

BRANTFORD'S  
**GREYFIELDS REVITALIZATION STRATEGY**

# Welcome!

## **Public Information Centre #2**

Wednesday, October 23, 2019 – 6 pm to 8 pm

Presentation at 6:30 pm

T.B. Costain / SC Johnson Community Centre

# What is the Purpose of This Meeting?

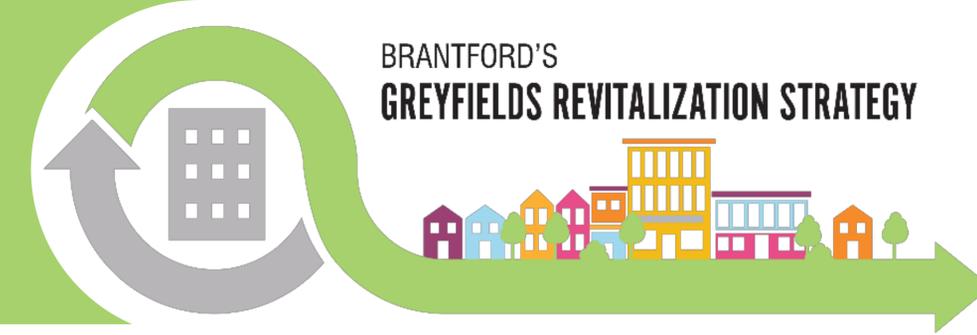


- **To explain the purpose of the overall Greyfields Revitalization Strategy**
- **To present the draft Greyfields Community Improvement Plan (CIP)**
- **To collect feedback on the draft CIP**

## What We Have Done So Far

- Inventoried all greyfield and potential greyfield sites in Brantford
- Mapped areas with concentrations of these sites to identify five Target Greyfield Revitalization Areas
- Conducted a market analysis to assess opportunities and constraints related to greyfield redevelopment in Brantford
- Brought ideas to a Public Information Centre in January 2019 for comment
- Adjusted mapping of Target Greyfield Revitalization Areas based on feedback
- Developed a draft Greyfields Community Improvement Plan with proposed incentive programs

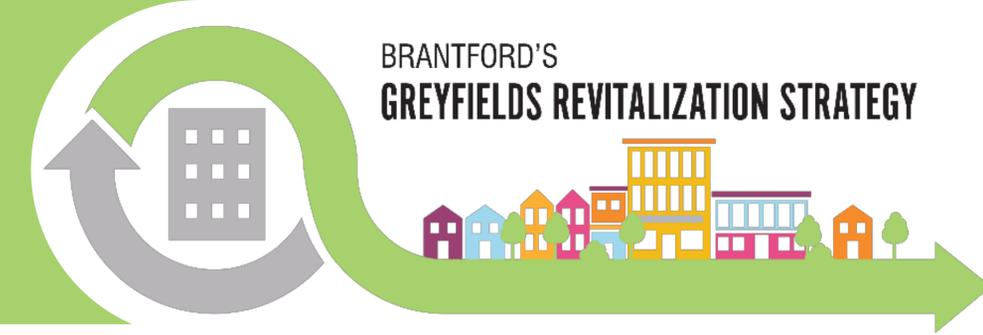
# What are Greyfields?



- The term “Greyfields” was originally developed to describe declining malls or other large, underutilized commercial sites with the potential to be redeveloped if provided with the proper incentives
- Today they are more broadly seen as vacant, derelict or underutilized commercial sites of all sizes and types
- They are different from brownfields, which are old industrial sites in need of environmental rehabilitation
- The Brantford Surplus plaza is a prime example of a greyfield, but there are many smaller and less obvious sites throughout Brantford
- Revitalizing these sites can address many of the City’s planning and economic goals



# A Community Improvement Plan (CIP) for Brantford's Greyfields



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The City undertook a Greyfields Revitalization Strategy that is culminating in a new Greyfields Community Improvement Plan, which includes a series of actions and incentives for promoting revitalization and redevelopment of underutilized sites across Brantford

