

# Town of Petawawa Community Improvement Plan

Municipal Workshop Presentation  
August 31, 2021

Session #1: 3pm – 5pm  
Session #2: 6pm – 8pm

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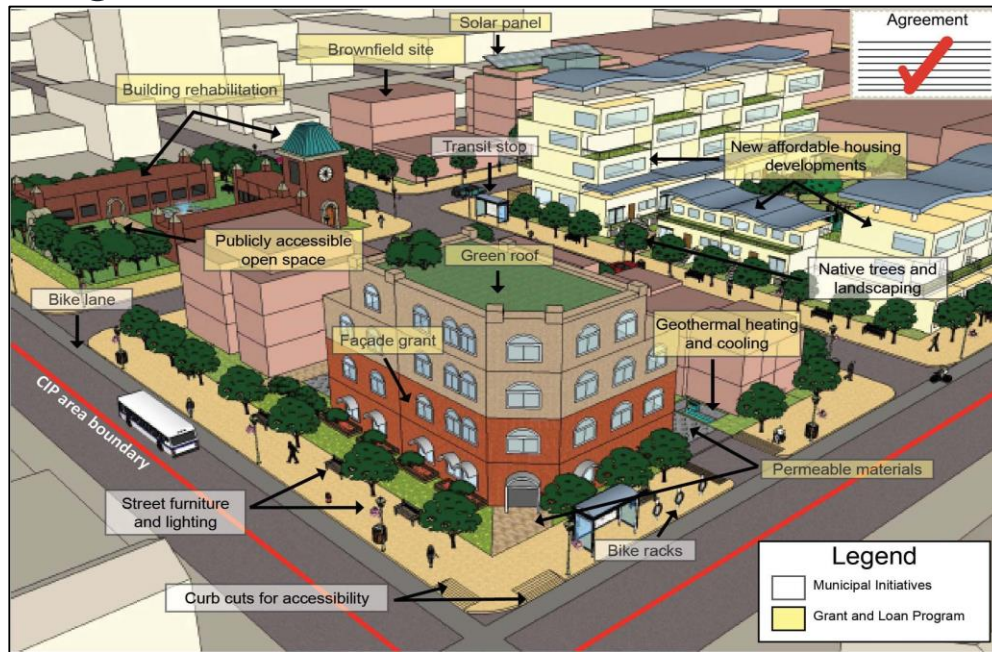


# Presentation Outline

- 1 CIP Project Overview
- 2 Background Report Findings
- 3 Community and Business Survey Findings
- 4 Draft Vision Statement and Goals
- 5 Draft Municipal Leadership Strategy
- 6 Draft Financial Incentive Programs
- 7 Project Next Steps
- 8 Workshop Structure and Mural Demonstration

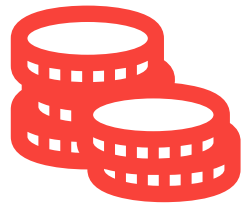
# What is a CIP?

- Planning and economic development tool under the Ontario Municipal Act and Planning Act
- Establishes a framework to achieve a wide variety of goals tailored to the community
- Includes financial incentive programs, such as grants

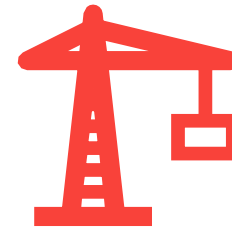
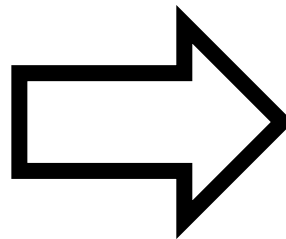


# Economic Benefits of a CIP

- CIPs can be used to leverage municipal investment and generate returns for the local economy through:
  - The purchase of goods and services, such as building materials and contractors;
  - Increase in property values; and
  - Generation of tax revenue.
- Financial incentive programs provided through the CIP benefit the wider community.
- For example, in 2018 alone, in the City of Pembroke:



