Reaching our Peak:

The Town of The Blue Mountains Community Improvement Plan

AUGUST 2026

NPG PLANNING SOLUTIONS

TWC tim welch consulting inc

Parcel

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1. Introduction

The Town of The Blue Mountains (the Town) is committed to building a strong and diverse local economy by supporting existing businesses, attracting new businesses and external investment, supporting agriculture and agritourism, and creating diverse housing options and increasing housing supply across the affordability spectrum. To support these Town priorities, the Town has prepared this Community Improvement Plan (CIP). A CIP is a planning and economic development tool that supports community revitalization and redevelopment efforts. This CIP replaces and builds on the Town's previous Community Improvement Plans, including the Housing Within Reach CIP and the Town-Wide Revitalization CIP, and has been developed through a comprehensive review and input gathered through stakeholder and community engagement.

Benefits of a CIP

- Support the achievement of local priorities and Town initiatives such as those identified in the Town's Corporate Strategic Plan;
- Facilitate and coordinate the transition of targeted areas;
- Assist in off-setting project costs for private property owners; and,
- Stimulate and sustain economic growth and development.

This CIP is intended to support the strategic priorities and objectives established in the Town's Corporate Strategic Plan, *Our Path Forward*: 2026-2027. This CIP recognizes the distinct needs and characteristics of the Town and its commitment to supporting existing businesses and providing opportunities for new business growth. Given the Town's reputation as a four-season tourism destination and based on the importance of tourism to the Town's economy, this CIP provides incentives for all areas and communities within the Town to support the long-term vitality of the tourism sector. This CIP also acknowledges the importance of the agriculture and agritourism sectors to the local economy and provides incentive programs that support their growth, leveraging more than 11,000 hectares of productive farmland and advancing the Town's objective of fostering agritourism and agri-food innovation.

The incentive programs contained in this CIP are structured to advance the goals and objectives identified in Section 3 by providing targeted financial support that stimulates economic development, encourages community revitalization, and expands the availability of attainable housing options throughout the Town. For the purposes of this program, attainable is defined as housing with rents at or below 120% of the CMHC Average Market Rent (AMR) for the applicable unit type. This CIP considers the Town's

unique economic drivers and diverse communities, and provides programs that ensure a coordinated and effective strategy for supporting economic resilience and housing attainability in the Town.

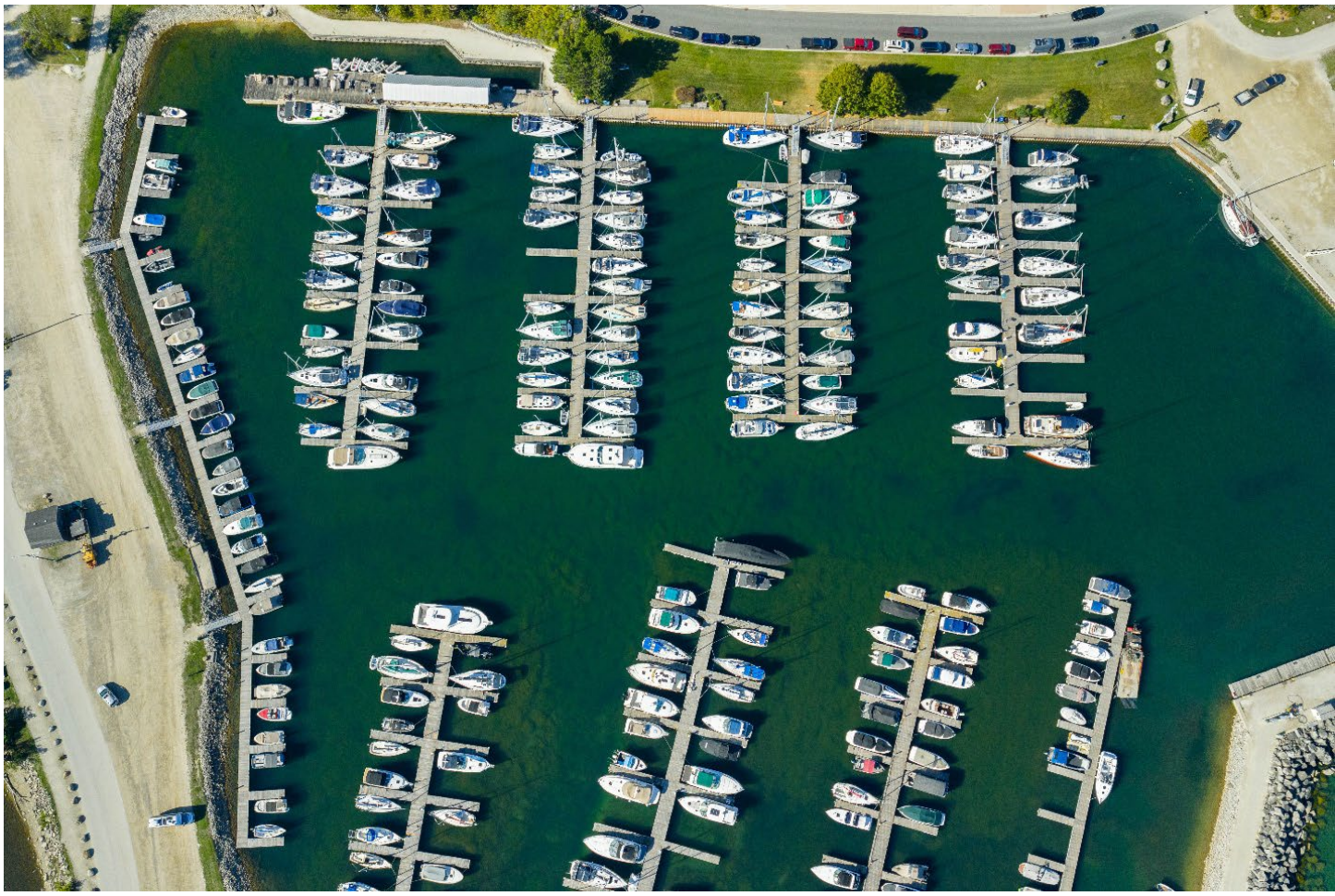
1.1 What is a Community Improvement Plan (CIP)

A CIP is a planning tool intended to encourage revitalization initiatives and stimulate development and redevelopment in a community. A CIP enables municipalities to provide financial incentives to property owners or tenants as part of CIP programs. These incentives may come in the form of tax assistance or grants for environmental, social or economic benefits within a Community Improvement Project Area (CIPA). A CIPA can be targeted to specific areas or can be an entire municipality. As described in Section 5, the entire Town is designated as a CIPA for the purposes of this CIP.

1.2 Purpose

The purpose of this CIP is to provide a framework for Town Council to offer financial incentives that support strategic revitalization for businesses in core commercial and agricultural areas, as well as housing across the affordability spectrum. Affordable housing is captured within the broader concept of attainability, and the CIP's focus is on supporting the delivery of attainable housing. Both affordable housing and attainable housing are necessary to meet the needs of different groups within the community. In the case of this CIP, the focus is to prioritize attainable housing, which can also benefit affordable housing initiatives. The financial incentives in this CIP are intended to achieve the goals and objectives outlined in Section 3. The goals, objectives and financial incentives in this CIP also complement the direction provided in relevant Provincial, County, and Town policy and strategic planning documents as outlined in Section 4. These policy and strategic planning documents, as well as stakeholder and community engagement, have informed the identification of the CIPA mapped in Section 5. The implementation and evaluation process for this CIP is outlined in Section 7, and a glossary of key terms is provided in Section 8.

The expected outcome of this CIP is to foster sustainable investment and growth that will allow the Town to remain economically prosperous, resilient and investment ready.



1.3 How to use this CIP

This CIP should be read and interpreted in its entirety, beginning with an understanding of the goals and objectives of the CIP in order to understand how projects contribute to community improvement and revitalization.

To assist the users, the following chart highlights which programs may be applicable to various projects and properties, subject to program eligibility requirements as detailed in Section 6.

