



# Public Workshop

December 3, 2024

## WELLESLEY TOWNSHIP COMMUNITY IMPROVEMENT PLAN REVIEW AND UPDATE

# Welcome!

## Opening Remarks

Tim Van Hinte, MCIP, RPP  
Director of Planning

## Introductions

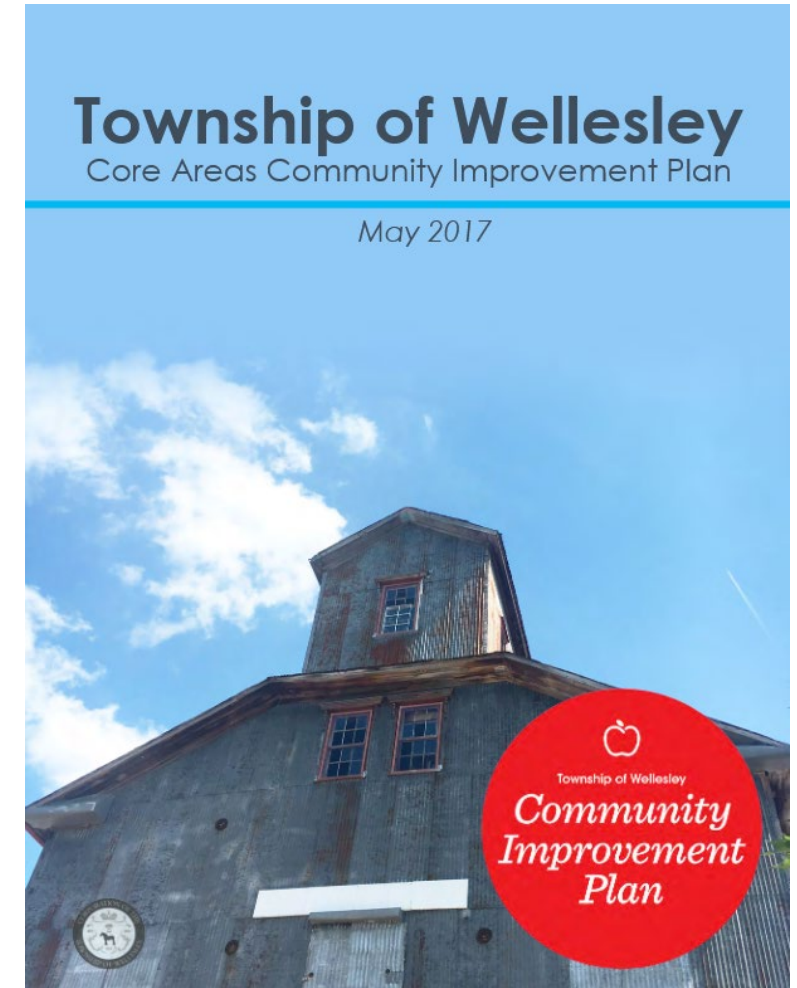
Name?  
Background/Interests?  
Reason for Attending?

*This project is funded in part by the Ontario Ministry of Agriculture, Food and Agribusiness.*

# Project Purpose

## A Review and Update of the Existing 2017 Core Areas Community Improvement Plan:

1. As-sess the results of the 2017 CIP, to-date
2. Seek input from the Township and community
3. Identify opportunities for a new and improved CIP
4. Prepare and present a new CIP to Council



# Community Improvement Overview

## What is a Community Improvement Plan?

### WHAT IS A CIP?

1. A plan to restore, redevelop, rehabilitate
2. A pro-active “tool-box” of programs
3. A planning document
4. An economic development tool
5. A hand-up

### WHAT ISN'T A CIP?

1. An Official Plan or Zoning By-law
2. A marketing strategy
3. A quick-fix (10+ year implementation period)
4. The answer to all your problems
5. A hand-out/free for all/cash grab

# Community Improvement Overview

## What is a Community Improvement Plan?

Can help address a range of local needs,  
***subject to priorities:***



## Key Elements of a CIP:

- 1 Goals and Objectives for Community Improvement
- 2 A Designated 'Community Improvement Project Area'
- 3 Municipal Programs
- 4 Financial Incentive Programs
- 5 A Marketing Plan
- 6 An Implementation Plan
- 7 A Monitoring Plan

