



Town of Seaforth Main Street Community Improvement Plan



APRIL 2019

ACKNOWLEDGEMENTS

As graduate students of the University of Guelph in the Rural Planning and Development program, we undertook the Seaforth Community Improvement Plan project as part of our Advanced Planning Practice course. We would like to acknowledge Jan Hawley, Economic Development Officer of the Municipality of Huron East, who contributed her time, energy, and resources to this project. Contribution from the following deserve special acknowledgement:

- Municipality of Huron East Planning and Development Department
- Dr. Christopher Cooper, Heritage Restoration Specialist

And last, but not least, we would like to thank Dr. Wayne Caldwell and Paul Kraehling for providing their support, insight and guidance.

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1.0 Introduction

Community Improvement Plans are widely used across Ontario to focus and initiate change and development in areas of need. A Community Improvement Plan (CIP) aims to promote redevelopment by providing financial incentives to projects within the boundaries of the community or municipality. Community Improvement Planning aims to encourage revitalization, redevelopment and enhancement of defined areas, in this case in heritage areas. The Ontario Planning Act (1990), consists of support and direction for the creation and delivery of CIP's. This CIP is a project of the Municipality of Huron East, and is intended to promote the long-term economic sustainability and quality of life in the Town of Seaforth, Ontario. This report details the information on the rationale and purpose, delivers a policy context framework analysis, and provides further information on project funding, the project application process and project administration. This document is intended to act as a guideline for all involved parties throughout the entire Community Improvement Plan.

1.1 CIP Background

The historical and cultural value of the Town of Seaforth main street is highly recognized by the 1984 Seaforth Heritage Conservation District Plan, the Huron East Heritage Committee and its Municipal Council. Still, there is a lack of clear and stringent guidelines for private property owners on taking the proper steps for restoration on the buildings. Many of the buildings within the Seaforth Main Street incorporate details of Victorian architecture; however, in some cases the building restoration has not been well-maintained over the years.

During the summer of 2018, a building pathology report was prepared by Dr. Christopher Cooper uncovering several properties in the Seaforth Heritage Conservation District that had become fatigued, some of which were in need of immediate attention. This CIP aims to address the needs of the Seaforth Heritage Conservation District and encourage property owners to enhance and maintain the heritage features of Seaforth's Main Street.

1.2 CIP Project Area

The Town of Seaforth is a rural settlement located in Huron East, Ontario. Huron East is a lower-tier municipality located in the County of Huron. The Town of Seaforth is located southwest of Goderich and northeast of Stratford. The Town of Seaforth is accessible by Provincial Highway 8, County Rd 12 and by train. According to the 2016 Statistics Canada Census, Seaforth has a population of 2,680. The Town experienced a 2% increase in population change since the 2011 Census, which indicates that the Town

has potential to experience increasing rates of growth in future years. Infrastructure assets include a hospital, religious centres, retirement homes, and surrounding natural features to support its diverse community. Seaforth's Main Street is one of the various attractions for residents and tourists that provides restaurants, local shops, spas and more. What makes Seaforth's Main Street so unique is due to its rich Victorian architecture and building design.

The Heritage Conservation District is located along Main Street starting from Jarvis Street to Goderich Street and is one block in depth both east and west of Main Street. The Heritage Conservation District overlaps much of the Business Improvement Area with many of the buildings zoned commercial (C-4) and community facility (CF). The CIP Project Area will be within the same boundaries as the Heritage Conservation District. (see Schedule A)

1.3 Background of Seaforth Heritage Conservation District

The Seaforth Heritage Conservation District reflects the unique cultural heritage that encompassed the Town of Seaforth in the late 19th century. Within the District, there are 54 buildings consisting of commercial and civic uses that were constructed between 1868 and 1878. The District was reconstructed after a fire occurred in 1876, that destroyed approximately 12 acres that included the Main Street. The Town of Seaforth soon entered an economic peak after the 1876 fire and became known as a significant hub in distributing agricultural produce. At one point, the Town of Seaforth became the largest exporting hub within Ontario attracting business owners from all over the province.

