

## For Information Only

### Authorize Town Centre - Main Street Revitalization Initiative grants

Presented To:	City Council
Presented:	Tuesday, May 05, 2020
Report Date	Monday, Apr 20, 2020
Type:	By-Laws
By-Law:	2020-78

### Resolution

For Information Only

### Relationship to the Strategic Plan / Health Impact Assessment

The City of Greater Sudbury, through Council's Corporate Strategic Plan (2019-2027) directs staff to prioritize Business Attraction, Development and Retention. Objective 2.4 aims to "Revitalize Town Centres, nodes and corridors with Public Investment that Supports and Leverages Private Investment."

### Report Summary

This report outlines that the City has approved 9 Town Centre CIP projects under the Province's Main Street Revitalization Initiative. Six (6) of the projects have been completed, one (1) is in progress and two (2) have been withdrawn. The Province has granted an extension for the use of the remaining funds.

This report provides an overview of the completed projects and proposed new projects located at 19 Main Street East in Chelmsford, 61 Main Street East in Chelmsford and 1 Serpentine Street in Copper Cliff. The General Manager of Growth and Infrastructure will approve the applications under his delegated authority.

### Financial Implications

This report outlines how Main Street Revitalization Initiative Funds, in the amount of \$47,932.74 are to be redirected to three Town Centre CIP projects with the General Manager of Growth and Infrastructure retaining the authority to approve the use of any remaining funds by the extended agreement deadline of October 31, 2020.

#### Signed By

**Report Prepared By**

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Senior Planner  
*Digitally Signed Apr 20, 20*

**Manager Review**

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**Division Review**

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**Financial Implications**

Apryl Lukezic  
Co-ordinator of Budgets  
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**Recommended by the Department**

Tony Cecutti  
General Manager of Growth and Infrastructure  
*Digitally Signed Apr 21, 20*

**Recommended by the C.A.O.**

Ed Archer  
Chief Administrative Officer  
*Digitally Signed Apr 22, 20*

**Staff Report: Town Centre Community Improvement Plan and Main Street Revitalization Initiative Extension and Use of Remaining Funds**  
**April 27, 2020**  
**Planning Services Division**

**Background**

In April 2018, the City of Greater Sudbury was allocated \$172,487 under the Provinces Main Street Revitalization Initiative which directly targets the funding of Community Improvement Plans that provide financial incentives, such as the Town Centre CIP. As a secondary stream of eligibility, funding may be used for strategic municipal infrastructure as identified in a municipal land use policy such as Greater Sudbury's Downtown Master Plan (DMP). Through resolution CC2019-87, Council directed staff to allocate \$162,487 to the Town Centre CIP, \$10,000 was allocated to murals on the Brady Green Stairs and the Elgin Street underpass and \$915 was used for marketing and plan implementation.

Staff undertook an Expression of Interest process for the Town Centre CIP in the fall of 2018, through which a total of 9 applications totaling \$196,655 were received (applications for multi-year programs such as the TIEG were funded through the existing TCCIP funds). The incentives applied for would have resulted in an estimated \$719,947 of private investment in the Town Centres (1: 2.6) ratio. See appendix A for a complete listing of the applications, including withdrawn, new or revised applications.

Of the nine applications approved in 2019 through By-law 2019-39, five have been completed, one is nearing completion, one is in progress however the agreement will expire March 31, 2020 (an extension request has been received) and two have been withdrawn.

In January 2020 AMO, who administers the Main Street Revitalization Initiative on behalf of the Ministry of Agriculture, Food and Rural Affairs, approved an extension of the funding agreement to October 31, 2020. This extension would allow CGS to fund additional TCCIP projects. An annual report on the status of the funds and projects is due to AMO by May 15, 2020. This report will be forwarded to AMO along with the required status update form.

Three new applications have been submitted requesting use of the remaining Main Street Revitalization Initiative funds. The General Manager of Growth and Infrastructure will approve the applications under his delegated authority.

## **2018 Intake Process**

In 2018 the City was allocated funds through the Province's Main Street Revitalization Initiative which was used to fund the TCCIP in addition to existing municipal TCCIP funds. Staff promoted the funding through a new website and a series of public consultations. This intake process generated nine TCCIP applications in 2018 (See Table 1 of Attachment A for more detail). The program has remained advertised on the City website and the applications received are the result of that advertisement as well as discussions with current recipients.

