



Town of the Blue Mountains Community Improvement Plan

Public Meeting

Community Improvement Plan

February 14, 2011



Thornbury



Clarksburg



Craigleith



Topics

- Process
- Consultation
- Commercial Area Characteristics
- SWOT Analysis
- Vision
- Project Area
- PUDS Strategy
- Financial Incentive Programs
- Adoption and Implementation

Process

Consultation



Phase



Deliverables



*Public Meeting #1/ Workshop
(June 3/2009)*

1. Background Policy Review

1) Background Report

*Public Meeting #2 / Workshop
(Oct. 13/2009)*

2. SWOT Analysis & Visioning

2) Interim Report

*Public Meeting #3
(June 2/2010)*

3. PUDS Strategy

3) PUDS Strategy

*Public Meeting #4
(Dec 13/2010)*

4. CIP

WE ARE
HERE

4) Final CIP

Consultation

Public Meetings, Workshops and Council Reports

- Public Meeting # 1 – SWOT Analysis and Visioning Workshop - June 3/09 (38 people)
- Public Meeting # 2 – PUDS Concepts - Oct. 13/09 (40 people)
- Presentation to Council – May 26, 2010
- Public Meeting # 3 – Public Realm and Incentive Programs - June 2/10 (50 people)
- Report to Council - August 30, 2010
- Session with Council - November 29, 2010
- Public Meeting # 4 - December 13, 2010



Project Steering Committee and Town Senior Management Team (SMT)

- Project Steering Committee (PSC) - representation from all three commercial areas, the Chamber of Commerce and Council
- Several meetings with PSC and SMT during course of preparing the CIP
- PSC and SMT provided valuable input and direction to consulting team.

Commercial Area Characteristics

Comprehensive assessment of existing conditions in all three commercial areas

- Two separate walking tours
 - Land use and physical characteristics
 - Building and facade conditions
 - Design
 - Streetscapes and sidewalks
 - Traffic and parking
 - Economic activity
 - Open space



SWOT Analysis

- Observations, notes and photos taken during walking tours
- Input from PSC and SMT
- Input from Public Meeting #1/ Workshop

Thornbury

+

- Bruce Street South vibrant
- Traditional main street character
- Harbour, Beaver River
- Development opportunities

-

- Hwy. 26 buildings and façades
- Lack of streetscaping/greenery
- Poor gateways
- Poor pedestrian environment
- Traffic
- Vacant buildings
- Lack of affordable housing

Clarksburg

+

- Compact
- Arts village character
- Healthy commercial area
- Natural setting

-

- Some buildings and facades
- Barren streetscape
- Poor gateways
- Limited commercial uses
- Connections to natural areas
- Pedestrian conditions
- Servicing

Craigleith

+

- Gateway function
- Recreation proximity
- Development opportunities

-

- Lack of presence and identity
- Appearance
- Few businesses
- Very poor pedestrian environment

