

**Township of Huron-Kinloss**  
**Community Improvement Plan Amendments**  
**For the Urban Areas of**  
**Lucknow, Ripley and Point Clark**

**1.0 Introduction**

The Township of Huron-Kinloss Council approved a Community Improvement Plan (CIP) for the urban areas of Lucknow and Ripley in 2013. The Township has successfully administered several of the Programs detailed in the Community Improvement Plan for two years. Based on feedback received from commercial property owners and business owners over these years regarding the current Programs, the Township would like to add three new Programs to the CIP that can be implemented in the future and also make changes to our current CIP Area boundaries.

The Township of Huron-Kinloss is geographically comprised of the two former Villages of Lucknow and Ripley, two hamlet communities, a lakeshore area and a rural area. Lucknow and Ripley are included in the current CIP. The Township of Huron-Kinloss would like to add Point Clark to the CIP. Point Clark is a densely populated part of the lakeshore area. Point Clark should be included in the CIP for two reasons:

- I. Thousands of visitors travel to Point Clark during the summer months to enjoy the beautiful sandy beaches and to visit the Point Clark Lighthouse, which is a National Historic Site. Since Point Clark is the gateway for many people visiting the municipality, the Township would like to encourage community improvement in this area.
- II. The Township of Huron-Kinloss has received feedback from commercial property owners and commercial businesses in Point Clark expressing disappointment that they cannot currently apply for our Community Improvement Plan Programs. Many would benefit from the Programs to make improvements that would make them more attractive to the large number of visitors that come to Point Clark every year.

**2.0 Background to Amendments of Current Community Improvement Plan**

**2.1 Addition of a Community Improvement Project Area – Point Clark**

Point Clark does not have a downtown commercial area; rather, commercial properties are scattered throughout the community. Point Clark has historically been largely a seasonal residential area; however, in recent years there has been an influx of permanent residents (mainly young families and retirees). Point Clark is expected to

experience significant growth in the next few years with the addition of a new subdivision at the south end of the community.

Point Clark attracts thousands of visitors each year. In 2016, almost 5,000 people toured the Point Clark Lighthouse. The Point Clark Beach continues to get busier each year and the Township of Huron-Kinloss is steadily making improvements to tourist amenities in Point Clark, such as the Point Clark Beach public washrooms and Lighthouse Park area, to better accommodate visitors. The Township of Huron-Kinloss would like to encourage further community improvement in Point Clark, particularly on privately owned commercial properties.

## 2.2 Proposed Boundary Changes in Lucknow and Ripley

The Township's current Community Improvement Plan excludes some commercial properties just outside of the Lucknow and Ripley Project Area boundaries. The Township wishes to amend the boundaries to include these properties as well as an area zoned highway commercial in Lucknow that was also omitted from the original Plan.

## 2.3 Amendments to Current Community Improvement Plan Programs and Proposed New Programs

The Façade Improvement Grant Program and Storefront Sign Improvement Program have been amended to include the Point Clark Project Area. The Storefront Sign Improvement Program has also been amended to include "Awning" in the Program title. Awning improvements were already listed in the Program description. The Streetscape Beautification, Signage & Landscaping Improvements Program and Public Space, Parks and Recreation Works Program have not been amended.

In the current Community Improvement Plan, the eligible projects under the Infrastructure Works/Building Restoration and Accessibility Enhancements Program were not well defined. The amended description clearly defines the types of projects that will be considered under this Program and includes the Point Clark Project Area. Resource conservation was added to the Community Energy Efficiency Program description. Many other communities include resource conservation under their energy efficiency programs and based on applications received to date, it makes sense to include this under the Township of Huron-Kinloss' Program.

Three new Programs have been added to meet the Township of Huron-Kinloss' current community improvement needs. The Building Improvement/Structural Grant Program will address the need to bring derelict commercial buildings in the community improvement project areas up to building code. Unfortunately, Huron-Kinloss has several derelict buildings in the downtown areas and the Township wishes to provide an incentive to get these buildings restored and returned to commercial use.