## **Accepted Applications and Funding**

The City received nine applications in 2018 (approved in 2019 through by-law 2019-39) for a total monetary request of approximately \$196,655. One of the applications included a request for funding under the Tax Increment Equivalent Grant (TIEG) program, which is a program that provides remuneration based on the difference between the pre-redevelopment and post-redevelopment tax rate over a five year period. Because reimbursement under this program is provided over a time frame that extends beyond the timelines of the Main Street Revitalization Initiative, funding for that portion of the project was allocated from the existing Town Centre CIP funds (see Appendix A for funding details). Of the \$172,487 allocated by AMO, \$10,000 was also directed to murals in Downtown Sudbury and \$915 towards marketing of the plan implementation.

## **Project Status**

Six of the nine approved projects have been completed (see Attachment B for before and after photos). One project, 495 Notre Dame, is in progress and has requested an extension from the original March 31, 2020 deadline to August 31, 2020. Two projects have been withdrawn, 381 Laforest Ave and 376 Laforest Ave), leaving an estimated \$42,017 in funding to be used by October 31, 2020.

Staff have received additional Town Centre CIP applications for façade improvements of 19 Main Street in Chelmsford (complete), 61 Main Street (complete) in Chelmsford and 1 Serpentine Street in Copper Cliff (complete)(see Attachment C). One additional application was received but deemed incomplete. The amount requested exceeds the remaining funds by \$1,817. It is recommended that the remaining funds be equally divided between the three projects requesting the remaining funds. It is anticipated that the projects can be completed within the extended Main Street Revitalization Initiative timelines. The agreements would be structured such that staff will have sufficient time to reallocate and utilize funds for other municipal projects should the TCCIP projects not proceed to completion.

## Summary and Recommendations

The Main Street Revitalization Initiative provides funds to municipalities for the implementation of community improvement plans or projects identified in other land use planning documents which will help attract residents and visitors to town centres and downtowns, supporting the business community. The City of Greater Sudbury has received Main Street funding which was used for the creation of two mural downtown, and five façade improvements and one redevelopment through the Town Centre CIP.

Two applications received through the initial intake period have been withdrawn. Those funds are to be reallocated to projects at 61 Main Street East in Chelmsford 19 Main Street East in Chelmsford, and 1 Serpentine Street in Copper Cliff that would be completed within the timelines of the extended funding agreement. Further an extension request is to be granted for the project at 495 Notre Dame.

## References

1. Town Centre Community Improvement Plan  
<https://www.greatersudbury.ca/do-business/planning-and-development/community-improvement-plans-and-incentive-programs/financial-incentive-programs/town-centre-community-improvement-plan-and-incentive-programs/town-centre-community-improvement-plan/>
2. 2019-2027 City of Greater Sudbury Strategic Plan  
<https://www.greatersudbury.ca/city-hall/reports-studies-policies-and-plans/report-pdfs/2019-2027-strategic-plan/>
3. Ontario's Main Street Revitalization Initiative, June 12, 2018  
<https://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=1282&itemid=15197&lang=en>
4. Main Street Revitalization Initiative: Intake Results, February 11, 2019  
<https://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=1307&itemid=15895&lang=en>
5. Town Centre Community Improvement Plan and Main Street Revitalization Initiative Update, October 7, 2019  
<https://agendasonline.greatersudbury.ca/index.cfm?pg=agenda&action=navigator&id=1384&itemid=17579&lang=en>

## Appendix A

Main Street Revitalization Initiative Funds				
Funding Source: Ontario Ministry of Agriculture and Rural Affairs – Administered by AMO				
Amounted Allocated \$172,487				
Address	Application(s) Applied For	Total Project Value	Actual Amount	Status
Mural #1	Elgin Street Underpass	\$5,000	\$5,000	Complete
Mural #2	Brady Green Stairs	\$5,000	\$4,150	Complete
Marketing Plan Implementation		\$915	\$915	Complete
1 Serpentine St (Copper Kettle Guest House)	Façade Improvement Program Grant	\$20,057	\$9,025	Complete
76 Kathleen St (Multi-Residential)	Façade Improvement Program Grant	\$37,021	\$14,081	Complete
55 Main St (Triplex)	Planning and Building Fee Rebate Programs, Per-door Grant Program <b>*Revised</b> - Tax Increment Equivalent Grant to be funded through remaining Town Centre CIP Funds)	\$400,000	\$35,468	Complete
47A Levack Drive (Levack Home Hardware)	Façade Improvement Grant Planning and Building Permit Fee Rebate Program <b>*Revised</b>	\$12,158	\$7,792	Complete
376 Laforest Ave (Mutli-Residential)	Façade Improvement Grant, Planning and Building Fee Rebate Program, Per-Door Grant, Feasibility Study Grant	\$77,438	0	Withdrawn
381 Laforest Ave	Façade Improvement Grant, Building Fee Rebate Program	\$27,640	0	Withdrawn
495 Notre Dame Ave (Pro-stitch)	Façade Improvement Program Grant, Planning Fee Rebate Program	\$36,900	n/a	In process
375-377 Laforest Ave (Multi-Residential)	Façade Improvement Program Grant, Building Fee Rebate Program	\$64,596	\$15,800	Complete