## Section 28 of the *Planning Act* allows municipalities to develop Community Improvement Plans so they can consider:

- Financial incentives (grants and/or loans) to property owners and tenants
- Municipal acquisition of and improvement of land and buildings

## It is a tool used to encourage and promote specific goals including:

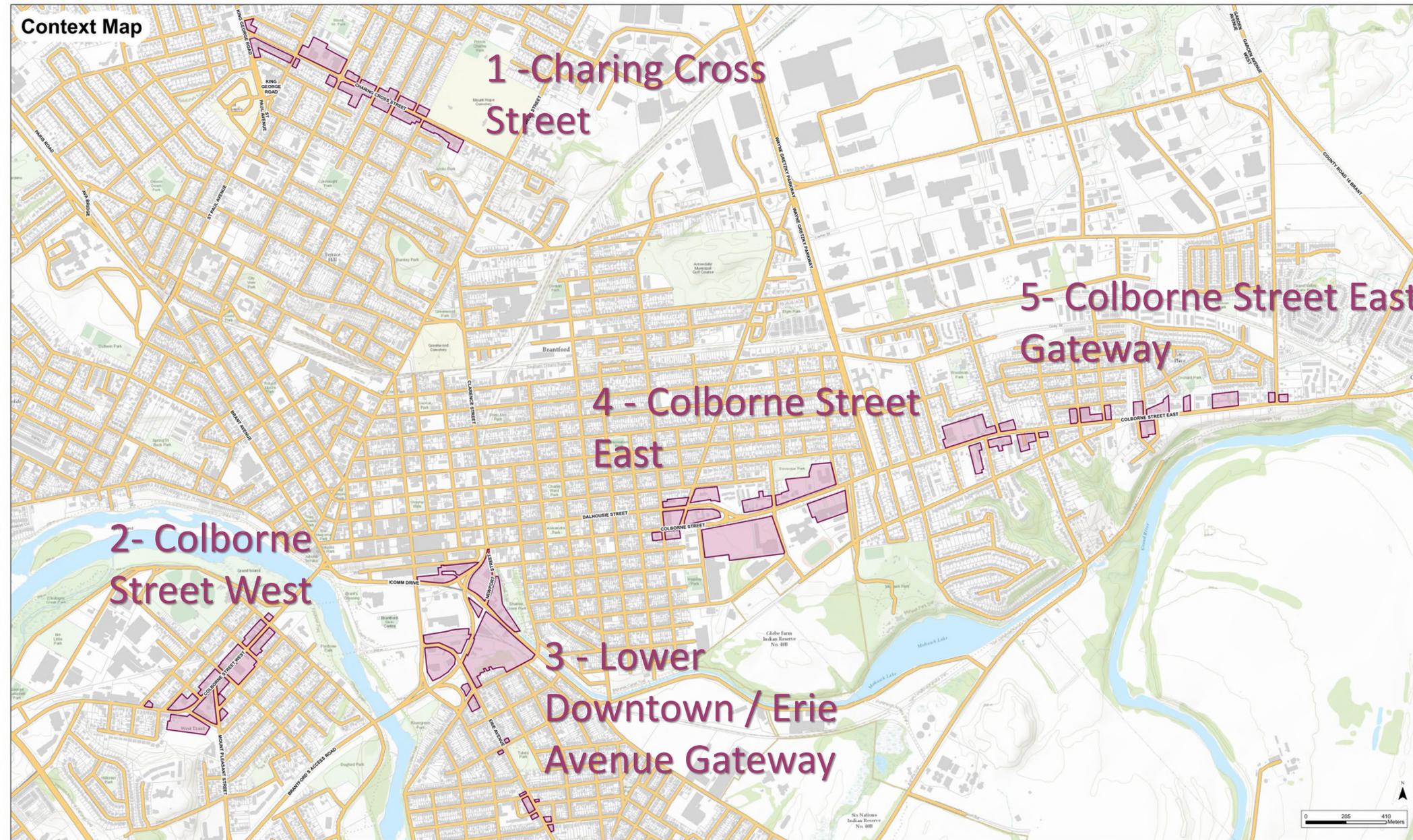
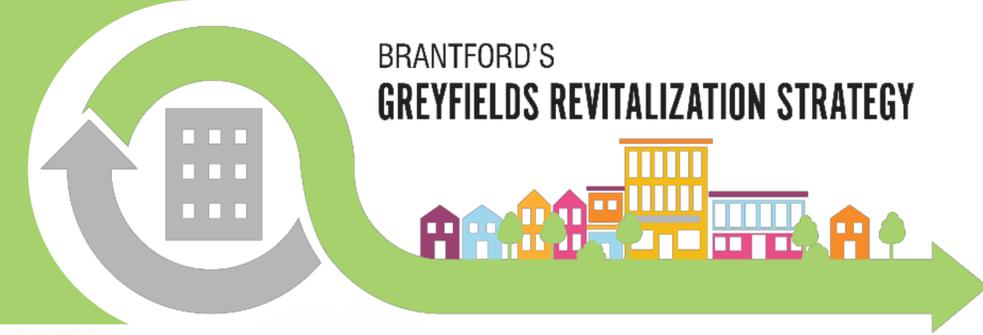
- Economic Development
- Community Planning
- Heritage Conservation
- Downtown and Main Street Revitalization
- Brownfield Remediation
- Greyfield Revitalization