Economic Development & Housing Focused Programs

Financial Incentive Programs	Commercial	Agricultural	Residential	Attainable Housing	Medical Facilities
Municipal Fees Grant Equivalent	✓	✓	✓	✓	✓
Sustainability and Climate Resilience Grant	✓		✓	✓	✓
Brownfield Tax Assistance Program	✓		✓	✓	✓
Development Charges Equivalent Program				✓	
Building Conversion or Expansion Grant	✓	✓	✓	✓	✓
Study & Design Program	✓		✓	✓	✓

Economic Development & Revitalization Programs

Financial Incentive Programs	Commercial	Agricultural	Residential	Attainable Housing	Medical Facilities
Building Improvement Renovation Grant	✓		✓	✓	✓
Building Façade and Signage Grant	✓	✓			✓
Property Enhancement and Improvement Program	✓	✓			✓
Destination Infrastructure Grant	✓	✓			✓
Start-up Space Improvement Program	✓				✓
Agricultural Diversification and Tourism Program		✓			

Housing Focused Programs

Financial Incentive Programs	Commercial	Agricultural	Residential	Attainable Housing	Medical Facilities
Tax Increment Equivalent Program				✓	
Downtown Apartment Rehabilitation or Conversion Program			✓	✓	
Attainable Housing Feasibility Program				✓	
Attainable Rental Housing Grant				✓	
Additional Residential Unit Program			✓	✓	
Surplus Land Program				✓	
Land Banking Policy				✓	

For detailed inquiries regarding project and program eligibility, it is recommended that an applicant consult with Town staff. Available funding for programs may vary based on Town Council's discretion and their opinion of the Town's community improvement needs. Applicants are therefore encouraged to consult with Town staff regarding funding well in advance of planned projects.

Requests for program funding that are submitted 30 days or more after project commencement will not be approved. For the purposes of this CIP, project commencement means the initiation of substantial on site construction activities, such as excavation, servicing, or foundation work, following the issuance of all required municipal approvals

1.4 Overview of this CIP

This Community Improvement Plan (CIP) is comprised of 7 parts and a glossary. The parts are described as follows:

- **Part 1: Introduction –** This part provides the context of the CIP and introduces the reader to the concept contained within it.
- **Part 2: Creation of the CIP -** This part details the steps that were taken to create the CIP, such as public engagement and community involvement.
- **Part 3: Goals and Objectives of the CIP –** This section outlines the stated goals and objectives that resulted from the public input.
- **Part 4: Enabling Legislation –** This section highlights the legislative framework that permits the creation and implementation of this CIP.
- **Part 5: Community Involvement Plan Area –** This part outlines the total area that this CIP encompasses.
- **Part 6: Financial Incentive Program –** This section describes the eligibility criteria and the programs that this CIP will implement.
- **Part 7: Implementation and Evaluation** – This part details how the CIP will be implemented and monitored by the Town.
- **Part 8: Glossary –** Outlines key terms used in this CIP.

2. Creation of the CIP

In Fall 2024, the Town of The Blue Mountains conducted a resident satisfaction survey. At the conclusion of the survey, residents were asked: “What is the single most important issue facing the Town of The Blue Mountains today?” There were 543 respondents to the question, and at 18%, the cost of living/housing affordability and the lack of attainable housing were the most frequently mentioned issues. In response, the Town of The Blue Mountains prepared an Action Plan outlining various actions either underway, planned or envisioned for expanding the attainable housing options in the Town. This CIP implements one such action by reviewing CIP feedback on existing programs to adjust programming to reflect current economic conditions impacting housing affordability, improve overall CIP uptake, and expanding program eligibility.

This review of the Town’s two previous CIPs, being the Housing Within Reach CIP and the Town-Wide Revitalization CIP, has resulted in the development of this comprehensive CIP and its focus on strengthening attainable housing incentive programs, supporting local businesses, and diversifying the local economy . This CIP aims to do so through initiatives that address the current economic challenges impacting both housing affordability and economic sustainability within the Town.

The development of this CIP included significant community engagement through a survey, stakeholder engagement workshops, an Open House meeting, and a Public Meeting. Summaries of those engagement sessions are included below.

The input provided by residents and stakeholders during these sessions has directly influenced the goals and objectives of this CIP and subsequently the incentive programs provided. This engagement ensures that the CIP reflects local priorities and provides tools that are both practical and widely supported across the community.



2.1 Stakeholder and Public Engagement

Two stakeholder workshop sessions were held to gather input from key representatives of the local business and housing sectors. Each session was structured as an open-dialogue discussion focused on identifying challenges, opportunities, and areas for improvement within the former CIPs. Participants were invited to share their experiences with current programs, highlight barriers to participation, and provide suggestions for strengthening future incentive offerings. The key themes and insights from these sessions are summarized below.

An in-person workshop focused on the Townwide Revitalization CIP was held on January 28, 2026. Attendees included local business owners, business group

representatives, and community organizations. The key takeaways from the workshop were:

i. There is a need for increased funding for the new CIP programs;
ii. Application and approval processes should be streamlined;
iii. CIP eligibility requirements should be clarified;
iv. There should be separate criteria for private development and non-profit organizations.

Two (2) Attainable Housing Workshop sessions were held. An in-person session took place on January 28, 2026, and a virtual session was held on February 19, 2026. Attendees included developers, builders, and non-profit housing groups in the Town. The key takeaways from the Attainable Housing Workshops are identified below:

i. Expansion of the CIP eligibility area is warranted;
ii. There is a lack of workforce housing, which should be addressed in the new CIP;
iii. Sustaining and addressing long-term affordability in the Town should be a goal of the new CIP;
iv. Opportunities for public-private partnerships are key in building attainable housing;
v. Desire for faster planning approvals for new housing.

The goal of the sessions was to obtain relevant information on the issues associated with the current CIP programs from individuals/organizations that are most capable of delivering projects that can help to reach the goals of the CIP.

2.1.1 Community Engagement Session

A Community Engagement Session was held at the Town Hall on April 15, 2026. The engagement session included a formal presentation with opportunity for follow-up questions from attendees. Poster boards invited public comments on critical needs in the Town for businesses, attainable housing, agritourism and more. The following preliminary goals for the new CIP were presented:

1. Maintain and reinforce the Town's distinct character as a four-season destination with a focus on core commercial areas;
2. Support local businesses and contribute to overall economic viability;
3. Promote an attractive, accessible and well-designed public and private realm;
4. Facilitate attainable housing units throughout the Town.

In reviewing the proposed preliminary goals, community comments indicated a desire for increased community trail connectivity, growing and diversifying employment options, providing more essential services in Craigleith, supporting small home construction and streamlining attainable housing development.

In response to areas of the community that should be a focus for revitalization, comments included consideration of Craigleith village, Clarksburg, the harbour and waterfront area, Grey Road 21, and Georgian Trail. Notes also referenced accessibility needs for businesses, such as accessible ramps and washrooms. Critical needs to support attainable housing were indicated including the need for low-cost land, housing geared to income, rental needs, developers to build this housing, and opportunities to partner with groups like Habitat for Humanity.

Business needs highlighted by public comments included the need for more light industrial zoning, beach beautification, a business hub, expanded sidewalks and community safety through crossing lights in certain areas.

Suggestions for supporting farm businesses and agritourism included more signage for local farmers, encouraging local retailers to use local suppliers, priority for local products at markets, and opportunities for year-round vegetable production and sales outlets.



3. Goals and Objectives of the CIP

Applications for CIP programs will be evaluated to ensure consistency with the goals and objectives of this CIP, which are:

Goals	Objectives
1. Maintain and enhance the Town's distinct character as a four-season destination with a focus in core commercial areas	i. Enhance sense of place and community identity through placemaking and public realm improvements. ii. Promote the Town's diversified four-season tourism offerings through investments in tourism and recreational infrastructure.

Goals	Objectives
2. Support and sustain local businesses and contribute to long-term economic prosperity	i. Strengthen the Town's key commercial, tourism, and rural economic areas, including the downtowns of Thornbury, Clarksburg, and Craigleith, Heathcote and Ravenna, and Blue Mountain Village, as vibrant centres of economic activity. ii. Foster a wide range of community-serving commercial uses through the redevelopment of vacant or underutilized lands. iii. Provide opportunities to facilitate economic diversification within the Town's rural and agricultural areas. iv. Encourage the establishment and expansion of medical clinics, doctors' offices, and other health practices within key areas of the Town. v. Support the adaptive reuse or renovation of existing buildings to accommodate medical and health-service providers.
3. Promote an attractive, accessible, connected and well-designed public and private realm	i. Implement the Town's urban design guidelines so that development reflects local community feel. ii. Facilitate cohesive gateway and wayfinding signage throughout the Town that reflects the community's goals for local identity and supports tourism and commercial uses. iii. Promote an enhanced pedestrian environment through streetscape improvements and considerations for connectivity to existing trail systems. iv. Support enhancements to the private realm that improve building facades, display areas, signage, and landscaping.
4. Facilitate attainable housing options throughout the Town	i. Provide opportunities for housing at varying price points across the Town. ii. Encourage large-scale attainable housing development across the Town, especially in proximity to existing or planned transit. iii. Promote long-term housing attainability.
5. Increase the supply of a diverse range of housing types and	i. Support opportunities for long-term rental housing supply serving the local workforce. ii. Promote the renovation, repair or rehabilitation of underused or underutilized residential units.