# Community Improvement Overview

## Do CIPs Work?

| MUNICIPALITY                            | YEARS<br>IN-<br>EFFECT | PROGRAMS<br>INCENTIVES                                                                                                | CONSTRUCTION<br>VALUE | VALUE OF<br>CIP<br>GRANTS | GRANT AS A %<br>OF<br>CONSTRUCTION<br>(LEVERAGING<br>FACTOR) |
|-----------------------------------------|------------------------|-----------------------------------------------------------------------------------------------------------------------|-----------------------|---------------------------|--------------------------------------------------------------|
| Haldimand Downtown<br>Areas CIP<br>2008 | 16                     | Traditional set of<br>incentives for downtown<br>areas, including<br>housing grant                                    | \$11,855,642          | \$1,761,939               | 14.86                                                        |
| Bracebridge<br>Town-wide CIP<br>2013    | 11                     | Building, property,<br>signage, façade,<br>energy efficiency,<br>housing programs                                     | \$837,000             | \$85,000                  | 10.15                                                        |
| Elgin<br>County-wide CIP<br>2016        | 8                      | Building, property,<br>signage, façade,<br>energy efficiency,<br>housing programs,<br>agricultural<br>diversification | \$3,480,000           | \$799,312                 | 22.97                                                        |

# Review of the Existing Core Areas CIP

## Goals and Objectives

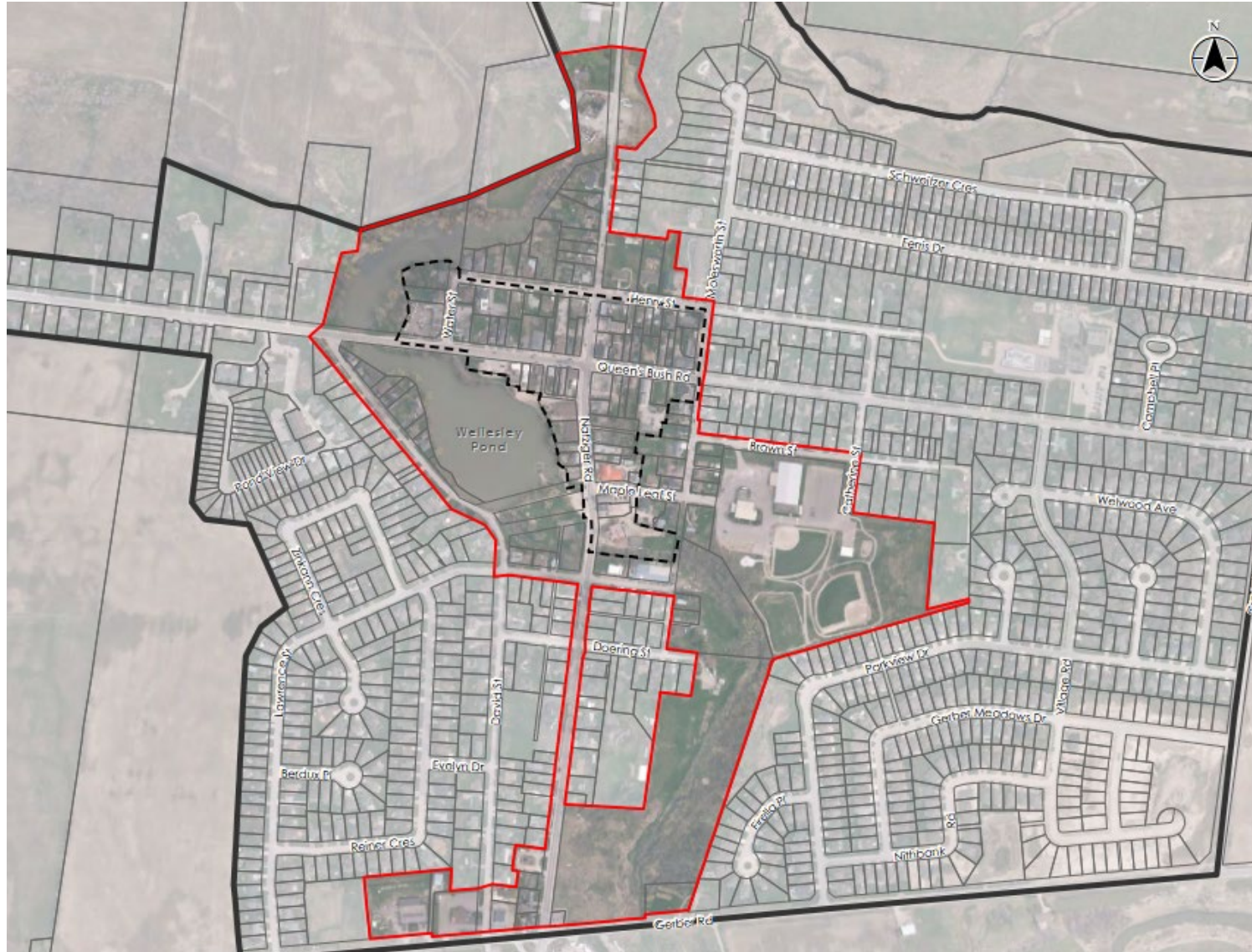
**1. Attract and retain people and businesses in the Core Areas.**