**Every \$1 Allocated to  
CIP Grants**

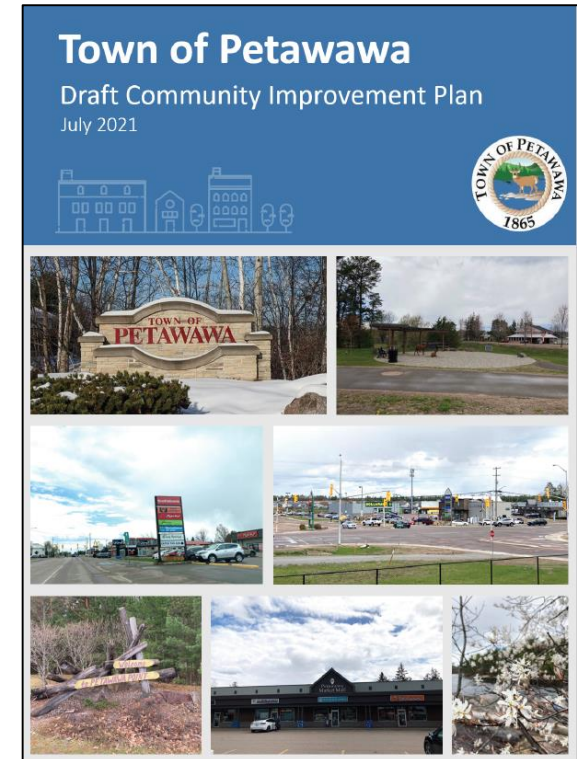


**\$3.45 in Construction  
Activity**



# What is in the CIP?

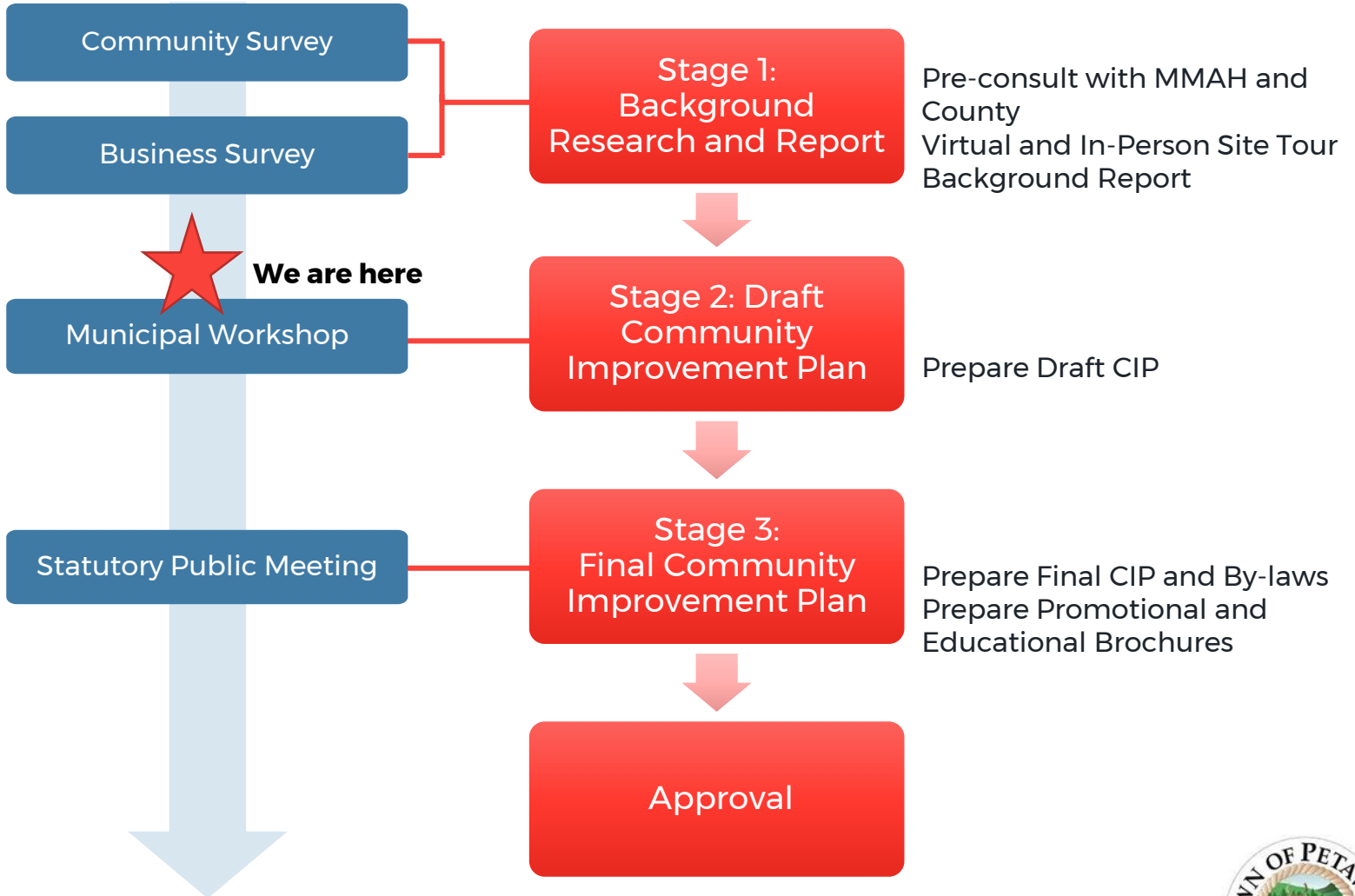
- Community Engagement Summary
- Recommended CIP Project Area
- Vision and Goals of the CIP
- Financial Incentive Programs and Eligibility Criteria
- Proposed Application Process and Administrative Framework
- Municipal Leadership Strategy
- Marketing Strategy
- Monitoring and Evaluation Program



