well as applicants with any property tax arrears, or who are involved in ongoing litigation with the City will be screened from further consideration, until such time as these defaults are remedied. All applicants shall also be in good standing regarding any other municipal fees and levies liable on the property. Applicants will be given the opportunity to reinstate their applications once tax arrears and outstanding municipal bills have been cleared.

- Applicants who are involved in ongoing litigations with the City are ineligible for consideration.
- At no time will financial support through the CIP be provided to projects retroactively. Retroactively means no support for projects that occurred prior to Council approval of the CIP or when in force works undertaken without application and then subsequently a retroactive application made or when applicable work has already begun prior to application submission/approval.
- Program eligibility under this CIP is limited to private owners of commercial property as defined under the City of Quinte West Zoning By-law together with properties of a commercial nature defined as Recreation Commercial, Agriculture or Rural in the Zoning By-law. Some incentive programs allow applications by tenant with property owners authorization (as detailed in the program descriptions in Appendix A).
- Assistance is aimed at commercial uses, existing, or proposed through development or redevelopment whether in standalone buildings or in mixed-use buildings.
- In addition, existing commercial buildings which have the potential for renovation to include upper floor residential use (whether affordable or otherwise) are supportable under the general eligibility of the plan.
- All eligibilities are controlled by application of relevant zoning categories in order to ensure that only commercial uses and locations that align with the focus of a publicly funded CIP are included.



3.4 Eligibility by Zoning Designation

Table 1 below shows the application of the CIP programs by Zoning designation.

Table 1: CIP Programs and Zoning Designation Applicability

Incentive Program	Zoning Designation / Applicability				
	Downtown Commercial (DC)	Corridor Commercial (CC)	Recreation Commercial (RC)	Agricultural (A)	Rural (RU)
		Applicable to Priority Zones Only, unless otherwise indicated.	Applicable to properties with Tourist Establishments/retail operations and limited to buildings that are visible and accessible to the travelling or visiting public. ¹		
Program 1: Façade & Signage Improvement Grant	✓	✓	✓	✓	✓
Program 2: Planning Fees & Building Permits Grant	✓	✓	✓	✓	✓
Program 3: Building & Property Renovation Grant	✓	✓	✓	✓	✓
Program 4: Building Accessibility Improvement Grant	✓	✓	✓	✓	✓
Program 5: Tax Increment Equivalent Grant (TIEG)	(As per streams below)				
Stream A: New Commercial	✓	✓			
Stream B: Non-Urban Tourism-Related Uses			✓	✓	✓
Stream C: Hotels	✓	✓ City-wide for hotels			

¹ Includes, but is not limited to properties with Farm Produce Retail Outlets and Farm Related Tourism Establishments. Other Tourist Establishment/retail operation uses and their applicability are at the discretion of the City and should be assessed as to whether the project will positively contribute to the goals and objectives of the CIP.

4 Implementation

4.1 Administration and Staff Resourcing

Application Review/Evaluation Committee

In implementing the CIP, the City will administer the application evaluation process by establishing a Review/Evaluation Committee based on the application or program being applied for. The Committee will include six (6) voting members, comprised of the following:

- Committee Chair – Director of Community Services & Strategic Partnerships or designate.
- CIP Program Officer – Staff member from Economic Development.
- 1 representative from the Planning & Development Services Department.
- 1 representative from the Financial Services Department.
- 1 representative from the Downtown Trenton BIA or Chamber of Commerce – Executive Director/President or designate (must attend and cannot designate alternative attendees). Business community representative cycles every 12 months. Conflict of interest rules apply.
- 1 representative from City Council – Member of Council cycles every 12 months.

In the case of a tie vote, the Committee Chair will have two (2) votes.

In addition to the above Committee members, other subject matter experts within the departments will be called upon to provide written or verbal review and input (as appropriate) where required. As an example, this can include input from the Public Works & Environmental Services Departmental on matters of servicing, public realm enhancements, and/or environmental conditions, etc. Other City staff are likely to be involved depending on the nature of the proposed property enhancements (e.g., Building Services). These personnel do not need to be voting members of the Committee.

The intent of the Review/Evaluation Committee is to provide cross departmental oversight of applications for financial support to ensure that approved applications are fully vetted with regard to the following:

1. Alignment with municipal planning, economic development and other policies as relevant from time to time.
2. Adherence to the Municipal by-laws and property standards.
3. Good value for money with respect to public funding.
4. Reasonableness of project timing, scale of costs, and likelihood of success.

The Review/Evaluation Committee will evaluate the application for City Staff and/or Council approval. City staff have the discretion to bring certain projects to Council for their approval.

Roles and Responsibilities for Program Implementation

Key tasks in implementing the CIP are as follows and will be shared among staff in Economic Development & Tourism, Planning & Development Services, and Financial Services:

- *Staff education:* A number of municipal departments are expected to play a role in apprising developers and business/property owners of available program opportunities under the CIP and navigating persons to key sources of information in this regard. This includes Economic Development & Tourism, Planning & Development, Public Works & Environmental Services, and Communications staff.
- *Marketing and promotion:* Section 5 of this document outlines the marketing plan for the CIP. Departments that are expected to play a

key role in supporting the effective marketing of the CIP include Economic Development & Tourism and Planning & Development (at the time of application discussion (i.e. pre-submission meeting) and eventual take-in).

- *Organizing and hosting a pre-application consultation meeting:* This should be held with each potential applicant to discuss the proposal, eligibility and potential program options. Staff from relevant departments may provide input as needed.
- *Managing the implementation of the CIP and the process of application review and approval. This includes:*
 - *Financial/Administrative:* including application intake and pre-screening as well as monitoring the dispersal of funds from a CIP capital account.
 - *Co-ordination of Review/Evaluation Committee:* the timely issuance of pre-screened applications to the Review/Evaluation Committee for review and approval, as well as the organization of regular committee meetings to review applications if required.
 - *Preparation of application review and recommendation reports* if required for Council consideration.
 - *The preparation and execution of legal agreements* where required for applications.
 - *CIP performance monitoring:* Expected to involve site visits to photograph and review improvements to ensure that works completed are in keeping with the respective applications. This will also involve annual CIP performance reporting to Council via a staff report (see *Section 6: Monitoring & Performance* for metrics of evaluation).