Goals	Objectives
tenures over the long-term	iii. Facilitate a range of housing supply through infill, intensification, and mixed-use development.
6. Enhance the Long-Term Viability and Competitiveness of Agricultural and Rural Areas	i. Encourage private sector investment to enhance the economic vitality of the Town's rural and agricultural areas. ii. Support and strengthen the viability of the Town's thriving agricultural sector, including agricultural value-added, agritourism and facility improvement projects.

4. Enabling Legislation

It is important to acknowledge the legislative and policy framework that authorize the creation and implementation of this CIP. These frameworks also establish mandatory processes and requirements. This section outlines key legislation and policies that enable this CIP.

4.1 Planning Act

The *Planning Act* is the piece of Provincial legislation that establishes the rules and regulations for land use planning in Ontario and enables the implementation of Community Improvement Plans. The legislative authority to prepare a CIP is established under Section 28 of the *Planning Act*. Section 28 of the *Planning Act* defines a Community Improvement Plan and Community Improvement Project Area (CIPA), and permits their preparation where a municipality has Official Plan policies related to community improvement and its council has passed a by-law designating a CIPA.

4.2 Municipal Act

The *Municipal Act* establishes rules of governance for Ontario municipalities and enables municipal councils to pass by-laws.

Section 106(2) of the *Municipal Act* prohibits municipalities from providing financial assistance to businesses or other enterprises. However, Section 106(3) provides exemptions, which include authorized CIPs under Section 28 of the *Planning Act.*

4.3 Grey County Official Plan (2018)

Section 9.16 of the Grey County Official Plan establishes that local municipal councils may designate Community Improvement Project Areas and that the goal of these areas is to foster and coordinate the physical improvements and maintenance of older or neglected areas of a community for environmental, social, or community economic

reasons. This section further outlines that Community Improvement Project Areas are intended to achieve a variety of objectives, including the creation of attainable housing, promotion of on-farm business growth, economic growth, intensification in specific areas, and more.

4.4 Town of The Blue Mountains Official Plan (2016)

The Town's in-effect Official Plan was approved by Town Council in 2016. The Town's Official Plan is the principal policy document used to guide the Town's development and redevelopment, as well as to express its goals, objectives, and key environmental and economic priorities.

Section E3.5 of the Official Plan speaks directly to community improvement and states CIPs within the Town are intended to renew and improve the built environment by enhancing safety, optimizing existing services, upgrading infrastructure, and creating attractive, pedestrian-friendly public spaces. The following specific goals related to community improvement are also provided:

a) *To preserve, rehabilitate, and redevelop the existing built environment;*
b) *To maximize the use of existing public infrastructure, facilities, and amenities;*
c) *To coordinate private and public community improvement activities;*
d) *To promote development and redevelopment that is sustainable in nature;*
e) *To guide the Town in setting priorities for municipal expenditure respecting community improvement projects;*
f) *To participate, wherever possible, in Federal and/or Provincial programs to facilitate community improvement;*
g) *To reconcile existing land use conflicts and minimize future land use conflicts;*
h) *To provide new affordable housing (2022 Town OP only).*

4.5 Town of The Blue Mountains Official Plan (Draft June 2025)

The Town is currently updating its Official Plan to align with new policy directions by the County and Province. As of the writing of this report, the Town's draft Official Plan (draft Official Plan) has been submitted to the County of Grey for review and approval but is not in force and effect.

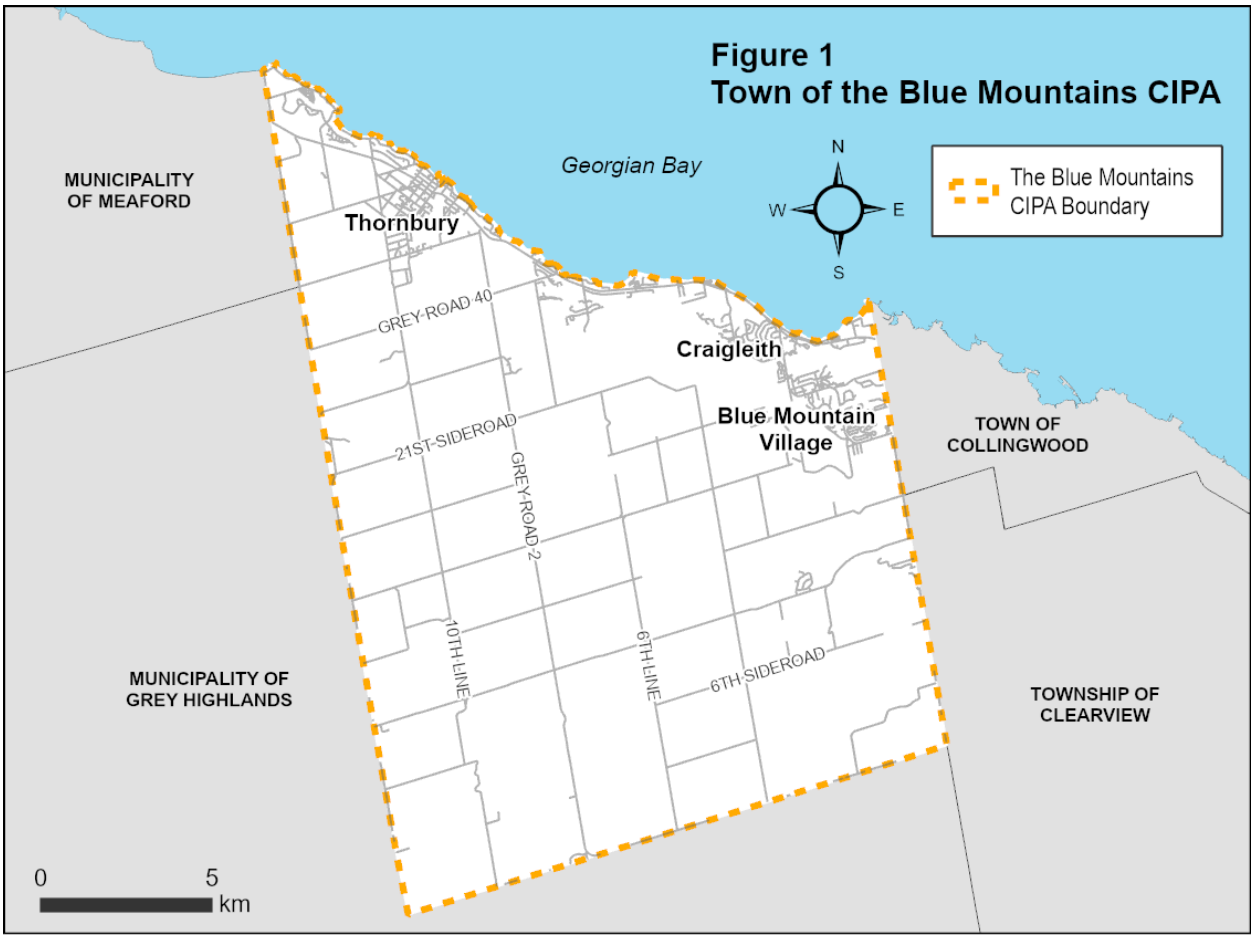
The draft Official Plan establishes a planning horizon to 2046. The draft Official Plan reflects the 2016 Official Plan as it provides objectives and criteria intended to direct community improvement where it will have the most impact, and targets the built-up areas of the Town as well as the commercial core areas of Thornbury, Clarksburg and Craigleith. Within the Draft Official Plan, the agriculture sector is highlighted as being an

integral part of the economy. This CIP is therefore positioned to provide assistance to agricultural uses.

5. Community Improvement Plan Area

To establish incentive programs under a **Community Improvement Plan**, a **Community Improvement Plan Area** (CIPA) must be designated, as per Section 26 of the *Planning Act.* For the purposes of this CIP, the entire Town of The Blue Mountains will be designated as a CIPA (see Figure 1 below).

Figure 1 - The Town of The Blue Mountains CIPA



The CIPA is established by By-law and will be administered separately from the CIP, allowing for area modifications without requiring amendments to the CIP. This will allow Town Council to adjust the CIPA By-law or enact a new one, as necessary. For complete and up-to-date information on the CIPA boundaries, interested applicants and users of this CIP should contact the Town.

6. Financial Incentive Programs

As part of the CIP, the Town of The Blue Mountains may implement any of the programs listed within this section, subject to available funding, the Town's capital budget, and other available resources. Unless otherwise stated in specific program details, funding programs may be combined. Council or their designate is the approval authority for all Financial Incentive Programs under this CIP. Council may delegate approval authority to a Plan Administrator to ensure efficient administration.