The Draft CIP (July 2021) is available for public viewing on the Town's website:

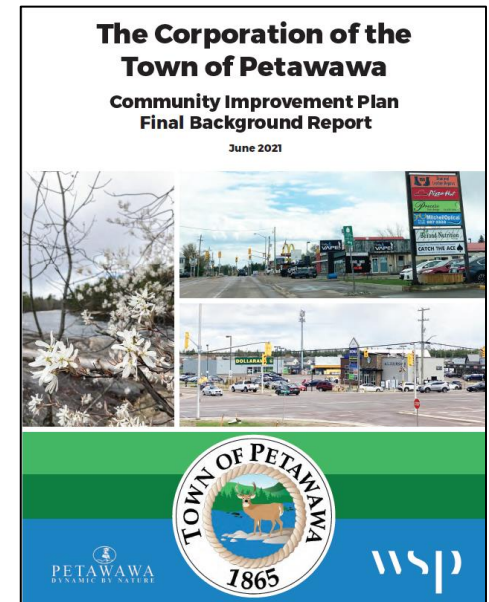
<https://www.petawawa.ca/business/economic-development/community-improvement-plan-cip/>

# Work Plan



# Background Report

- The Background Report (June 2021) provides direction to the Town's Community Improvement Plan by describing the:
  - Community profile
  - Regulatory planning framework applicable to the Town
  - Overview of the Town's Economic Development Strategy and other local municipal plans and documents
  - Needs and opportunities in the Town
  - Recommendations for potential financial incentive programs



# Community Survey Findings

- Held between April and May 2021
- 187 survey responses
- Responses provided input on the **vision** for Petawawa, **importance of CIP topics** and specific locations needing improvements
- Priorities for CIP (e.g. brownfields, streetscapes, façades, incentive programs)

“What would you like Petawawa to be in the future?”





