



Township of Wellesley
Community Improvement Plan

MAY 2025



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The Community Improvement Plan was funded by the Ontario Government and Township of Wellesley.



SECTION 1

Introduction

1 Introduction

1.1 What is a Community Improvement Plan?

A Community Improvement Plan (CIP) is a municipal planning tool that sets out programs and strategies for improving the built, economic, and social environment of designated areas of a municipality. CIPs are used to achieve important community goals, such as:

- Supporting economic growth and development;
- Assisting with rehabilitation, and redevelopment; and
- Contributing to the creation of more complete communities.

Having a CIP in place allows a local government to assist financially with improvements to properties by identifying local initiatives and offering a set of financial incentive programs.

1.2 Community Improvement Planning in Wellesley

In 2017, the Township of Wellesley adopted its first CIP, which focused on the vitality, regeneration, and economic prosperity of the core built-up areas of Wellesley and St. Clements. A set of programs were provided that focused on improving or enhancing the built environment, streetscapes, heritage resources, accessibility, and parking.

This 2025 version of the CIP has updated the previous Core Areas CIP to broaden the availability of programs across the Township and to further address local goals such as housing, agri-tourism, pedestrian-friendly spaces, and sustainability.

1.3 Authority

Legislated by Section 28 of the Planning Act, a CIP allows a municipality to designate specific areas for improvement and then provide grants or loans to owners of land and buildings within that area to assist with certain types of development/redevelopment or construction/reconstruction. In addition to the Planning Act, several other legislative documents provide the authority for municipalities to implement tools to assist with community improvement, including the Municipal Act.

1.4 Contents

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

- **Section 2** presents the basis for the CIP;
- **Section 3** sets out the goals and objectives;
- **Section 4** identifies the area to which the CIP applies;
- **Section 5** outlines projects that may be initiated by the Township;
- **Section 6** introduces the financial incentive programs that may be available;
- **Section 7** explains how the CIP will be implemented;
- **Section 8** identifies marketing initiatives to promote the CIP; and
- **Section 9** outlines annual monitoring activities.

A **glossary** of terms and definitions is also provided to assist applicants of financial incentive programs.

Anyone interested in applying for financial incentives or requiring additional information should contact the Township.



SECTION 2

Basis for CIP

2 Basis of the CIP

2.1 Enabling Official Plan Policies

Township of Wellesley Official Plan

The Township's Official Plan has policies that enable the creation of this Township of Wellesley CIP. Section 1.6 identifies the following goal for community improvement:

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

Section 5.1.2 sets out a flexible set of criteria for designating a Community Improvement Project Area (CIPA) in the Township, and Section 5.1.3 states that once a CIPA is designated, the Township Council may provide grants or loans to property and building owners within the CIPA.

The Township of Wellesley CIP has been prepared in accordance with these community improvement planning policies.

Community, Stakeholder and Agency Input

The Township of Wellesley CIP was prepared with input from local business owners, residents, community groups, Township staff, and elected officials. A series of workshops were held to discuss options for financial incentives and this CIP is based on feedback received. In addition, the Region of Waterloo, Grand River Conservation Authority, and the Ministry of Municipal Affairs of Housing have been informed of, and included in, the development and adoption of this CIP.

2.2 Indigenous Communities

The Township of Wellesley contacted Six Nations of the Grand River and Mississaugas of the Credit First Nation early in the development of the CIP to ensure the communities were given an opportunity to participate in the process and provide feedback throughout the planning process.

2.3 2025 Background Report

A Background Report was prepared in 2025 to document the process of reviewing and updating the previous 2017 Core Areas CIP and provides the following in more detail:

- A legislative review (summarizing Section 28 of the Planning Act and other relevant legislation);
- A discussion of other key documents that provide context for the CIP (including the Township's Official Plan and Strategic Plan); and
- A summary of findings from community consultation events.



SECTION 3

Goals and Objectives for Community Improvement

3 Goals and Objectives for Community Improvement

To qualify for financial incentives through the CIP, improvement projects must be supportive of the following goals and objectives.

1. Foster Economic Growth and Attract Visitors

- **Goal:** Attract and support businesses while enhancing the experience for visitors throughout the Township.
 - **Objectives:**
 - Promote the growth of new business start-ups and expansions across the Township.
 - Support the retention of existing businesses through targeted initiatives.
 - Enhance tourism initiatives to draw visitors to the Township.
 - Reduce the number of vacant and under-utilized properties.
 - Diversify the Township's tax base to support economic resilience.

2. Expand Diverse Housing Options

- **Goal:** Promote a variety of housing options to meet community needs.
 - **Objectives:**
 - Increase the availability of residential units, including Additional Dwelling Unit (ADUs), throughout the Township.
 - Encourage the development of diverse housing options, such as multi-unit housing and second-floor apartments.

3. Enhance the Aesthetic and Functional Quality of Commercial Clusters

- **Goal:** Beautify and restore commercial clusters, including Rural Service Settlements and the Wellesley Urban Area.
 - **Objectives:**
 - Implement aesthetic improvements to private properties, such as façades and landscaping, within commercial clusters.
 - Enhance public and private spaces with functional upgrades, including accessibility and infrastructure improvements.
 - Allocate resources for enhancements to community facilities and public areas, contributing to the creation of more complete communities.
 - Implement urban design guidelines as outlined in this CIP to maintain community character.



4. Preserve and Celebrate Heritage and Community Character

- **Goal:** Protect and enhance Wellesley’s unique heritage features and community character.
- **Objectives:**
 - Assist in the conservation of cultural heritage resources and landscapes.
 - Prioritize projects that recognize and enhance the Township’s natural and cultural heritage.
 - Promote Wellesley’s heritage through increased signage and the promotion of community events.

5. Cultivate Community Wellbeing through Public and Private Spaces

- **Goal:** Enhance public and private spaces for community health and connectivity.
 - **Objectives:**
 - Invest in programs that improve the overall quality of life for residents and visitors.
 - Develop pedestrian-friendly neighborhoods and streetscapes to support the creation of complete communities.
 - Enhance physical accessibility and signage in public spaces.
 - Prioritize the creation of privately-owned public spaces that foster community interaction.
 - Continue to invest in beautification efforts for public and private properties, incorporating sustainable practices and energy efficiency where applicable.



SECTION 4

Community Improvement Project Area

4 Community Improvement Project Area

The Township of Wellesley CIP will include the entire geographic area of the Township, addressing all the goals and objectives of the CIP while promoting revitalization initiatives across all parts of the Township and its communities.

The Community Improvement Project Area (CIPA), established by By-law and mapped in Appendix A, will be administered separately from the CIP, allowing for modifications without requiring amendments. Township Council may adjust the CIPA by-law or enact a new one as necessary. For the latest information, users of this Plan should contact the Township.

The focus areas within the CIPA include:

- **Core Areas:** Wellesley and St. Clements will remain a major priority for improvement efforts. Investments in infrastructure, public spaces, and housing will enhance accessibility and support economic vitality, aligning with the planned Township structure and contributing to complete communities.
- **Rural Settlement Areas:** Areas designated as Settlement Core in the Township Official Plan in Linwood, Crosshill, Hawkesville, Heidelberg, and Wallenstein will also be included, ensuring that residents and businesses in these areas benefit from community improvement initiatives.
- **Countryside:** Agri-tourism initiatives will apply in this area only to promote agricultural land and the rural landscape as a vital community asset. The Countryside includes areas outside of Settlement Areas designated as Prime Agricultural or Rural Area in the Official Plan.

