
HALDIMAND COUNTY

Report EDT-09-2020 Downtown Area Community Improvement Plan – 19-21
King Street East, Hagersville



For Consideration by Council in Committee on October 27, 2020

OBJECTIVE:

To approve an application for funding made under the Downtown Areas Community Improvement Plan.

RECOMMENDATIONS:

1. THAT Report EDT-09-2020 Downtown Area Community Improvement Plan – 19-21 King Street East, Hagersville be received;
2. AND THAT the project as outlined in Report EDT-09-2020 be approved for a grant to be funded from the Community Improvement Plan Reserve, to a maximum of \$11,220;
3. AND THAT the Mayor and Clerk be authorized to execute the Downtown Areas Community Improvement Plan Financial Incentive Program Agreement with the respective property owner.

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Reviewed by: Lidy Romanuk, BA, EcD, Manager, Economic Development and Tourism

Respectfully submitted: Mike Evers, MCIP, RPP, BES, General Manager of Community & Development Services

Approved: Craig Manley, MCIP, RPP, Chief Administrative Officer

EXECUTIVE SUMMARY:

This proposal is to undertake various improvements to the property at 19-21 King Street East, Hagersville. Economic Development and Tourism staff is recommending that this application be approved for funding under the Downtown Areas Community Improvement Plan Financial Incentives Program, as all program eligibility requirements have been met.

BACKGROUND:

In May 2008, Haldimand County Council adopted the Haldimand County Downtown Areas Community Improvement Plan (CIP) and corresponding Downtown Community Improvement Project Areas (CIPAs). The CIP provides Council with the ability to offer financial incentives to private property owners to revitalize, redevelop, and renovate properties and buildings within the CIPAs. The CIPAs are identified as the downtown areas of the communities of Caledonia, Cayuga, Dunnville, Hagersville, Jarvis and Selkirk.

Economic Development and Tourism (EDT) staff continue to promote both financial incentive programs to the communities and stakeholders. EDT staff also assist proponents with their applications, in order to bring eligible projects before Council in a timely manner. Further, staff continue to work with applicants to ensure that their projects move forward to completion.

As of this report date, one hundred and thirty-two (132) Downtown Areas CIP applications and twenty-six (26) RBTCIP applications have been approved (including reports EDT-09-2020 and EDT-10-2020). One hundred and twenty-nine (129) of the previously approved Downtown Areas CIP applications have been completed; twenty-one (21) Rural Business and Tourism files have been completed; and the files have been closed on three (3) applications. Downtown area grants have been approved in Caledonia, Cayuga, Dunnville, Hagersville, Jarvis and Selkirk. Grants have been approved for value added agriculture projects in the rural areas of Haldimand County; as well, projects in the hamlets of Fisherville, Port Maitland, Rainham Centre and York have been approved under the RBTCIP.

Summary of the Downtown Areas CIP and RBTCIP Applications (including EDT-09-2020 and EDT-10-2020) Considered by Council:

Financial Incentive Program (Including EDT-09-2020 and EDT-10-2020)	Downtown Areas	Rural Business and Tourism
Application & Permit Fee Refund	\$224,947	\$20,024
Building Restoration, Renovation and Improvement	\$73,527	\$194,177
Downtown Housing Grant	\$157,971	N/A
Heritage Improvement Grant	\$20,000	\$49,923
Façade Improvement Grant	\$825,695	\$107,127
Total value of CIP grants provided by the County**	\$1,302,140	\$371, 251
Total construction value of CIP Projects	\$10,386,220	\$1,269,282
Grant values as a percentage of construction values	13%	29%
Council approved transfers from CIP Reserve for other initiatives	\$6,360	
Total funds remaining in CIP Reserve	\$91,247***	

* **Grant as a % of Construction** – This calculation shows the leveraging factor; basically, how much funding the County is contributing to the project compared to the total cost of the project. As it currently stands, for every dollar granted by the County, approximately \$7.00 of additional private funding has been invested in the Downtown Areas of the County. The Kinsmen Park Revitalization and Dunnville Farmers Market Project are not included in the total construction values.

** Includes grant amounts related to staff approved projects under \$5,000.

*** Includes contribution from the Association of Municipalities of Ontario for Main Street Revitalization Funding Program in the amount of \$69,936 (Report PED-EDT-05-2018) plus interest earned on the program funds.