6.1 General Eligibility Criteria

All financial incentive programs in this CIP are subject to the following general eligibility requirements as well as the individual requirements specified for each program. These program requirements are not intended to be exhaustive, and the Town reserves the right to include other reasonable requirements and conditions deemed necessary on a project-by-project basis.

a) The subject property must be contained within the Community Improvement Project Area, as mapped in Section 5 of this CIP.
b) The proposed use for the property conforms to the Town's Official Plan, Zoning By-law and within the program-specific criteria for the financial incentive in which the applicant is applying for.
c) The applicant must either be the owner of the property, an agent for the owner of the property to whom the owner has provided written consent for the application, or the tenant of the property to whom the owner has provided written consent for the application.
d) The proposed improvements address and work towards one, or more, of the goals and objectives stated in Section 3 of this CIP.
e) The applicant is in good standing with the Town of The Blue Mountains with respect to property tax payments and Zoning By-law compliance.
f) Projects must conform to the Town's Community Design Guidelines to obtain program funding at the discretion of Town Staff.
g) *Ontario Heritage Act* designated properties must complete all work in accordance with the *Ontario Heritage Act* and any applicable guidelines. Works must conserve heritage attributes. The Town reserves the right to refuse applications where a property owner has contravened the *Ontario Heritage Act*.
h) The total funding provided through this CIP shall not exceed the total project costs. Additionally, the total amounts of all funding may not be greater than 50% of the eligible cost of the project, unless outlined by the specific program.
i) No improvement work may commence before the application is approved. Retroactive requests for funding will only be permitted within 30 days or less of project commencement. Once the application is approved, a timeframe will be

provided by the Town to both commence construction and complete the approved improvement works. Any works commenced in advance of an application decision are undertaken at the applicant's risk and does not negate requirements for permits.

j) The applicant submits a completed application form with any additional required documentation to the Town during the application period and where funding is available.

k) Short Term Accommodation (STA) do not qualify as housing for any attainable housing programs and are not eligible for any fundings under this CIP.

l) The applicant submits:
   a. detailed drawings, plans, or sketches illustrating the proposed improvements (prepared by a qualified professional where required);
   b. a minimum of two (2) itemized cost estimates or contractor quotes for all eligible work;
   c. any heritage-related documentation, if the property is designated or listed; and
   d. any other documentation as requested by the Town.

6.2 Economic Development & Housing Focused Programs

This subsection outlines programs designed to strengthen the Town's economic development and provide a greater focus on attainable housing.

6.2.1 Municipal Fees Grant Equivalent

Purpose

This grant is intended to offset the costs for fees associated with the *Planning Act*, *Building Code*, and Sign Permits for approved projects under this program. This program will reimburse a portion of certain planning applications and building permit fees.

Program Details

This grant will cover 100% of the total eligible project costs to a maximum of $50,000 per project.

NOTE: Although application and permit fees are rebated, they are not waived outright. Fees are to be paid when due and will be reimbursed to approved applicants per payment details below.

Eligible Projects

- The Town may refund fees for *Planning Act* and Ontario Building Code applications for improvements that meet the goals and objectives of this CIP specific to agricultural use, commercial use, and mixed-use buildings or properties, related to the construction of additional residential units, or attainable housing units. These include:
    - Zoning By-law Amendments;
    - Site Plans;
    - Minor Variances; and
    - Building Permit fees.
- Other Town fees related to improvements that achieve the goals of this CIP, as approved by the Town.

Payment Details

The grant shall only be issued upon completion of eligible works to the satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria outlined in Section 6.1 apply.
2. Projects must be related to a commercial use, on-farm diversified use, or the addition of at least one new dwelling unit.
3. All grants shall be subject to receiving the required approvals or permits, as required by Town by-laws and applicable Provincial or Federal laws; and
4. Consulting fees incurred by the Town to process planning applications will not be eligible for rebate under this program.

6.2.2 Sustainability and Climate Resilience Grant

Purpose

This grant program supports building upgrades for existing commercial, mixed-use, or or multi-residential buildings that improve energy efficiency, promote sustainable design and climate resilience, and contribute to the Town's sustainability goals and objectives.

Program Details

The grant will cover 50% of eligible costs to a maximum of $10,000.

Eligible Projects

- Sustainability improvements to commercial, mixed-use, or multi-residential buildings include, but are not limited to:

  - Installation of high-performance windows and doors;
  - Air sealing and weatherproofing;
  - High-efficiency furnaces, boilers, or heat pumps;
  - Solar thermal hot water systems;
  - Low-flow fixtures and water-saving devices;
  - High-efficiency hot water systems;
  - Smart thermostats/controls and energy management technologies to improve efficiency;
  - Solar panels;
  - Insulation upgrades to achieve updated building performance requirements; and
- Other sustainability or energy improvements that advance the goals of this CIP, as approved by the Town.

Payment Details

The grant shall only be issued upon completion of eligible works to the satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria outlined in Section 6.1 apply;
2. Projects must be related to a commercial, mixed-use, or multi-residential building; and
3. All grants shall be subject to receiving the required approvals or permits, as required by Municipal By-laws and any applicable Provincial or Federal laws.

6.2.3 Brownfield Tax Assistance Program

Purpose

The Brownfield Tax Assistance Program is intended to provide tax assistance to eligible applicants to encourage significant environmental remediation and/or risk assessment or management that may be required to a property prior to development. In accordance with Section 365.1 of the *Municipal Act*, the municipality may defer or cancel all or a portion of municipal property taxes during the period in which the brownfield site is being remediated or redeveloped, known as the Rehabilitation Period and Development Period, as defined in Section 37 of the *Municipal Act*.

Program Details

The Brownfield Tax Assistance Program will provide grants up to 100% of the Town and County taxes during the Rehabilitation Period and Development Period, as defined in Section 37 of the *Municipal Act*.

Eligible Projects

Any property within the designated Community Improvement Project Area which has had a Phase II Environmental Site Assessment (ESA) completed, and did not meet the required standards under subparagraph 4 of section 168.4(1) of the *Environmental Protection Act*, as amended.

Payment Details

The municipal portion of the property tax assistance applies only during the Rehabilitation Period and the Development Period. It may begin at the start of the Rehabilitation Period and continue for a duration set by Town Council in a bylaw, but cannot exceed the limits in Section 365.1(1) of the *Municipal Act*: the earlier of (a) eighteen months, (b) the date a Record of Site Condition is filed, or (c) when the assistance equals the eligible remediation costs.

The Development Period begins immediately after the Rehabilitation Period and ends on the earlier of (a) the date specified in the bylaw or (b) when the total assistance provided equals the eligible remediation costs.

The total duration of assistance may include both periods, subject to the maximum timeframes and cost limits noted above.

Program Specific Eligibility Requirements

1. All general eligibility criteria in Section 6.1 apply;
2. The property must qualify as a brownfield site and have a Phase II ESA confirming contamination;
3. The project must involve eligible remediation or risk-management activities required for a Record of Site Condition;
4. All work must receive necessary municipal, provincial, and federal approvals prior to grant issuance; and
5. Soft costs not directly related to environmental remediation (e.g., legal fees, planning consulting fees) are not eligible for rebate.

6.2.4 Development Charges Equivalent Program

Purpose

This program assists in offsetting the cost of Town and County development charges that are incurred through the development application and approval process. This program is intended to promote significant investment in the development of attainable housing within the Town.

Program Details

The program will provide grants up to 100% to a maximum of $250,000 of the Town and County development charges applicable to the development of attainable housing.



Eligible Projects

All attainable housing developments within the Community Improvement Project Area are eligible provided they satisfy the program specific eligibility requirements below.

Payment Details

The grant shall only be issued upon completion of eligible works to the satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria in Section 6.1 apply.
2. Per the Glossary in this Plan, for the purposes of this program, attainable is defined as housing with rents at or below 120% of the CMHC Average Market Rent (AMR) for the applicable unit type.
3. The minimum number of attainable dwelling units in a development shall be two.
4. The total value of the grant shall be calculated based on the number of attainable housing units in a development. For clarity, the value of the grant shall be equal to or less than the development charges applicable to eligible new attainable housing units under this program.
5. Attainability must be maintained over ten (10) years and will be confirmed by the Town once per year through the submission of supporting documentation, such as rent receipts, tenant income verification, or other materials.

6.2.5 Building Conversion or Expansion Grant

Purpose

This grant promotes building expansions as well as the reuse of vacant or underutilized commercial or agricultural space by providing financial assistance for leasehold improvements and interior retrofits to support the establishment of new businesses.

Program Details

The grant will cover 100% of the total eligible project costs to a maximum of $20,000 per property.

Eligible Projects

- Conversion of vacant or underutilized commercial into new commercial, residential, or mixed-use spaces;
- Expansion of existing buildings to add new floor area or new dwelling units;
- Conversions of underutilized agricultural buildings into on-farm housing;
- Conversion of vacant of underutilized commercial space into medical uses; and
- Other improvements that advance the goals of this CIP, as approved by the Town.