**2. Restore and beautify the Core Areas.**

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

# Review of the Existing Core Areas CIP

## Community Improvement Project Area



## Primary Core Areas CIPA:

1. Wellesley Urban Area;
2. The Wellesley Community's 'Centre';
3. Other important community assets for Wellesley such as the Wellesley Pond and river valley;
4. Important linear corridors

### Legend

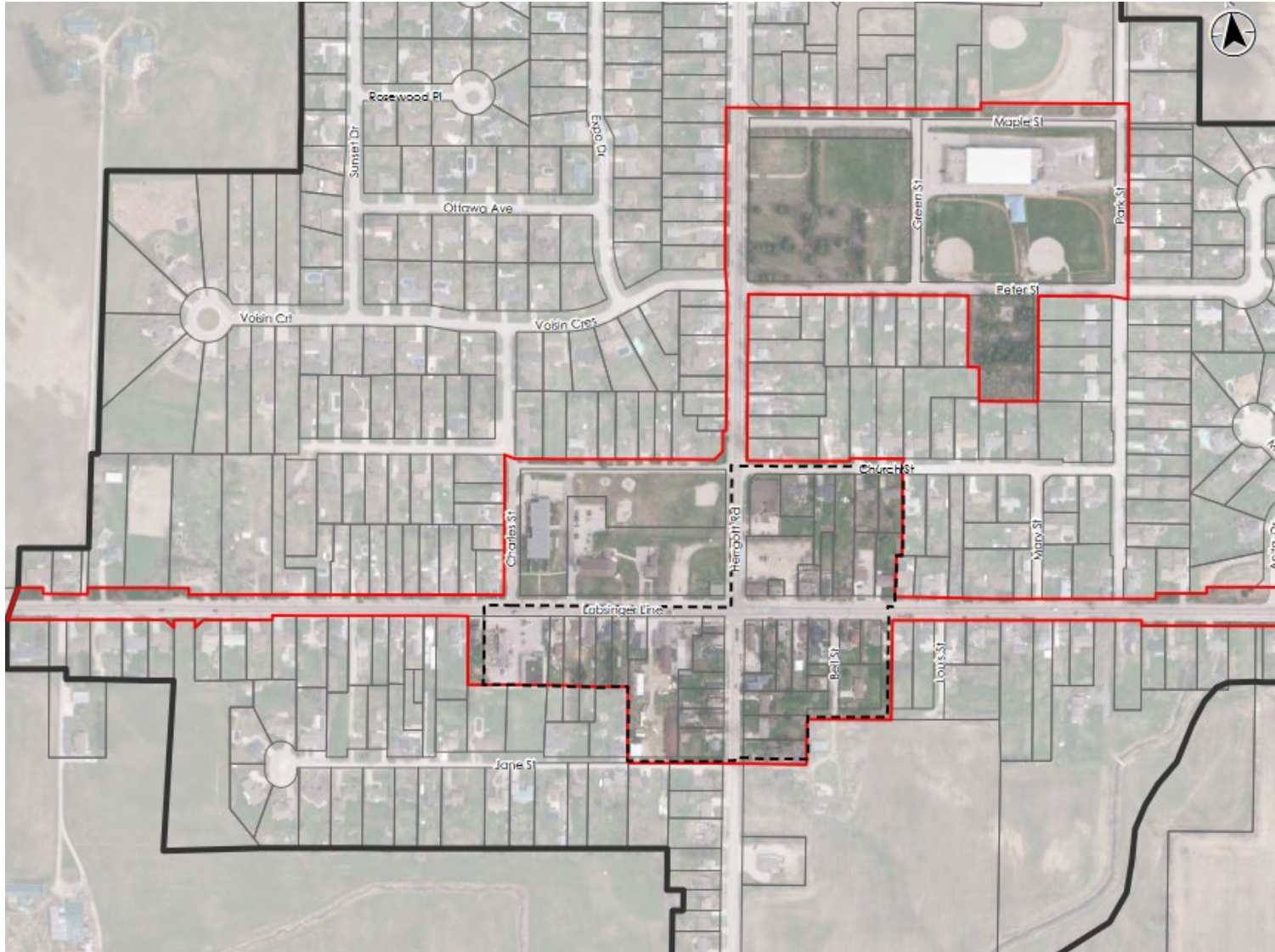
- Settlement Boundary
- Community Improvement Project Area
- Core Area Designation (Official Plan)
- Property Parcels