Located on Main Street South, in the downtown of Seaforth, the Seaforth Town Hall (Huron East Municipal Offices) is a prominent landmark (as seen in Figure 1). Key features of the Town Hall consist of the design of the central tower that projects from the main part of the building. The front entrance, hidden beneath the gabled porch, has a tall round-arched opening. To present day, the Town Hall remains a constant reminder of the District's unique past and aims to undergo revitalization to restore it for various community uses.



Figure 1: Town of Seaforth Town Hall

The Seaforth Heritage Conservation District is an excellent example of late 19th century architecture and town planning in Ontario that consists of remarkably simple architectural composition consisting of diverse brick and building design elements.

2.0 Goal of CIP

The purpose of the Town of Seaforth CIP is to:

- Introduce guidelines regarding community improvement within the Town of Seaforth, specifically through heritage building revitalization;
- Establish goals for community improvement that will help improve and maintain the identified heritage needs of the Town of Seaforth's Main Street;
- Designate a Community Improvement Project Area within the Town of Seaforth where community improvement funds and grants will be applied to; and
- Provide implementation procedures for the CIP, which will ensure that the program is an effective and successful municipal tool.

2.1 Purpose of CIP

The need to produce a CIP for the Main Street of the Town Seaforth is based on the following themes identified by the Town of Seaforth Master Plan and other relevant research, including:

- Improve visual and structural state of historic buildings in the downtown core area;
- Address the long-term viability of the historic buildings along the Main Street, and;
- Concentrate funds to support improvement of buildings in the downtown Heritage Conservation District along the Main Street.

3.0 Legislative Basis

3.1 Municipal Act (2001)

The Municipal Act, 2001 sets out rules for Ontario municipalities that recognize them as a responsible and governing level of legislation. Section 106 (1) and (2) of the Municipal Act, 2001 prohibits municipalities from directly or indirectly assisting any manufacturing business or other industrial or commercial enterprise through the granting of bonuses. Prohibited actions include giving or lending any property of the municipality, including money; guaranteeing borrowing; leasing or selling any municipal property at below fair market value; and giving a total or partial exemption from any levy, charge or fee.

Section 106 (3) of the Municipal Act provides an exception to this bonusing rule for municipalities exercising powers under Subsection 28 (6), (7) or (7.2) of the Planning Act

or under Section 365 (1) of the Municipal Act, 2001. It is this exception under Section 28 of the Planning Act that allows municipalities with enabling provisions in their official plans to prepare and adopt Community Improvement Plans (CIPs). CIPs provide municipalities with a comprehensive framework for the planning and provision of economic development incentives in areas requiring community improvement.

Section 107 of the Municipal Act describes the powers of a municipality to make a grant, including the power to make a grant by way of a loan or guaranteeing a loan, subject to Section 106 of the Municipal Act, 2001. In addition to the power to make a grant or loan, these powers also include the power to sell or lease land for nominal consideration or to make a grant of land; provide for the use by any person of land owned or occupied by the municipality upon such terms as may be fixed by Council; sell, lease or otherwise dispose of at a nominal price, or make a grant of any personal property of the municipality or to provide for the use of the personal property on such terms as may be fixed by Council.

Section 365(1) of the Municipal Act allows municipalities to pass a by-law providing tax assistance to an eligible property in the form of a deferral or cancellation of part or all of the taxes levied on that property for municipal and education purposes during the rehabilitation period and development period of the property. A municipality with an approved CIP in place that contains provisions specifying tax assistance will be permitted to provide said tax assistance for municipal purposes.

Section 365(2) of the Municipal Act gives municipalities the option of establishing a program to provide property tax relief (between 10 to 40 per cent) to owners of eligible heritage properties. Councils must pass a by-law to establish a local program.

3.2 Planning Act (1990)

The Ontario Planning Act was implemented in 1990 and sets out provincial legislation that provides regulation regarding land use planning in Ontario. Section 28 of the Ontario Planning Act allows municipalities, where there are provisions in its Official Plan relating to community improvement, to designate by, “By-law”, a Community Improvement Project Area, and prepare a Community Improvement Plan.