ANALYSIS:

The final completed application for the property known as 19-21 King Street East, Hagersville was received in late April 2020. Contact with EDT staff occurred in late 2019, and since that time, staff has

worked with the applicant to finalize their plans and prepare the subject application for Council consideration. Applications were held off until approval of the 2020 Operating budget by Council as funding for the Community Improvement Program was exhausted in June 2019. The COVID-19 pandemic resulted in a temporary hiatus of economic development functions with staff focussing on the completion of Haldimand County's Business Recovery Priorities. With CIP projects now positioned to again be processed/move forward, staff connected with the applicant to confirm their intent to move forward with their Community Improvement Plan Project – response was in the affirmative. A location map has been included in this report as Attachment 1. This application will utilize the Façade Improvement Grant program and the Application & Permit Fees Refund Program, both incentives are available to eligible properties under the Downtown Areas Community Improvement Plan (DACIP).

The property owner has not previously applied for the Downtown Area Community Improvement Program.

The following provides an overview of the improvements proposed under the Facade Improvement Grant and the Application and Permit Fees Refund Program:

Façade Improvement Grant

The existing façade of the building is brick. Photos of the building can be found in Attachment 2. Improvements under the Façade Improvement Grant program will include sandblasting, applying brush blast on the brick work and painting all brick on the front and side of the building. Additionally, 6 pieces of signage will be installed on the front and side of the property. Two pieces of signage will be installed above the storefront, indicating the businesses information. Four additional pieces of signage will be installed on the side of the building (see Attachment 3). A full rendering of the proposed project can also be found in Attachment 3. The proposed work outlined in the application is consistent with the Urban Design Guidelines.

Application and Permits

Six sign permits will be required for this project which will be eligible under the Application and Permit Fee Refund Program.

Local Economic Impacts

The proposed upgrades will improve the physical and visual qualities of the downtown core of Hagersville. The front and sides of this building are in a state of disrepair and are highly visible at the main intersection of King Street and Highway 6 in Hagersville. Therefore, upgrading the current façade will improve overall appearance of downtown Hagersville. This project will leverage significant private sector investment, and enliven a highly visible property in the County.

Review Panel Recommendation			The application is complete and recommended for approval		
File No.	Community	Address	Value of Project	Value of Grant	Grant as % of Construction
148	Hagersville	19-21 King Street East, Hagersville	\$32,511	\$11,220	35%
Façade Improvement Grant					\$10,000
Application & Permit Fees Refund Program					\$1,220
Total Grant for 19-21 King Street East, Hagersville					\$ 11,220

Project Description	Painting all brick on the front and side of the building. Additionally, 6 pieces of signage will be installed on the front and side of the building.
Conditions	<ol style="list-style-type: none"> 1. Property owner must secure sign permits for proposed work. 2. Property taxes must be in good standing and the property must be in conformity with all County/Provincial/Federal by-laws and legislation throughout the term of the program – i.e. property standards, zoning by-laws, official plan, etc.

FINANCIAL/LEGAL IMPLICATIONS:

The Downtown Areas Community Improvement Plan (CIP) was established in 2008, with an annual allocation of \$100,000 contributed to a Community Improvement Plan Reserve to be used to fund approved grant applications under the financial incentives component of the Downtown Areas CIP. In 2013, the annual contribution was increased to \$150,000 to incorporate the Downtown Areas CIP and the Rural Business and Tourism Community Improvement Plan. Upon approval of this application, Council will have approved a total of \$1,679,752 from this Reserve. This application requires \$11,220 in funding from the Reserve. There are currently sufficient funds within the Community Improvement Plan Reserve to accommodate this application.

STAKEHOLDER IMPACTS:

All Community Improvement projects are circulated and reviewed by a staff committee that consists of representatives from Building & Municipal Enforcement Services, Planning and Development, Community Development and Partnerships (Heritage and Culture) and Finance Divisions. Once this project has received Council approval, staff from the Economic Development and Tourism Division are to ensure that all proposed works are carried out in the manner applied for, and that terms and conditions are met.

REPORT IMPACTS:

Agreement: Yes

By-law: No

Budget Amendment: No

Policy: No

ATTACHMENTS:

1. Location Map.
2. Existing Conditions.
3. Proposed Project.