# Review of the Existing Core Areas CIP

## Community Improvement Project Area

## Primary Core Areas CIPA:

1. St. Clements' Settlement Area;
2. The St. Clements' Community Centre;
3. Community assets such as the Public Library, Church, and school; and
4. Important linear corridors



### Legend

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

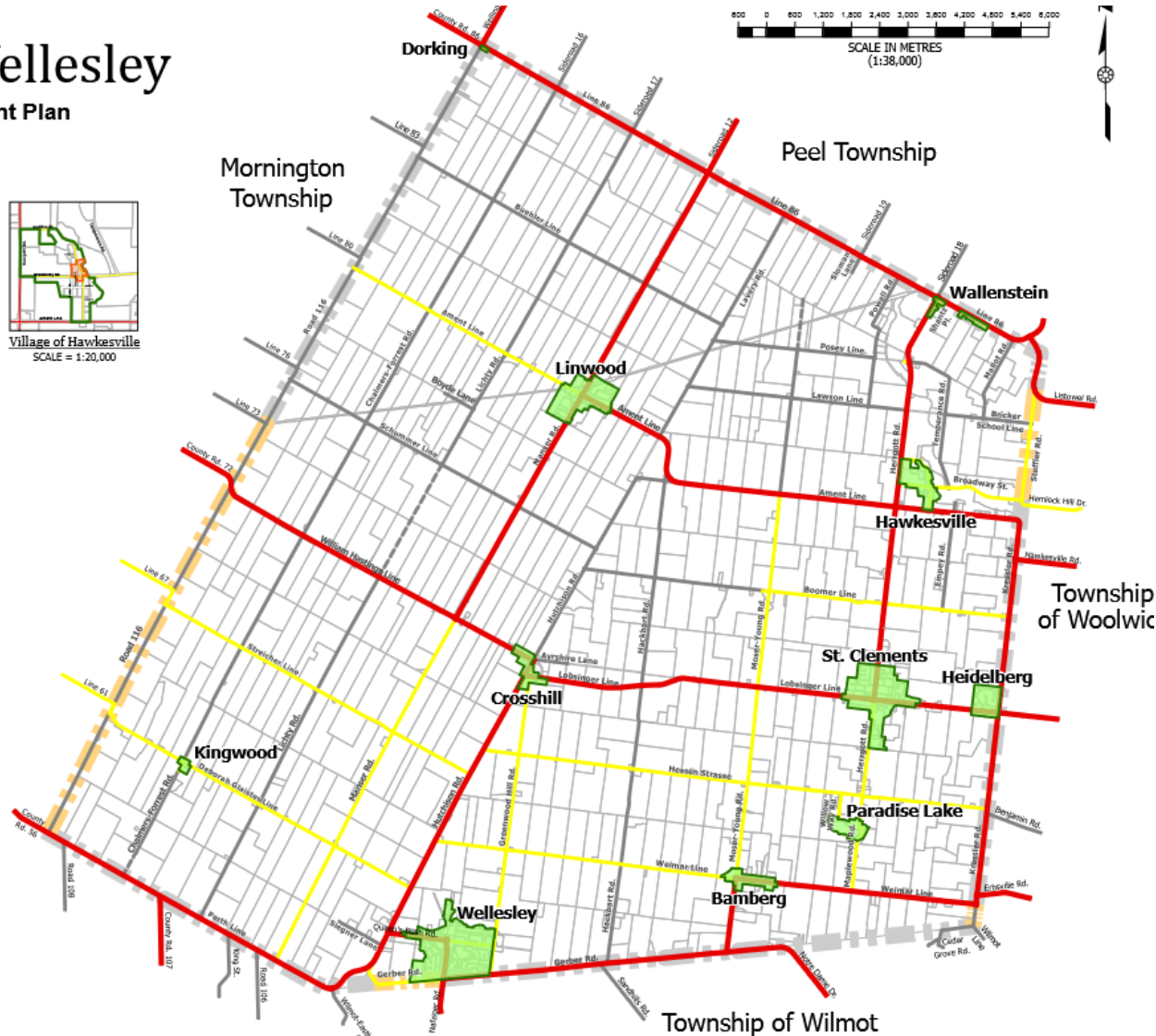
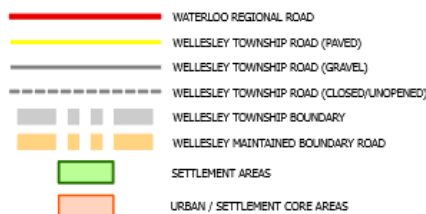
# Review of the Existing Core Areas CIP