Section 28(1) of the Planning Act defines ‘community improvement’ as:

- Planning or replanning;
- Design or redesign;
- Development or redevelopment;
- Construction, reconstruction and rehabilitation; or

- Improvement of energy efficiency of a community improvement project area, to residential, commercial, recreational, public or other uses, as may be appropriate or necessary.

A Community Improvement Project Area is defined by the Planning Act, as an area within a municipality where community improvement is desirable due to factors of age, growth pressures, the unsuitability of buildings or for any other environmental, social or community economic development reasons.

As outlined in Section 28, once a Community Improvement Project Area has been designated, a CIP can be prepared for that area. A municipality may exercise authority to use a CIP to:

- Acquire, hold, clear, grade or otherwise prepare land for community improvement;
- Construct, repair, rehabilitate or improve buildings on land acquired or held by the municipality;
- Sell, lease or dispose of any lands and buildings acquired or held by the municipality, and;
- Make grants or loans to owners and tenants of land and buildings within the community improvement project area to pay for the whole or any part of the eligible costs of the CIP.

Section 28(7) of the Planning Act allows municipalities to make grants or loans, in conformity with the CIP, to registered owners, assessed owners and tenants of lands and buildings within the community improvement project area, and to any person to whom such an owner or tenant has assigned the right to receive a grant or loan, to pay for the whole or any part of the eligible costs of the community improvement plan.

Section 28 (7.1) of the Planning Act specifies that the eligible costs of a CIP for the purposes of Subsection 28(7) may include 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.

Section 28 (7.3) of the Planning Act states that the total of the grants, loans, and tax assistance made for a property and its buildings shall not exceed the eligible cost of the CIP with respect to those lands and buildings.

Section 28 (10) of the Planning Act specifies that as conditions of sale, no land acquired and no building constructed by the municipality in the Community Improvement Project

Area shall be sold, leased or otherwise disposed of unless a written agreement is entered into with the municipality that the person will keep and maintain the land and building in conformity with the CIP.

3.3 Ontario Heritage Act (1990)

The Ontario Heritage Act was first implemented in 1975 and was developed to provide municipalities and the provincial government with powers to preserve heritage buildings and archaeological sites in Ontario. The purpose and focus of the Ontario Heritage Act is to protect heritage properties and archaeological sites in Ontario. Properties of significant heritage value are designated Under Part IV (individual designation), Part V (Heritage Conservation District designation) or listed on the Municipal Heritage Register.

Section 39 (1) of the Ontario Heritage Act allows the council of a municipality to make grants or loans (up-front or tax-increment basis) to owners of designated heritage properties to pay for all or part of the cost of alteration of such designated property on such terms and conditions as the council may prescribe. In order to provide these grants and loans, the municipality must pass a by-law providing for the grant or loan.

4.0 Policy Framework

This section of the CIP provides an overview of provincial and local policies and legislation that support the implementation and application of a Community Improvement Plan in a rural settlement area and emphasizes the importance of preserving the heritage features of a downtown/main street.

4.1 The Provincial Policy Statement

The 2014 Provincial Policy Statement (PPS) provided policy direction on matters of provincial interest related to land use planning and development. The PPS is issued under Section 3 of the Planning Act and all decisions affecting land use planning matters shall be consistent with the PPS.

The PPS indicates that rural areas are important to the economic success of the Province and our quality of life. As outlined in Section 1.1.4 Rural Areas in Municipalities, rural areas are a system of lands that may include rural settlement areas, rural lands, prime agricultural areas, natural heritage features and areas, and other resource areas. In the case of Huron East, the Town of Seaforth is a rural settlement area composed of unique community and heritage values.

Section 1.7 of the PPS supports implementation of elements that make-up a CIP, as this section aims to support the maintenance and vitality of community main streets.