## What is typically contained in a CIP?

- A vision for the study area and more specific goals and objectives
- A defined community improvement project area
- Financial incentive programs including eligibility criteria and implementation policies
- A municipal leadership strategy
- Monitoring and evaluation, administration and marketing policies

- Through the development of the Strategy, five “Target Greyfield Revitalization Areas” were identified, based on where sites tended to be concentrated, each with its own unique context and characteristics and its own opportunities for stimulating greyfield improvement. You can see these areas on the maps on the following boards
- Based on the analysis and feedback from stakeholders, the Strategy identified opportunities for appropriate incentives and recommended creating a CIP through which the City could take actions to promote revitalization of greyfield sites
- Some programs apply only to properties within the Target Greyfield Revitalization Areas while others may apply City-wide

# Target Greyfield Revitalization Areas



Service Layer Credits: Sources: Esri, HERE, Garmin, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China

One of the first tasks undertaken in developing the Greyfields Revitalization Strategy was creating an inventory of all greyfield and at-risk sites in Brantford. Areas in which they were found to be concentrated were identified and the boundaries refined through consultation with stakeholders.

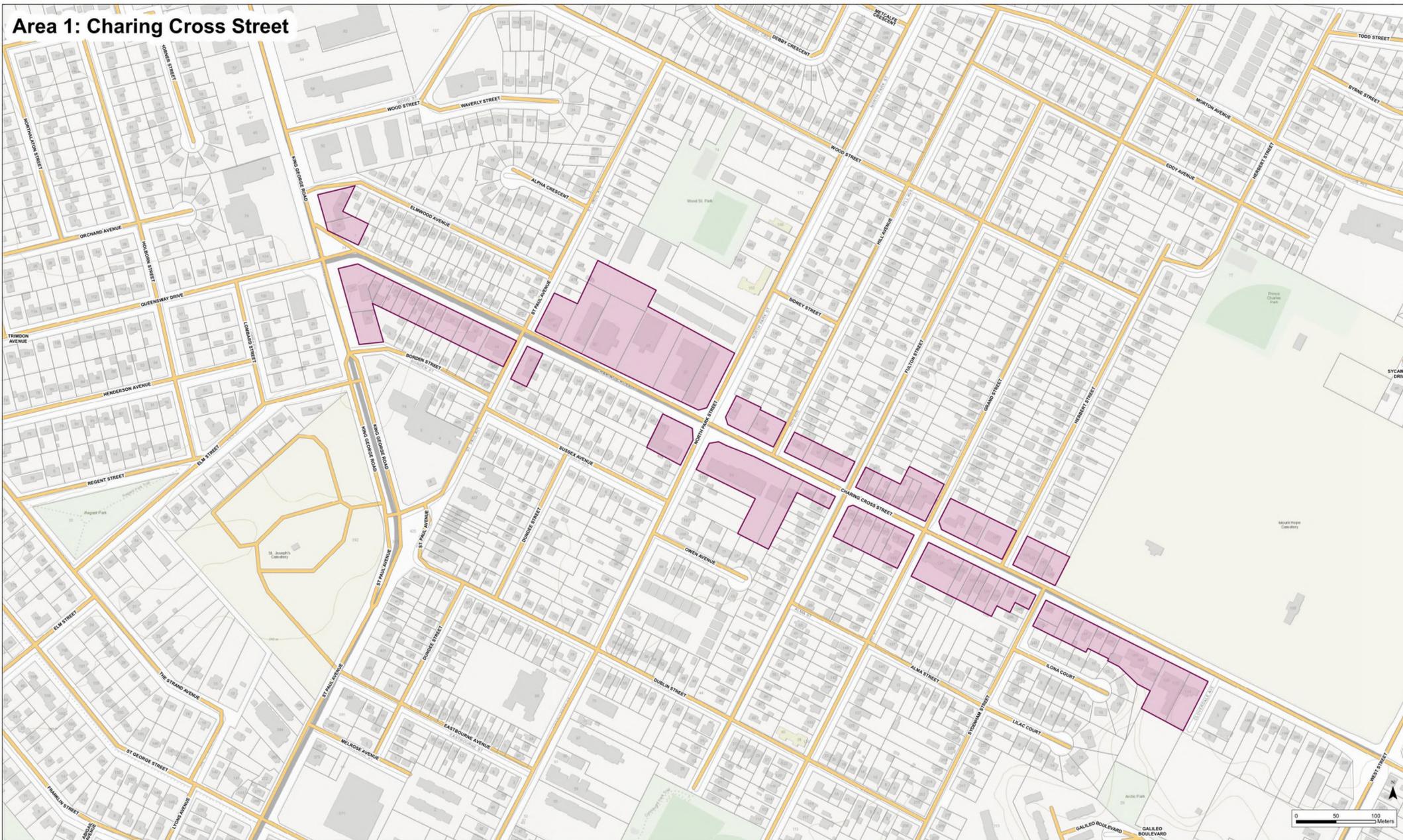
# Target Greyfield Revitalization Area 1

## Charing Cross Street



### EXISTING CONDITIONS

- Most development on Charing Cross Street is low-rise, never taller than 2 storeys
- Residential homes – many also housing businesses – are mixed with strip-style retail, typically with parking along the street frontage