## Community Improvement Project Area

### Township of Wellesley Community Improvement Plan 2024



#### LEGEND



## Secondary Core Areas CIPA:

Core commercial areas  
of the Township's  
Service Settlements,  
which include:

1. Crosshill;
2. Hawkesville;
3. Heidelberg;
4. Linwood; and
5. Wallenstein.

# Review of the Existing Core Areas CIP

## Township Initiated Projects

1. Community Improvement Concepts
2. Strategy for Regional Participation in the CIP
3. Identification/Targeting of Priority Sites
4. Public Realm and Streetscape Improvement Strategy
5. Gateway and Signage Improvements
6. Parking Improvements
7. Master Heritage Plan Study

# Review of the Existing Core Areas CIP

## Financial Incentive Programs

| Financial Incentive Program                                      | Purpose                                                                                                  | Value                                                                                                                                      | Eligible Costs                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Planning Application and Building Permit Fee Rebate              | To offset the planning and building fees                                                                 | Up to 50% eligible fees up to \$2,500; or 100% for Priority Sites.                                                                         | Planning application fees and building or demolition permit fees.                                                                                                                                                                                                                                                                                         |
| Design and Study Grant                                           | To aid with initial background planning and design                                                       | Up to 50% of total cost up to \$2,500 per project and/or property.                                                                         | Concept plans, structural analysis, Traffic Impact Assessments, site plan drawings, environmental studies, other studies or plans as required.                                                                                                                                                                                                            |
| Façade, Signage, and Landscape Improvement Grant                 | To promote aesthetic and functional improvements                                                         | Up to 50% of eligible costs up to \$5,000 per project and/or property; \$10,000 per project and/or property when certain criteria are met. | Restoration or replacement of exterior and interior building components, elements, infrastructure, and design.                                                                                                                                                                                                                                            |
| Building and Accessibility Improvement Grant                     | To assist with improvements to existing buildings to increase accessibility for people with disabilities | Up to 50% eligible costs up to \$2,500; or \$7,500 for Priority Sites.                                                                     | Systems, Weatherproofing, Installation of ramps, elevators, lifts, and/or automatic door openers, and more.                                                                                                                                                                                                                                               |
| Parking Optimization Grant                                       | To encourage the creation of new private parking spaces within the CIPAs                                 | Up to 50% eligible costs up to \$2,500; or \$7,500 for Priority Sites.                                                                     | Public bicycle parking, improvements to rear or side yard parking, repairs or improvements to existing parking areas, proper signage to designate reserved parking, and professional engineer, architect, or planner services.                                                                                                                            |
| Commercial and Affordable Housing Conversion and Expansion Grant | To assist in the small-scale conversion of existing vacant space                                         | Up to \$20 per square foot of converted or expanded floor space up to \$7,500; or \$10,000 for Priority Sites.                             | Construction and renovation costs, adaptive re-use of derelict structures, services of a professional engineer, architect, or planner to design.                                                                                                                                                                                                          |
| Tax Increment Equivalent Grant                                   | To defer part of the increase in property taxation caused by property improvements                       | 100% of tax increment, decreasing by 20% each year; minimum 80% for Priority Sites.                                                        | Demolishing buildings, adaptive reuse, rehabilitation, and retrofit works, upgrading on and off-site infrastructure.                                                                                                                                                                                                                                      |
| Provincial and Regional Brownfield Programs                      | To encourage the remediation and rehabilitation of brownfield sites                                      | Full or part cancellation of Township and education taxes.                                                                                 | Environmental Site Assessments, Environmental remediation activities, costs of preparing an RSC, placing clean fill and grading, installing environmental and/or engineering controls/works as specified in a Risk Assessment, Monitoring, maintaining, and operating environmental and engineering controls/works, and environmental insurance premiums. |