Section 1.7 indicates that long- term economic prosperity should be supported by;

- i) promoting opportunities for economic development and community investment-readiness;
- ii) maintaining and where possible, enhancing the vitality and viability of downtowns and main streets;
- iii) encouraging a sense of place, by promoting well-designed built form and cultural planning, and by conserving features that help define character, including built heritage resources and cultural heritage landscapes; *and*
- iv) providing opportunities for sustainable tourism development.

As outlined in the goals and objectives section, the Town of Seaforth CIP aims to maintain and improve the main street specifically through preserving the heritage values and features of the main street building facade and improve long-term economic prosperity.

4.2 Huron East Official Plan (2016)

The Huron East Official Plan was first implemented in 2003 and was consolidated as of August 2018. The purpose of the Huron East Official Plan is to create a vision of the future for Huron East through collaboration with the community, to encourage development in an environmentally sound manner, and to ensure future development is consistent with planning goals and policies laid out in the PPS.

Seaforth is categorized in the Huron East Official Plan as one of four larger settlement areas that are serviced by public water and public sewage amenities. The settlement of Seaforth functions as the largest urban centre for housing and employment in Huron East. To promote heritage conservation, the Official Plan outlined that new developers must adhere to Official Plan (OP) policies during redevelopment plans to an existing building or creating a new development within the region boundaries. One main objective of the Huron East OP is to integrate new buildings with other existing infrastructure to maintain heritage, by ensuring buildings are at the same height and no gaps between each building facade. In addition, the Municipality will approve whether the redevelopment/new development is in harmony with the heritage character of the Town of Seaforth based on building design, materials, colours and signage. There are many heritage features offered in the Town of Seaforth that portrays cultural significance to the community.

Municipal Council and its Municipal Heritage Advisory Committee are responsible for identifying and protecting heritage resources based on the Ontario Heritage Act. Heritage resources include historic, social, cultural and political significance, economic value, and how the resource integrates with the community and land use. Seaforth's Heritage Conservation District aims to sustain growth and development while preserving cultural significance.

Section 6.3 of the Huron East Official Plan states that the Municipality will continue to collaborate with community stakeholders to continue to encourage and promote the revitalization of the core area including building improvements, parking facilities, lighting, landscaping and parks, signage, street furniture and sidewalks.

Section 9.6 of the Huron East Official Plan provides policy related content to the purpose and goals of the Community Improvement Plan. The main objectives that apply to the Town of Seaforth are to:

- Rehabilitate property facade that will have an impact on downtown revitalization, intensification, heritage preservation, and affordable housing;
- Attract business investment opportunities and new residents to the Town of Seaforth, and;
- Foster community pride and improve overall community quality of life.

4.3 Town of Seaforth Master Plan Streetscape Study (1988)

The Seaforth Master Plan Streetscape Study has established clear and consistent design structure for the revitalization of the downtown area and the preparation of the CIP.

The goal for the Town of Seaforth Master Plan is to develop an intrinsically rich townscape and build the tourism sector by attracting people to the community who are driving along Highway 8. Investing in the rich architectural character of the Town's main street is essential for preserving the heritage values and improving the overall community.

As it is priority for the Town of Seaforth to attain economic prosperity, the Town deemed the community heritage character as a leading contributor behind economic growth. Protecting the heritage façade is a key strategy for marketing, economic development, community organization, and careful planning and design. It is evident that the Town of Seaforth encourages heritage preservation and it is implemented in the Town of Seaforth Master Plan as a strategy to develop a healthy, strong community.

4.4 Seaforth Heritage Conservation District Plan (1984)

The Seaforth Heritage District Conservation Plan provides a more in-depth background research for the Town of Seaforth main street business area and further demonstrates its historical, cultural and economic value. According to analyzing the physical, economic and social fabric of the main street, it sets up three main goals of heritage conservation, including;

- (1) Economic Rejuvenation: To achieve a long-term profitable and full use of the building stock along the main street by enhancing the following assets;
 - a. A sense of human scale in both buildings and business
 - b. A sense of place and history
 - c. A sense of personal contact

(2) Building preservation and restoration: with focus on the small essential details and proportions of the facades and complementary elements, such as store fronts and signs.

