

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 See appendix A for a complete listing of the applications, including withdrawn, new or revised applications.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in progress however the agreement will expire March 31, 2020 (an extension request has been received) and two have been withdrawn.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>