Payment Details

The grant shall only be issued upon completion of eligible works to the satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria in Section 6.1 apply;
2. The project must result in a new or expanded commercial use, residential unit(s), or mixed-use space;
3. New residential uses must be located above grade (for clarity, on the second floor or above);
4. All required municipal, provincial, and federal approvals must be obtained prior to grant issuance; and
5. Soft costs not directly tied to construction (e.g., legal fees, planning consulting fees) are not eligible for this grant.
6. Building renovations and improvements are not eligible for this grant (refer to Building Improvement Renovation Grant for such work).

6.2.6 Study and Design Program

Purpose

This grant helps property owners offset the cost of studies and design work that advance the goals of this CIP and support the Town's economic development and diversification.

Program Details

The grant will cover 50% of the total eligible project costs to a maximum of $20,000 per property/project.

Eligible Projects

Studies must be prepared by a qualified professional acceptable to the Town related to economic development or redevelopment within the Town, including but not limited to:

- Urban Design Studies;
- Architectural Drawings;
- Property Surveys;
- Fire Safety Plan;
- Heritage Impact Assessments;
- Feasibility Studies;
- Traffic Impact Studies;
- Environmental Site Assessments; and
- Other studies that advance the goals of this CIP, as approved by the Town.

Payment Details

The grant shall only be issued upon completion of the study and satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria in Section 6.1 apply;
2. The study or design work must directly support economic development, redevelopment, or diversification within the Town;
3. All studies must be completed by qualified, licensed, or accredited professionals, as applicable to the discipline;
4. For non-profits, payment can be made upon submission of the completed study and to the Town's satisfaction. For private development, only studies completed after an application has been submitted are eligible for funding; and
5. Soft costs not directly related to the preparation of the study (e.g., legal fees, administrative fees, or application fees) are not eligible for rebate.

6.3 Economic Development & Revitalization Programs

The following section outlines programs with an acute focus on the Town's economic development and revitalization goals.

6.3.1 Building Improvement Renovation Grant

Purpose

This grant supports the rehabilitation, repair, and physical upgrading of existing commercial, office, mixed-use, and institutional buildings to improve their condition and ensure their long term viability within the Town.

Program Details

The grant will cover 50% of total eligible costs to a maximum of $20,000.

The maximum may be increased by up to $5,000 for properties designated under the *Ontario Heritage Act*. The total cumulative grant shall not exceed $25,000 per property.

Eligible Projects

- Interior and exterior upgrades required to meet Ontario Building Code or Fire Code, including structural repairs, weatherproofing, window and door replacement, plumbing and electrical upgrades, heating and ventilation improvements, and installation or upgrading of fire protection systems;
- Accessibility-related entrance and exterior improvements such as barrier-free entrances, ramps, and automatic doors;
- Interior accessibility upgrades that meet or exceed Building Code requirements, including stairways, elevators, railings, doorways, and washrooms;
- Servicing upgrades required due to municipal infrastructure improvements, such as electrical or water service upgrades;
- Professional fees for engineers, architects, or other qualified professionals directly related to eligible work, up to 15% of the total grant value; and
- Other building improvements that advance the goals of this CIP, as approved by the Town.

Payment Details

The grant shall only be issued upon completion of eligible works to the satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria in Section 6.1 apply;
2. Projects must be related to a commercial, institutional, agricultural, mixed-use, or multi-residential building;
3. All improvements must be permanent, non portable, and affixed to the building.
4. All required municipal, provincial, and federal permits or approvals must be obtained prior to the release of any grant funds;
5. Projects must comply with the Ontario Building Code, Fire Code, and all applicable Town by laws; and
6. Building conversion and/or expansions are not eligible for this grant. Please see Building Conversion or Expansion Grant in Section 6.2.5.

6.3.2 Building Façade and Signage Grant

Purpose

This grant program supports the improvement of building façades for new and historic properties to support high quality design, safety, and support overall community vibrancy.



Program Details

For Façade Improvements:

The grant will fund 50% of eligible costs to a maximum of $10,000 per street-facing façade, or up to $15,000 for properties improving both street-facing façades on a corner lot. The maximum may be increased by up to $5,000 for properties designated under the *Ontario Heritage Act*. The total cumulative grant shall not exceed $20,000 per property.

For Signage Improvements:

The grant will fund 50% of eligible costs to a maximum of $2,500 per property.

Eligible Projects

- Storefront upgrades (display windows, canopies, awnings, entrances);
- Repair or replacement of exterior façade elements, including doors, windows, awnings, canopies, and façade lighting or fixtures;

- Restoration or repair of façade materials such as masonry, brickwork, cornices, parapets, eaves, and other architectural details;
- Conservation of heritage attributes for properties designated under the *Ontario Heritage Act*;
- Façade painting (not masonry elements), cleaning, and surface treatments that improve the building's appearance;
- Crime Prevention Through Environmental Design (CPTED) improvements;
- Permanent patio infrastructure on private property facing a street (e.g. fencing, barriers, and/or patio deck infrastructure). Note that temporary fixtures such as, but not limited to, heaters, tables, chairs or other such elements are ineligible for funding;
- Installation, improvement, or replacement of exterior signage to a maximum of $2,500;
- Upgrading or installing exterior lighting for façades, entrances, and storefront display areas;
- Architectural or design fees directly related to eligible façade improvements, up to 10% of the grant amount;
- Other similar façade repairs or improvements that advance the goals of this CIP, as approved by the Town.

Payment Details

The grant shall only be issued upon completion of eligible works to the satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria in Section 6.1 apply;
2. Projects must be related to a commercial, institutional, agricultural, mixed-use, or multi-residential building;
3. Eligible façade works must be street-facing;
4. Any new signage must comply with the Town's Sign By-law;
5. Funding will not be provided for the painting or cleaning of masonry elements as these measures can cause long-term deterioration of masonry elements;
6. Proposed improvements must be permanent; and

7. Projects must comply with the Ontario Building Code, Fire Code, and all applicable Town by-laws.

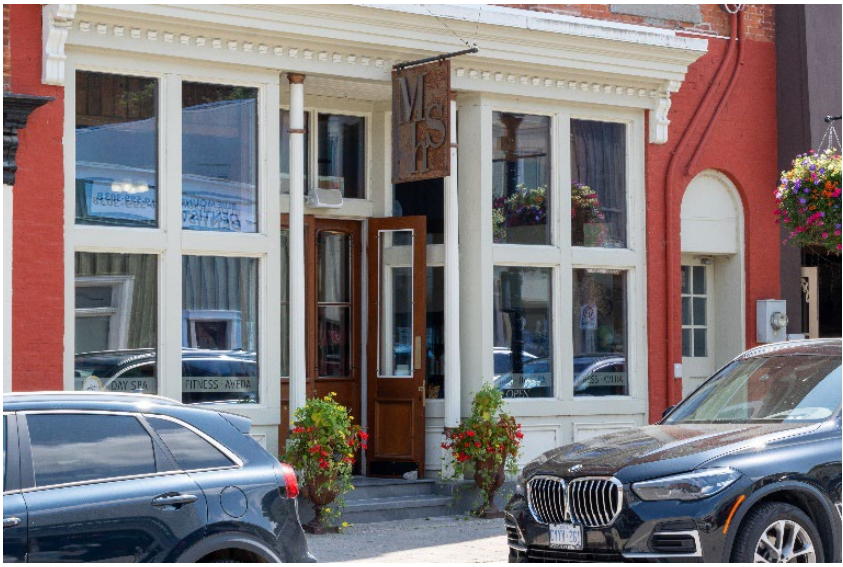
6.3.3 Property Enhancement and Improvement Program

Purpose

This grant program supports private property upgrades that enhance the public realm, including improvements to landscaping, parking areas, bicycle parking, laneways, and permanent outdoor seating areas. The program encourages projects that strengthen the Town's local identity, complement municipal initiatives, and contribute to broader community revitalization and development objectives.

Program Details

The Property Enhancement and Improvement Program will cover 50% of total eligible costs to a maximum of $15,000 or $500 per linear metre of frontage on a street, whichever is less.



Eligible Projects

- Landscaping and site enhancements, including professional landscaping, native/drought-tolerant plantings, trees and shrubs, permanent planters, walkways, benches, refuse receptacles, public art, fencing, gates, and other permanent features that enhance the public realm;
- Active transportation infrastructure, including permanent bicycle parking and related facilities;
- Permanent outdoor seating areas and patios located adjacent to a sidewalk or public street (non-permanent features are ineligible);
- Parking area improvements, including permeable or enhanced surfacing, improved space demarcation, landscape buffers/islands, AODA compliant accessible parking, lighting, curbing, and improved pedestrian connections to sidewalks and building entrances;

- Pedestrian walkway upgrades, including accessibility improvements and AODA compliant connections between building entrances and public streets;
- Other similar improvements that achieve the goals of this CIP, as approved by the Town.