(3) Beautification: to include the streets, sidewalks, lights, landscaping and pedestrian amenity in the overall main street conservation.

5.0 Funding

The Municipality of Huron East will mirror the Village of Brussels in accepting applications for the Commercial Façade Improvement Grant Program in the Seaforth CIP area. The Commercial Façade Improvement Grant is designed to support the restoration of commercial façades within the Town of Seaforth Community Improvement Project Area. The Commercial Façade Improvement Program offers grants to eligible building owners and tenants for front and exterior side façades, within the designated CIP project area. This grant may only be used for the purposes of commercial façade improvements as indicated on the application form. The improvements must also be eligible for grant approval under the terms of the program. The grant assignment is non-transferable between properties, property owners, authorized tenant or another individual or corporation. Many repairs and renovations to buildings - including stucco, siding, masonry work, framing, replacement of windows, etc.- must be completed by a contractor/contracting business that has its Trade Licence to engage in the business of carrying out repairs or renovations of buildings. Properties must be in compliance with the Huron East Zoning By- law at the time of application and current with .

The Municipality of Huron East offers a Municipal Heritage Tax Incentive, which allows private landowners to maintain, rehabilitate and redevelop their property or heritage

resources. These incentives include a combination of grants, property tax incentives or loans. Section 9.2.3.4 of the Huron East Official Plan describes funding that private landowners may use; however, the individual must comply with the Town of Seaforth's facade and streetscape improvement guidelines. This program should involve the public in heritage conservation programs and encourage the public in the protection of heritage resources.

Heritage properties located in the CIP district and designated under Part IV and/or Part V of the Heritage Act may also be eligible for a Heritage Tax Relief Grant or Loan; however, the applicant will be required to submit a separate application, which will be reviewed by the municipal heritage committee prior to work being undertaken. Applications can be obtained at the Municipal Office located at Seaforth Town Hall 72 Main Street South, Seaforth.

6.0 Administration

The Municipality will be responsible for all administrative tasks related to the implementation of the CIP. This section provides detailed information about the application administration, including the general eligibility requirements of applicants, the application process and the disbursements of funds.

6.1 General Eligibility Requirements for Commercial Facade Improvement Grant

Applicants seeking approval and funding from the CIP must meet the following general eligibility requirements in order to participate in the Commercial Facade Improvement Grant:

1. A CIP application must be submitted and approved prior to commencing any improvement works in addition to all required supporting information. Supporting information may include detailed work plans, cost estimates and contracts, applicable reports, and any additional information as required by the Municipality.
2. A building permit must be obtained as required. Planning approval, including site plan approval, must be obtained.
3. Eligible applicants must be, either the owner of the property, an agent for the owner of the property, or the tenant of a property, only if the owner has provided written consent for the application. If a property owner sells the property to a new owner between the time of approval and completion of the project, the approved grant will be forfeited unless the applicant provides a written request for the grant to be transferred to the new owner.

4. While grants are not prohibited for the same property in subsequent years, preference will be given to projects on properties which have not previously benefited from the CIP program.
5. All proposed projects must be within the designated Community Improvement Project Area. As well, all proposed projects must be compatible with the goals and objectives of the Huron East Economic Development Plan.
6. The property owner must not have outstanding tax arrears or any other financial obligation and must be in good standing with regard to taxation at the time of application and throughout the duration of the project construction period as identified within the Community Improvement Plan.
7. Community improvement works associated with a grant program application must be in accordance with all Municipal by-laws, policies, procedures, standards, and guidelines in order to be approved. Existing and proposed land uses must be in conformity with the policies and standards provided by the Municipality's Official Plan, Zoning By-law, and all other planning documents.
8. Applications are made per property, not per building façade. While some properties may contain multiple building façades, grants are only issued on a per property basis.
9. Buildings must be structurally sound to be eligible for a CIP grant program. Should there be a question regarding the structural soundness of a building, the Chief Building Official has sole discretion in requiring an engineer's report regarding the structure (the cost of which will not be an eligible cost under the program).
10. Community improvement works undertaken and completed that are associated with an approved incentive program application must be consistent with the project description contained in the application form and supporting materials, and with the program agreement. Should the undertaken or completed works not be consistent with the original project description, to the satisfaction of the Municipality, the Municipality may delay, reduce, or cancel the approved incentive program benefits, and may require repayment of any of the incentive program benefits, at the discretion of the Municipality.