The Branding, Design and Marketing Program has been added to complement the Façade and Storefront Sign and Awning Improvements Grants. Commercial property owners and business owners require a design to make improvements to their façade and signage and the costs associated with that were not previously covered under those two grants. The Township wants to encourage professional, non-homemade, designs that fit with the character of the community. This new Program will provide an incentive to invest in high quality designs. This new Program will also allow for branding and marketing projects as branding and marketing goes hand-in-hand with design development.

It is generally known that businesses require the most assistance at the start-up stage. Even after developing a comprehensive business plan that includes a market analysis and financial outlook, it is very risky opening a new business. The Township of Huron-Kinloss wants to foster entrepreneurship in the community and support new business start-ups. The Start-Up Business Program will provide financial incentives to support viable new businesses.

### **3.0 Amended Community Improvement Programs**

All programs and initiatives undertaken in the Community Improvement Plan Project Areas should strive to enhance the identity highlighted in the Community Design Toolkits as approved by Township Council in 2011, as amended. The goal of each program is to create a sense of place, make the local community successful and realize the economic and social benefits available to each of the Project Areas.

#### **3.1 Façade Improvement Grant Program (Financial Incentive-Based Program)**

As a result of the Huron-Kinloss Action Plan, First Impressions and Streetscape Study, the Spruce the Bruce Committee of the Township suggested implementing a Façade Improvement Grant Program.

As per Section 28(7.3) of the Planning Act, all grants, loans and tax assistance may not exceed the eligible cost of remediating the lands and/or buildings. It is the intent of the Township of Huron-Kinloss to provide assistance grants and /or loans available for a portion of the project costs for exterior improvements to the visible facade of existing buildings in the Ripley, Point Clark and Lucknow CIP Project Areas.

#### **3.2 Storefront Sign and Awning Improvement Program (Financial Incentive-Based Program)**

Downtown and commercial buildings and establishments define the street and are a major contributor to the character of the community. Clear and effective storefront signs have a large role to play in communicating the services and features on offer and in encouraging passers-by to stop and discover what that town has to offer.

As per Section 28(7.3) of the Planning Act, all grants, loans and tax assistance may not exceed the eligible cost of remediating the lands and/or buildings. It is the intent of the Township of Huron-Kinloss to make available through this Community Improvement Plan a financial incentive grant and /or loan program to promote businesses to revamp their storefront signs and awnings. These incentives will be available to cover a portion of the project costs of the exterior sign and / or awning improvements on an existing building in the three CIP Project Areas.

### 3.3 Streetscape Beautification, Signage & Landscaping Improvements (Township-Driven Program)

The Township of Huron-Kinloss recognizes that healthy and vibrant downtowns and commercial areas are key components in defining a community's identity. The Township has committed extensive revitalization efforts in Ripley and are committed to ongoing revitalization efforts through the Streetscape Study for Ripley and Lucknow including: replacing/adding light standards, street furniture (benches, banners, planters, garbage/recycling receptacles) and improved signage.

### 3.4 Public Space, Parks and Recreation Works (Township-Driven Program)

The Township has engaged in three major capital projects geared to enhance, preserve and derive more economic benefits from public spaces within the CIP Project Areas including: (1) outdoor street furniture in downtown Ripley and Lucknow; (2) increased signage in downtown Lucknow; (2) replacement of light standards in downtown Ripley; and, (3) revitalization of Lewis Park in Ripley (including seasonal public washroom facilities).

In the future, the Township wishes to engage in more major capital projects including: (1) replacement of light standards in downtown Lucknow; and, (2) work with the County of Bruce Highways Department to implement traffic calming measures on Bruce Road 86 in the downtown Lucknow area.