4.2 Application Intake & Approval Process

Application intake will occur on a semi-annual basis, with a Spring Intake Period and a Fall Intake Period. The Spring Intake Period will generally take place between mid-February and March 31st, while the Fall Intake Period will generally take place between mid-August and September 30th of the calendar year. This provides for a 6-week intake period, with dates to be set annually at the discretion of the City. For the duration of the Intake Periods, completed applications will be received and evaluated by the City based on the availability of funding, and pending that all general and relevant program eligibility requirements are met.

Applications will be pre-screened by City staff for completeness and further consideration. Incomplete applications will be returned as such, and an opportunity will be provided to re-submit. If the City remains concerned that applications are not meeting the information needs of the City, the City will, at its discretion, reject the application. The Review/Evaluation Committee will oversee all evaluation once a Complete Application is provided.

Funding support for successful applications will be drawn from the CIP capital account, as necessary. Each program is expected to have an annual funding limit. Funding is assigned in the year in which the application is formally approved, regardless of whether disbursement of funds occurs in the following calendar year.

Application intake and approval is a five-step process: pre-application consultation, submit application, evaluation of complete application, approval and payment. Each step is summarized as follows:

Step 1 Pre-Application Consultation

- Prospective applicants can identify their projects by completing an online request (Intent to Apply Form) on the City's website outlining the nature of the project.
- Before work commences on providing a Complete Application, the applicant will meet with City staff to discuss the scope of work, program requirements, and eligibility. Applicants are expected to meet the City's submission requirements as laid out in the relevant application forms.

Step 2 Submit Complete Application

- Applicants will submit a Complete Application. This includes the application form, and ALL supporting documents plus other supplemental information as may be requested by City Staff.
- The City will confirm whether the application is deemed complete.

Step 3 Evaluation of Complete Application

- Complete Applications will be evaluated by the Review/Evaluation Committee to ensure compliance with the CIP objectives, property and building standards/permits, by-laws and policies.
- The Review/Evaluation Committee may request additional information and/or request a site visit.
- Applicant is notified of decision, any conditions of approval, and funding amount (for programs with delegated approval); Applicant notified of Recommendation to Council for all others.

Step 4 Approval

- The nature of approval is specific to each program, with some comprising an upfront grant payment, others comprising a deferral of fees, and others tax increment support. For upfront grants/loans, a formal grant/loan agreement will be required between the applicant and the City. Conditional approvals of Deferrals and Tax Increment Support will be communicated in

writing, outlining the process that is required to finalize approval of funding.

- Where the application is for Tax Increment Support and Development Charges deferral, approval is in principle until all conditions of development are met.

Step 5 Payment

- Timing of works which are the subject of the application are the responsibility of the applicant.
- Disbursement of funding will be in accordance with the provisions of the individual program in question.

4.3 Approval Authority

For certain programs, the City of Quinte West will employ delegated authority to determine the outcome of individual applications. Delegated approval authority is as provided for under the Ontario Municipal Act and the appropriate by-law of the City of Quinte West. Delegated authority will reside with the Director of Community Services & Strategic Partnerships, as the chair of the Review/Evaluation Committee.

Council delegated responsibility for program implementation to City staff for the following financial incentive programs:

- Program 1: Façade & Signage Improvement Grant
- Program 2: Planning Fees and Building Permits Grant
- Program 4: Building Accessibility Improvement Grant

City staff may, at their complete discretion, determine an appropriate level of financial support for individual applications based on the merits of each project. The limit for delegated authority is the grant maximum, or 50% of eligible cost, if lower, under each program and applied to each separately. Note that there is no total dollar limit on the ability of an applicant to apply for

and be evaluated for each relevant program and the funding limits of each program apply.

City staff will need to report grant approvals in staff reports to Council to maintain transparency and accountability. City staff have the discretion to bring certain projects to Council for their approval.

The process of delegated authority in respect of those programs to which it applies is as follows:

1. Evaluation by the Review/Evaluation Committee, resulting in a recommendation and vote by that Committee;
2. Result of this evaluation is binding on the Committee Chair;
3. For those programs that necessitate funding from the CIP capital account or initiation of a City-backed forgivable loan, the delegated decision will be provided to Council and the necessary City by-law drafted and adopted to enable funding to be provided to the successful applicant; and
4. At any time, Council can request that an individual application is elevated to a decision of Council.

For those programs which are deemed subject to a decision of Council, the process is as follows:

5. Evaluation by the Review/Evaluation Committee, resulting in a recommendation and vote by that Committee;
6. Staff report including a recommendation to Council for its consideration and a Request for Decision (RFD); and
7. Council consideration and decision.

4.4 Grant Support Parameters

Grant support is not guaranteed to be approved at the maximum values identified under each respective program. The amount of the grant is subject to, and at the discretion of, City staff or Council (where appropriate) and is dependent on the list of “eligible costs”.

For projects which clearly demonstrate merit, based on a detailed review of the planned development, type of use, level of private sector investment and other community benefits, the option exists to approve funding in-principle, under each program to which the project may become eligible as a result of investment in and re-assessment of the property. In this instance, final approval of support under each program is deferred until the detailed eligibility criteria and any other conditions of approval have been met as a result of the progress of the project from concept to construction and reassessment of property value. This should not be read as approval to access all programs at their maximum amounts. The eligibility of any program is determined solely by the City.

In all cases of program funding assistance, the City of Quinte West reserves the right to limit or refuse funding where applicants have successfully applied for and received funding for similar purposes from other sources of grant or preferential loan assistance – this includes, for example, any other building-related grant or loan incentive provided by upper levels of government and agencies of government.

Grant support is limited to one successful application (resulting in a grant) per program per property during the life of the plan (5 years).

Program 2 is exempt from this limitation – refer to Appendix A for program details.

5 Marketing the Plan

5.1 Marketing-Focused Approach

The CIP financial incentive programs are designed to provide support to local businesses, encourage revitalization and private sector investments in different areas from façade improvements to hotel development. Therefore, a marketing-focused approach is recommended - this means sectionalizing the web-based presence of the CIP to be more easily marketed to various sectors and align with key branding and attraction strategies available to investment capital. It is recommended that the City develops an umbrella marketing strategy for the overall CIP and specific marketing strategies for each program.