General and program-specific eligibility criteria will apply throughout the Township, specifying the land uses and building types that qualify. Not all properties and buildings will be eligible for participation in the CIP.



SECTION 5

Township Initiated Programs

5 Township Initiated Programs

The Township may engage in any of the initiatives outlined below as part of implementation of the CIP, subject to the Township's capital budget and the availability of resources.

5.1 Community Improvement Concepts

Potential Community Improvement Concept Plans have been prepared for Wellesley and St. Clements and are included as Appendix B. These Concepts Plans provide a visual rendering of where and how some of the following programs could be implemented and prioritized. They are based on ideas, observations, and comments collected through work completed in 2017 including a document review, site analysis, stakeholder workshops, and public consultation. They could serve as a starting point for improvements that may be implemented by the Township.

5.2 Priority Sites

The Township may identify Priority Sites based on a set of criteria established in Section 6.2 of this Plan. Priority Sites are key priorities for community improvement that may be identified by Township Council on an annual basis or at the term of Council and may be updated or revised at any time.

By identifying Priority Sites, the Township may provide increased grant values to successful applicants. The Township may also implement specific measures to target and market the site. Priority sites may also be identified when a proposed community improvement project is deemed to have significant public benefit and will meet multiple objectives of this CIP.

The Township may also consider entering into partnerships with landowners of Priority Sites, in order to contribute to development/redevelopment projects and advance mutual interests.

5.3 Housing

The Region of Waterloo is a growing community with changing demographics that, in turn, impact housing needs and pressures. As the Service Manager for the *Housing and Homelessness Plan and Affordable Housing Plan*, the Region is to provide strategic direction and actions to guide service planning and the delivery of housing and homelessness programs. Through the *Affordable Housing Plan*, the Region has committed to an additional 3,500 affordable homes by the end of 2029, 60% of which are dedicated to 'very-low-to-low-income' households. The CIP housing-focused incentive programs can support the Region in reaching its target by helping diversify the housing supply and expanding affordable options through smaller, lower-cost units that make efficient use of existing properties.

5.4 Public Realm

The Township may invest in improvements to core area public amenities and public spaces. It may also create a Public Realm and Streetscape Improvement Strategy that will address items such as:

- Traffic Calming Measures;
- Key Intersection Improvements and Crosswalks;
- Streetscape, sidewalk, and boulevard treatments;



- Street furnishings (i.e., lampposts, street signage, benches, planters, garbage bins);
- Public art installations; and
- Tree planting and planting beds.

These improvements could help to attract more businesses and visitors to the area and will help to make the Township of Wellesley a more inviting and attractive community. Many of these improvements are identified in the Community Improvement Concepts provided in Appendix B, which may be used as guidance by the Township. Implementation of such a Strategy would require a coordinated effort among public sector (Township) and private sector (property and business owner) efforts.

5.5 Gateways and Signage

The Township could invest in gateway features and signage improvements that would help promote Wellesley's brand and image. Coordinated Township signage and wayfinding and local mapping could be developed as part of this initiative to highlight community character and key destinations, including significant cultural resources, entertainment options, and opportunities for buying local.

5.6 Parking Improvements

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

- Public parking spaces in the Wellesley lot could be properly marked or the lot could be reconfigured to add a few additional parking spaces;
- On-street parking spaces in Wellesley and St. Clements could be marked delineated; and
- The Township could evaluate the time limits to on-street parking to promote turnover.

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



5.7 Master Heritage Plan Study

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

- Identifying an overall vision and approach to conserving the Township’s heritage resources;
- Recommendations for identifying, evaluating and conserving heritage resources;
- Identifying priority actions for the Township to undertake in conserving heritage resources;
- Identifying built heritage resources to study for listing or designation; and
- Recommendations for the creation of interpretive panels and commemorative plaques for identified heritage buildings, sites, or events of historical significance in order to tell the “story” of the communities in creative and interesting ways.



SECTION 6

Financial Incentive Programs

6 Financial Incentive Programs

The following Financial Incentive Programs may be available to eligible owners/tenants of land and buildings in the CIPAs, subject to the availability of resources. Further details and eligibility criteria for these programs are provided in Appendix C.

| INCENTIVE PROGRAM | PURPOSE | VALUE |
|--|--|---|
| Additional Dwelling Unit (ADU) Grant | To help construct new, attached or detached ADUs, or to upgrade or renovate an existing non-compliant ADU to create a legal, conforming ADU, subject to Zoning By-law regulations. | \$5,000 per project/property |
| Agi-tourism Grant | To support the creation of, and improvements to, properties and buildings used for agri-tourism, as defined by the Provincial Planning Statement 2024 and Provincial guidance. | \$5,000 per project/property |
| Building and Accessibility Grant | To support improvements that make existing buildings safe and useable, including the removal of barriers to increase accessibility for people with disabilities. | \$2,500 per project/property Priority Sites - \$7,500 |
| Commercial and Housing Conversion or Expansion Grant | To assist in the conversion/ expansion of existing vacant or underused space into new eligible commercial, housing, or mixed uses. | \$7,500 per project/property Priority Sites - \$10,000 |
| Design and Study Grant | To aid with the completion of studies, plans, or designs that will investigate the site-specific potential of an improvement project. | \$2,500 per project/property Priority Sites - \$5,000 per project/property |

| INCENTIVE PROGRAM | PURPOSE | VALUE |
|---|--|---|
| Façade, Signage, and Landscape Improvement Grant | To assist with exterior aesthetic and functional improvements to buildings and properties, such as facades, signage, and landscaping. | \$5,000 per project/property Priority Sites / corner lots/units - \$10,000 |
| Parking Optimization Grant | To encourage the creation of new private parking spaces for commercial uses in core areas. | \$2,500 per project/property Priority Sites - \$7,500 per project/property |
| Placemaking and Pedestrian Grant | To assist with the activation of underutilized streetscapes in order to foster a sense of community, encourage social interactions, enhance aesthetic appeal, and highlight art and culture. | \$2,500 per project/property |
| Planning Application and Building Permit Fee Rebate | To offset the planning and building fees required by the Township for an improvement project. | \$2,500 per project/property |
| Sustainability Top-Up Grant | To encourage sustainable building practices, green initiatives, and energy efficiency | \$500 |
| Tax Increment Equivalent Grant | To stimulate investment by granting back part of the increase in municipal taxation because of improvement projects that result in a property tax increase. | 100% year 1, 80% year 2, 60% year 3, 40% year 4, 20% year 5 |