6.2 Application Process

This section will outline the steps required of applicants who are seeking to commence any improvement work done to their building, which is located within the CIP project area

boundaries. Property owners are required to complete an application form to be reviewed and approved by Council, the CIP Review Team and the Heritage Committee before commencing any improvement work. There are five steps that the applicant will be required to take in order to implement property improvements (as seen in Figure 2).



Figure 2: Application Steps for Property Owners Seeking Funding for Building Improvements

Step 1:

This is a significant step to discuss and affirm application requirements and applicant goals of project, such as determining program eligibility, outlining the proposed scope of work, determining the project timeline, and completing any supporting documentation requirements.

Step 2:

The submitted application must contain all the required information and supporting documentation required by the CIP Review Team in order for a comprehensive application review.

Some requirements that may be include from the CIP Review Team, but not limited to:

- Photographs of existing building condition;

- Historical photographs;
- Site plan/ professional drawings;
- Specifications of the proposed work that contains a work plan for the improvements and construction drawings; and
- Quotes regarding fees for improvement work to be provided by licenced contractors. Also, applicants must include the contractor's Workplace Safety Insurance Board (WSIB) number with the cost estimates.

Step 3:

Application that are heritage designated under the Ontario Heritage Act or properties that are located beside a designated property must be reviewed by both the CIP Review Team and the Municipal Heritage Committee. The application will be analyzed based on the program criteria and both the CIP Review Team and Municipal Heritage Committee will recommend to council on whether to approve or deny the application.

Step 4:

Council will analyze the recommendation of the CIP Review Team and will consider the final decision of the application. There is no possibility for an appeal of Council's final decision.

Step 5:

Applicants will have 18 months to complete their project, from the date the application was approved, or the approval will expire and the applicant will have to re-apply. No modifications to the application is allowed unless written approval is provided by Council. Approved applications will outline the terms, durations, default, and any other provisions of the incentive program including required work permits.

Once accomplished, the applicant must deliver the municipality with copies of paid receipts for the work related to the project. The Municipal Treasurer will issue the applicant payment once the Chief Building Official is satisfied.

6.3 Payment of Grant

The Municipality will be granted the right to reduce the cost of the grant by 50 percent if the actual cost is less than the quote delivered at the time of application. If the costs are higher than the quote, the Municipality is not required to change the approved amount of the grant.

If the permitted application remains unfinished without a requested extension, the funding will not be advanced by the Municipality. The Municipality will not be liable for any losses, costs, or damages at any point of the application.

7.0 Program Administration

This section of the report will address how the CIP will be administered through committee involvement through the use of a CIP Review Team. This section will assign roles and responsibilities to committee members regarding budgeting, application review, marketing plans and monitoring of the CIP.

7.1 CIP Review Team

The Municipality of Huron East will designate a CIP Review Team comprised of reviews from various departments to ensure that community needs are considered when evaluating applications. The CIP Review Team may include the Chief Building Official (CBO), the Economic Development Officer (EDO), the Planner, the Chief Administrative Officer (CAO) or designate and a member representing the Huron East/Seaforth Community Development Trust.

The Economic Development Officer (EDO) will be the CIP project lead and primary contact. The EDO and CIP Review Team will be held accountable for;

- responding to CIP applicants,
- conducting pre-consultation meetings prior to application submission,
- reviewing and evaluating all CIP applications and supporting materials against program requirements,
- prioritizing applications in the event funding is oversubscribed, and
- present recommendations to Council for consideration.

The CIP Review Team will also collaborate with the Huron East Municipal Heritage Committee to review and provide recommendations on all CIP applications involving properties designated under the Ontario Heritage Act or adjacent to properties designated under Part IV of the Ontario Heritage Act.