525 Notre Dame Ave (Cambrian Search Group)	Façade Improvement Program Grant, Planning and Building Fee Rebate Program, Feasibility Study Grant <b>*New</b>	\$33,222	\$17,238	Complete
<b>Total Allocated</b>		<b>\$719,947</b>	<b>\$109,469</b>	
<b>Remaining Funds</b>			<b>\$63,018</b>	
<b>Remaining Funds - Less allocated</b>			<b>\$42,018</b>	

<b>Second Round Main Street Revitalization Initiative Applications</b>				
<b>Additional TCCIP Applications</b>	<b>Application(s) Applied for</b>	<b>AMOUNT</b>	<b>Estimated Project Cost</b>	<b>COMMENT</b>
19 Main Street, Chelmsford (multi-residential)	Façade Improvement/Building Permit Fees	\$14,750 \$2,500 =\$17,250	\$36,781.50	Funding has been allocated for construction of a triplex on the vacant portion of this lot. Current proposal is for the façade of the existing 5-plex.
61 Main Street, Chelmsford (multi-residential)	Façade Improvement/Building Permit Fees	\$15,000 \$2,500 =\$17,500	\$51,312	Current proposal is for the façade of the existing multi-residential building.
1 Serpentine Street, Copper Cliff (Copper Kettle Guest House)	Façade Improvement	\$15,000	\$64,700	Current proposal is for the laneway facing side of the building.
Total Requested		\$49,750	\$152,793.50	
<b>Interest Earned</b>		<b>\$5,914.74</b>		
<b>Remaining Funds (less allocated)</b>		<b>\$42,018</b>		
<b>Total (less allocated)</b>		<b>\$47,932.74</b>		
<b>Balance of Funds</b>		<b>(\$1,817.26)</b>		<b>*to be divided and subtracted equally from projects</b>

Town Centre Community Improvement Plan				
Funding Source: City of Greater Sudbury				
ITEM	Application(s) Applied For	AMOUNT		COMMENT
<b>CURRENT BALANCE</b>		<b>\$93,257</b>		
519 Notre Dame (Optimum Health)	Façade Improvement Program Planning and Building Permit Fee Rebate Program	\$15,350		In progress
<b>REMAINDER</b>		<b>\$77,907</b>		
55 Main Street, Chelmsford (triplex)	Tax Increment Equivalent Grant Program	\$31,728		Complete. Awaiting reassessment.
<b>REMAINDER</b>		<b>\$46,179</b>		
17-19 Main Street, Chelmsford	Tax Increment Equivalent Grant Program, Planning and Building Permit Fee Rebate Program, Residential Per-Door Grant Program	\$71,523		By-law to be approved for development of triplex on property
		<b>(\$25,344)</b>		<b>Business Case approved for this amount</b>

Summary				
	Starting Balance (Jan 2019)	Total Funding Allocated/Spent To Date	Remaining Balance	Comment
<b>Main Street Revitalization Funds (Provincial)</b>	\$172,487	\$129,469.1	\$42,018	Recommend funding of TCCIP projects with General Manager of Growth and Infrastructure retaining authority of the use of any remaining funds
<b>Town Centre CIP Funds (Municipal)</b>	\$93,257	\$47,078	\$46,179	Request received for \$71,523. Business Case for additional required funds (\$25,344) has been approved.