6.1 General Eligibility Criteria

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

- a) The lands and buildings subject to an application must be located within the applicable CIPA designated by by-law.
- b) Only certain types of existing or proposed uses will be eligible for Financial Incentives, in accordance with the uses permitted by the Township Official Plan and Zoning By-law and as stated in the Program Specific Eligibility Criteria (Appendix C).
- c) All projects must contribute to achieving one or more community improvement goals and objectives in this Plan.
- d) All projects should generally comply with applicable design guidelines, including those provided in Appendix D, and be designed to complement the existing architectural styles and natural settings within and adjacent to the subject property and not overshadow the existing character of the area.
- e) All proposed projects must result in some level of improvement or rehabilitation over the existing conditions and will not simply represent a life cycle replacement.
- f) Unless otherwise specified, registered owners, assessed owners, and tenants (with written consent of the owner) of land or buildings may be eligible for Financial Incentives.
- g) The total value of all grants provided to an owner/tenant shall in no case exceed the total value of eligible costs associated with the community improvement project.
- h) Unless otherwise specified in the Program Specific Eligibility Criteria, an applicant may be eligible to receive multiple grants, in accordance with the following:
 - i. The total combined value of grants provided to the applicant by the Township for the first approved application shall not exceed \$10,000 per project and/or property, or the total value of eligible costs, whichever is less;
 - ii. For any subsequent applications during the life of the CIP, the total combined value of grants provided to the same applicant shall not exceed \$5,000 per project and/or property, or the total value of eligible costs, whichever is less; and
 - iii. Subsections i) and ii) shall not apply to properties that have been identified as Priority Sites.
- i) Financial incentives will not be applied retroactively to works started prior to approval of applications and any application for costs incurred prior to the adoption of this CIP will not be considered eligible.
- j) The property owner must have no outstanding property tax arrears or any other outstanding Township obligation on the subject property at the time of application or during the term of the grant.



- k) Applicants will be required to disclose all other funding sources, including governmental, private, or not-for-profit funding to support the project. These shall be taken into consideration in the review of applications and the value of incentives provided by the Township may be reduced, at the sole discretion of Council.
- l) The proposed works will conform with all applicable policies, standards, and procedures, including (but not limited to) the Official Plan and Zoning By-law, in addition to being subject to a review and the issuance of necessary planning and development approvals and building permits pursuant to the Ontario Building Code and Ontario Regulation 150/06 (i.e., Grand River Conservation Authority Regulated Areas).

In addition to these General Eligibility Criteria, a set of Program Specific Eligibility Criteria must also be met, which are outlined in the description of Financial Incentives in Appendix C.

6.2 Priority Sites

Priority Sites may be identified by the Township as priorities for community improvement based on one or more of the following criteria:

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

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



SECTION 7

Implementation Plan

7 Implementation

7.1 Implementation Period

It is anticipated that the CIP will be implemented over a 10-year period ending December 31, 2035. Council may extend or reduce the implementation period as deemed appropriate or necessary, subject to an amendment to the CIP.

7.2 Administration

7.2.1 Council Roles and Responsibilities

- a) Township Council may appoint a CIP Implementation Committee to assist with the implementation of the Township of Wellesley CIP.
- b) Township Council may delegate its responsibility for approving or refusing applications for financial incentive programs to the CIP Implementation Committee or the Director of Development Services.
- c) Township Council will contribute to the overall administration of the CIP as follows:
 - i. Identifying Priority sites;
 - ii. Determining which of the CIP Financial Incentive Programs will be put into effect in any given year during the implementation period; and
 - iii. Identifying (as part of the annual budgeting process) a community improvement budget for financial incentives to be put into effect for that year.

7.2.2 CIP Implementation Committee

- a) The CIP Implementation Committee may consist of Township staff representatives from the following Departments:
 - i. Development Services (Planning and Building)
 - ii. Public Works;
 - iii. Recreation; and
 - iv. Finance.
- b) A staff person with expertise on site-specific matters may also be consulted to assist with the review and evaluation of applications. The Committee shall also be authorized to retain other qualified professionals as required.

- c) The CIP Implementation Committee and/or Director of Development Services will be responsible for:
 - i. Reviewing and evaluating applications for financial incentives;
 - ii. Approving or refusing applications for Financial Incentive Programs;
 - iii. Marketing the CIP;
 - iv. Monitoring the CIP and providing annual reports to Council with respect to the costs and benefits of the CIP;
 - v. Making recommendations to Council with respect to:
 - 1. The identification of Priority sites;
 - 2. Financial Incentive Programs to be put into effect in any given year; and
 - 3. Identifying an annual community improvement budget for financial incentives.

7.2.3 Administration of Financial Incentives

- a) The Township may put into effect any number of the financial incentives identified in this Plan during the implementation period, subject to the availability of Township funds and other resources.
- b) Applications for financial incentives may be received on a first come, first served basis to the limit of the available funding for that year.
- c) Alternatively, as annual/bi-annual deadline for the submission of financial incentive applications may be established and all applications will be received and evaluated in accordance with this deadline(s).
- d) Applications will be evaluated in a timely manner, in accordance with:
 - i. General eligibility requirements;
 - ii. Program specific eligibility requirements, as outlined in Appendix C;
 - iii. Application requirements; and
 - iv. A Council approved budget.
- e) In cases where an application for financial incentives is refused, all applicants will have the right to appeal the decision to Township Council. If a decision is appealed, a staff report will be prepared for Council detailing the Committee's decision.

7.3 Applying for Incentives

7.3.1 The Application Process

The following is a summary of the process for the submission, evaluation, and approval of Financial Incentive Program applications.

- a) Applicants must meet with one or more members of the CIP Implementation Committee/the CIP Administrator for a pre-consultation meeting, prior to submitting an application, to confirm requirements for a complete application.
- b) Applications must be submitted in accordance with the requirements outlined in Section 7.2.3
- c) The CIP Implementation Committee will evaluate all applications and supporting materials. Applicants will be notified if their submission is incomplete.

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

7.3.2 Application Requirements

Applications for financial incentives offered through the CIP will require the following:

- a) One (1) copy of a completed and signed application form.
- b) One (1) copy of any supporting documentation, as determined by the CIP Implementation Committee at a pre-consultation meeting, which may include (but is not limited to):
 - i. Good quality photographs of the existing condition of the buildings and property;
 - ii. Past/historical photographs and/or drawings (where available);
 - iii. Specifications of the proposed project, including design drawings prepared by a design professional (if available) or sketches, renderings, and/or elevation drawings illustrating the proposed improvements;
 - iv. Two (2) detailed independent contractor estimates for each component of the proposed eligible work, or two estimates covering all the components of the eligible work;
 - v. A statement with respect to how the proposed project meets the overall goals and objectives of the CIP; and
 - vi. Any additional requirements as determined by the CIP Implementation Committee.
- c) The Township is not responsible for any of the costs associated with the preparation of a CIP financial incentive application.



SECTION 8

Marketing Plan

8 Marketing Plan

8.1 Overview

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

8.2 Target Markets

8.2.1 Primary Target Markets

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

- a) Property owners and operating businesses located within the CIPAs of the Township of Wellesley CIP;
- b) Potential investors in the community; and
- c) Local realtors.

8.2.2 Secondary Target Markets

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

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

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

TABLE 4 - MARKETING AND COMMUNICATIONS MESSAGES

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



8.3 Marketing Materials

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

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

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

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



SECTION 9

Monitoring Plan

9 Monitoring Plan

9.1 Purpose

The purpose of the following monitoring strategy is to:

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

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

9.2 On-going Data Collection

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

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

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

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

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

9.3 Measures

The following measures will assist the Township in evaluating whether the individual objectives of the CIP are being met.