# Business Survey Findings

**Held between April and May 2021**

- 31 survey responses across 13 unique industries
- Sought input on:
  - **Petawawa's strengths, challenges** for businesses, and **opportunities to provide support**
  - Interest in **types of incentive programs** (e.g. signage, parking improvements)

Petawawa as a Place to Operate a Business	
Benefits	Challenges
<ul style="list-style-type: none"><li>■ Local community support</li><li>■ Military presence</li><li>■ Stable customer base</li><li>■ Strong household income</li><li>■ Location, Town amenities</li></ul>	<ul style="list-style-type: none"><li>■ Talent attraction</li><li>■ Inadequate commercial space</li><li>■ Military dependence</li><li>■ Small business network</li><li>■ Government regulation</li></ul>

# Draft Vision Statement

- Petawawa will be a vibrant community and destination in the Ottawa Valley that offers residents and visitors a full range of amenities, boutique shopping and dining opportunities at nature's doorstep.

# Draft Goals

- 1** Promote the development of new and expanded businesses in Petawawa's commercial core anchored by Petawawa Boulevard (County Road 51).
- 2** Encourage development which contributes to a walkable, vibrant, and attractive commercial core.
- 3** Leverage Petawawa's proximity to stunning nature and geographic location as a regional hub of the Ottawa Valley.
- 4** Encourage development of vacant and/or underutilized land.
- 5** Support the revitalization and beautification of the community, including existing development and businesses.

# Draft Municipal Leadership Strategy

- **Up-to-Date Municipal Planning Documents** to ensure a complete vision for community improvement is reflected in Town policies and regulations.
- **Promotion of the Development of Vacant Lands** to encourage commercial retail amenities and housing stock.
- **Gateway Signage Enhancements** to contribute to a positive first impression of the Town.
- **Improved Signage, Wayfinding and Branding** to increase awareness of key recreational assets.
- **Waterfront Area Enhancements** to capitalize on the economic development potential of local destinations such as the Petawawa Boat Launch.

# Draft Municipal Leadership Strategy

- **Traffic Improvements** to ease road congestion and improve safety on commercial arteries.
- **Streetscaping of Petawawa Boulevard (County Road 51)** to enhance the public realm along the road.
- **Promotion of Public Art** to showcase Petawawa's unique cultural identity.
- **Collaboration with CIP Applicants** to facilitate the successful implementation of the CIP by encouraging property owners and businesses to apply.





# Draft Financial Incentive Programs

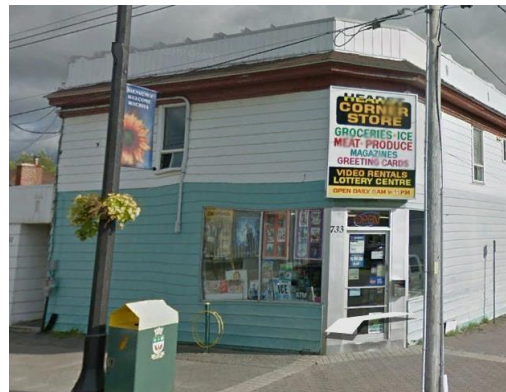
# COVID-19 Relief Grant

- **Purpose:** To provide financial assistance for business owners to undertake improvements related to COVID-19 health and safety requirements, enabling them to reopen or increase business operations.
- **Grant Value:** 50% of eligible costs, up to a maximum of \$2,500, with a maximum of one grant application per business.
- **Eligible Costs:**
  - Building materials
  - Shields and barriers
  - Sanitization stations
  - Installation of plexiglass, glass, etc.
  - Signage improvements
  - Other approved work
  - Renovations or construction required to meet public health and safety requirements



# Building Façade Improvement Grant

- **Purpose:** To promote rehabilitation, restoration and improvements to building façade elements that promote high-quality design.
- **Grant Value:** 50% of eligible costs, up to a maximum of \$5,000.
- **Eligible Costs:**
  - Storefront doors, windows or brickwork
  - Architectural or design fees
  - Façade painting or cleaning
  - Awnings, canopies, or other architectural details
  - New or upgraded exterior lighting
  - Other similar improvements



Building façade before (left) and after (right) in Hearst, ON

# Parking Area and Landscaping Improvement Grant

- **Purpose:** To assist with optimizing the quality of off-street parking and promote a greener and more aesthetically pleasing streetscape.
- **Grant Value:** 50% of eligible costs, up to a maximum of \$5,000.