## APPENDIX B



1 Serpentine Street, Copper Cliff  
AFTER



BEFORE





47A Levack Drive, Levack

AFTER

Updated energy efficient windows and doors



BEFORE





76 Kathleen Street, Flour Mill  
AFTER



BEFORE





525 Notre Dame Ave, Flour Mill AFTER



BEFORE





BEFORE

375 Laforest Ave, Flour Mill  
AFTER





55 Main Street East, Chelmsford  
AFTER



BEFORE



*A Tribute to*  
**Oryst Sawchuk**  
*Architect, Artist and Community Leader*  
1928-2019



**SILVERFOAM**  
NUF SED  
SILSBURY BREWING & MALTING COMPANY



Elgin Street Pedestrian Underpass  
Mural by Monique Legault





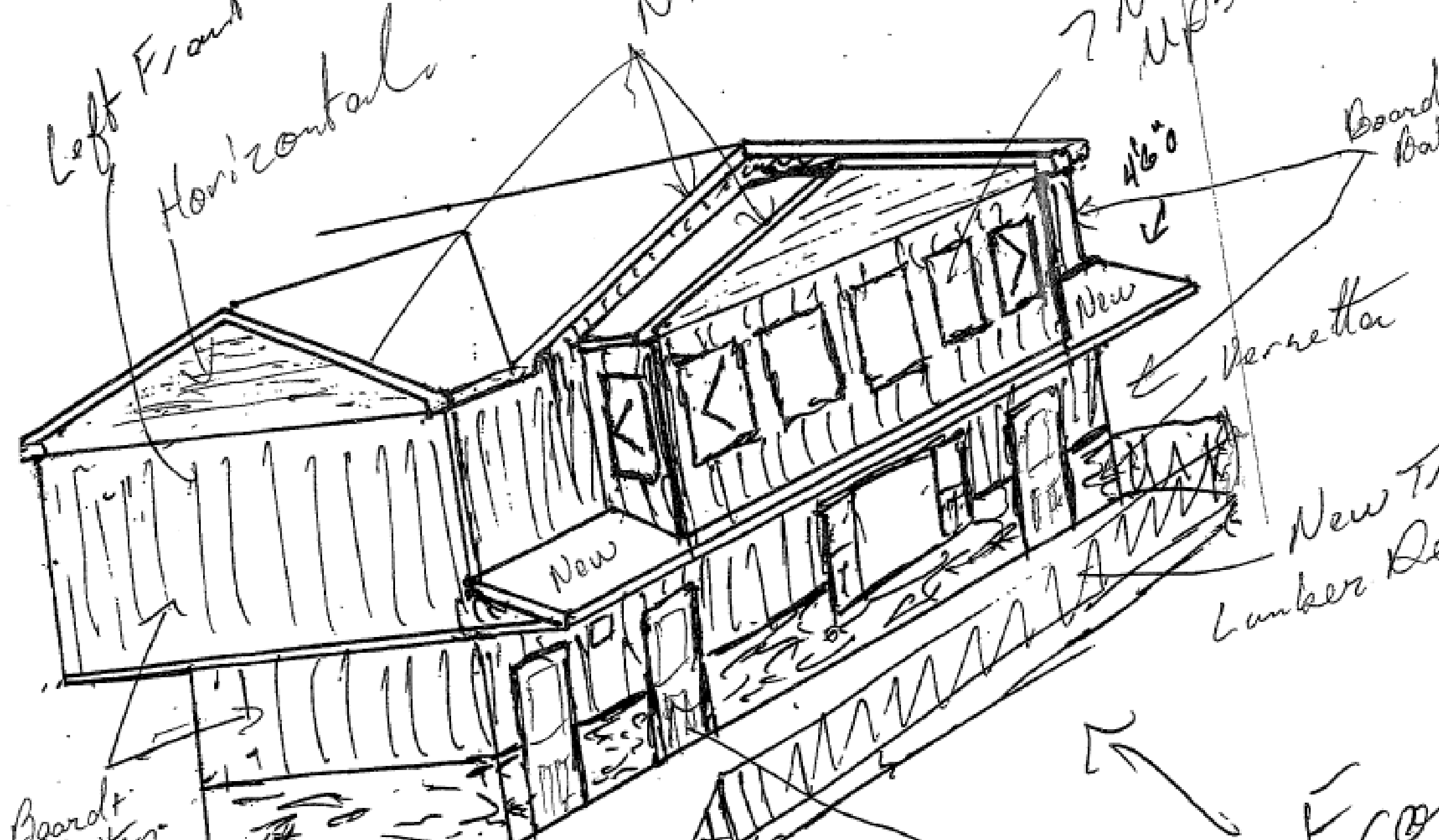
Brady Green Stair  
Mural by Nico Glaude