# Review of the Existing Core Areas CIP

## Urban Design Guidelines

Urban Design Guidelines are provided in the CIP to assist with evaluating, applications for financial incentive programs. They address the following principles:

- Scale
- Safe and Connected
- Green
- Complementary
- Character
- Precedent
- Sustainable



# Review of the Existing Core Areas CIP

## Results: 2017 to Present

| Wellesley or St.Clements? | Incentive Program Applied For         | Value of Grant      | Project Value        | Description/Documentation of Results                     |
|---------------------------|---------------------------------------|---------------------|----------------------|----------------------------------------------------------|
| Wellesley                 | Signage                               | \$ 3,220.50         | \$ 6,440.00          | new signage at Funeral Home                              |
| Wellesley                 | Signage                               | \$ 5,000.00         | \$ 10,418.00         | new signage for vet clinic                               |
| Wellesley                 | Signage                               | \$ 1,760.00         | \$ 3,520.00          | new sign for salon w                                     |
| Wellesley                 | Facade/accessibility                  | \$ 2,500.00         | \$ 12,000.00         | new entrance and doorway/windows for doctors office      |
| Wellesley                 | Façade                                | \$ 4,400.00         | \$ 8,800.00          | new siding, roof, lighting                               |
| Wellesley                 | Façade and signage                    | \$ 3,504.00         | \$ 7,008.00          | signage and new windows                                  |
| Wellesley                 | Accessibility and façade improvements | \$ 5,000.00         | \$ 40,000.00         | improvements to ramp and entrance to Pym's grocery store |
| Wellesley                 | Façade and BP fee                     | \$ 5,082.89         | \$ 46,750.00         | replace entrance and awning to Schmidt Pantry            |
| St Clements               | Accessibility and façade improvements | \$ 7,575.00         | \$ 32,000.00         | new entrance and façade improvements                     |
| St Clements               | Signage                               | \$ 4,146.46         | \$ 8,292.00          | new signage for St Clements plaza                        |
| St Clements               | Signage                               | \$ 570.50           | \$ 1,141.00          | new signage for "in Seasons" store mounted on building   |
| <b>TOTAL</b>              |                                       | <b>\$ 42,759.35</b> | <b>\$ 176,369.00</b> | <b>\$ 24.24</b>                                          |

# Review of the Existing Core Areas CIP

Results: 2017 to Present



# Review of the Existing Core Areas CIP

## Why is the CIP being reviewed?

Since 2017, the world has changed and CIPs across Ontario have evolved to help respond to :

- Prioritize the development of **affordable housing** and facilitate more diverse housing options
- Create more **complete communities** by integrating residential, commercial, and recreational spaces to enhance vibrancy and livability
- **Revitalize** downtown areas and underdeveloped neighborhoods
- Facilitate **multi-modal transportation options**, such as public transit, cycling infrastructure, and walkability, to reduce reliance on cars
- Preserving **cultural heritage and local history** by maintaining heritage sites and promoting arts and culture
- Incorporate **resilience** through flood management, heat mitigation, energy generation/efficiency, and enhancing green spaces to improve urban climate resilience.