### 3.5 Infrastructure Works/Building Restoration and Accessibility Enhancements (Financial Incentive-Based Program)

The Township recognizes that in order to attract business owners and encourage shopping by local residents and tourists, there needs to be the availability of structurally sound buildings and safe public access for physically-challenged individuals to patronage businesses. The Township of Huron-Kinloss intends to establish a Tax Increment Equivalent Grant (TIEG) program to provide tax assistance to private land owners in order to encourage private sector investment in properties and buildings. The TIEG program will provide tax assistance equal to all or a portion of the municipal property tax increase (increment) following the completion of a project owned by a private land owner that has resulted in an increase in the assessed property value. The

time period for the TIEG program is subject to Council's discretion up to a maximum of 10 years per project, or until eligible remediation and redevelopment costs have been offset, whichever comes first. It is the intention of the Township of Huron-Kinloss to provide the TIEG program to the Ripley, Point Clark and Lucknow CIP Project Areas for the following:

1. Remediation purposes to assist in bringing existing buildings up to current Ontario Building Code standards; and,
2. Accessibility enhancements to downtown and commercial businesses for wheelchair accessible entrances and ramps.
3. Development or redevelopment of a vacant property for commercial, retail, office, industrial or a mix of uses.
4. Adaptive reuse of a property to suit a new commercial, retail, office, industrial or a mix of uses.

### 3.6 Community Energy Efficiency (Financial Incentive-Based Program)

Energy efficiency and energy conservation are important to the environmental, social, physical and economic health of a community. The Township of Huron-Kinloss is committed to energy efficiency and conservation in all of its Township-owned buildings and intends to establish a financial incentive grant program to provide assistance to downtown and commercial private property owners in our Community Improvement Areas for energy efficiency and conservation for the following:

1. Construction of new green buildings that meet LEED (Leadership in Energy and Environmental Design) certification standards;
2. Retrofit of existing buildings for energy efficiency and resource conservation (i.e. replacement of lighting, doors, windows, insulation, heating, etc. and installation of low-flush toilets, grease trap, etc.); and,
3. Alternative energy generating sources (i.e. rooftop solar panels).

### 3.7 Building Improvement/Structural Grant (Financial Incentive-Based Program)

It is important to have building stock available in our commercial areas for potential investors. The Township of Huron-Kinloss recognizes that there are buildings in our Community Improvement Areas that are in need of significant repairs in order to bring them up to Building Code and have them available for lease. The purpose of the Program is to offer incentives to downtown and commercial private property owners that propose significant commercial, industrial, residential or institutional projects that substantially renovate, restore, improve and update a prominent building or structure or key vacant property and accomplish more than one of the following:

1. Address structural and life safety issues to create usable and efficient floor space.

2. Improve property standards or preserve architectural significance.
3. Remediate a brownfield site
4. Preserve or enhance employment opportunities.

### 3.8 Branding, Design and Marketing Program (Financial Incentive-Based Program)

The Township of Huron-Kinloss encourages businesses to use professional, high quality and attractive designs to showcase their business. The Branding, Design and Marketing Program offers grants to business owners for design services to help them promote their business and stand out from their competition for one or more of the following:

1. Logo development
2. Brand development
3. Design services for marketing material
4. Design services for exterior signage and façade improvements

### 3.9 Start-Up Business Program (Financial Incentive-Based Program)

The Township of Huron-Kinloss recognizes the importance of providing support to businesses during their initial start-up phase. By providing support early-on, the chances that a start-up will succeed will increase. To help businesses get established and foster long-term growth and success, this Program provides grants towards:

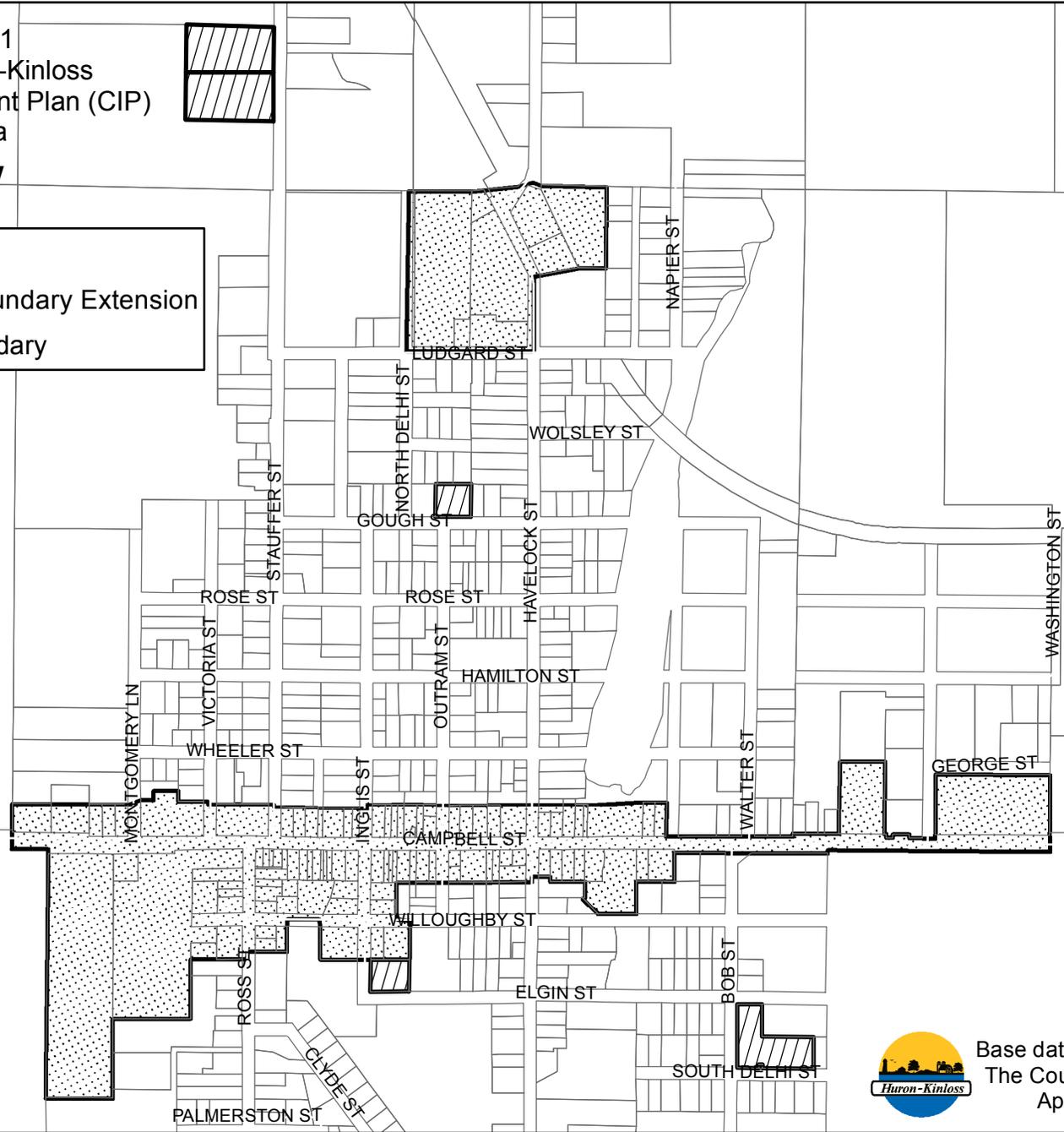
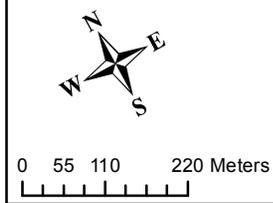
1. A minimum one year commercial space lease
2. Capital storefront and commercial space improvements

Schedule A-1  
 Township of Huron-Kinloss  
 Community Improvement Plan (CIP)  
 Project Area  
**Lucknow**