The CIP Review Team will designate the Chief Building Official to be responsible for reviewing completed projects to ensure no variances from the approved project have occurred during construction. The Clerk and Treasurer will be responsible for administering the financial agreements and payments to approved applicants.

7.2 Budget

Funding for the Town of Seaforth CIP will be determined by the CIP Review Team and Huron East Council on a year-to-year basis according to current budget priorities. Huron East Council shall determine whether or not an annual budget allocation will be made to the grant programs under the CIP. In addition, the Municipality reserves the right to limit the amount of assistance it will provide under any particular project. The budget for the CIP will be set in the preceding budget year so as to allow Council to approve projects before the current calendar year budget process is complete.

7.3 Marketing Plan

Collaborating with the residents of Seaforth will be a crucial step in ensuring the community is supportive and informed on the need for a CIP long-term. As funding for applicants will be provided by the municipality through application approvals, it is integral to have support from the residents of Seaforth.

Through the use of a marketing plan, the Municipality will aim to promote the CIP and its incentive programs. The marketing plan will be targeted to landowners, potential developers, real estate agents, local businesses and organizations within and outside of the CIP project area in order to inform eligible property and business owners and potential developers, about the opportunities available through the Town of Seaforth CIP.

The Town of Seaforth Facebook page will be used as a tool to inform property owners of funding opportunities made available by the Municipality and will act as a platform to assist and encourage property owners on applying for funding and grants. Program details, eligibility criteria, application forms, and other information related to the financial incentive programs will be provided to those targeted by the marketing plan (see Figure 3).

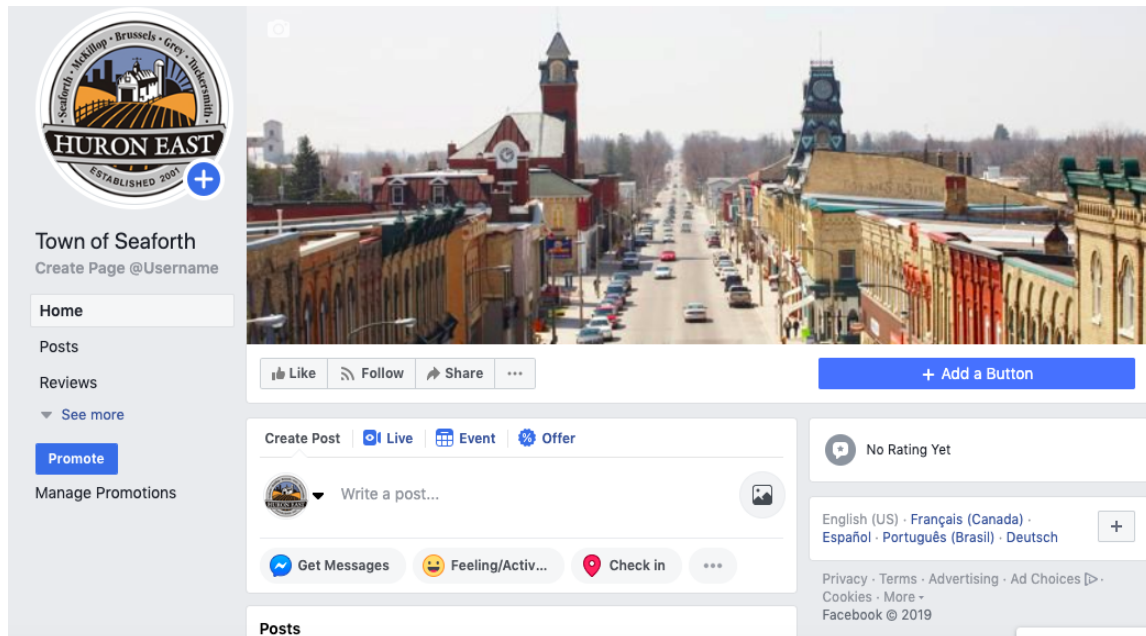


Figure 3: Town of Seaforth Facebook page.