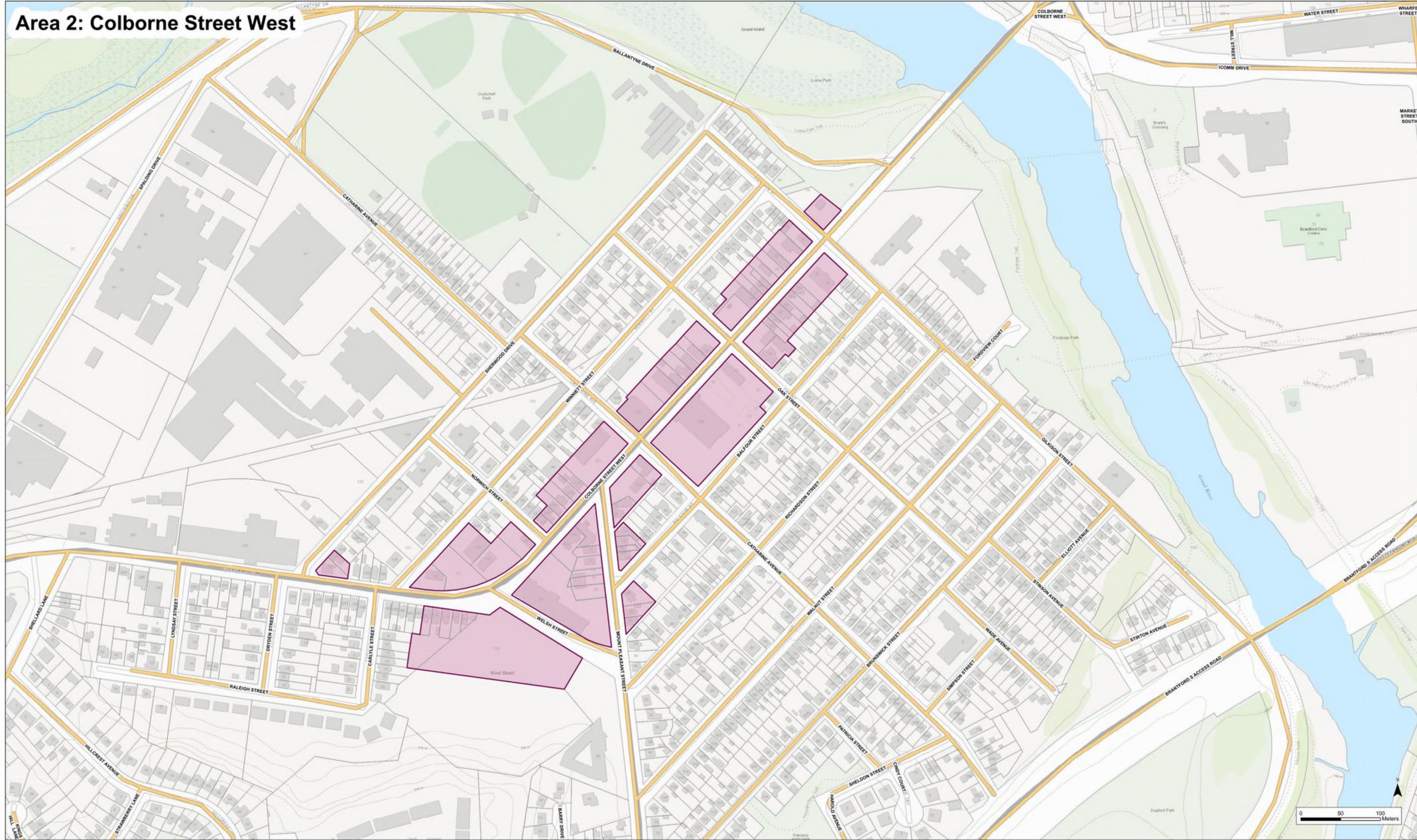


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# Target Greyfield Revitalization Area 2 Colborne Street West



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Proposed Target Greyfield Revitalization Area

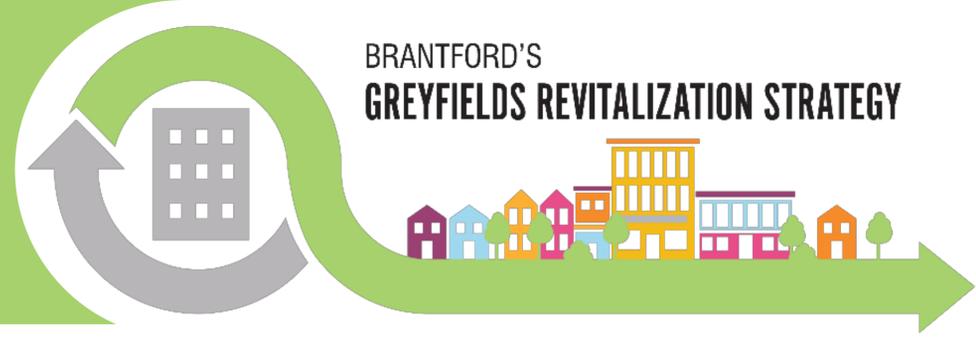
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## EXISTING CONDITIONS