- **Eligible Costs:**
  - Driveway and parking area improvements
  - Parking signage
  - Retaining walls and fences
  - Stormwater management systems
  - Active transportation infrastructure installation (e.g. bicycle parking)
  - Street furniture such as benches

# Signage Improvement Grant

- **Purpose:** To encourage and facilitate the improvement of signage in the Town, including the installation of permanent signs.
- **Grant Value:** 50% of eligible costs, up to a maximum of \$5,000.
- **Eligible Costs:**
  - Replacement, repair, improvement or installation of signage on building façades, including signage lighting
  - Permanent signs located in front or side yards
  - Removal of temporary signs utilized as permanent signage solutions
  - Other approved signage-related work by the Town

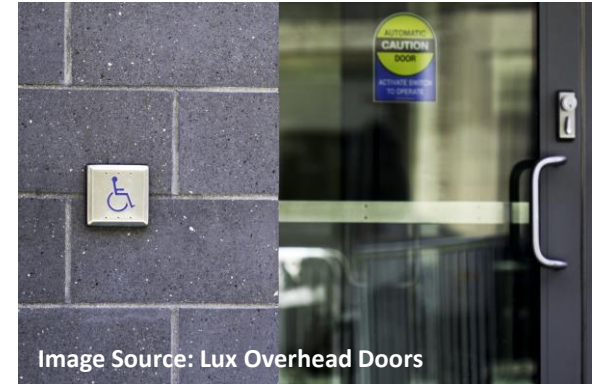


Permanent signage example



# Accessibility Improvements Grant

- **Purpose:** To assist businesses with improving the accessibility of their buildings in accordance with the Accessibility for Ontarians with Disabilities Act, 2005.
- **Grant Value:** 50% of eligible costs, up to a maximum of \$3,500.
- **Eligible Costs:**
  - Installation of new automatic doors and door openers
  - Widening of public entryways
  - Leveling or repairs to pathways/accesses and stairs



# Commercial and Retail Market Study Grant

- **Purpose:** To provide financial assistance to property owners to undertake market studies to support and inform retail and commercial business opportunities.
- **Grant Value:** 50% of eligible costs, up to a maximum of \$5,000.
- **Eligible Costs:**
  - Market studies that analyze the feasibility of a proposed commercial business



# Planning, Building and Demolition Fee Grant

- **Purpose:** To offset the cost of Town planning application, building permit and demolition permit fees that are incurred through the development process.
- **Grant Value:**
  - Planning Fees: 100% of fees, up to a maximum of \$2,500.
  - Building Permit Fees: 100% of fees, up to a maximum of \$2,500.
  - Demolition Fees: 100% of fees, up to a maximum of \$500.
- **Eligible Costs:**
  - Calculated on the basis of applications related to:
    - Vacant property development or redevelopment for mixed-use of commercial uses
    - Major additions to commercial or mixed-use properties
    - Infrastructure work to support mixed-use or commercial uses
    - Major improvements to parking areas
    - Costs related to environmental remediation



# Temporary Mobile Market Grant

- **Purpose:** To support new and existing business owners to establish temporary entertainment, retail and gathering spaces in Town.
- **Grant Value:** 50% of eligible costs, up to a maximum of \$7,500.



- **Eligible Costs:**
  - Market feasibility studies
  - Temporary building units, including shipping containers
  - Shipping container conversion costs (e.g. insulation, ventilation)
  - Street furniture associated with a Temporary Market
  - Seasonal outdoor café or patio installation
  - Site, building unit and atmospheric lighting associated with a temporary market
  - Temporary flooring or pavement installation
  - Other eligible costs approved by the Town

# Brownfield Redevelopment Grant

- **Purpose:** To encourage the remediation, rehabilitation, and redevelopment of brownfield sites in the Town.
- **Grant Value:** 50% of eligible costs, up to a maximum of \$5,000.