1. Foster Economic Growth and Attract Visitors

- **Measures:**
 - Count the number of financial incentive applications received and approved for businesses.
 - Track the amount of funding distributed through these programs annually.

2. Expand Diverse Housing Options

- **Measures:**
 - Monitor the number of financial incentives awarded for new residential units, including

ADU development.

- o Track the total investment in residential development resulting from these incentives.
- o Track number and type (rental versus ownership) of new affordable units created through ADU financial incentive awards
- o Record of construction value and timeline of project completion for further data analysis.

3. Enhance the Aesthetic and Functional Quality of Commercial Clusters

- **Measures:**

- o Count the number of financial incentives granted for aesthetic improvements (e.g., façades, landscaping) in commercial core areas.
- o Track the total funding allocated to public space enhancements linked to incentive applications.

4. Preserve and Celebrate Heritage and Community Character

- **Measures:**

- o Monitor the number of financial incentives awarded for the preservation or restoration of heritage properties.
- o Track the total investment in heritage-related projects funded through the incentive program.

5. Cultivate Community Wellbeing through Public and Private Spaces

- **Measures:**

- o Count the number of financial incentives awarded for community space improvements, such as parks and recreational facilities.
- o Track the total funding provided for projects aimed at enhancing public and private spaces.

9.4 Reporting

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

9.5 Plan Amendments

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

- a) An amendment to the CIP will not be required to:
 - i. Reduce funding levels for the financial incentive programs;
 - ii. Discontinue or cancel any of the programs identified.
- b) An amendment will be required to the CIP or implementing By-laws to:
 - i. Extend the implementation period of the CIP; and
 - ii. Add any new financial incentive programs.

Glossary



Glossary

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

Adaptive Reuse means a change in the use of a structure, typically from commercial/ industrial to residential, that results in greater density.

Additional Dwelling Unit means a self-contained residential unit with a private kitchen, bathroom facilities, and sleeping areas located within, or as an accessory building to, a single detached, semi-detached or townhouse dwelling, in accordance with the Township's Zoning By-law.

Affordable means:

- a) in the case of ownership housing, the least expensive of:
 - i. housing for which the purchase price results in annual accommodation costs which do not exceed 30 percent of gross annual household income for low and moderate income households; or;
 - ii. housing for which the purchase price is at least 10 percent below the average purchase price of a resale unit in the municipality;
- b) in the case of rental housing, the least expensive of:
 - i. a unit for which the rent does not exceed 30 percent of gross annual household income for low and moderate income households; or
 - ii. a unit for which the rent is at or below the average market rent of a unit in the municipality. (*Provincial Planning Statement, 2024*)

Agri-Tourism means those farm-related tourism uses, including limited accommodation such as a bed and breakfast, that promote the enjoyment, education or activities related to the farm operation.

Barrier means anything that prevents a person with a disability from fully participating in all aspects of society because of his or her disability, including a physical barrier, an architectural barrier, an information or communications barrier, an attitudinal barrier, a technological barrier, a policy or a practice.

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

Complete Community means places such as mixed-use neighbourhoods or other areas within cities, towns, and settlement areas that offer and support opportunities for equitable access to many necessities for daily living for people of all ages and abilities, including an appropriate mix of jobs, a full range of housing, transportation options, public service facilities, local stores and services. Complete communities are inclusive and may take different shapes and forms appropriate to their contexts to meet the diverse needs of their populations.

Community Improvement means the planning or replanning, design or redesign, resubdivision, clearance, development or redevelopment, construction, reconstruction and rehabilitation, improvement of energy efficiency, or any of them, of a community improvement project area, and the provision of such residential, commercial, industrial, public, recreational, institutional, religious, charitable or other uses, buildings, structures, works, improvements or facilities, or spaces therefor, as may be appropriate or necessary, as is defined in the Planning Act, 1990.

Community Improvement Plan means a plan for the community improvement of a community improvement project area, as is defined in the Planning Act, 1990.

Community Improvement Project Area means a municipality or an area within a municipality, the community improvement of which in the opinion of the council is desirable because of age, dilapidation, overcrowding, faulty arrangement, unsuitability of buildings or for any other environmental, social or community economic development reason, Planning Act, 1990.

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

Mixed-use means development of compatible residential and non-residential land uses within the same area or on the same parcel of land. Mixed-use facilitates the provision of a wide range of residential types within close proximity to employment, institutional, social and recreational opportunities.

Placemaking means a process where people work together to reimagine and reshape their community in order to strengthen feelings of connection and spur economic activity.

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

Region means the Corporation of the Regional Municipality of Waterloo.

Tax Increment means the additional revenue generated from increased property taxes due to rising property values as a result of a development or redevelopment project.

Township means the Corporation of the Township of Wellesley.

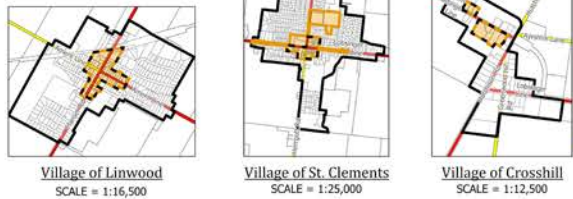
Appendix A:

Community Improvement Project Area

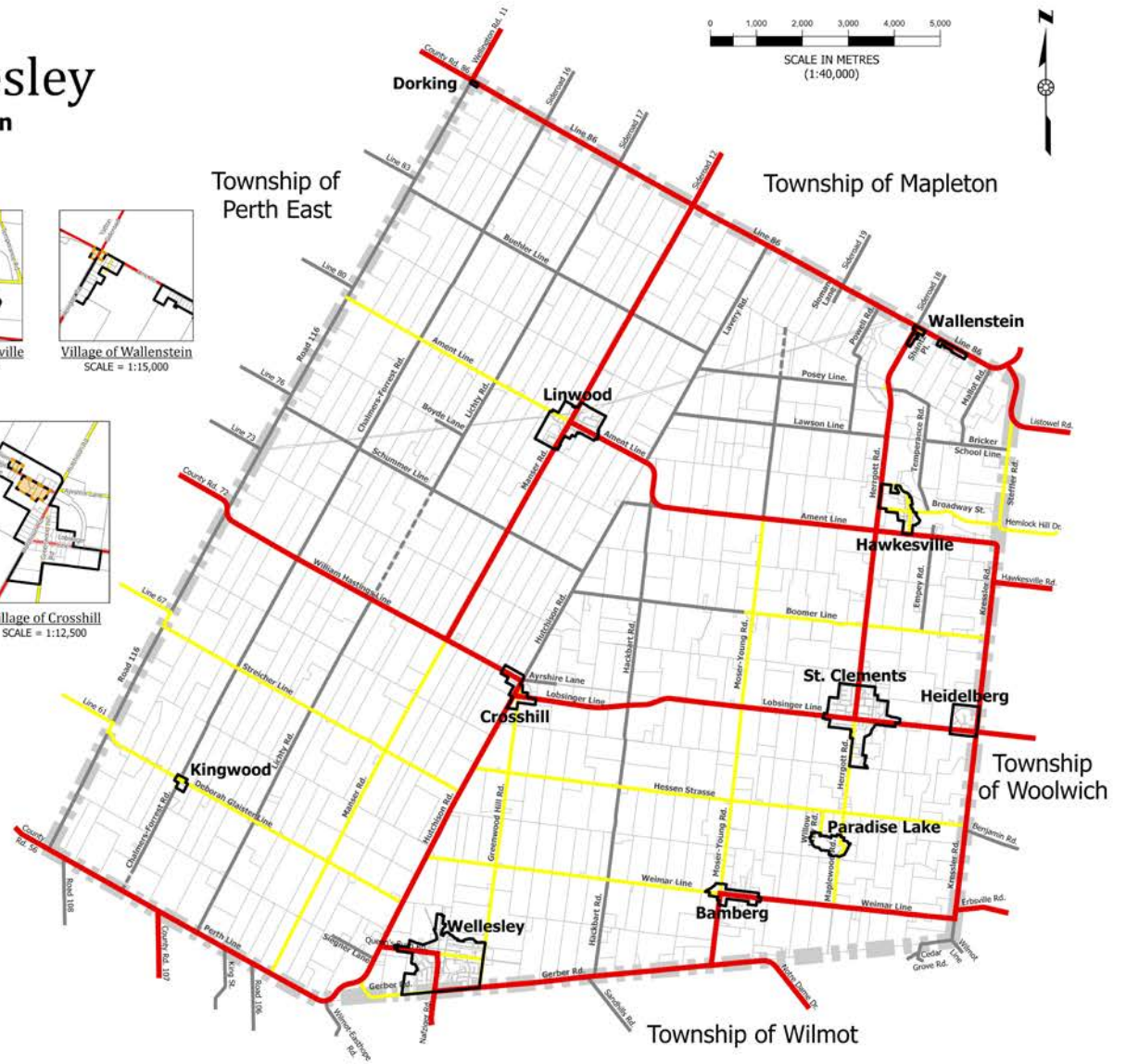


Township of Wellesley

Community Improvement Plan 2025

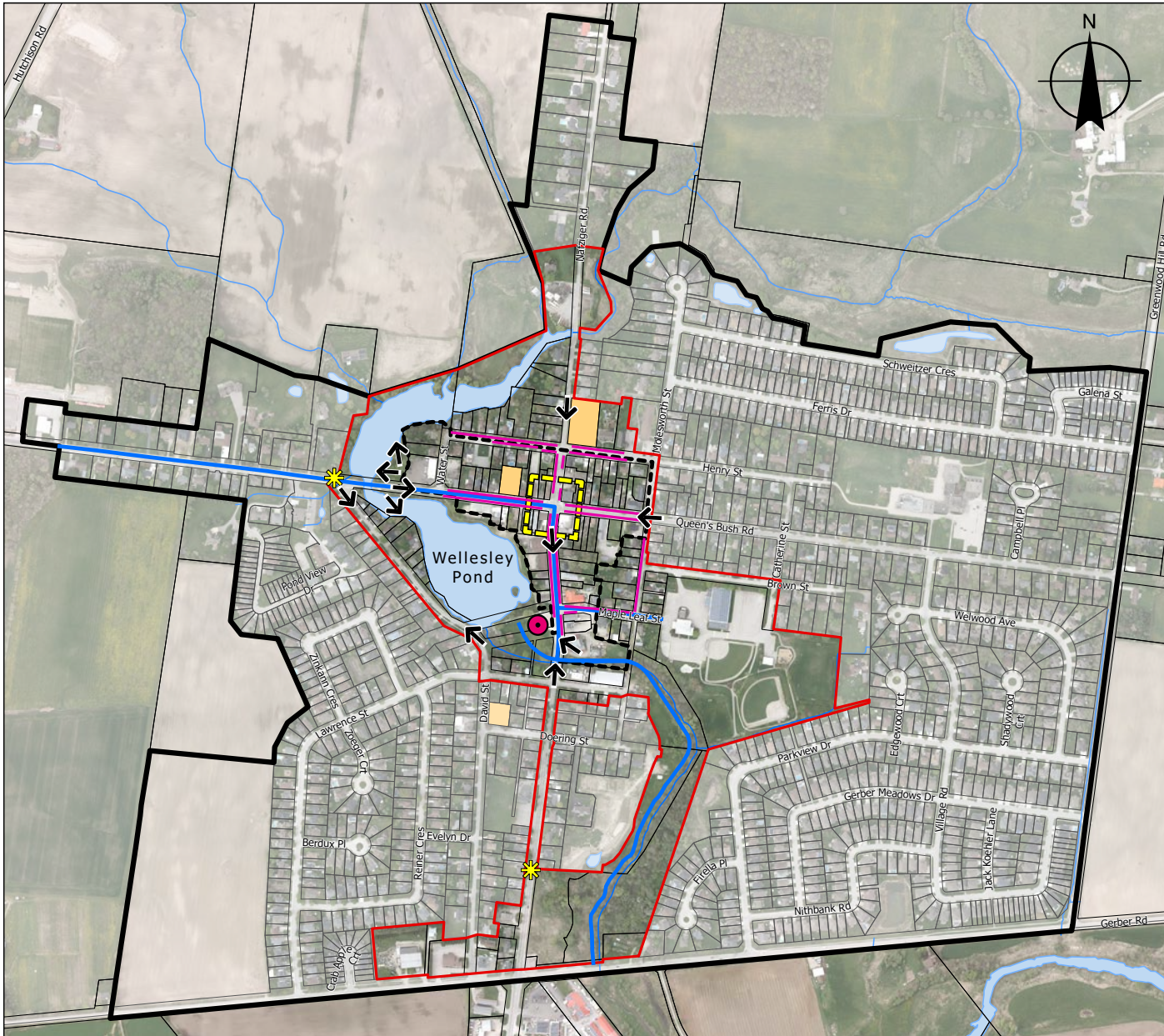


- SETTLEMENT AREAS
- URBAN / SETTLEMENT CORE AREAS
- COMMUNITY IMPROVEMENT PROJECT AREAS
- PROPERTY PARCELS
- WATERLOO REGIONAL ROAD
- WELLESLEY TOWNSHIP ROAD (PAVED)
- WELLESLEY TOWNSHIP ROAD (GRAVEL)
- WELLESLEY TOWNSHIP ROAD (CLOSED/UNOPENED)
- WELLESLEY TOWNSHIP BOUNDARY



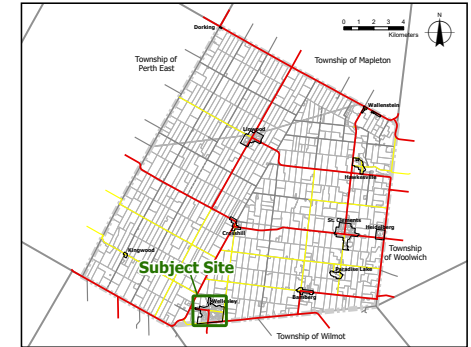
Appendix B: Community Improvement Concept Plans for Wellesley and St. Clements