This involves the following:

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

5.2 Evaluating the Impact of Marketing Initiatives

The following metrics will be used to evaluate the success of marketing efforts:

- Total number of marketing initiatives undertaken/completed (annually);
- Total number of expressions of interest received (annually) from potential applicants via varying media (via telephone, online submission requests etc.);
- Total number of pre-application consultation sessions completed (annually) and the nature of interest in programs (e.g., Façade Grant versus DC Deferral – Interest Grant);
- Number of CIP inquiry forms received from the City's website (annually);
- Total number of applications received because of marketing initiatives/tools (this information may be gathered at the point of application/pre-consultation);
- Webpage visits and distribution of CIP marketing and application materials; and
- CIP Feedback Surveys for applicants that have successfully completed a CIP program.

6 Monitoring & Performance

6.1 Employing Qualitative and Quantitative Measures

The City should employ a mixture of qualitative and quantitative measures to assess the impact of the CIP and its programs. These should recognize both the measurable impacts of programs as well as the intangible benefits of community improvement programs, such as enhancements to aesthetic appeal of the public realm within the CIPA and improved built form. The overall CIP should be monitored with consideration for the following variables for each of the financial incentive programs:

- Total amount of committed funding annually;
- The number of applications submitted;
- The number of successful applications (overall take-up of each program);
- Total amount of private-sector investment that resulted;
- Assessment of the quality of improvements as compared to the works proposed; and
- Applicant satisfaction with application process and communication materials and protocols.

Program-specific performance measures include, but are not limited to:

Façade & Signage Improvement Grant: Total amount of funds disbursed by type of improvement (Façade, Signage); Total value of improvements.

Planning Fees & Building Permits Grant: Total amount of the planning and building permit fees grants; Total value of the work; Type of work (conversion, mixed use development, etc.).

Building & Property Renovation Grant: Total amount of funds disbursed by type of improvement; Total value of improvements; Number of residential units (if applicable).

Building Accessibility Grant: Total amount of funds disbursed; Total value of improvements.

Tax Increment Equivalent Grant: Total amount of tax assessment increase; Total value of construction; Total square footage of commercial and residential space constructed; Jobs created/retained.

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

6.2 Staff Reporting to Council

Monitoring of the CIP will occur annually as a means of assessing (on an ongoing basis) individual program take-up and the scale of private sector investment leveraged by each approved funding allocation (that is, by application). A published estimate of private-sector investment (and/or ratio of private/public investment) is to be provided via an annual Staff Report to Council.

City Staff will provide Council with an annual report regarding the decisions made and funding provided under delegated authority. The report will itemize all applications for program support, the evaluation process and recommendation for each application considered in that calendar year, and the details of funding support provided.

6.3 Evaluating and Updating the Plan

The CIP duration is five (5) years from the date of its official launch, an internal interim review is to be undertaken in year 3. A detailed formal review to be conducted in year 5 to determine whether each program has met the goals and objectives of the CIP, evaluating a) the effectiveness of the funding and organizational structure of the CIP process, b) the composition and operation of the Review/Evaluation Committee and c) the effectiveness of staff and other resources to administer, monitor and market the Plan.

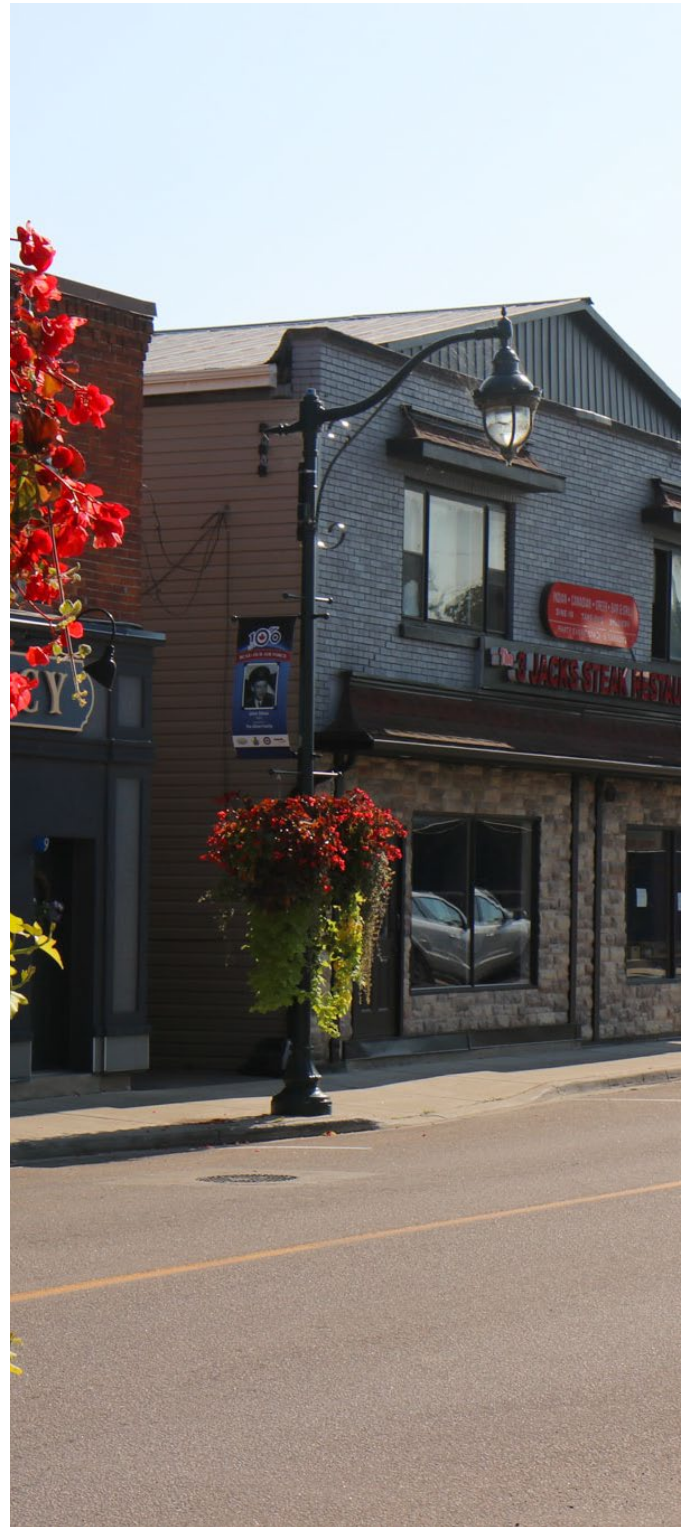
Baseline monitoring of the CIP will occur annually as a means of assessing (on an ongoing basis) individual program take-up and the scale of private sector investment leveraged by each approved funding allocation (that is, by application).