Payment Details

The grant shall only be issued upon completion of eligible works to the satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria in Section 6.1 apply;
2. Projects must be related to a commercial, institutional, agricultural, mixed-use, or multi-residential building;
3. Proposed improvements must be permanent; and
4. Applications shall be consistent with the Town's Community Design Guidelines.

6.3.4 Destination Infrastructure Grant

Purpose

This grant program stimulates investments by local stakeholders, organizations, and municipalities in infrastructure that enhances the public realm and strengthens the Town's role as a four-season destination.

Program Details

The Destination Infrastructure Grant will cover 50% of total eligible costs to a maximum of $25,000.

Eligible Projects

- Capital improvements to core attractions, including trails, waterfront areas, parking, restrooms, staging areas, and lookouts;
- Visitor-focused signage such as interpretive or historical plaques, kiosks, and cycling/hiking route markers;
- Community wayfinding signage that improves navigation and visitor experience.
- Permanent installation of outdoor public art;
- Conversion of vacant lands into parks or enhanced green spaces;

- Streetscape beautification, including banners, benches, waste/recycling receptacles, landscaping, and seasonal decorations; and
- Other similar improvements that advance the goals of this CIP, as approved by the Town.

Payment Details

The grant shall only be issued upon completion of eligible works to the satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria in Section 6.1 apply;
2. Projects must be related to commercial, institutional, agricultural or mixed-use buildings;
3. Proposed improvements must be permanent; and
4. Applications shall be consistent with the Town's Community Design Guidelines.

6.3.5 Start-up Space Improvement Program

Purpose

The Start-up Space Improvement Program supports new business growth by providing funding for permanent leasehold improvements to commercial or mixed-use spaces, enhancing the functionality and marketability of the property and its rental units.

Program Details

The Start-up Space Improvement Program will cover 50% of total eligible costs to a maximum of $20,000.

Eligible Projects

- Installation, alteration, repair, or restoration of interior partitions or rooms;
- Installation, repair, or replacement of plumbing, heating, HVAC, electrical fixtures, cable, telephone, fiber, and other service-specific systems;
- Modification, repair, or replacement of flooring, ceilings, walls, fixed cabinetry, and other structurally permanent interior elements;
- Painting, repainting, or resurfacing of interior walls, platforms, and other finished surfaces;

- Installation of new interior signage or lighting that is appropriate to the commercial space;
- Works related to improvements that advance the goals of this CIP, as approved by the Town.

Payment Details

The grant shall only be issued upon completion of eligible works to the satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria in Section 6.1 apply;
2. Projects must be related to a commercial or mixed-use building;
3. The business is new and has not previously been registered with the Town of The Blue Mountains; and

Proposed improvements must be permanent.

6.3.6 Agricultural Diversification and Tourism Program

Purpose

This grant program promotes the development or rehabilitation of on-farm diversified uses and agricultural tourism experiences in the Town's rural areas.

Program Details

The Agri-Tourism and Rural Experience Program will cover 50% of eligible costs, up to a maximum of $20,000.



Eligible Projects

- Property improvements that support agri-tourism experiences or value-added activities, such as barn tours, petting zoos, farm trails, cycling rest stops, pick-your-own operations, on-farm dining, and workshops;

- Property improvements that enable the creation or enhancement of produce stands, along with related wayfinding or promotional signage that supports on-farm retail activities;
- Improvements that result in the development of rural tourism accommodations, such as bed & breakfast operations, cabins, or yurts;
- Other improvements that result in the creation or rehabilitation of on-farm diversified uses, agricultural tourism experiences, and support the goals of this CIP, as approved by the Town.

Payment Details

The grant shall only be issued upon completion of eligible works to the satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria in Section 6.1 apply;
2. The property must be located in the rural area;
3. The proposed works must be secondary to the primary agricultural operation;
4. Projects must conform with Provincial, County, and Town land use planning policies and regulations applicable to agricultural and rural lands; and
5. Improvements must be permanent.



6.4 Housing Focused Programs

This subsection outlines programs designed to provide a greater focus on attainable housing and promote a broad range of housing types.

6.4.1 Tax Increment Equivalent Program

Purpose

This program provides a grant equal to the tax increase resulting from new development or redevelopment of buildings to create new attainable housing units. This program provides a funding to rebate a portion of the municipal taxes attributed to the increased assessment over a 10-year period. The tax increment does not include any changes in municipal taxes resulting from general tax rate adjustments or changes in assessment for any other reason.

Program Details

The grant is based on the increase in assessment value due to the improvements:

- **Year 1-10**: 100% of the Town tax increase

After Year 10, the property owner is responsible for paying the full amount of property taxes, including any increase resulting from the redevelopment or rehabilitation.

Eligible Projects

- Construction and reconstruction of lands and/or buildings for the provision of attainable housing. Housing units must be contained within a mixed-use or multi-residential building;
- Projects which involve improvement of more than 25% of the existing gross floor area, or are a new development, providing at least four (4) attainable units are eligible;
- Adaptive reuse of a property to suit a new mixed-use or multi-residential building;
- Additions to an existing mixed-use or multi-residential building involving an increase of at least two attainable dwelling units;
- Energy efficiency improvements;
- Infrastructure work such as the improvement or reconstruction of existing on-site public infrastructure (water services, sanitary and storm sewers) that result in an increase in the assessed value of the property will also be eligible; and

- Any combination of the above or other improvements which advance the goals of this CIP, as approved by the Town.

Payment Details

The grant will be provided upon the successful completion of the approved work and payment of the full assessed value of the municipal taxes. Tax increment grants are provided to property owners for a maximum of 10 years. Where approved, grants will be paid annually to property owners within approximately three (3) months of payment of the full municipal property tax. If the property is sold or transferred during the grant period, the continuation of the benefit is subject to prior written approval from the Town and the new owner may be required to satisfy specified conditions. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria outlined in Section 6.1 apply;
2. Only attainable housing in mixed-use and multi-residential buildings is eligible for this program (those that achieve the goals and objectives of this CIP);
3. For the purposes of this program, attainable is defined as housing with rents at or below 120% of the CMHC Average Market Rent (AMR) for the applicable unit type;
4. For clarity, small scale projects, defined as those that involve less than 25% of the existing gross floor area and/or an increase of less than 15% of the existing gross floor area, will not be considered eligible under this program;
5. An assessment by a third-party appraiser must demonstrate that the proposed work is expected to result in an increase in the assessed value of the property before commencement of the project and after completion of the project;
6. Attainability must be maintained over ten years and will be confirmed by the Town once per year through the submission of supporting documentation, such as rent receipts, tenant income verification, or other materials;
7. If the property is sold, in whole or in part, before the period lapses, the subsequent owner is not entitled to future payments, however, exceptions may be made at the Town's discretion subject to the agreement; and
8. All grants shall be subject to receiving the required approvals or permits, as required by Town by-laws and applicable Provincial or Federal laws.

6.4.2 Downtown Apartment Rehabilitation or Conversion Program

Purpose

The Downtown Apartment Rehabilitation or Conversion Program supports the rehabilitation of existing residential units and the conversion of commercial, residential, or mixed-use space into attainable upper storey or rear of building housing.

Program Details

The Downtown Apartment Rehabilitation or Conversion program will cover 50% of total eligible costs to a maximum of $15,000.

Eligible Projects

Physical improvements which result in the creation or rehabilitation of residential units, including but not limited to:

- Building Code and Fire Code compliance work, such as structural, electrical, ventilation, safe egress, fire protection systems, insulation, and similar life-safety improvements;
- Accessibility upgrades, such as improvements to lobbies or vestibules serving residential units, accessible washrooms, interior doorways, and kitchen facilities;
- Permanent interior finishes and fixtures, including painting, drywall, trim, permanent lighting, flooring, countertops, and cabinetry, eligible up to 25% of total eligible costs; and
- Other similar improvements that advance the goals of this CIP, as approved by the Town.

Payment Details

The grant shall only be issued upon completion of eligible works to the satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria in Section 6.1 apply;
2. The property must contain an existing commercial or mixed-use building;
3. Projects must create at least one new housing unit through rehabilitation or conversion;
4. Works that create new or additional gross floor area are not eligible under this program;

5. Applicants must provide a clear description of proposed improvements and a cost estimate from a qualified licensed contractor, consistent with the estimate submitted for the associated Building Permit;
6. The Town may request a second quotation from another qualified licensed contractor to verify costs;
7. Proposed work must result in units that meet the Ontario Building Code, Fire Code, Property Standards By-law, and all applicable municipal requirements;
8. This program cannot be combined with the Brownfield Tax Assistance Program and the Underutilized Building Conversion Expansion Program.

6.4.3 Attainable Housing Feasibility Program

Purpose

The Attainable Housing Feasibility Grant Program is intended to assist eligible applicants with the cost of determining an attainable housing project's feasibility prior to construction.