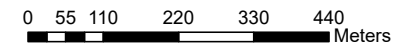


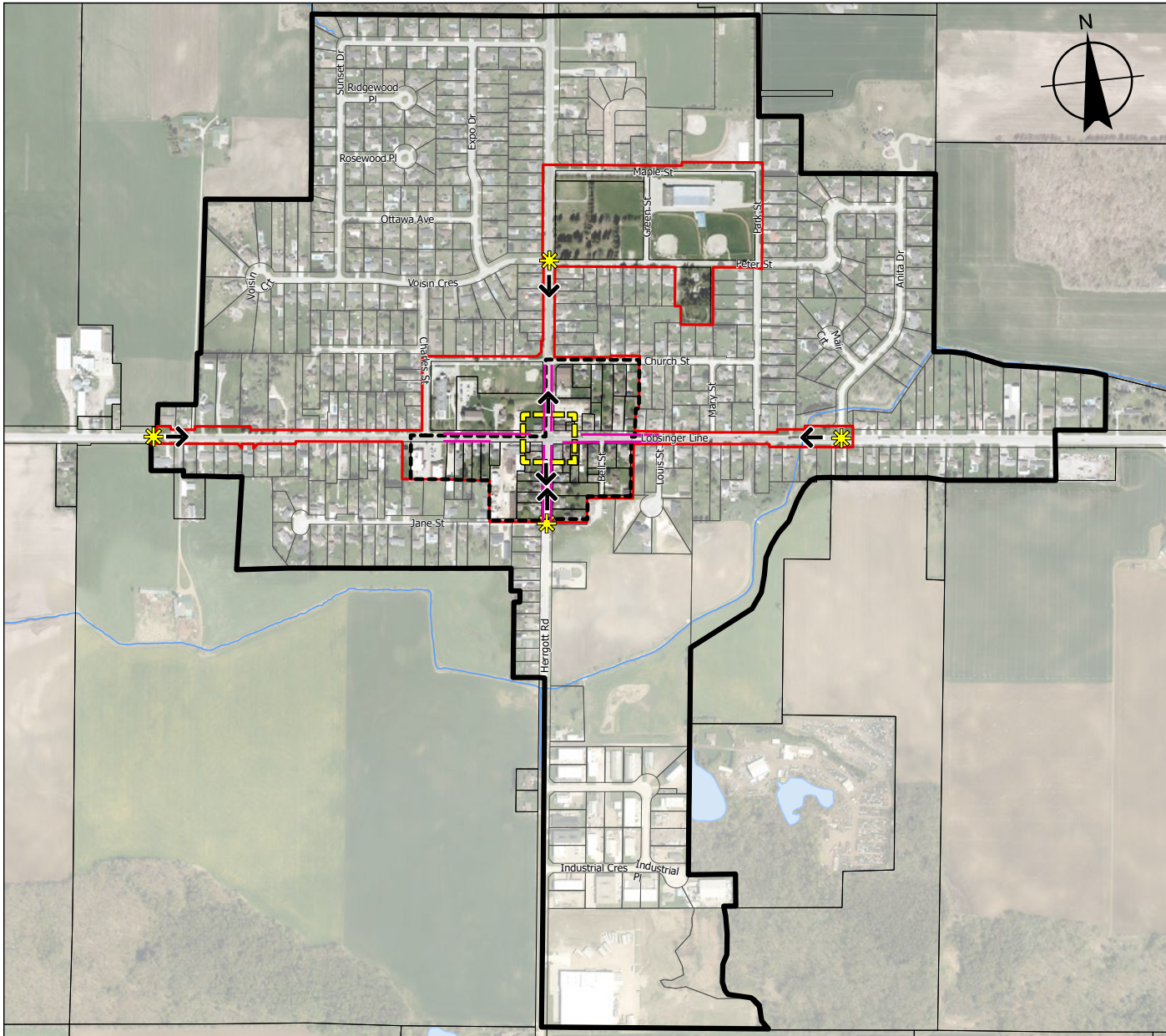
Wellesley

Community Improvement Concept Plan 2025



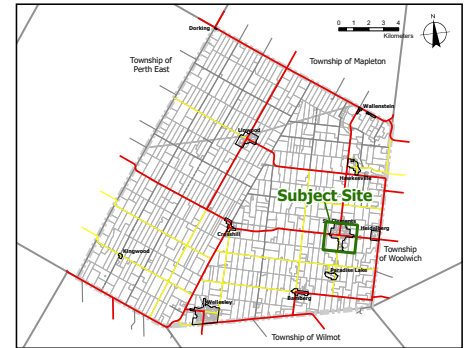
- Legend**
- Settlement Boundary
 - Community Improvement Project Areas
 - Core Area Designation (Official Plan)
 - Property Parcels
 - Potential Intersection Improvements
 - View Corridor
 - Potential Gateways
 - Potential Linkage
 - Potential Parking Improvements**
 - Parking Signage and Marking Improvements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



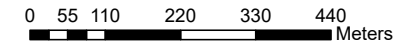


St. Clements

Community Improvement Concept Plan 2025



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



Appendix C: Financial Incentive Details and Program Specific Eligibility



ADDITIONAL DWELLING UNIT (ADU) GRANT

Purpose and Anticipated Benefits

- a) This program provides financial assistance to construct new ADUs.
- b) It is intended to offset costs incurred to construct ADUs, where permitted by the Township's Zoning provisions.

Value of Loan

- a) Up to 100% of total eligible costs to a maximum of \$5,000 per project / property, for the creation of new ADUs.

Eligibility Criteria

- a) ADUs may be permitted within, a single detached, semi-detached, or townhouse dwelling, or as an accessory building thereto, on properties zoned Urban Residential (UR), Urban Residential Two (UR2), or Settlement Residential (SR) subject to regulations in the Zoning By-law. The project must be located within the designated Wellesley or St. Clements CIPA to be eligible for this program.
- b) The applicant is required to enter into an agreement with the Township at the time of approval, and the agreement will outline program criteria which must be satisfied.
- c) All other general eligibility criteria set out in the CIP must be met.

Eligible Costs

- a) Building materials and labour required to construct the unit(s).
- b) Plumbing where required under the Building Code.
- c) Works related to Ontario Building Code or Fire Code compliance, such as structural, electrical, safe egress, ventilation, fire protection including associated insulation, and similar improvements.
- d) Accessibility improvements including providing universal design, barrier-free access to the residential unit(s), accessible washroom(s), interior doorway(s) or kitchen facilities.
- e) Permanent finishing materials and permanent decorative elements, including painting, drywall, trim, permanent light fixtures, flooring, countertops and cabinetry, shall be an eligible cost to a maximum of 25% of the total eligible costs.
- f) Costs for the services of a professional engineer or architect may be required in association with the improvements noted above, to a maximum of 15% of the total eligible costs.

Payment

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

AGRI-TOURISM GRANT

Purpose and Anticipated Benefits

- a) Support economic growth through agri-tourism opportunities.
- b) Provide financial incentives for the creation of, and improvements to, buildings and properties used for agri-tourism.
- c) Provide visitors to the Township the opportunity to learn about its rich agricultural heritage and natural resources.