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

Changes to the provisions of this CIP which are considered to represent a material change which necessitate a formal amendment to the Plan include the following:

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

A formal amendment to the CIP will necessitate a statutory public meeting to consider the proposed changes and the approval of a municipal by-law to adopt the proposed amendments.



Appendix A. Schedule of Program Details

PROGRAM 1: FAÇADE & SIGNAGE IMPROVEMENT GRANT PROGRAM

Rationale and Objective(s)	<p>This is an “all-Inclusive” grant intended to support comprehensive exterior improvements to publicly accessible commercial properties in the City of Quinte West.</p> <p>The grant is designed to promote façade improvements and to encourage private sector property owners and/or tenants to implement aesthetic improvements to their property(ies) that otherwise may not occur due to cost-related issues. Landscape improvements are eligible under the Building and Property Renovation Grant Program which addresses more substantial property-related enhancements.</p> <p>Under the Façade Improvement Grant Program, matching grants may be offered to eligible property owners or tenants for building front (primary façade), and where applicable, side and rear exterior improvements (secondary façade). Additional funds are available for qualifying side and rear façade improvements.</p> <p>Eligibility for side and rear façade assistance is at the complete discretion of City staff, but at a minimum these areas must be publicly accessible (such as with premises accessed from rear parking lots in the downtowns), corner lots with highly visible side façades, and rear or side facades facing the river.</p> <p>Grant also includes provision for exterior signage improvements, walkway signage between buildings and rear access signage enhancements.</p>
Benefits	<ul style="list-style-type: none"> • Grant supports the enhanced aesthetic appeal of downtown and commercial areas within the Priority Zones, and Tourist Establishments within the non-urban areas through façade and signage improvements. Associated public realm improvements, infill development and interior building improvements available under other programs can assist in overall vibrancy, visitation, economic impacts and assessment growth. • Potential to leverage private sector investment in modest building façade improvements which have a direct benefit to the architectural quality of the street. • Façade improvements have the capacity to self-advertise the benefits of renewed investment in real property.
Legislative Provision	<p>Section 28(7) of the <i>Planning Act</i> (R.S.O. 1990, c. P.13) provides for grant assistance “for the purpose of carrying out a municipality’s community improvement plan.”</p>
Target Group	<p>Private sector property owners, with an emphasis on commercial retail, office, and mixed-use properties within the following areas of the Community Improvement Project Area (CIPA):</p> <ul style="list-style-type: none"> • Properties zoned as Downtown Commercial (DC) or Corridor Commercial (CC) within the Priority Zones. • Properties zoned as Recreation Commercial (RC), Agricultural (A) or Rural (R) with a Tourist Establishment/retail operation that is visible and accessible by the travelling or visiting public.

Program Specifics and Limitations**Applicants may apply for one or both of the following:****Façade**

- *Primary Façade Only:* Matching grant of up to 50% of eligible costs or a maximum grant of \$12,500 per property, whichever is less for primary façades.
- *Primary and Secondary Façade:* Matching grant of up to 50% of eligible improvement costs or a maximum grant of \$17,500 per property, whichever is less for façade improvement projects involving more than one façade (primary and secondary façades). This is limited to:
 - buildings located on corner lots (that is, properties with frontage on two municipal streets); or
 - Commercial buildings that include a public entrance to the ground-floor premises from the rear of the building and which face onto a rear parking lot open to the public.
 - Buildings with rear or side elevations which face onto the river, a public park, other public gathering space such as a public square, or a public parking lot.
- The minimum grant is \$2,500 per property. Project applications including matching assistance of less than \$2,500 will not be considered.
- Only one successful application per property is permitted during the life of the plan (5 years) received from either the property owner or the tenant (or a joint application by both).

Signage

- Matching grant of up to 50% of eligible costs or a maximum of \$2,500 per property, whichever is less.
- The minimum grant is \$1,000 per property. Project applications including matching assistance of less than \$1,000 will not be considered.

Eligibility

- This program includes former residential buildings now used, in part or in whole, for commercial/office use (that is, commercial/office at-grade).
- Private property owners or tenants for costs associated with materials, labour, equipment and professional fees related to external building works specifically for façade improvement or signage development and implementation of improvements consistent with any applicable municipal design guidelines for the City as may be in force from time to time.
- The grant is meant to be applied to improvements and upgrades to the street fronts of properties, but it may also be applied to the rear or side of a property only in cases where the rear or side of a property is facing a street or public park or public gathering space or parking area or the river that is accessible to the general public.
- For tourism-related uses within Recreation Commercial (RC), Agricultural (A), and Rural (RU) zones, program eligibility is limited to existing publicly visible and accessible commercial buildings intended for public commercial occupancy, per the Building Code.

	<ul style="list-style-type: none"> Signage grants for properties within Recreation Commercial (RC), Agricultural (A), and Rural (RU) zones are applicable to improvements to existing or new signage attached to a main building or a ground mounted sign.
Examples of Eligible Costs (non-exhaustive)	<ul style="list-style-type: none"> Enhancement, replacement and rehabilitation of doors, windows, and façades. Energy efficient window replacements which maintain aesthetic quality of the façade as intended by this program. Restoration of existing façade and surfaces (cleaning, wood, tuck pointing). Includes repair or restoration of original features or an approved facsimile (cornices, parapets, eaves, other architectural features). Removal of non-original siding or facing. Removal of inappropriate signage. Repair or restoration of authentic historic storefront treatment. Painting in original or period colours. Exterior lighting improvements. Installation of appropriate awnings. Installation of new signage in accordance with the City's signage by-law. Renovation of existing storefronts in accordance with standard principles of traditional storefront design (fascia board for signage above storefront, appropriate display windows, removal of incompatible alterations, etc.). Improvements to the principal façades of incompatible buildings being sympathetic and compatible with the historic character of the area. Re-cladding in more traditional materials complementary to the architectural vernacular. Eligible costs include fees associated with the services of a professional architect, engineer, planner, heritage consultant, or other building specialist necessary to fully implement plans for building improvement. Professional quotes from multiple licensed contractors (minimum 2) operating at arm's length from the applicant will be required.
Approval Process	<ul style="list-style-type: none"> Applicants who identify other sources of financial assistance for exterior building renovations, which result in a higher level of private investment than would have otherwise occurred, will be given preference in the allocation of funds. Applications that can demonstrate significant improvements to external appearance of properties, and/or definable improvements that maximize leverage (greater than 50%) will be prioritized. Façade Improvement Grants disbursed as follows: 100% on satisfactory completion as determined by the City.