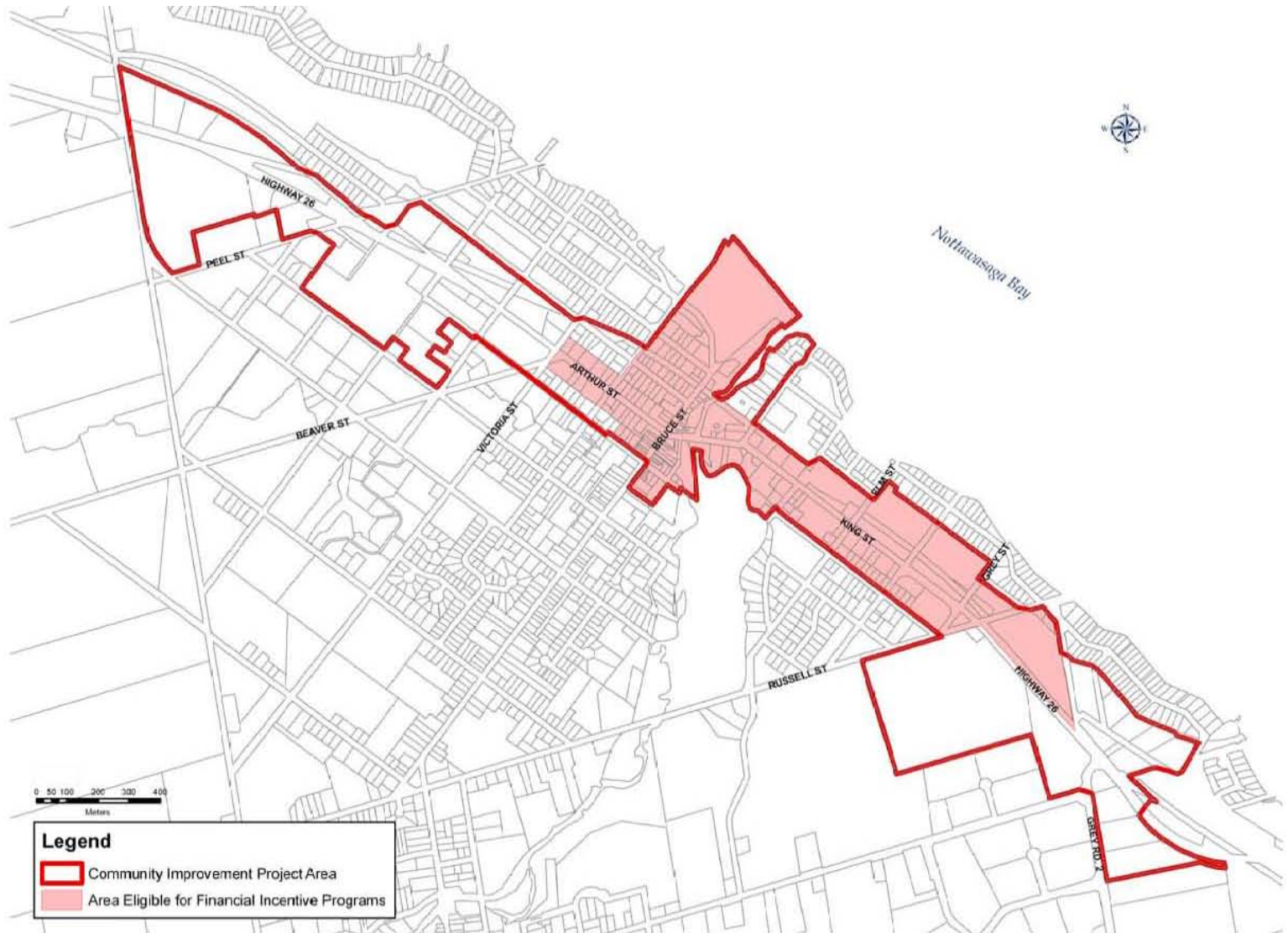
Vision

Over time the commercial areas of Thornbury, Clarksburg and Craigleith will:

1. Be the active and vibrant gathering places of the Town
2. Have a clear and definable character and identity
3. Have a healthy, sustainable and mixed commercial environment.
4. Have strong connections between the different commercial areas
5. Have strong connections within the respective commercial areas
6. Have an affordable residential housing base in support of commercial uses
7. Be sustainable in approach to transportation and public works
8. Capitalize on the local natural and cultural heritage assets
9. Have an attractive, accessible and clean public realm
10. Have new developments that complement the existing character



Project Area (Thornbury)