# CHECKING IN: Q&A

# Updating the Core Areas CIP

## Are the goals and objectives still relevant?

### 1. ATTRACT AND RETAIN PEOPLE AND BUSINESSES IN THE CORE AREAS.

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

### 2. RESTORE AND BEAUTIFY THE CORE AREAS.

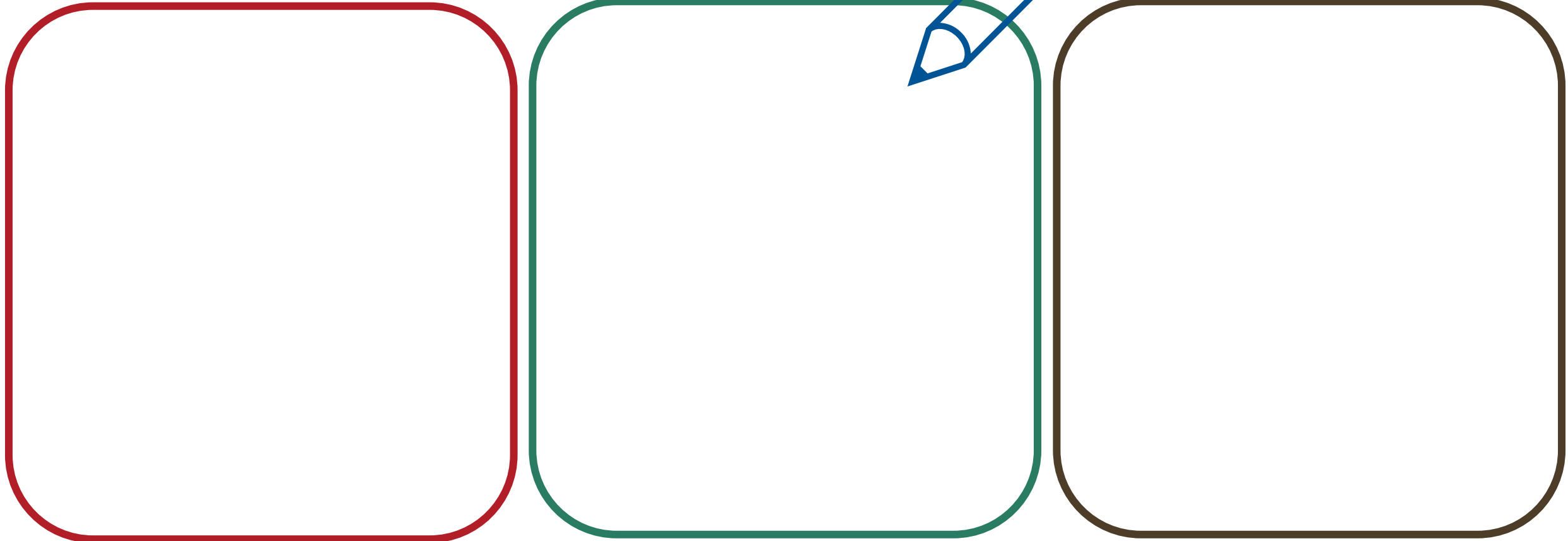
- Implement aesthetic improvements to private property such as improvements to façades, signage, and landscapes;
- Implement functional improvements to public and private property, such as structural repairs to buildings and improvements to parking, infrastructure and accessibility; and
- Apply dedicated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

### 3. PROTECT AND ENHANCE THE HERITAGE FEATURES AND DISTINCTIVE CHARACTER OF THE CORE AREAS.

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

# Updating the Core Areas CIP

Are there any new goals and objectives?



The image shows three large, empty rounded rectangular boxes arranged horizontally. The first box on the left has a red border. The middle box has a green border and a blue pencil icon pointing towards its top right corner. The third box on the right has a brown border. These boxes are intended for users to write down new goals and objectives for the Core Areas CIP.

# Updating the Core Areas CIP

Should the CIPA change?