PROGRAM 2: PLANNING FEES AND BUILDING PERMIT GRANT PROGRAM

Rationale and Objective(s)	This program offers property owners located within the Priority Zones (applicable zoning only), Recreation Commercial, and Agricultural/Rural zones (relevant properties with appropriate uses), the opportunity to achieve a grant equivalent to 50% of applicable planning and building permit fees associated with major renovation, expansion or development of new buildings.	
Benefits	Assistance supports the goals of the City of Quinte West to preserve and enhance the commercial areas of the downtown cores of Trenton and Frankford to encourage land-use intensification, and to increase employment and economic activity through the development/redevelopment and revitalization of core commercial areas. Assistance also supports tourism-related commercial uses in the non-urban area.	
Legislative Provision	Section 28(7) of the <i>Planning Act</i> (R.S.O. 1990, c. P.13) provides for grants and loan assistance “for the purpose of carrying out a municipality’s community improvement plan.”	
Target Group	<p>Private sector property owners and/or developers seeking development of:</p> <ul style="list-style-type: none"> • Properties zoned as Downtown Commercial (DC) or Corridor Commercial (CC) within the Downtown Frankford and Downtown Trenton Priority Zones. • Properties zoned as Recreation Commercial (RC), Agricultural (A) or Rural (R) with a Tourist Establishment/retail operation that is visible and accessible by the travelling or visiting public (grant applicable to Site Plan Application only for these properties). 	
Program Specifics and Limitations	<p>Planning Fees Grant:</p> <ul style="list-style-type: none"> • A grant equivalent to 50% of planning fees combined from all planning fees as itemized by the applicable fee schedule of the City of Quinte West at the time of application. • Maximum total grant of \$3,000 per property or 50% of combined planning fee costs, whichever is less. <p>Building Permit Fees Grant:</p> <ul style="list-style-type: none"> • A grant equivalent to 50% of building permit fees for new builds or major renovations as itemized by the applicable fee schedule of the City of Quinte West at the time of application. • Maximum total grant of \$7,000 per property or 50% of combined building permit costs, whichever is less. 	
Eligibility	<ul style="list-style-type: none"> • Applicable properties within the Priority Zones are eligible for: <ul style="list-style-type: none"> • Planning application fees for Zoning By-law Amendments; Site Plan Approval; Minor Variance; Application for Consent, Part Lot Control Exemption and Subdivision/ Condominium Agreement being in full force and effect. • Building permit fees as applicable to any development pursuant to the Building Code Act. 	

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- Applicable properties within the non-urban areas are eligible for:
 - Planning application fees for Site Plan Approval.
 - Building permit fees as applicable to any development pursuant to the Building Code Act.
 - The grant is limited only to those fees outlined in the City's current Fees and Charges By-law at the time of application and is always limited to the grant maximums available under this program.
 - During the plan period, additional applications for planning approval above and beyond the approvals subject to an initial application will be considered. Similarly, additional application for building permit grants arising from subsequent additional works, will also be considered.
-

**Approval
Process**

The General Application Process outlined in the CIP applies.

Applications that can demonstrate significant improvements to external appearance of properties, and/or definable improvements that maximize leverage (greater than 50%) will be prioritized.

The applicant pays all planning and development permit fees as required and at the times required. These fees are reimbursed to the applicant, per the approved amount of grant once relevant approvals are in place:

- Planning fee grant – disbursed at time of planning approval;
- Building permit grant – disbursed at the time of Final Completion of the works to the satisfaction of the City.

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

PROGRAM 3: BUILDING AND PROPERTY RENOVATION GRANT PROGRAM

Rationale and Objective(s)	<p>To encourage the significant renovation of existing commercial and mixed-use buildings in Downtown Frankford and Downtown Trenton including the conversion of upper floor space to residential or other commercial use, and the significant renovation of existing publicly visible and accessible tourism-related commercial buildings in the non-urban areas.</p> <p>To promote functional improvements and upgrades to an older building stock. Property improvements can include any identified and eligible improvements to the building, its structure, building systems, and major internal fit-up.</p> <p>Project works must contribute to the significant improvement of the long-term functionality of the building. General tenant fit-up² and end-of-life system replacements etc. will not be supported.</p>
Benefits	<p>The program will continue to support property rejuvenation in the downtown and commercial areas of Frankford and Trenton and help bring about additional residential, professional office and quality retail and services into the urban core. The program will also support property rejuvenation for Tourist Establishments within the non-urban areas.</p> <p>This grant has the potential to leverage significant private sector investment in interior building renovations and improvements, and help address the costs involved with a range of matters, such as:</p> <p>Building Works</p> <ul style="list-style-type: none"> • Building, fire and other code compliance upgrades; • Expansion/additions/conversions for office and/or retail; • Retrofitting space for residential use (upper floors); • Interior structural works and upgrades (including electrical, mechanical, HVAC and other building systems.). <p>Property Improvements (permanent installations)</p> <ul style="list-style-type: none"> • Front of property improvements including outdoor patio, seating; • Durable landscape improvements (hardscaping, walls, fences) associated with front and side outdoor service areas; • Rear patio/café garden improvements; • Creation of public walkways and/or courtyards between buildings for the purposes of improving pedestrian access and amenity; • Excludes replacement/improvement of existing asphalt parking.

² This refers to standalone projects for wall partitions, finishes, fixtures, lighting, power, equipment, etc. for the general purpose of enhancing leasehold space and which are not part of a substantial building conversion project.