**Legend**

-  Proposed CIP Boundary Extension
-  Current CIP Boundary



Base data provided by  
 The County of Bruce  
 April 2019

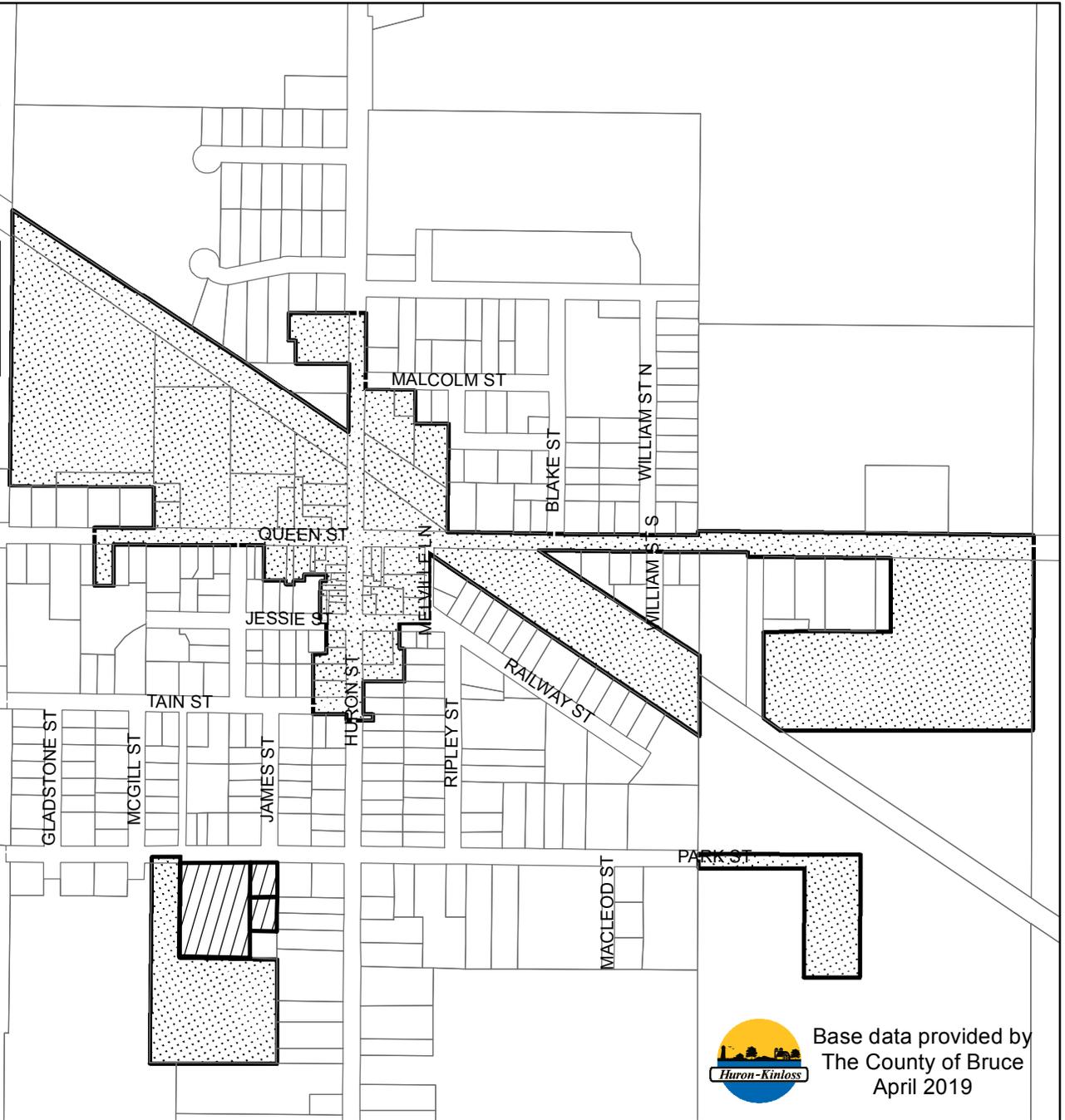
Schedule A-2  
Township of Huron-Kinloss  
Community Improvement Plan (CIP)  
Project Area  
**Ripley**

**Legend**

-  Proposed CIP Boundary Extension
-  Current CIP Boundary



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