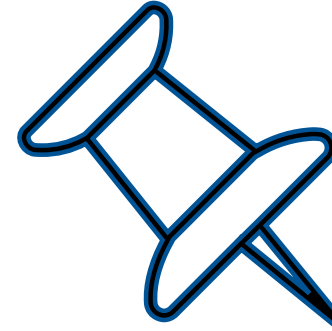
## PRIMARY CORE AREAS

- Wellesley
- St. Clements

## SECONDARY CORE AREAS

- Crosshill
- Hawkesville
- Heidelberg
- Linwood
- Wallenstein

## OTHER AREAS



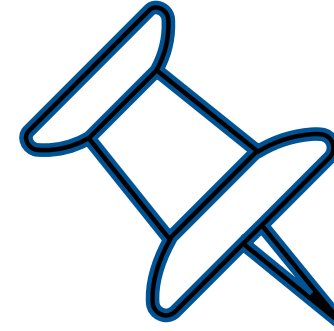
# Updating the Core Areas CIP

## Township Initiated Programs

**REMOVE**

**CARRY FORWARD**

**ADD**



# Updating the Core Areas CIP

## Financial Incentive Programs

**PRIMARY CORE AREAS**

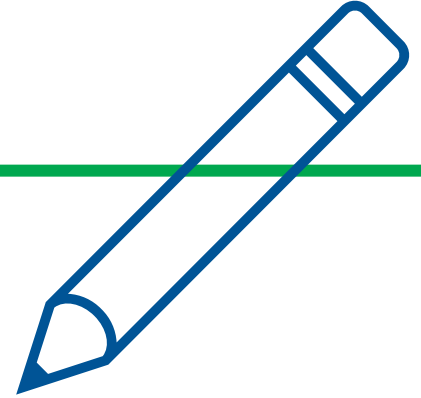
**SECONDARY CORE  
AREAS**

**OTHER AREAS**

# Updating the Core Areas CIP

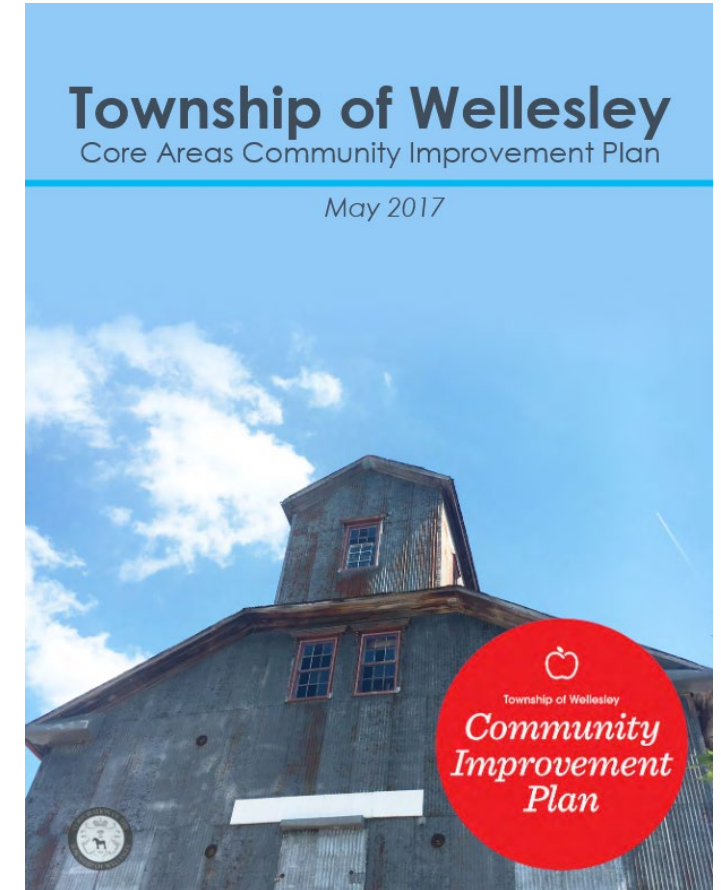
Other Comments?

**SHARE YOUR THOUGHTS**



## Next Steps

- Public Survey
- CIP Update and Options Memo
- Council Presentation
- Draft CIP
- Public Information Session #2 (Draft CIP)





**Thank you!**  
**Wellesley CIP Review and Update**  
December 3, 2024