Legislative Provision	Section 28(7) of the <i>Planning Act</i> (R.S.O. 1990, c. P.13) provides for grants and loan assistance “for the purpose of carrying out a municipality’s community improvement plan.”	
Target Group	<p>Private sector property owners of commercial/mixed-use properties within the following areas of the Community Improvement Project Area (CIPA):</p> <ul style="list-style-type: none"> • Properties zoned as Downtown Commercial (DC) or Corridor Commercial (CC) within the Priority Zones. • Properties zoned as Recreation Commercial (RC), Agricultural (A) or Rural (R) with a Tourist Establishment/retail operation that is visible and accessible by the travelling or visiting public. 	
Program Specifics and Limitations	<p>Secured Interest-free Forgivable Loan³:</p> <ul style="list-style-type: none"> • Maximum grant of \$25,000 per property (minimum grant of \$10,000 per property). • Grant is a secured loan, forgivable over 5 years at an annual rate of 20%. <p>The grant is equivalent to a proportion of the work value and provided on a matching funds basis to a maximum of 50% of eligible costs.</p> <p>Conditions of approval will be established by the City and may extend to any reasonable consideration to ensure the interests of the City as funder are upheld. Generally, all approvals under this program will require that construction commence within 6 months of an approved building permit, and final completion within 18 months. The City may at its discretion adjust these requirements based on the particular circumstances of the construction project which may necessitate approvals from other agencies and/or delays in construction which are not in the control of the applicant to overcome.</p> <p>Where the property is sold or interest in the property is transferred to another entity within the 5-year Loan Forgiveness period, the remaining principal of the grant (after annual forgiveness) is repayable to the City. Upon sale or transfer, all outstanding loan obligations remain payable to the City based on the approved loan repayment agreement signed by both the City and the applicant in advance of program assistance. Year 1 of the repayment period commences upon Final Completion of the project.</p> <p>Applicants will be required to enter into an agreement as to the above terms and conditions of the grant/loan elements of the program.</p> <p>Only one successful application per property is permitted during the life of the plan (5 years).</p>	

³ Loan Forgiveness is defined as the incremental accretion of grant status of funds dispersed to approved applicants under *this program*. This translation from interest free loan to grant status (and hence non-repayable to the City) is earned on the basis of 20% at the end of each calendar year following the execution of the Agreement. In the event of sale or transfer of interest of the property within the 5-year period, Loan Forgiveness ceases to accumulate, and the remaining loan repayment is calculated on a prorated basis.

Eligibility

- For applications which pass the application screening process, eligibility will be determined through the application of criteria, developed and adjusted from time to time by the Review/Evaluation Committee. These objectives will seek to relate each application to the goals and objectives of this CIP including maximizing the leverage of private investment from the use of public investment. In general terms, the following criteria will be used as a basis for determining the amount of funding and number of projects supported each year:
 - Quality and extent of submitted plans, cost schedules, and, in the case of additional development, business case rationale, if any provided;
 - Inclusion of rental housing units (upper floors) in proposed plans;
 - Maximizing opportunity to promote accessibility enhancements throughout building;
 - Plans which include contiguous properties through partnership with other owners;
 - Professional quotes from multiple contractors (minimum 3) operating at arm's length from the applicant; and
 - Estimated timing of works to be completed.

Approval Process

- The City of Quinte West has the right to review any and all aspects of the program, including the purpose, form, method of application, evaluation and amount of funding of the program, from time to time, or at any time, for any reason, and at the sole and absolute discretion of the City.
- As necessary, the City may amplify or adjust the application and approval protocols associated with this program.
- The City may refuse an application if it deems project feasibility to be limited or for any other reason, at the discretion of the City.
- Applications that can demonstrate significant improvements to external appearance of properties, definable improvements that maximize leverage (greater than 50%), and /or the added benefit of job creation/retention will be prioritized.
- If the completed project proves to be inconsistent with the proposed project that was approved and detailed in the application form and supporting documentation, then the City has the right to delay (pending correction of the building works), withhold or cancel the disbursement of funds.
- The Building and Property Renovation Grant will be disbursed as 100% on completion of the project to the satisfaction of the City.

PROGRAM 4: BUILDING ACCESSIBILITY IMPROVEMENT GRANT PROGRAM

Rationale & Objective(s)	<p>Designed as a small capital alternative to the Building and Property Renovation Grant Program, the Building Accessibility Improvement Grant Program assists property owners with the financing of accessibility improvements to ground floor or upper storey units.</p> <p>The Accessibility Improvement Grant promotes improved accessibility to existing buildings within all existing commercial buildings within the city. Accessibility Improvements must follow or go above the Accessibility Requirements in the Ontario Building Code to be approved.</p>
Benefits	The program has the potential to leverage private sector investment in improved accessibility to commercial buildings and contributes to improving accessibility City-wide.
Legislative Provision	Section 28(7) of the <i>Planning Act</i> (R.S.O. 1990, c. P.13) provides for grants and loan assistance “for the purpose of carrying out a municipality’s community improvement plan.”
Target Group	<p>Private sector property owners of commercial/mixed-use properties within the following areas of the Community Improvement Project Area (CIPA):</p> <ul style="list-style-type: none"> • Properties zoned as Downtown Commercial (DC) or Corridor Commercial (CC) within the Priority Zones. • Properties zoned as Recreation Commercial (RC), Agricultural (A) or Rural (R) with a Tourist Establishment/retail operation.
Program Specifics and Limitations	<p>Matching grant of up to 50% of eligible costs or a maximum grant of \$5,000 per property, whichever is less. The minimum grant amount is \$2,000.</p> <p>Only one successful application per property is permitted during the life of the plan (5 years) received from either the property owner or the tenant (or a joint application by both).</p> <p>Examples of Eligible Costs (non-exhaustive):</p> <ul style="list-style-type: none"> • Power assist door operators; • Renovation of building entrances and/or upgrading of doors; • Installation of ramps; • Installation of elevating devices; and • Renovations to create accessible washrooms that are not part of a larger renovation project.
Eligibility	Program eligibility is limited to existing commercial and commercial portions of mixed-use (commercial-at-grade) properties within the CIPA; including former residential buildings now used, in part or in whole, for commercial use.