Value of Grant/Loan

- a) Where all eligibility requirements are fulfilled, the value of a grant may be equal to 100% of the total eligible costs, to a maximum of \$5,000 per project / property.

Eligibility Criteria

- a) Projects must fall within the definition of agri-tourism in the Provincial Planning Statement 2024 and the Provincial Guidelines on Permitted Uses in Ontario's Prime Agricultural Areas (Publication 851)..
- b) Projects must conform with all applicable land use planning policies and regulations with respect to prime agricultural areas, rural areas, and natural heritage features.
- c) The use must be open and accessible or provide goods or services to the public, and/or provide demonstrated local employment.
- d) The applicant is required to enter into an agreement with the Township at the time of approval, and the agreement will outline program criteria which must be satisfied.

Eligible Costs

- a) New building construction, addition(s) to an existing building, or internal renovations to an existing building, directly associated with the use.
- b) Costs associated with design, material costs, and labour.
- c) Marketing and signage costs to attract tourists.
- d) Improvements or developments of fire and/or electrical systems, ventilation, plumbing and fixtures, and other requirements under the Ontario Building Code.
- e) Accessibility improvements and creations, including providing accessible washroom(s).



- f) Landscaping plans and labour fees for the creation of trails, learning centres, and agricultural amenities.
- g) Improvements to site features that directly impact visitor experience, including installation / restoration / replacement of painting, windows, architectural features, façade, signage, lighting, canopies and awnings, and access to and appearance of entrances.
- h) Costs for professional services (such as engineer or architect) may be required in association with the creation of / improvements to those noted above, to a maximum of 25% of the total eligible costs.

Payment

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



BUILDING AND ACCESSIBILITY IMPROVEMENT GRANT

Purpose and Anticipated Benefits

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

Value of Grant

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

Eligibility Criteria

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

Eligible Costs

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



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

Payment

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



COMMERCIAL AND HOUSING CONVERSION AND EXPANSION GRANT

Purpose and Anticipated Benefits

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

Value of Grant

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

Eligibility Criteria

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



Eligible Costs

- a) The Commercial and Housing Conversion and Expansion Grant may be provided for the construction and renovation costs related to the following types of projects:
 - o Conversion of non-commercial or vacant building space into new commercial, housing units, mixed-use, secondary uses, and other eligible uses;
 - o Conversion of upper storey space (whether vacant, office, commercial or other non-residential use) into new housing units;
 - o Conversion of existing ground floor commercial space to better suit a new commercial use (e.g., retail to restaurant); and
 - o Expansion of existing eligible uses to increase the gross floor area.
- b) The Grant will also apply to the adaptive re-use of derelict structures.
- c) The services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs, subject to the following:
 - o A grant for such services has not already been provided to the applicant through the Design and Study Grant (Section 6.6 of this CIP); and
 - o The maximum amount of a grant for such services shall not exceed 15% of the grant.

DESIGN AND STUDY GRANT

Purpose and Anticipated Benefits

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

Value of Grant

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

Eligibility Criteria

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

Eligible Costs

- a) The cost to complete any of the following types of studies, plans, or designs may be eligible for the Design and Study Grant:
 - o Concept plans;
 - o Structural analysis;
 - o Traffic Impact Assessments;
 - o Site plan drawings;
 - o Environmental studies;
 - o Other site-specific studies or plans which may be required by the Township at the time of pre-consultation or site plan approval and as approved by the CIP Implementation Committee; and
 - o Any combination of the above.



- b) Eligible studies, plans, or designs must be completed by licensed and/or qualified professionals as deemed by the Township.
- c) The applicant must provide at least two quotes for the completion of the subject studies, plans, or designs at the time of a financial incentive application, or the applicant must provide an explanation as to why two quotes is not possible.

Payment

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



FAÇADE, SIGNAGE, AND LANDSCAPE IMPROVEMENT GRANT

Purpose and Anticipated Benefits

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

Value of Grant

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

Eligibility Criteria

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



for additional incentive programs offered through this Plan in accordance with Section 6.2 (g).

Eligible Costs

- a) For a Façade Improvement Project, improvements to the main façade of buildings are eligible.
- b) Façade improvements to a side and/or rear wall may also be eligible where the subject building or property is located adjacent to or is visible from core areas view corridors, or has a façade with a significant public view in the opinion of the Township.
- c) Eligible costs include the following:
 - o Restoration or replacement of exterior building treatments, such as brickwork/cladding siding;
 - o Restoration or replacement of cornices, eaves, and parapets;
 - o Restoration or replacement of windows, doors, and awnings;
 - o Restoration or replacement of exterior lighting;
 - o Exterior painting;
 - o Chemical or other façade cleaning;
 - o Redesign of storefront or entrance modifications, including provisions to improve accessibility; and
 - o Such other similar improvements and repairs that may be necessary to improve the appearance of a building façade exterior.
- d) Façade restoration of the existing materials is preferred over replacement of materials and or parts for historic buildings. Where roof lines are visible from the street or public spaces, consideration for authentic materials to be used for repair or restoration of roof and chimneys of historic buildings.
- e) For a Signage Improvement Project, improvements to/replacement of the main storefront sign of buildings are eligible. Where a side and/or rear wall sign is visible from a public street or public space, or fronts onto a laneway or parking lot, improvements to these signs may also be eligible.



- f) For a Landscape Improvement Project, improvements to the front yard of properties are eligible. Eligible costs include the following:
 - o Addition of landscaping features (plants/green space, including sod, trees, vegetation, etc.);
 - o Addition of permanent landscaping elements such as fencing, benches, planters, and lighting;
 - o Addition of walkways; and
 - o Such other similar improvements and repairs that may be necessary to improve a property.
- g) For Façade, Signage, and Landscape Improvement, the services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs, subject to the following:
 - o A grant for such services has not already been provided to the applicant through the Design and Study Grant (Section 6.6 of this CIP); and
 - o The maximum amount of a grant for such services shall not exceed 15% of the grant.

Payment

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

PARKING OPTIMIZATION GRANT

Purpose and Anticipated Benefits

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

Value of Grant

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

Eligibility Criteria

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

Eligible Costs

- a) For a Bicycle Parking Improvement Project, eligible costs include the installation or replacement of new outdoor bicycle parking racks which are publicly accessible and not fully enclosed.
- b) For a Motorized Vehicle and/or Horse and Buggy Parking Improvement Project, eligible costs include the following:
 - o Improvements to rear or side yard parking areas that result in an increased supply of parking spaces, in accordance with a site plan (as may be required);
 - o Repairs, improvements, expansions, repainting and repaving of existing driveways, motor vehicle parking areas, and horse and buggy parking areas provided that the project results in an improvement over the existing condition (i.e., gravel to paved); and
 - o Proper signage and markings to clearly designate reserved parking for clients or employees.



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

Payment

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

PLACEMAKING AND PEDESTRIAN GRANT

Purpose and Anticipated Benefits

- c) The Placemaking and Pedestrian Grant may be available to eligible applicants to assist property owners and tenants (with consent of the owner) with improvements to private property that promote connectivity, social connectedness and pedestrian-friendly experiences.
- d) The grant is intended to promote the activation of underutilized streetscapes. The Township could foster a sense of community, encourage social interactions, enhance the aesthetic appeal of the area and highlight the art and culture of the Township.

