

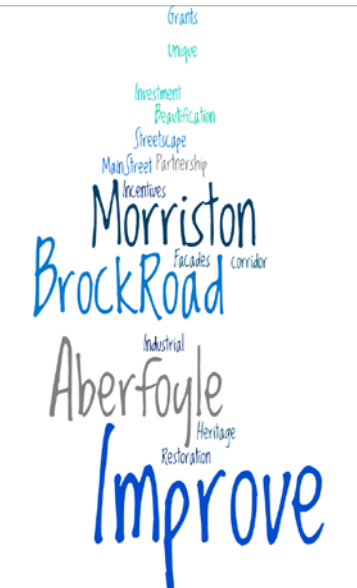
Puslinch

Community Improvement Plan Project

Council Presentation
June 17th, 2015

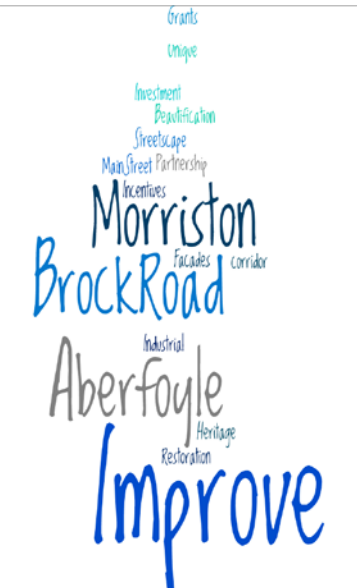
Presentation Overview

- About the Project
- What is a CIP?
- Work Completed to-date
- Key Findings
- Options for a Community Improvement Plan in Puslinch
- Next Steps