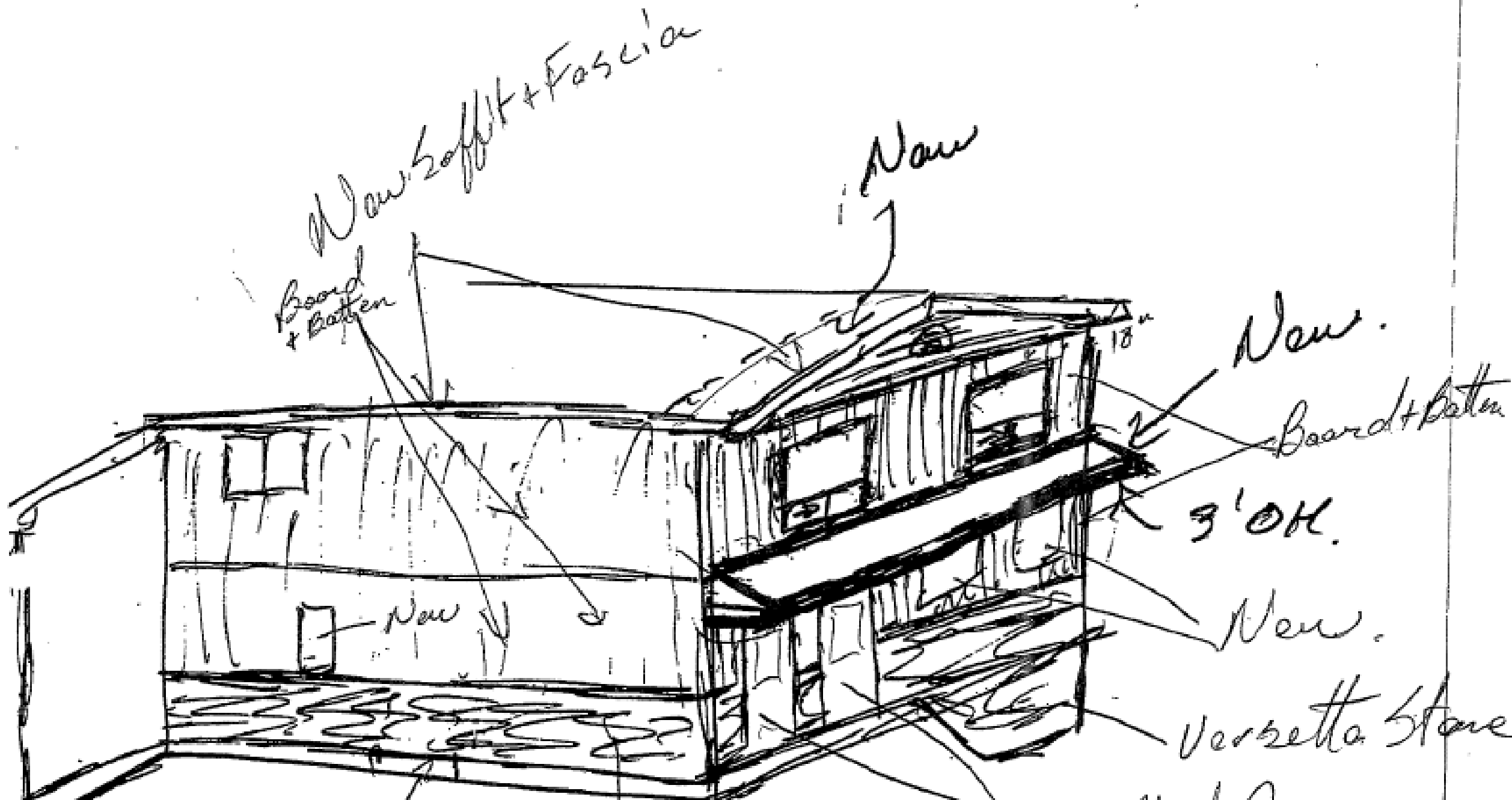
Appendix C



61 Main Street East, Chelmsford









Phase II

*Copper Kettle  
Guest House*

New stylish entryway  
door to replace old  
scratched and worn front  
door.

Redesign Canopy with new tear proof fabric or copper  
covered roof to help symbolize the "Copper" Kettle  
Guest House. Interior lighting for pleasant night

Phase II - Staircase and blackened  
wall view.





Repaint and refinish rusting metal staircase and sandblast old paint from brick for fresh clean look.

## Phase II

Stylish cascading lighting illuminating the entire rear public laneway side of building. Will be beautiful increasing curb appeal and thwarting thieves at night from vehicle theft.