	For tourism-related uses within Recreation Commercial (RC), Agricultural (A), and Rural (RU) zones, program eligibility is limited to existing commercial buildings intended for public commercial occupancy, per the Building Code.
Approval Process	<p>Applications that can demonstrate significant improvements to external appearance of properties, and/or definable improvements that maximize leverage (greater than 50%) will be prioritized.</p> <p>The Building Accessibility Improvement Grant will be disbursed as 100% on completion of the project to the satisfaction of the City.</p>

PROGRAM 5: MULTI-STREAM COMPREHENSIVE TAX INCREMENT EQUIVALENT GRANT (TIEG) PROGRAM

Description	Tax Increment means the difference between the property tax liability for the lands in any year of the program and the existing “base” tax liability. The TIEG is a grant equal to a portion of the tax increment. It is limited to the Municipal Portion of the tax liability.
Benefits	<ul style="list-style-type: none"> • Leverages increased property tax assessment and helps reduce financial costs of property (re)development. • The City benefits by the resulting revaluation and increase in tax liable on the property over the long term. • Supports the City’s objectives to achieve continued investment in the historic downtowns of Frankford and Trenton, and increase investment in the tourism and accommodation sector.
Rationale and Objective(s)	<p>The Tax Increment Equivalent Grant (TIEG) program is designed to support the following:</p> <ul style="list-style-type: none"> • STREAM A: New commercial (stand-alone or as part of mixed-use developments) in the Priority Zones; • STREAM B: Tourism-related activities anywhere in the City; and • STREAM C: Hotels anywhere in the City. <p>The application of this program is subject to the full discretion of the City as it pertains to the scale, scope and funding associated with each stream.</p> <p>This program leverages the increased assessment and property taxation generated by site (re)development to reduce the financial costs of property renovation, development, or redevelopment by:</p> <ul style="list-style-type: none"> • Providing a grant equivalent to the Municipal Portion of the property tax for a property; and • Limiting such grants to annual payments for a maximum period of 5 years or equivalent to the maximum cost of renovation, development or redevelopment. <p>This grant focuses on net municipal taxation gain which represents unrealized revenue if the development or enhancement of the property had not occurred. At the end of the grant program (a maximum of 5 years or the dollar limit of eligible costs whichever is reached first, or earlier at the discretion of the City), the City realizes the full extent of the property taxes.</p> <p>The grant is based on the “Reimbursing Developer” approach. The property owner/developer pays for the full cost of renovation, development or redevelopment as well as the resulting annual increase in property tax. Thereafter, the City reimburses the Owner or assigned recipient by way of an annual grant equivalent to the agreed Municipal Portion of the incremental property tax increase over an established “base” assessment. The grant is assignable by the owner of the property to another party (subsequent owner, tenant or other assignment) at any time during the period of the agreement. Should the original owner transfer its interest in the property, the grant can, with the agreement of</p>

	<p>the City, continue to be assigned to the original owner for the duration of the grant period.</p> <p>The maximum amount of the grant in any year is limited to the value of the work undertaken under eligible costs in that year or the approved municipal funding based on the increase in municipal property tax on the property compared to the base (before redevelopment), whichever is less.</p> <p>Eligible costs not reimbursed in the year they are incurred can be rolled over to subsequent years.</p> <p>The grant is limited by the maximum eligible costs in combination with all other programs of assistance provided by this Plan.</p>
Legislative Provision	<p>Section 28(7) of the <i>Planning Act</i> (R.S.O. 1990, c. P.13) provides for grants and loan assistance “for the purpose of carrying out a municipality’s community improvement plan.”</p>
Target Group	<p>Private sector landowners/developers who are actively seeking the renovation, development or redevelopment of properties within the Community Improvement Project Area (CIPA) Priority Zones, and city-wide for Tourist Establishments/retail operations. Consideration is subject to:</p> <ul style="list-style-type: none"> (i) Approved zoning for the proposed development; (ii) Site plan/floor plans for renovation or (re)development; (iii) Estimated costs of renovation or (re)development; and (iv) Proposed timing for development. <p>Given the nature of the grant program as fundable only on completion and revaluation of the property, the City of Quinte West will consider “approval in principle” subject to meeting all necessary conditions of development as stipulated by the City. Final approval is only achieved by decision of Council based on confirmation by staff report that the original intent of the approval in principle and all necessary conditions have been attained.</p>

PROGRAM 5A: TAX INCREMENT EQUIVALENT GRANT (TIEG) PROGRAM: NEW COMMERCIAL IN PRIORITY ZONES (STREAM A)

Eligibility	<ul style="list-style-type: none"> Property owners and developers in the Priority Zones engaged in development and redevelopment for commercial use in either stand alone or mixed-use buildings.
Program Specifics	<ul style="list-style-type: none"> The City reimburses the landowner for all eligible costs by way of an annual grant equivalent to a maximum of 75% of the Municipal Portion of the incremental property tax increase over an established “base” assessment and tax liability. Grant represents foregone income for the City. Site redevelopment creates tax income, a portion of which is foregone under this program. At expiry of the program/agreement, 100% of the municipal property tax is retained by the City. In the case of mixed-use developments, the grant would only apply the tax increment applicable to the commercial portion of a development. In determining the amount of funding up to the maximum permitted, the City should be cognizant of any significant increase in annual municipal operating costs as a result of redevelopment of the property in receipt of tax assistance. One grant per project, irrespective of whether the project meets the eligibility criteria for more than one stream of TIEG support. The maximum duration of assistance is 5 years or when the total cumulative grant equals the total eligible costs, whichever occurs first. Program eligibility is limited to those projects/proposals that will result in a minimum of 500 square metres of net new commercial space. This program does not apply to the Education Portion of the tax rate.