- **Eligible Costs:**
  - Phase I and II Environmental Site Assessments (ESAs) and Risk Assessment Plans
  - Environmental remediation costs
  - Costs related to complying with any certificate of property use issued under Section 168.6 of the Environmental Protection Act
  - Record of Site Condition costs
  - Placing clean fill and related grading
  - Other studies required to inform the potential contamination of a site
  - Installation and monitoring of environmental and/or engineering controls or works
  - Environmental insurance premiums



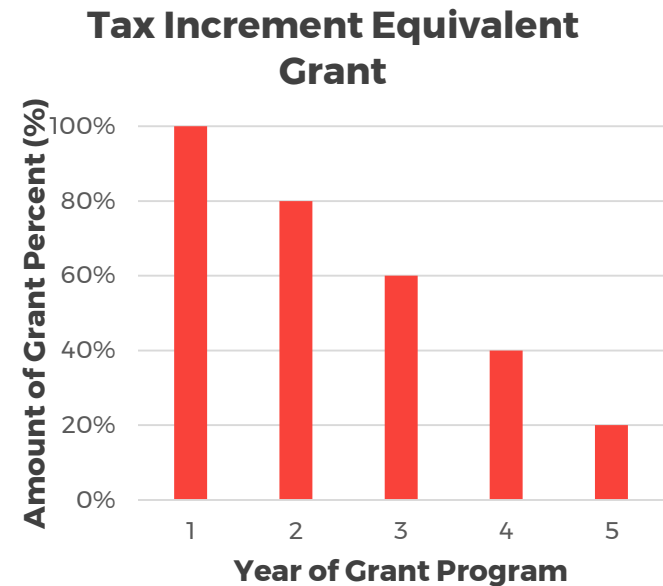
# Tax Increment Equivalent Grant

- **Purpose:** To help offset the costs for property owners undertaking redevelopment where the property assessment increases as a result of development, redevelopment, or major improvement, and there is a subsequent increase in municipal property taxes.
- **Eligible Costs:**
  - Increased tax assessment as a result of:
    - The development or redevelopment of a commercial, office or mixed-use building
    - Adaptive reuse of a property to suit a new commercial, office or mixed-use building;
    - Major additions to a commercial, residential or mixed-use building
    - Infrastructure work to support building expansions or the establishment of new uses
    - Professional services by an engineer, architect, or professional planner
    - Costs related to environmental site assessments and remediation;
    - Energy efficiency improvements

# Tax Increment Equivalent Grant Continued

## Grant Value:

<b>Year 1</b>	100% of the assessed property tax increase.
<b>Year 2</b>	80% of the assessed property tax increase.
<b>Year 3</b>	60% of the assessed property tax increase.
<b>Year 4</b>	40% of the assessed property tax increase.
<b>Year 5</b>	20% of the assessed property tax increase.



# Affordable Housing Studies Grant

- **Purpose:** To assist property developers with the development of new affordable housing through the funding of background/supporting studies.
- **Grant Value:** 50% of eligible costs, up to a maximum of \$5,000, with a maximum of one study per property
- **Eligible Costs:**
  - Studies that support affordable housing development of four (4) or more units of existing commercial buildings (e.g. site plan drawings, business plans)



# Workshop Structure

- Attendees will have the opportunity to share their ideas using Mural, a virtual idea-sharing platform.
- As a group, the following topics will be discussed:
  - Draft CIP Vision and Goals
  - Proposed Financial Incentive Programs
  - Proposed Municipal Leadership Strategy
- Guiding questions for each topic have been prepared to facilitate the discussion.




# Mural Demonstration

## Draft CIP Vision Statement


"Petawawa will be a vibrant community and destination in the Ottawa Valley that offers residents and visitors a full range of amenities, boutique shopping and dining opportunities at nature's doorstep."

Does the Vision Statement capture the future of Petawawa? Why or why not?


 Add sticky note

 Add title

 Add comment

 Add area

To add a comment on Mural:

- 1) Double click a blank sticky note and begin typing; or
- 2) Left click on white space and select "add sticky note"





**Thank you!**