7.4 Application Intake

The Municipality will accept applications throughout the calendar year on a ‘first-come, first-served’ basis. The CIP Review Team’s review process will take between two to three months while additional time may be needed in case Municipal Heritage Committee involvement is required. If the budget is fully subscribed for the calendar year, applications will be accepted and placed in the queue for the following calendar year’s budget.

7.5 Monitoring Program

The Municipality will conduct periodic reviews of the Community Improvement Plan in order to determine its effectiveness. Specifically, the purpose of the monitoring program is to determine if the funding program is achieving the goals and objectives set out by the CIP; and/or if program adjustments are required.

7.6 Data and Feedback Collection

The CIP Review Team will be responsible for collecting and maintaining statistical data, which will allow the municipality to determine if the program is meeting the goals and objectives set out in the CIP. The statistical data could include, but is not limited to;

- Number of successful and unsuccessful applications by type (façade (front/side)
- Signage
- Accessibility improvements
- Heritage restoration
- Total dollar amount of grant
- Total cost of project by type
- Estimated increase in assessed value of participating program.

The CIP Review Team will also be responsible for soliciting feedback from successful and unsuccessful applicants to determine where adjustments to the program are needed. This feedback is proposed to be collected in the form of a survey completed by the applicant either at the time of the completion of a successful project or through informal feedback following an unapproved project.

7.7 Reporting

The data collected from the Monitoring Program and the applicant's feedback will be used to create an annual report. This report is prepared by the CIP Review Team and presented to council, business communities and other interested community partners. Recommendations from staff regarding adjustments to the CIP should be included in this report.

7.8 Program Adjustments

The CIP Review Team can periodically review and recommend an adjustment to the requirements of the program in the Plan. An amendment to the CIP will not be required to discontinue the program contained in the Plan; however, any of the following changes will require a formal amendment to the Plan in accordance with Section 28 of the Planning Act:

- Change or expansion in the geographic area to which financial programs apply;
- Change in the eligibility criteria;
- Addition of new municipal CIP programs involving grants, loans, tax assistance, etc.; and/or
- Increase in a financial incentive to be offered within a municipal CIP program.

7.9 InterpretatioEdn

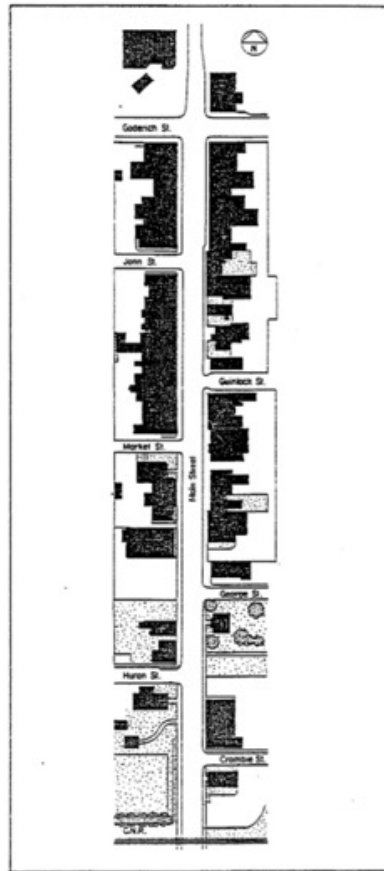
Seaforth's Community Improvement plan must be read and interpreted along with the Planning Act and other municipal planning documents. Additionally, the CIP will be interpreted at the sole discretion of Huron East Council in consultation with, and based on advice from the CIP Review Team and staff.

8.0 Schedules

Schedule A

Seaforth Community Improvement Plan Project Area

Seaforth CIP Boundary – Schedule 'A' to By-Law- 2019



Legend



Community Improvement Project Area



Parcel Fabric

Produced by the Seaforth Community Improvement Planning
Research group of the RPD 6280 *Advanced Planning*
Practice course at the University of Guelph
Group members: Koren Lam, Sara Hajsaleh, Kelsey Tyerman,
XiaoyuanWan
Date: April 2019



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