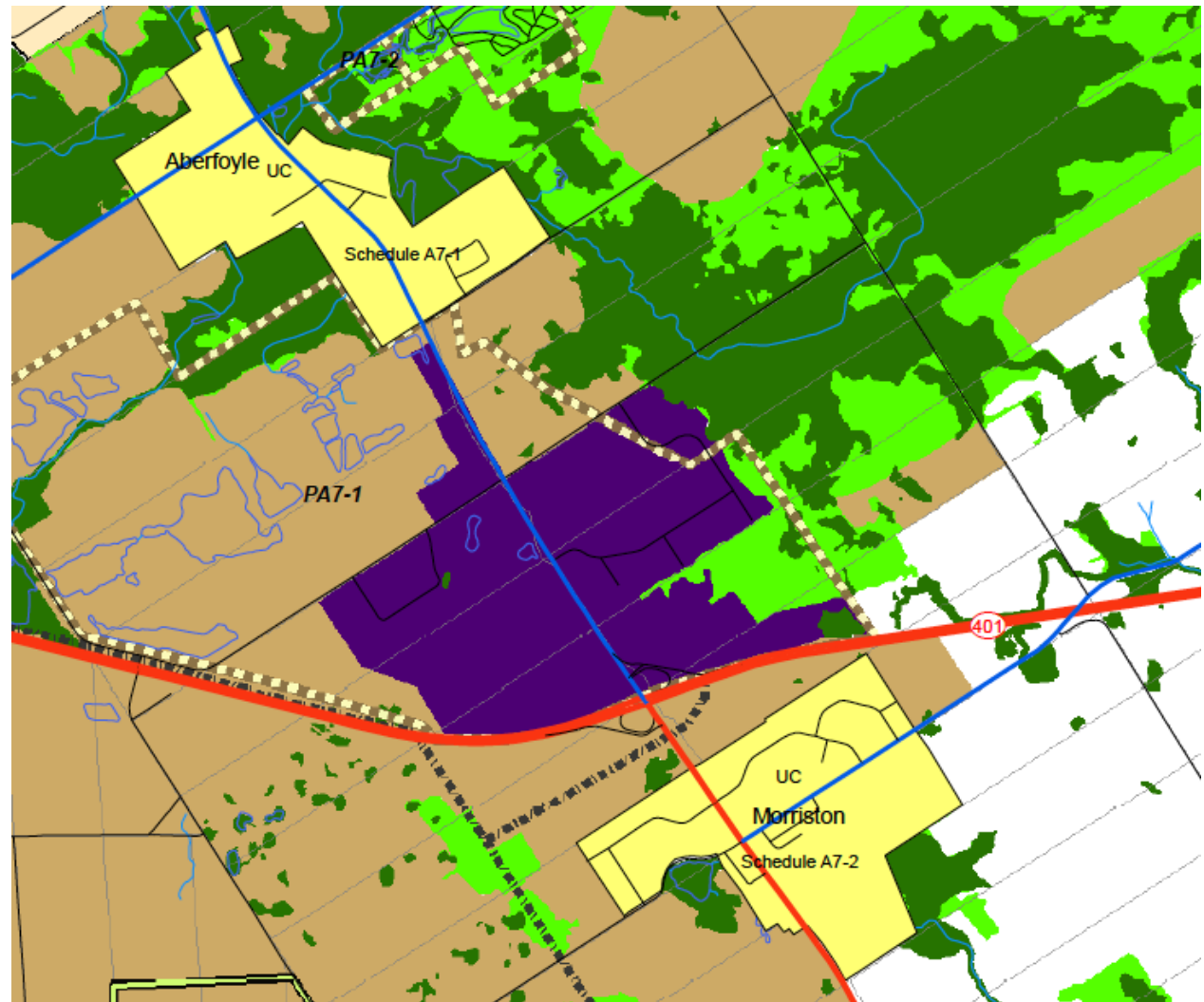


About the Project

- Purpose:
 - Assist with downtown/mainstreet revitalization and beautification efforts;
 - Support renewal within the urban centres and the industrial/mixed-use corridor;
 - Support new and existing business opportunities; and
 - Promote the unique advantages of Puslinch.



About the Project



Grants
Unique
Investment
Rehabilitation
Streetscape
Main Street Partnership
Incentives
Morrision
Brock Road
Industrial
Aberfoyle
Heritage
Restoration
Improve

About the Project

Key Tasks

Phase One

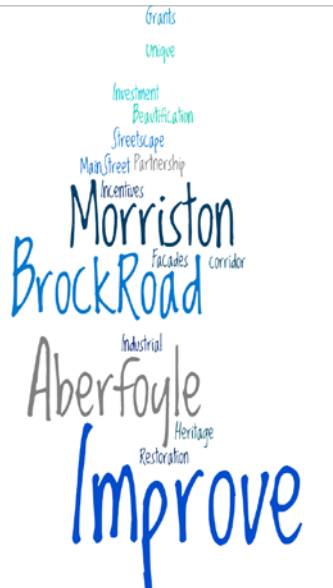
- Background Review
- Case Study Review
- Needs and Opportunities Assessment
- Public Survey
- Stakeholder consultation
- Options for a CIP
- Report to Council

Spring/Summer 2015

Phase Two

- Stakeholder Consultation on Options
- Public Open House
- Draft Goals & Objectives
- Draft Community Improvement Plan
- Public Open House & Statutory Public Meeting
- Council Adoption

Summer/Fall 2015



What is a CIP?



- A plan or framework to improve, restore, redevelop, and rehabilitate public and private properties.
- A revitalization “tool box”.
- Allows a municipality to implement certain tools, such as providing grants and loans to businesses and landowners.

What is a CIP?



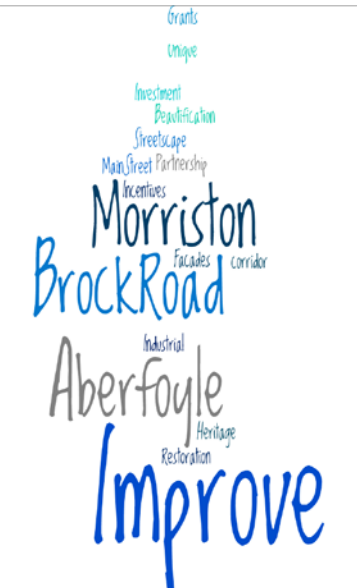
Legislated under the Planning Act:

1. A municipality must designate a Community Improvement Project Area (CIPA);
2. A municipality may prepare a Community Improvement Plan for the CIPA;
3. A municipality may then offer grants and loans to businesses and landowners for 'eligible' costs.
4. Upper-tier municipalities may participate financially in lower-tier CIPs.

Local Example

Town of
Minto

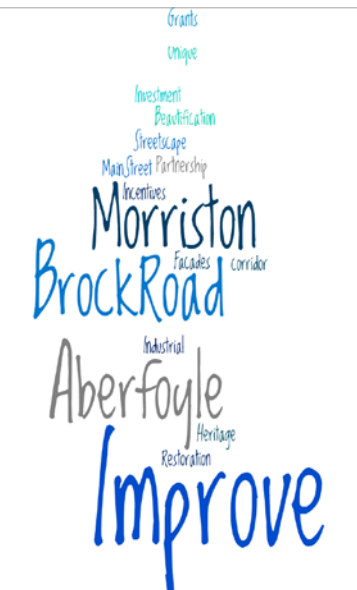
- The Town of Minto has a Downtown Revitalization Program for Clifford, Harriston and Palmerston;
- The following programs are available:
 - **Façade & Signage Improvement Grant**
Program offers \$3,000 for façade and \$1,000 for signage improvements for privately owned commercial buildings.
 - **Tax Increment financing program**