Program Details

The Attainable Housing Feasibility Program will cover 100% of total eligible costs to a maximum of $25,000.

Eligible Projects

- Market and business development studies, including market analyses, business development plans, and development pro-formas;
- Building condition assessments for buildings proposed to be repurposed, significantly modified, or renovated;
- Capital replacement plans, including inventories of major building components (e.g., windows, doors, roofs, siding, HVAC) and long-term repair and replacement forecasting; and
- Other studies or assessments which investigate the feasibility of housing and advance the goals of this CIP, as approved by the Town.

Payment Details

The grant shall only be issued upon completion of eligible works to the satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria in Section 6.1 apply;
2. To qualify, a development must propose a minimum of two attainable dwelling units;
3. For the purposes of this program, attainable is defined as housing with rents at or below 120% of the CMHC Average Market Rent (AMR) for the applicable unit type;
4. A paid invoice confirming that the consultant has been compensated in full must be provided before grant payment is issued. Grant amounts will be based on the lesser of the approved cost estimate or the actual study cost;
5. Town staff will determine the extent to which the proposed work is eligible for funding and may request additional cost estimates or supporting information as needed.

6.4.4 Attainable Rental Housing Grant

Purpose

The Attainable Rental Housing Grant Program supports the development of new rental units that are offered at below market rates to eligible households. The program provides financial assistance to reduce development costs and improve project feasibility, helping to increase the supply of long term attainable rental housing within the Town.

Program Details

The Attainable Rental Housing Program will cover up to $10,000 per unit to a maximum of $150,000 per project. The funds will be payable upon completion of structural framing of the development.

Eligible Projects

- Works related to Ontario Building Code or Fire Code compliance, such as structural, electrical, safe egress, ventilation, or fire protection including associated insulation and similar improvements;
- Site preparation activities, including grading, excavation, demolition, and site servicing required to support the development of attainable rental units;
- Building foundation and structural work, such as footings, foundations, framing, and structural reinforcement for new construction or adaptive reuse;

- Interior construction and finishing, such as partition walls, flooring, ceilings, fixtures, and accessibility improvements required to complete rental units;
- Other construction activities or improvements directly required to complete attainable rental units and advance the goals of this CIP, as approved by the Town.

Payment Details

The grant shall only be issued upon structural framing of the development to the satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria in Section 6.1 apply;
2. To qualify, a development must propose a minimum of two attainable dwelling units;
3. For the purposes of this program, attainable is defined as housing with rents at or below 120% of the CMHC Average Market Rent (AMR) for the applicable unit type;
4. Attainability must be maintained over ten years and will be confirmed by the Town once per year through the submission of supporting documentation, such as rent receipts, tenant income verification, or other materials;
5. A paid invoice confirming that the consultant has been compensated in full must be provided before payment is issued. Grant amounts will be based on the lesser of the approved cost estimate; and
6. Town staff will determine the extent to which the proposed work is eligible for funding and may request additional cost estimates or supporting information as needed.

6.4.5 Additional Residential Unit Program

Purpose

The Additional Residential Unit Program supports the creation of additional residential units that are accessory to a single detached dwelling, semi-detached dwelling, duplex dwelling, or townhouse dwelling.

Program Details

The Additional Residential Unit Program will cover 50% of total eligible costs to a maximum of $20,000.

Eligible Projects

Physical improvements that result in the creation of additional dwelling units, accessory to the primary dwelling, including but not limited to:

- Works related to Ontario Building Code or Fire Code compliance, such as structural, electrical, safe egress, ventilation, fire protection including associated insulation, and similar improvements.
- Accessibility improvements including accessibility improvements to the building lobby or vestibule that provide access to the residential units, as well as accessible washrooms, interior doorways, or kitchen facilities;
- Permanent finishing materials and permanent decorative elements, including painting, drywall, trim, permanent light fixtures, flooring, countertops, and cabinetry, shall be an eligible cost to a maximum of 25% of the total eligible costs;
- Costs for the services of a professional engineer or architect as may be required in association with the improvements noted above, to a maximum of 15% of the total eligible costs.

Payment Details

The grant shall only be issued upon completion of eligible works to the satisfaction of the Town. For additional information and specific requirements related to payment, please refer to Section 7.

Program Specific Eligibility Requirements

1. All general eligibility criteria in Section 6.1 apply.
2. To qualify, a new development must propose a minimum of one new housing unit.
3. Applicants must provide a clear description of proposed improvements and a cost estimate from a qualified licensed contractor, consistent with the estimate submitted for the associated Building Permit.
4. The Town may request a second quotation from another qualified licensed contractor to verify costs.
5. Proposed work must result in units that meet the Ontario Building Code, Fire Code, Property Standards By-law, and all applicable municipal requirements.

6. The new additional dwelling unit(s) may not be used as a short-term accommodation.

6.4.6 Surplus Land Program

Purpose

The Surplus Land Grant Program will identify municipally owned lands that are deemed surplus to the needs of the Town or the County and that will subsequently be offered through a Request for Proposal ("RFP") process for development purposes. This program will provide a significant incentive to offset the costs associated with land acquisition for the purpose of developing attainable housing.

Program Details

The Surplus Land Grant Program will facilitate a collaborative effort from the Town and the County to determine the value of a surplus property. As an outcome of the RFP process, surplus land may be granted at a significantly reduced value or at no cost.

Eligible Projects

There are no applicant-initiated projects eligible for this program.

Payment Details

Applicants through the RFP process will not receive monetary payment.

Program Specific Eligibility Requirements

1. Specific eligibility criteria may be identified in the RFP to be released by either the Town or the County.
2. The eligibility criteria will identify the needs to be met by the Town and the County.
3. Proposals submitted will be assessed based on the criteria identified in the RFP with preference given to proposals that meet or exceed those criteria.

6.4.7 Land Banking Policy

Purpose

It is the policy of this CIP that Town Council may, at its discretion, acquire, sell, lease, prepare, or dispose of municipal lands at or below fair market value to support the goals of the Town's Official Plan and this CIP. This authority strengthens the Surplus Land Grant Program and enhances the effectiveness of the CIP's broader financial incentive programs.



7. Implementation & Evaluation

The methods through which the Community Improvement Plan is implemented and evaluated is vital to its success and the success of the Town. As such, the performance of the CIP will be evaluated on a yearly basis by Town Staff.

The administration of the CIP is equally important to the success of the CIP. The Town of The Blue Mountains will be responsible for the administration of this CIP. Administration will determine items such as the timing of funding and aides for the user to navigate the programs contained within this CIP.

7.1 Administration

The administration of this CIP provides the framework for how incentive programs are activated/deactivated, delivered, and supported over time. This section outlines the

tools and processes the Town will use to ensure programs are implemented effectively, including how incentives are activated or suspended, how and when funding is released, and the supports available to applicants. Together, these administrative components help ensure the CIP remains transparent, accessible, and aligned with Town Council's strategic priorities.

1. **Council Authority & Plan Administrator:** Town Council is the approval authority and makes decisions on financial applications. Council may delegate their decision-making authority for individual CIP programs to streamline process and timelines for applications. Town staff has the discretion to bring certain projects to Council for their approval. Upon adoption of this CIP, Town Council will designate a member of Town staff to be the Plan Administrator who will administer this Community Improvement Plan. An alternate Plan Administrator should also be designated in the event that the primary Plan Administrator is unavailable.
2. **Decision on Funding:** Decisions on financial incentive applications and agreements will be made by Town Council or their designate. Should an application be refused, all applicants will be given an opportunity to request that Town Council or their designate reconsider its decision, as applicable.
3. **Exceedances of Limits within the CIP:** In limited circumstances for attainable housing developments, if agreed to by Town Council , the maximum funding limits as established within this CIP may be exceeded to provide additional support for attainable housing development within the Town.
4. **Pre-Consultation:** The Plan Administrator should be available to meet with a potential applicant for a pre-consultation meeting within ten (10) business days of being requested to meet by a potential applicant, or as soon as is reasonably possible.
5. **Intake Period:** Applications may be submitted while funding remains available, as confirmed by Town staff.
6. **Activating and Deactivating Incentive Programs:** Town Council may choose which incentive programs are activated or deactivated in any given year, and each program's duration. This allows the Town to allocate funds in a manner that achieves the Town's goals and evolving priorities.
7. **Approval and Incentive Program Agreement:** Should the Plan Administrator recommend approval of the application, a financial incentive program agreement will be prepared by the Plan Administrator and forwarded to the Applicant. Once the financial incentive program agreement has been reviewed by all parties and returned to the Town, the application, recommendation report, and agreement will be forwarded to Town Council or its designated approval authority to initiate the approval process. Should the application be approved, the Plan Administrator will ensure that all parties sign the agreement.