PROGRAM 5B: TAX INCREMENT EQUIVALENT GRANT (TIEG) PROGRAM: NON-URBAN TOURISM-RELATED ACTIVITIES (STREAM B)

Eligibility	<ul style="list-style-type: none"> Property owners and developers with properties zoned as Recreation Commercial (RC), Agricultural (A) or Rural (R) with a Tourist Establishment/retail operation engaged in development and/or redevelopment and/or major renovation of commercial uses.
Program Specifics	<ul style="list-style-type: none"> The City reimburses the landowner for all eligible costs by way of an annual grant equivalent to a maximum of 75% of the Municipal Portion of the incremental property tax increase over an established “base” assessment and tax liability. Grant represents foregone income for the City. Site redevelopment creates tax income, a portion of which is foregone under this program. At expiry of the program/agreement, 100% of the municipal property tax is retained by the City. In the case of mixed-use developments, the grant would only apply the tax increment applicable to the commercial portion of a development. In determining the amount of funding up to the maximum permitted, the City should be cognizant of any significant increase in annual municipal operating costs as a result of redevelopment of the property in receipt of tax assistance. One grant per project, irrespective of whether the project meets the eligibility criteria for more than one stream of TIEG support. The maximum duration of assistance is 5 years or when the total cumulative grant equals the total eligible costs, whichever occurs first. Program eligibility is limited to those projects/proposals that will result in a minimum of 500 square metres of net new commercial space. This program does not apply to the Education Portion of the tax rate.

PROGRAM 5C: TAX INCREMENT EQUIVALENT GRANT (TIEG) PROGRAM: HOTELS (STREAM C)

Eligibility	<ul style="list-style-type: none"> Property owners and developers in Corridor Commercial areas engaged in development and/or redevelopment and/or major renovation of hotels.
Program Specifics	<ul style="list-style-type: none"> The City reimburses the landowner for all eligible costs by way of an annual grant equivalent to a maximum of 75% of the Municipal Portion of the incremental property tax increase over an established “base” assessment and tax liability. Grant represents foregone income for the City. Site redevelopment creates tax income, a portion of which is foregone under this program. At expiry of the program/agreement, 100% of the municipal property tax is retained by the City. In the case of mixed-use developments, the grant would only apply the tax increment applicable to the commercial portion of a development. In determining the amount of funding up to the maximum permitted, the City should be cognizant of any significant increase in annual municipal operating costs as a result of redevelopment of the property in receipt of tax assistance. One grant per project, irrespective of whether the project meets the eligibility criteria for more than one stream of TIEG support. The maximum duration of assistance is 5 years or when the total cumulative grant equals the total eligible costs, whichever occurs first. Program eligibility is limited to those projects/proposals that will result in a minimum of 500 square metres of net new commercial space. This program does not apply to the Education Portion of the tax rate.

Appendix B. Glossary of Terms

Glossary of Terms

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

CIPA Priority Zone – a sub-area within the City-wide CIP Area where incentive programs apply, identified in the CIP.

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

Community Improvement Project Area (CIPA) means “a municipality or an area within a municipality, the community improvement of which in the opinion of the council is desirable because of age, dilapidation, overcrowding, faulty arrangement, unsuitability of buildings or for any other environmental, social or community economic development reason” (Ontario Planning Act, Section 28).

Complete Application is a completed application form accompanied by all required supporting materials as requested by the City of Quinte West such that the application can then be forwarded to the Review/Evaluation Committee for its review and evaluation.

Development means “means the creation of a new lot, a change in land use, or the construction of buildings and structures, requiring approval under the Planning Act but does not include activities that create or maintain infrastructure authorized under an environmental assessment process; or works subject to the Drainage Act.” (Quinte West Official Plan)

Development Charges are fees levied on development to help finance the infrastructure required to service growth. Under the *Development Charges Act, 1997*, as amended, local municipal councils may pass a By-law imposing development charges. A charge imposed pursuant to the Quinte West Development Charges by-law ([No. 20-124](#)).

Education Portion means taxes arising from that element of the total tax rate set annually, which is collected by the Province of Ontario to support the provincial school By-Laws.

Eligible Costs includes all capital cost categories for which the Owner is entitled to Program Assistance from the municipality as may be approved and as may be provided for in the CIP and further specified in any Agreement that may be required to execute funding.

Eligible Property is property located in the Community Improvement Project Area (CIPA) and of an Employment nature. Any such property must be in accordance with the zoning in effect for lands contained in the CIPA.

Farm Produce Retail Outlet means “a use accessory to a permitted farm which consists of retail sale of agricultural products” (Quinte West Zoning By-law).

Farm Related Tourism Establishment means “a commercial farm that provides, as an accessory use, educational and active opportunities to experience the agricultural way of life. Such activities may include farm machinery and equipment exhibitions, farm-tours, petting zoos, hayrides, sleigh rides, processing

demonstrations, pick your own produce, farm theme playground for children and small-scale educational establishments that focus on farming instruction. Overnight camping, amusement parks and recreational uses are not permitted” (Quinte West Zoning By-law).

Hotel means any commercial accommodation within the Commercial Corridor (CC) zoning designation. For greater clarity, a Hotel means a tourist establishment containing four or more guest rooms served by a common building entrance. Accessory uses may include accommodation for permanent staff, dining rooms, beverage rooms, meeting rooms or similar uses.

Intensification means the development of a property, site or area at a higher density than currently exists through a) redevelopment, including the reuse of brownfield sites; b) the development of vacant and/or underutilized lots within previously developed areas; c) infill development; and d) the expansion or conversion of existing buildings (City of Quinte West Official Plan).

MPAC means the Municipal Property Assessment Corporation.

Municipal Portion means taxes arising from that element of the total tax rate, set annually, which supports expenditures by the municipality.

Non-Residential means the development meets the definition of “non-residential” under the Development Charges By-law ([No. 20-124](#)): “a building or structure of any kind whatsoever used, designed or intended to be used for other than a residential use”.

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

Program Assistance means all or any of the programs contained in and provided for by the CIP.

Redevelopment means the creation of new units, uses or lots on previously developed land in existing communities, including brownfield sites.

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

Tax Increment Grant Agreement means an agreement, with the force of law, that establishes the terms of the tax assistance program and the obligations of both the applicant and the municipality, as well as remedies for default by the applicant.

Tax Liability means the annual real property taxes levied by the municipality including the Municipal and Education Portions of the taxes.

TIEG means Tax Increment Equivalent Grant as provided for under Section 28(7) of the Ontario Planning Act.

Tourism means “the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure” (Quinte West Tourism Development Strategy).

Tourist Establishment means “a building, area or facilities designed or used for the accommodation of the travelling or vacationing public, and shall include a lodge, resort, hotel, motel, and a rental cabin or rental cottage establishment, but shall not include a trailer park or camp” (Quinte West Zoning By-law 14-86).