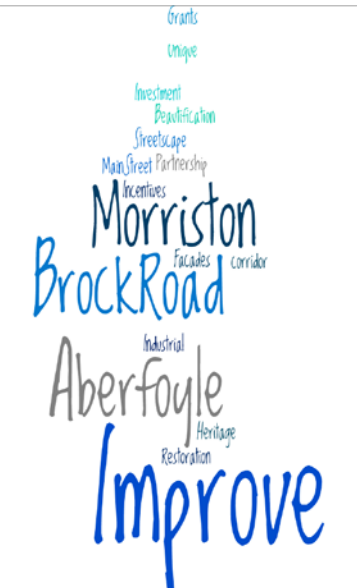
Work Completed to-date

- Our work so far has involved a needs and opportunities assessment:
 - Tour of the Study Area
 - Review of Background Documents
 - Stakeholder Workshop (May 13, 2015)
 - Community Survey (May/June 2015)
- A Phase One Options Memo (June 9, 2015) has been prepared to:
 - Provide a summary of Findings
 - Determine where could tools apply
 - Identify options for further discussion

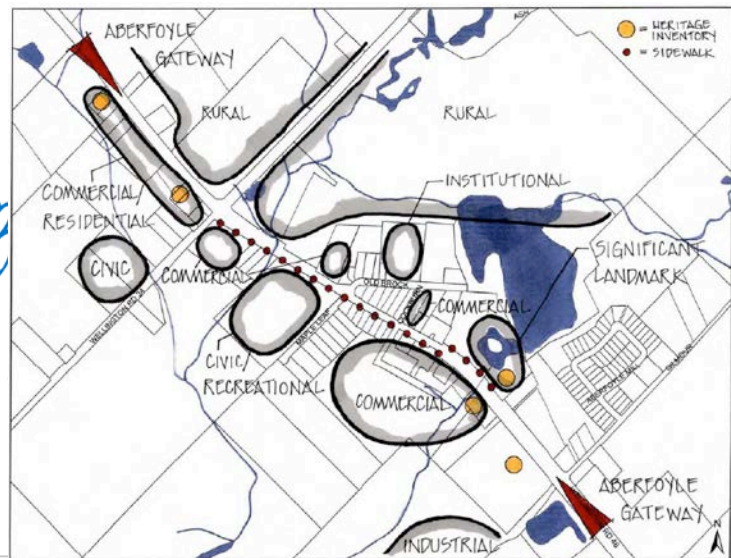


Key Findings

- There are existing community improvement policies in the County OP:
 - Objectives for community improvement
 - Criteria for designating community improvement project areas
 - Implementation policies
- There are existing Community Improvement Project Areas identified for Aberfoyle and Morriston.
- The County OP also provides a 'Vision Statement' for the Urban Centres, which the CIP could help support.



Key Findings



- Related documents and initiatives:
 - Morriston Highway 6 Streetscape Strategy (on-going) and other Future Transportation Planning Initiatives
 - Wellington County Active Transportation Plan (2012)
 - Puslinch Design Guidelines (2010)

Key Findings

Stakeholder Consultation – What we Heard:

- *Morrison and Aberfoyle have an eclectic range of local heritage buildings.*
- *Go Transit park and ride is a transportation asset within Puslinch.*
- *The pond in Morrison is a good feature which the community could highlight.*
- *Travellers drive through the Brock Road Corridor from Morrison to Aberfoyle.*
- *Strong antique community within Aberfoyle.*
- *Proximity of the agricultural and rural community is an asset in Puslinch.*
- *There is an opportunity to build on the Streetscape Project along Brock Road by providing lighting, signage/banners and flowers along the right-of-way.*
- *It is critical to have traffic calming measures in place.*
- *There is a need to get people out of their cars and to stop for a visit to the urban centres.*
- *There is a need for façade improvements in the downtowns/mainstreets.*
- *There are a lot of vacancies and empty storefronts.*
- *There is a need to protect/restore heritage buildings to recreate/reclaim what the community used to be.*
- *There is a need to provide bicycle infrastructure for the cyclist community.*

Key Findings

Assets to build on:

- Aberfoyle
 - Heritage buildings
 - Natural Features
 - Connection to agricultural and rural surroundings
 - Aberfoyle Mill is a landmark
 - Specialty commercial uses with an existing niche in antiques and décor
 - Recreational and civic uses
- Morriston
 - Heritage buildings
 - Natural Features
 - Connection to agricultural and rural surroundings
 - Specialty commercial uses with 2 popular restaurants
 - Recreational and open space uses