8. **Application Refusal:** If the application is refused, the applicant may re-submit the application for reconsideration by Town Council provided the applicant has made consideration of the reasons for refusal.
9. **Timing of Funding:**
    a. Grants will be released after improvement work is completed for all programs except for attainable housing programs. Attainable housing projects deemed eligible for funding through these programs may be eligible to receive funding prior to completion of works. Prior to issuing funds, the Plan Administrator will ensure that all program requirements and details of the Financial Incentive Program Agreement have been met.
    b. Phased or Multi-Stage Projects: For larger or phased attainable housing projects, the Plan Administrator may consider releasing funds in stages aligned with clearly defined project milestones. Milestone-based funding may be approved where each phase constitutes a meaningful portion of the development, demonstrates measurable progress toward delivering attainable units, and satisfies all applicable program requirements.
10. **Supporting Documentation:** Prior to issuing a grant, the applicant may be required to provide the Plan Administrator with final supporting documentation, which may include, but is not limited to:
    - Photographic evidence of the completed works satisfactory to the Town;
    - Other documentation proving completion of the project;
    - Invoices for all eligible work completed, indicating the total amount paid for eligible works;
    - Proof of payment to contractors, in full; and
    - Inspection conducted by Town Staff.
11. **Concierge Service:** Where multiple applications are competing for limited funding, the Plan Administrator may place priority on applications with a large-scale attainable housing component. Applicants are strongly recommended to contact the Plan Administrator to take advantage of the concierge service to understand funding opportunities for attainable housing projects.
12. **Program Guides:** The Town may prepare a set of guides to assist applicants in navigating the programs outlined in this CIP.
13. **Marketing Plan:** A marketing plan will be established to ensure greater public awareness of this CIP. This marketing plan will give direction for how this CIP will be advertised to the public. This may consist of a strategy for the Town's website and social media pages, press releases, physical mail-out notices, periodic Town Council updates, among other measures as deemed necessary by the Town.
14. **Amendments to this CIP:** The Town may discontinue programs or make minor revisions to the CIP without formal amendment to this CIP.

Minor changes to effectively administer CIP programs (such as application processes, forms, website content, legal agreements, contracts and minor adjustments to clarify eligibility) may be adjusted without Town Council approval or amendment to this CIP.

Through Council resolution, Council will have the ability to make adjustments to the maximum funding amount for each financial incentive program on an annual basis as part of the Town's budget process, based on program uptake, demand, and ongoing monitoring.Significant changes to the CIP may trigger requirements under the *Planning Act.* Changes that alter the intent, scope or legal structure of the CIP may include changes to CIP boundaries, introduction of new CIP programs, changing the purpose or goals of the CIP, or substantially altering eligibility criteria.

15. **Application Process:** The application process is outlined in Table 1.

Figure 1 – Typical Application Process

1.	Applicant schedules a meeting with the Plan Administrator regarding project eligibility for CIP funding.
2.	Applicant submits a completed application to staff with all required supporting information.
3.	Plan Administrator confirms completeness of the application. If the application is incomplete, the applicant may re-submit.
4.	Council or designated staff review the application and make a decision.
5.	Applicant reviews, signs, and submits any required agreements to the Plan Administrator.
6.	Applicant may commence the project (eligible works).
7.	Applicant informs the Plan Administrator when the project (eligible works) is complete. The applicant provides "after" photos and proof of payment to the Plan Administrator.
8.	The Town pays out the grant or TIEG in accordance with the CIP agreement(s).
9.	Town staff may circulate a survey to the applicant to assess the application process and understand community benefits arising from CIP funding.

7.2 Monitoring

This CIP is intended to be a flexible tool. Town Staff will conduct annual monitoring of this CIP, supported by a database that will collect and store relevant information for monitoring the success of this CIP. This information will be in the form of key performance indicators (KPIs). The findings of the monitoring will be reported to Town Council on an annual basis.

Once an application has been accepted by the Plan Administrator, information related to the applicant, application, and proposal information will be entered into the Town's database to track the application details, progress, and results in accordance with the monitoring and evaluation policies of this CIP. This will be an on-going task throughout the application process and all information collected will be reviewed annually. In addition, the Town may prepare a survey for applicants to understand program ease of use as well as collect specific data, such as the number of people employed within the new development. This annual review will culminate in an annual "report card" to **Council** that summarizes applications received, funded projects, and outcomes attributable to the incentive program funding. The report card is intended to provide a public record of program outputs, successes and inform future priorities. This report card should be made available on the Town's website each year for public review.

Key performance indicators and their respective categories are as follows:

Focus	Key Performance Indicators

Housing	• Number of housing units created
	  ○ New or rehabilitated residential units
	  ○ Affordable or attainable units
	  ○ Rental or ownership units
	  ○ Additional residential units
	  ○ Units on properties sold/leased as part of the Surplus Land Program and/or Land Banking Program
	  ○ Housing typology
	• Location of housing units
	• Period of affordability/attainability
	• Period of rental tenure
	• Sales and/or rental price
	• Total number of properties sold or leased through the Surplus Land Program and/or Land Banking Program
	• Estimated total amount of properties sold or leased through the Surplus Land Program and/or Land Banking Program
	• Number of proponents who have acquired a property through the Surplus Land Program and/or Land Banking Program

Focus	Key Performance Indicators
Economic Development / Revitalization	• Number and type of jobs created • Estimated value of works undertaken or to be undertaken • Type of works undertaken or to be undertaken • Location of new development (new commercial space, new agri-tourism uses, etc.)
General Performance	• Approved and/or denied value of the grant and total value of construction • Building permit values • Estimated total amount of private sector investment • Projected and actual property assessment and property tax increase • Qualitative assessment of project works (e.g., photos) • Application processing time (from application submission to funds released and housing delivery) • Ease of CIP use (applicant feedback survey)

CIP Programs	• Total number of applications received
	  ○ Breakdown by incentive programs
	• Number of completed projects
	  ○ Breakdown by incentive programs
	• Total amount of public funds provided
	  ○ Breakdown by incentive programs
	• Cost of running CIP program

8. Glossary

The following are the terms used and applicable to this plan. Some terms may differ from those used in the Official Plan. Where terms are not defined in this CIP, the Official Plan will be referred to, as well as applicable provincial legislation or policy document definitions.

Applicant– unless otherwise indicated, means a registered owner, assessed owner, or tenant of lands and buildings within the Community Improvement Project Area who has a right to apply for one or more financial incentive(s) in accordance with the policies of this CIP.

Approval authority – means the body responsible for approving or denying financial incentive applications. Depending on the program Council or Town staff are the approval authority.

Attainable[1] – shall mean housing with rents at or below 120% of the CHMC Average Market Rent (AMR) for the applicable unit type.

Any eligible community improvement works that are administering a financial incentive under this CIP shall satisfy the definition of attainable.

Further, at the sole discretion of the Town Council, an alternative definition of attainable housing may be applied to an eligible application, provided that the definition contained within the CIP and/or a proposed development meets the eligibility criteria of this CIP.

Community Improvement – unless otherwise specified, is defined in accordance with its definition under Section 28 of the *Planning Act*.

Community Improvement Plan - unless otherwise specified, is defined in accordance with its meaning under Section 28 of the *Planning Act.*

Community Improvement Project Area- unless otherwise specified, is defined in accordance with its meaning under Section 28 of the *Planning Act.*

Town Council – means the Council of the Town of The Blue Mountains.

Eligible Applicant – means an applicant (as defined above) who meets all the general and program specific requirements of the financial incentive programs and prepares and submits an application for a grant that is in accordance with the specific requirements of the program, as outlined in this CIP. The Plan Administrator reserves the right to determine whether an applicant is eligible for the financial incentive program.

Financial Incentive Program – means a program listed in Part 3 of this CIP.

Financial Incentive Program Agreement – means an agreement executed between the Town and a successful applicant for a financial incentive program, as required by this CIP.

Mixed-use – means a combination of commercial uses (e.g., retail, restaurant, office) along with apartment dwellings located in the upper storey(s) or the rear of the same building.

On-Farm Diversified Use – means uses that are secondary to the principal agricultural use of the property and are limited in area. On-farm diversified uses include, but are not limited to, home occupations, home industries, agri-tourism uses, and

[1] It is noted that the CIP definition of *Attainable* differs from the definition provided within the Town's Official Plan. There is a need for low and moderately priced rental workforce housing within the Town. The attainable definition provided differs to help encourage financially viable rental housing to be built within the municipality.

uses that produce value-added agricultural products (cideries, breweries, wineries, smaller-scale agricultural product processing, etc.).

Plan Administrator – means the staff member of the Town of The Blue Mountains who has been assigned by Council to administer the Community Improvement Plan.

Project commencement – means the initiation of substantial on-site construction activities, such as excavation, servicing, or foundation work, following the issuance of all required municipal approvals.