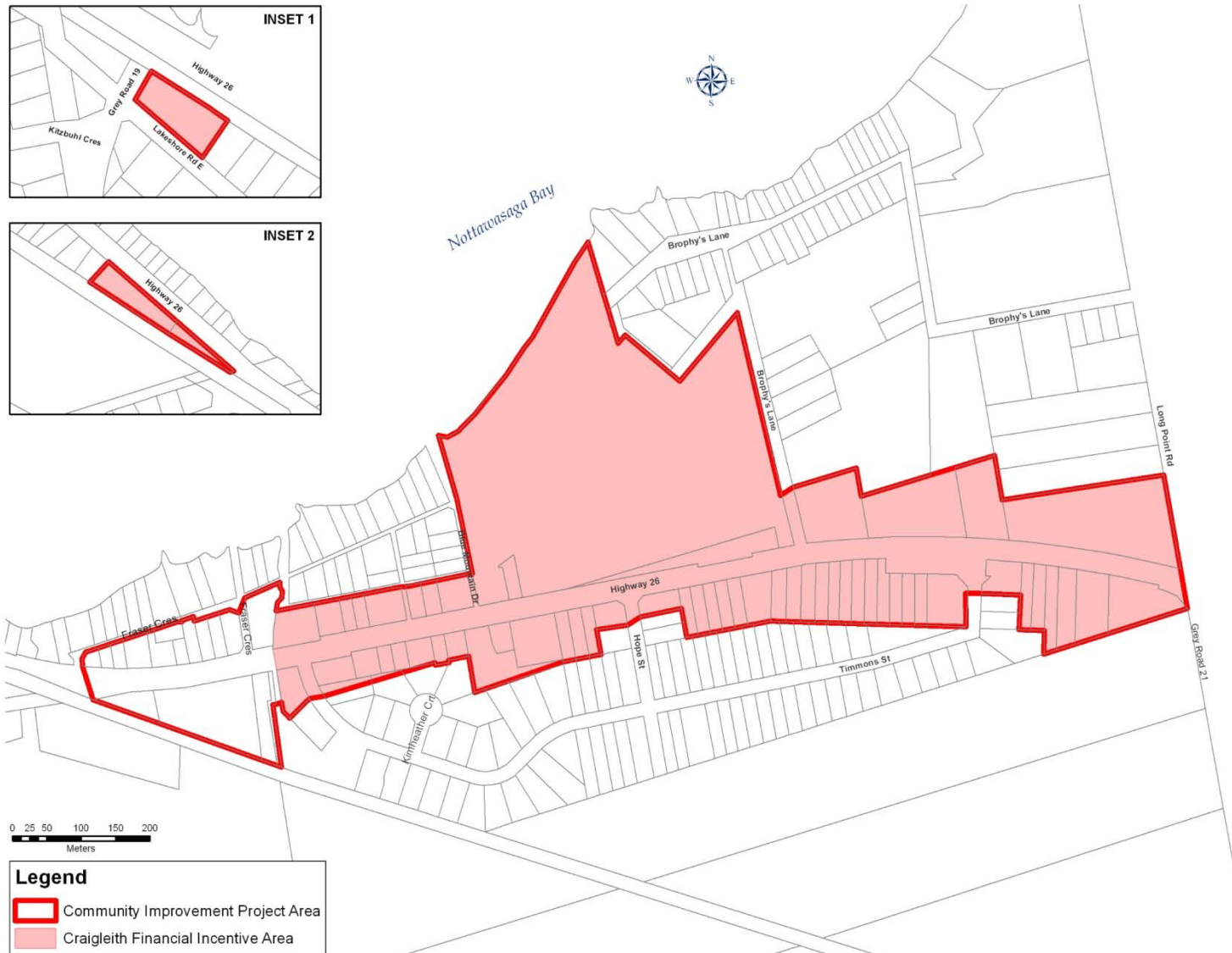
1:20,000

Project Area (Clarksburg)



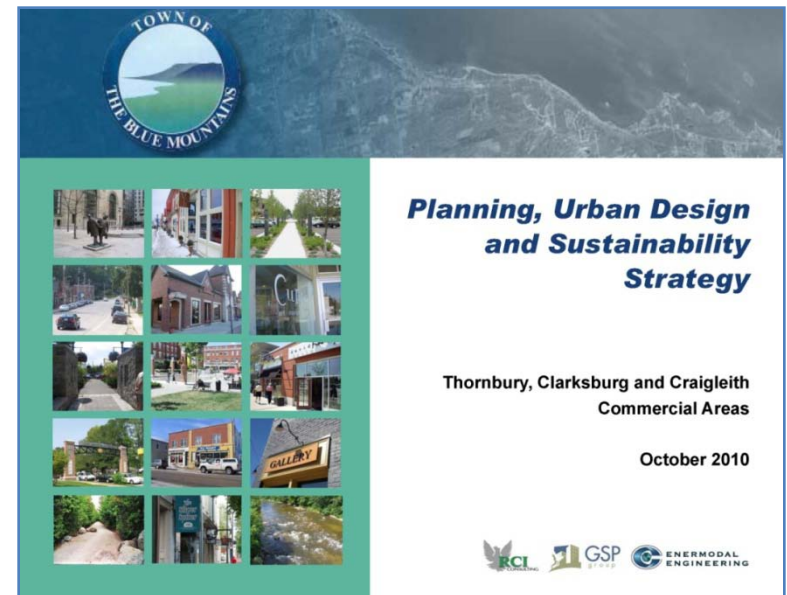
1:2,500

Project Area (Craigleith)