Key Findings

Opportunities for Improvement:

- Aberfoyle and Morriston:
 - Zoning could be updated
 - More parking opportunities
 - Overall physical condition of buildings and facades
 - Landscaping on private properties
 - Safer and more welcoming pedestrian environment
 - Linkages within and surrounding Aberfoyle and Morriston
 - Infrastructure for active transportation
 - Streetscaping and improvements to the public realm
 - Gateways and signage
 - A wider range of commercial uses

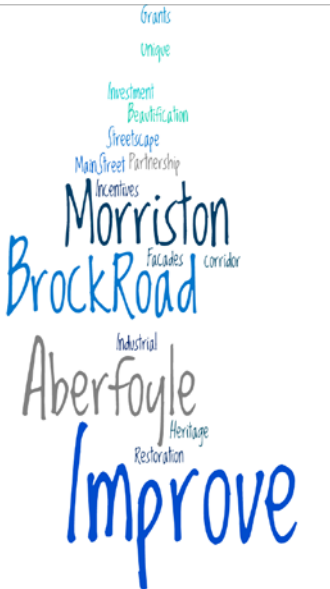
Key Findings

Industrial/mixed-use corridor:

- Assets to build on:
 - Strategic location
 - Heritage buildings
 - Few industrial eye-sores
 - Go Transit Park n' Ride and future permanent GO station
 - Recent development activity
- Opportunities for improvement:
 - Landscaping on private properties
 - Outdoor storage could be screened from Brock Road Corridor
 - Physical condition and facades of some buildings
 - Streetscaping and improvements to the public realm
 - Gateways and signage
 - Linkages to Aberfoyle and Morriston

Key Findings

1. There are a number of unique features and assets that should remain distinct and can be highlighted and built upon through improvements to both public and private property.
2. There are also a number of needs that are common to all of the areas, which can be addressed in a coordinated manner in order to connect and promote one economic corridor.
3. The existing Community Improvement Project Areas:
 - a. are very large and include residential properties that are not along/adjacent to the corridor;
 - b. do not include all commercial, mixed-use, or industrial properties located along the corridor.

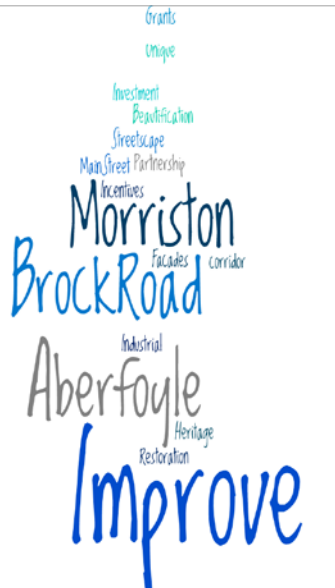


Options for a CIP

‘Our Corridor’

a Potential Vision:

Over the next 10 years ‘Our Corridor’ will be integrated and transformed into an attractive, prosperous, safe, and distinctive economic corridor. Residents and visitors will come to ‘Our Corridor’, to shop, eat, socialize, celebrate, play, and explore. They will be able to move around through a network of roads, paths, and trails. Our corridor will be a source of inspiration, heritage, rural character, and local pride.



Options for a CIP

‘Our Corridor’

Potential Goals:

1. *Promote beautification and restoration of public and private property;*
2. *Celebrate and restore built/cultural heritage and rural character;*
3. *Attract new business development;*
4. *Support and promote existing businesses;*
5. *Encourage active transportation and enhance recreational opportunities; and*
6. *Provide attractive streetscapes and improved pedestrian environments.*



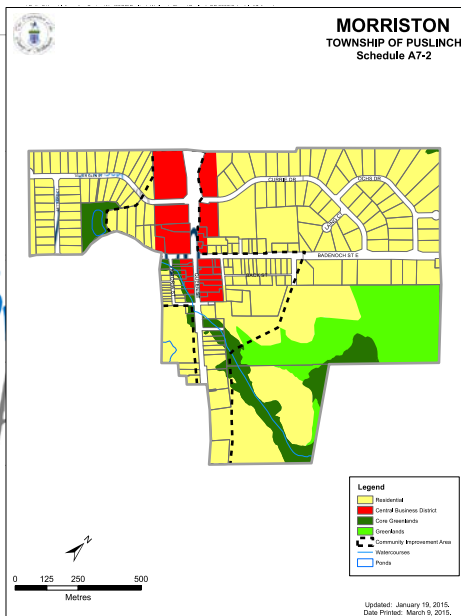
Options for a CIP

‘Our Corridor’ Community Improvement Project Area Options:

A. *Maintain the Existing Community Improvement Project Areas*

OR

A. *Amend the Existing Community Improvement Project Areas*

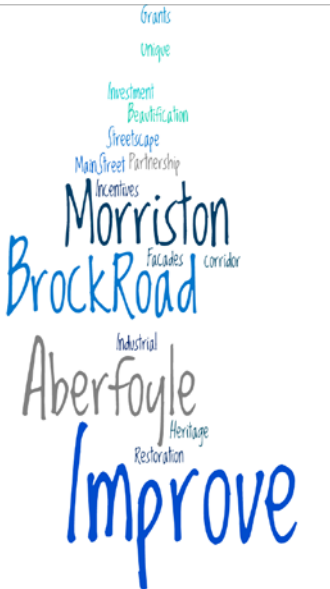


Options for a CIP

‘Our Corridor’

Municipal Leadership Program Options:

- A. *Strategy for County Participation in the CIP*
- B. *Zoning Review*
- C. *Marketing Strategy*
- D. *Heritage Conservation Initiatives*
- E. *Development of a Streetscape Strategy*
- F. *Parking Strategy*
- G. *Festivals and Events Strategy*
- H. *Implementation of the Urban Design Guidelines*
- I. *Implementation of the County Active Transportation Plan*

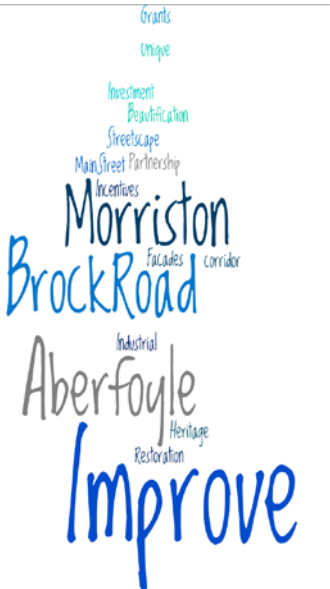


Options for a CIP

‘Our Corridor’

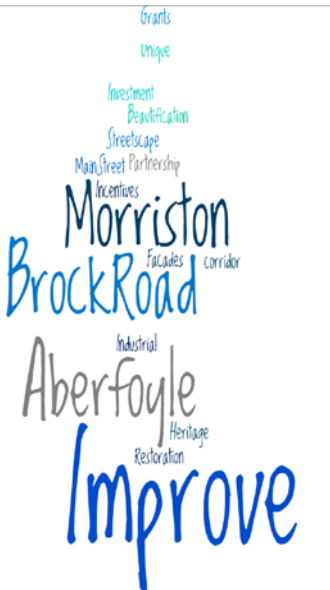
Financial Incentive Programs Options:

- A. *Façade, Signage, and Landscaping Improvement Grant Program*
- B. *Building Improvement Grant Program*
- C. *Building Conversion and Expansion Grant Program*
- D. *Major Redevelopment/Revitalization Tax Assistance Program*
- E. *Motor Vehicle and Bicycle Parking Improvement Grant*
- F. *Planning and Building Permit Fees Rebate*



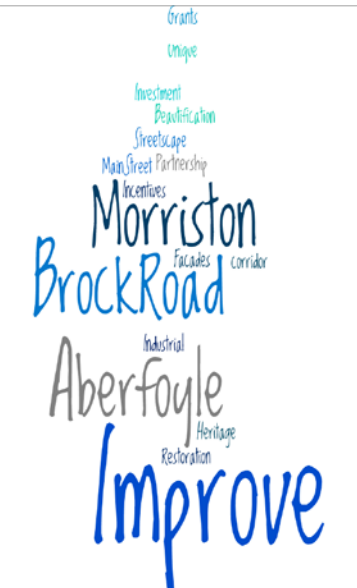
Options for a CIP

1. Are the potential Vision and Goals appropriate?
2. How should we proceed with the Community Improvement Project Area?
3. Should any of the Municipal Leadership Programs be included or omitted in the CIP?
4. Should any of the Financial Incentive Programs be included or omitted in the CIP?



Next Steps

- Consultation on the Options:
 - Council feedback (tonight)
 - Stakeholder Workshop #2 (July 9, 2015)
 - Public Open House (July 9, 2015)
- Prepare a draft CIP document (Summer 2015)
- Open House/Public Meeting (Fall 2015)
- Council Adoption (Fall 2015)



Thank you for your
time and input!