Value of Grant

- a) Where all eligibility requirements are fulfilled, the value of a grant may be equal to 100% of the total eligible costs, to a maximum of \$2,500 per project / property.

Eligibility Criteria

- a) Properties will be eligible for the Grant if the proposed use is in accordance with the table of eligible uses in Section 6.2 (Table 3).
- b) The general eligibility criteria set out in Section 6.2 of this CIP also apply.
- c) For a Public Art Projects, eligible criteria include the following:
 - o Public art shall be non-commercial and non-political in content and are subject to an agreement with the Township. The addition of visible, public artwork on a property must promote local culture and heritage;
 - o Window displays in vacant storefronts must be visible from the street and be completed within six (6) months of the signed Agreement, or an extension must be submitted in writing to the Township; and/or

Eligible Costs

- a) Costs associated with landscaping, design, and/or labour.
- b) Horticulture materials.
- c) The creation of patios, outdoor cafes, restaurants, bistros and seating areas for socialization must be accessible.
- d) Upgrading equipment and infrastructure that enables public gathering and enjoyment.
- e) Lighting must be provided to encourage public use throughout various times of day.



- f) For a Public Art Projects, eligible costs include:
 - a. Costs associated with material and labour;
 - b. Stained glass windows;
 - c. Painting of an outdoor public mural, subject to municipal approval; and/or
- g) Costs for professional services may be required in association with the creation of or improvements to those noted above, to a maximum of 25% of the total eligible costs.

Payment

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

PLANNING APPLICATION AND BUILDING PERMIT FEE REBATE

Purpose and Anticipated Benefits

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

Value of Rebate

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

Eligibility Criteria

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

Eligible Costs

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

Payment

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

SUSTAINABILITY TOP-UP GRANT

Purpose and Anticipated Benefits

- a) The Sustainability Top-Up Grant may be available to eligible applicants to encourage sustainable building practices, green initiatives, and energy efficiency.
- b) The grant is intended to reward projects that align with the Township's commitment to sustainability and the protection of natural resources outlined in the Official Plan.

Value of Grant

- a) Where all eligibility requirements are fulfilled, the maximum Sustainability Top-Up Grant value shall be up to \$500.00 per project / property, subject to application evaluation for applicability to the Grants purpose and anticipated benefits.

Eligibility Criteria

- a) Development and/or project incorporates voluntary sustainable building practices and green infrastructure and/or is consistent with the new High Performance Development Standards developed by the Region of Waterloo and Area Municipalities.

Eligible Costs

- a) Sustainability enhancements made to a design / development / improvement, including:
 - o Solar panels;
 - o Sustainable and renewable building materials;
 - o Indoor cooling, geothermal heat, smart climate control systems;
 - o Water conservation efforts such as rainwater collection and plumbing; and/or
 - o Tree planting and horticultural efforts.

Payment

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

TAX INCREMENT EQUIVALENT GRANT

Purpose and Anticipated Benefits

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

Value of Grant

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

Eligibility Criteria

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

Eligible Costs

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

Payment

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

Appendix D: Design Guidelines to Inform Improvement Projects



Design Guidelines

Purpose

The Township of Wellesley prides itself on its natural and pastoral beauty, unique character and identity, and rich local cultural heritage. Building on these assets, the Urban Design Guidelines (UDG) were prepared as a supporting document to the CIP to guide the direction of enhancements to existing building stock, new developments and the built environment. Though primarily directed towards the private sector, these guidelines may also be considered and/or adopted for public realm improvements to establish consistency in style, form, materials etc. with private realm initiatives and especially coordination with the public-private interface areas.

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

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

Design Guidelines are:

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

The Urban Design Guidelines are intended to be used by all participants involved in the planning and design process, including:

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

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



Design Principles

Design principles form the foundation of the UDG. They provide high-level guidance to new developments and property and building improvement, while ultimately shaping design. The design principles for new developments and improvements to properties and buildings within the CIP include:

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

Design Guidelines

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

STREETSCAPE

Objective: To create accessible, safe, vibrant, pedestrian-friendly streets.

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



BUILT ENVIRONMENT

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

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



FAÇADE IMPROVEMENT

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

1. Existing facades should be repaired, restored, and maintained. Original stonework and brickwork should be preserved, wherever possible;
2. Diversity in storefront signage should be encouraged while being in proportion with the building and outside of the pedestrian right of way;
3. Signage should be attractive, durable, easy to read and complementary to the overall facade design.
4. Signs hanging perpendicular to the building façade are encouraged;
5. Signs should be located outside the pedestrian right-of-way and, when located over pedestrian areas, should have a minimum clearance of 2.4 metres from grade.
6. A combination of building signage, natural shading (trees), sandwich board signage, signage painted on building windows, etc. is encouraged to create vibrancy and interest;
7. Creative exterior lighting is encouraged to promote vibrant streetscape at night, promote pedestrian traffic and enhance the safety of the pedestrian experience; and,
8. Weather protection for pedestrians is encouraged through the use of awnings and canopies.



PARKING AND DRIVEWAY

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

1. Continue to provide on and off street parking, with accessible parking spaces clearly marked;
2. Parking along the main streets should be defined in parking bays with trees planted along the sidewalk;
3. Provide electric vehicle charging stations throughout the settlement areas.
4. New front street parking and driveways are discouraged;
5. Rear yard parking, or encouraging patrons to park in designated parking lots is preferred; and
6. Side yard parking may be considered where site constraints are significant but is discouraged.



DIRECTIONAL SIGNAGE

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

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



Figure 6: CouncilChambers



ADDITIONAL DWELLING UNITS

Objective: To create new opportunities for safe, well-designed Additional Dwelling Units (ADUs) as a gentle form of intensification on low density residential properties.

1. ADU design and development must follow the regulatory provisions of the Township Zoning By-law such as building size, height, and setback requirements;
2. ADUs shall be built in accordance with all relevant regulations within both the Building Code and Fire Code
3. Detached ADUs can only be developed within either the interior side yard or rear yard;
4. ADUs should be designed, placed, and serviced to preserve existing trees on the subject site. Trees and landscaping located on neighbouring properties must also be taken into account, as critical root systems could be impacted by the new ADU;
5. Detached ADUs must comply with the lot's overall landscape open space and lot coverage requirements. The total combined footprint of all buildings on the property cannot exceed a percentage of lot area, and the lot must maintain a minimum percentage of landscaped open space that is not occupied by buildings or parking areas.
6. Window / openings placement must be designed to maximize sunlight penetration into the ADU while maintaining privacy with adjacent properties;
7. To reduce privacy concerns from adjacent properties, balconies and rooftop patios will not be permitted.
8. The design, materials, and architectural styling of the ADUs shall be compatible with the principal dwelling on the lot to ensure integration of building design on the lot. Consider building materials that are energy and maintenance efficient;
9. A well-designed, physically accessible path must be provided to the ADUs unless there is direct unobstructed access from a public street or laneway at the rear of the property. A minimum 1.2-metre-wide unobstructed pedestrian path of travel shall be provided from the street to the entrance of ADUs;



7.5 The Public Private Domain Relationship

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

Urban Design Strategies should include the following objectives:

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