PUDS Strategy

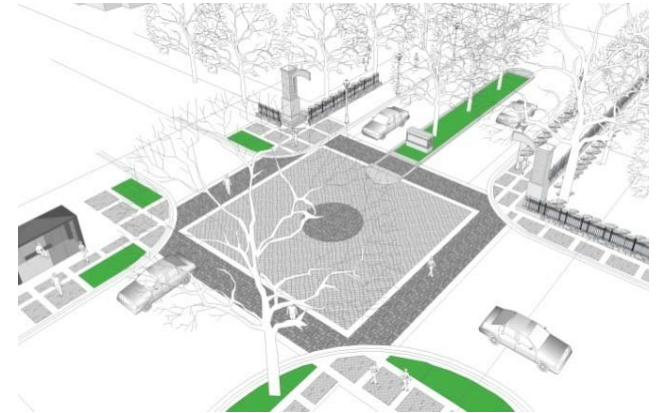
- Planning, Urban Design, and Sustainability Strategy
- Completed October 2010
- Provides direction for physical environment:
 - Community vision
 - Public realm enhancements
 - Intensification opportunities
 - Design guidelines
 - a) Façade improvement
 - b) Streetscape design
 - c) Infill development
 - d) Greenfield development
 - e) Sustainability
 - Implementation



1. Public Realm Improvements

Improvements specific to each area's public realms

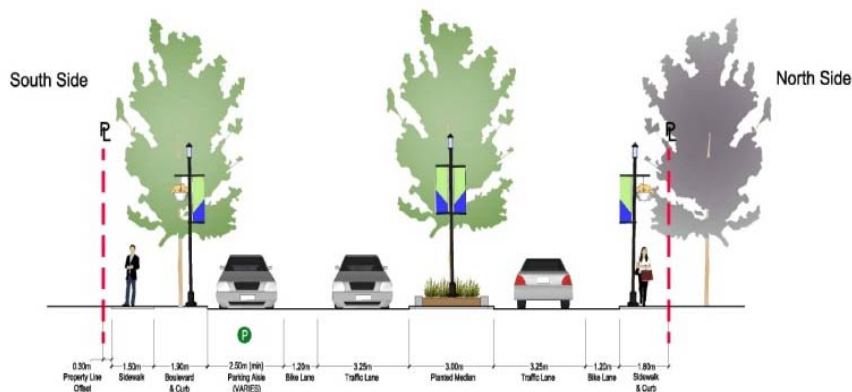
- Streets and streetscapes
- Key intersections
- Public open spaces
- Public parking lots



2. Town-wide Initiatives

Studies and programs to strengthen individually and collectively:

- Design program for gateway features and wayfinding signage
- Feasibility of a transit program
- Streetscape design master plan
- Other studies (retail market, parking, harbour plan)



Town of The Blue Mountains	
← Village at Blue Ski Area and Resort	3km
→ Craigeleith Commercial Area Beach #1	0.1km
↑ Train Station Beach #2	3km
↑ Thornbury Shopping Marina	14km
↑ Clarksburg Galleries	15km

3. Policy & Regulatory Revisions

Changes to Town's Policy & Regulatory framework:

- Amend Official Plan (land use and urban design)
- Complete Zoning By-law review
- Adopt Urban Design Guidelines (PUDS)



Design Guidelines 8.0

Urban design will be a key component in revitalizing and improving the quality of the built environment within all three commercial areas. Given this importance, the design guidelines presented in this section are meant to be a design tool that provides "mid-level" guidance for design, operating between the general policies and principles of the Town of The Blue Mountains Official Plan and the specific details and plans of the development review process. These design guidelines express the design expectations for the development review process and are intended to facilitate high quality urban design within the Town.

The design guidelines are intended to be a flexible and comprehensive guide for the design and development of various forms of development in different situations and areas throughout the Study Area. They are not written as policy, and are not meant to be a design "checklist", rather they are to be used on a case-by-case basis, recognizing the different context and character of the three downtown commercial areas. They are intended to be used by a number of different participants in the design and development process, as well as the design of public buildings and public spaces, including Town and County staff when reviewing planning applications and when designing municipal projects, developers and consultants in designing new development and redevelopment, and landowners and business owners in undertaking site and building improvements.

The design guidelines are organized into five types, each with a different intent, objectives, and applicability as follows:

- Infill Development Design Guidelines (Section 8.1)
- Façade Improvement Design Guidelines (Section 8.2)
- Greenfield Development Design Guidelines (Section 8.3), and
- Streetscape Design Guidelines (Section 8.4), and
- Sustainability Design Guidelines (Section 8.5)

Key Messages

1. Collective, yet individual identities
2. Quality public realm experience is crucial
3. Building on existing character and assets
4. Efforts are an investment in the three areas
5. Series of smaller steps to larger goal
6. Core areas vs. corridor areas
7. Stronger design framework



Financial Incentive Programs

- Critical Community Improvement Needs from SWOT Analysis
 - Improve condition, quality, attractiveness of commercial building facades
 - Improve building maintenance and condition
 - Promote building accessibility
 - Redevelop derelict/underutilized commercial buildings and vacant lots
 - Cleanup and redevelop brownfield sites
 - Build more affordable housing and mix of housing types
 - Development should be green and eco-friendly
 - All facade and building works, infill, intensification and redevelopment should respect and maintain traditional character and heritage of the community and commercial area where it is located

Financial Incentive Programs

- Developed a toolkit of complementary incentive programs based on:
 - Vision;
 - Critical Community Improvement Needs;
 - Best incentive program practices in other municipalities;
 - Comments from Project Steering Committee and SMT; and,
 - Comments received after preliminary incentive programs presented at Public Meeting #3
- Seven (7) incentive programs developed to address critical community improvements needs and help achieve Vision
- Incentive programs designed to complement public realm improvements
- Decision on program implementation rests with Council
- CIP identifies priority of each program

Financial Incentive Programs

1. **Urban Design Study Grant** – 50% of cost of urban design study/architectural drawings to max. grant of \$2,500 per project
2. **Commercial Building Façade Grant** – 50% of cost of façade improvements to max. grant of \$10,000 + \$5,000 if designated heritage building. Separate program for 50% of cost of façade improvements to max. grant of \$5,000 for side/rear façade.
3. **Commercial Building Improvement Loan** – no interest loan = 70% of cost of interior/exterior building improvements to max. loan of \$20,000 per property. Loan repaid to Town over 5 years. Loan 30% forgivable if project LEED certified or meets SDG.

Financial Incentive Programs

- 4. Residential Intensification Grant or Loan** – Grant = \$15 per sq.ft. to max. grant of \$15,000 per unit/max of 4 units per property/project. OR Loan = \$20 per sq.ft. to max. loan of \$20,000 per unit/ unit/max of 4 units per property/project. Loan 30% forgivable if units are affordable.
- 5. Revitalization Tax Grant** – Annual grant = 60% of municipal property tax increase for up to 10 years. Grant = 80% if on a brownfield site. Grant = 100% if project LEED certified or meets SDG. Maximum grant of \$500K.
- 6. Brownfields Property Tax Assistance** – Freeze of municipal and education property taxes for 3 years after brownfield project complete.
- 7. Development Charge Grant** – Grant = 50% of Town DC only if project LEED certified or meets SDG. Maximum grant of \$500K.

Adoption & Implementation

Final CIP includes:

- Legislative and Policy Framework
- Summary of Community Consultation
- Commercial Area Characteristics
- SWOT Analysis
- Vision
- Community Improvement Project Area
- PUDS Strategy
- Incentive Programs
- Implementation Strategy (56 actions including priority and involvement)
- Monitoring Program
- Marketing Strategy

Adoption & Implementation

- Recommend Council consider:
 - ✓ Receiving the Background Report and Interim Report;
 - ✓ Endorsing the PUDS Strategy;
 - ✓ Designating the Community Improvement Project Area by passing of a by-law; and,
 - ✓ Adopting the Community Improvement Plan by passing of a by-law.
- Next Steps
 - Council consideration/adoption of CIP (as noted above)
 - 20 day appeal period on CIP adoption by-law
 - Council considers implementation of public realm improvements and incentive programs as part of annual budget process
 - Incentive programs can be phased in
 - Only public realm improvements and incentive programs that receive funding will be implemented