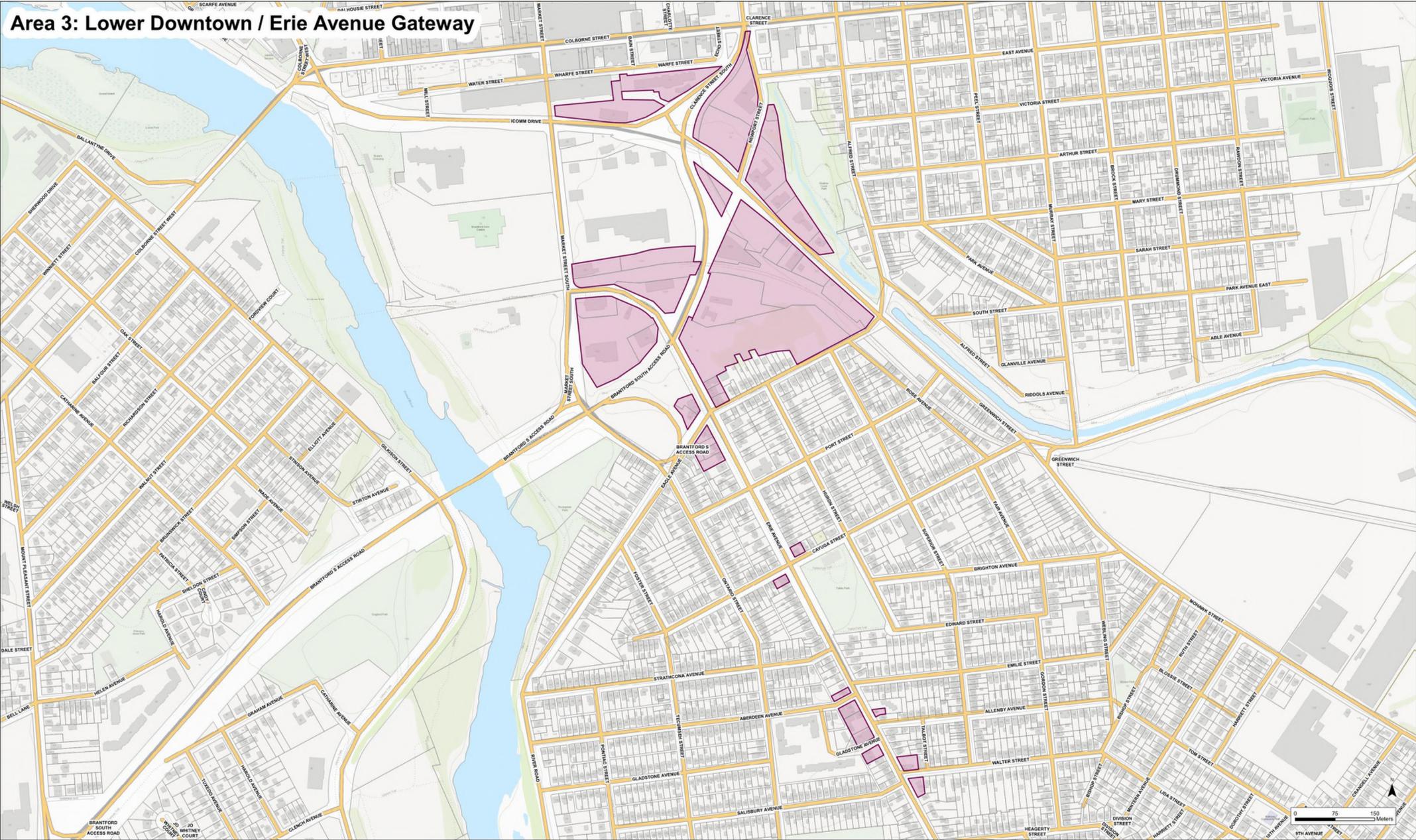
- This stretch of Colborne Street West has a narrow road width but in some sections properties are set back far from the street
- In other sections, particularly close to the river, buildings are closer to the street but in need of improvement, creating an inconsistent streetscape



# Target Greyfield Revitalization Area 3 Lower Downtown / Erie Avenue Gateway



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- EXISTING CONDITIONS**
- Veterans Memorial Parkway has adjusted the road network, resulting in several empty parcels with development potential
  - Erie Avenue has some older commercial buildings that could benefit from improvements
  - There are also isolated parcels in need of (re)development



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Proposed Target Greyfield Revitalization Area

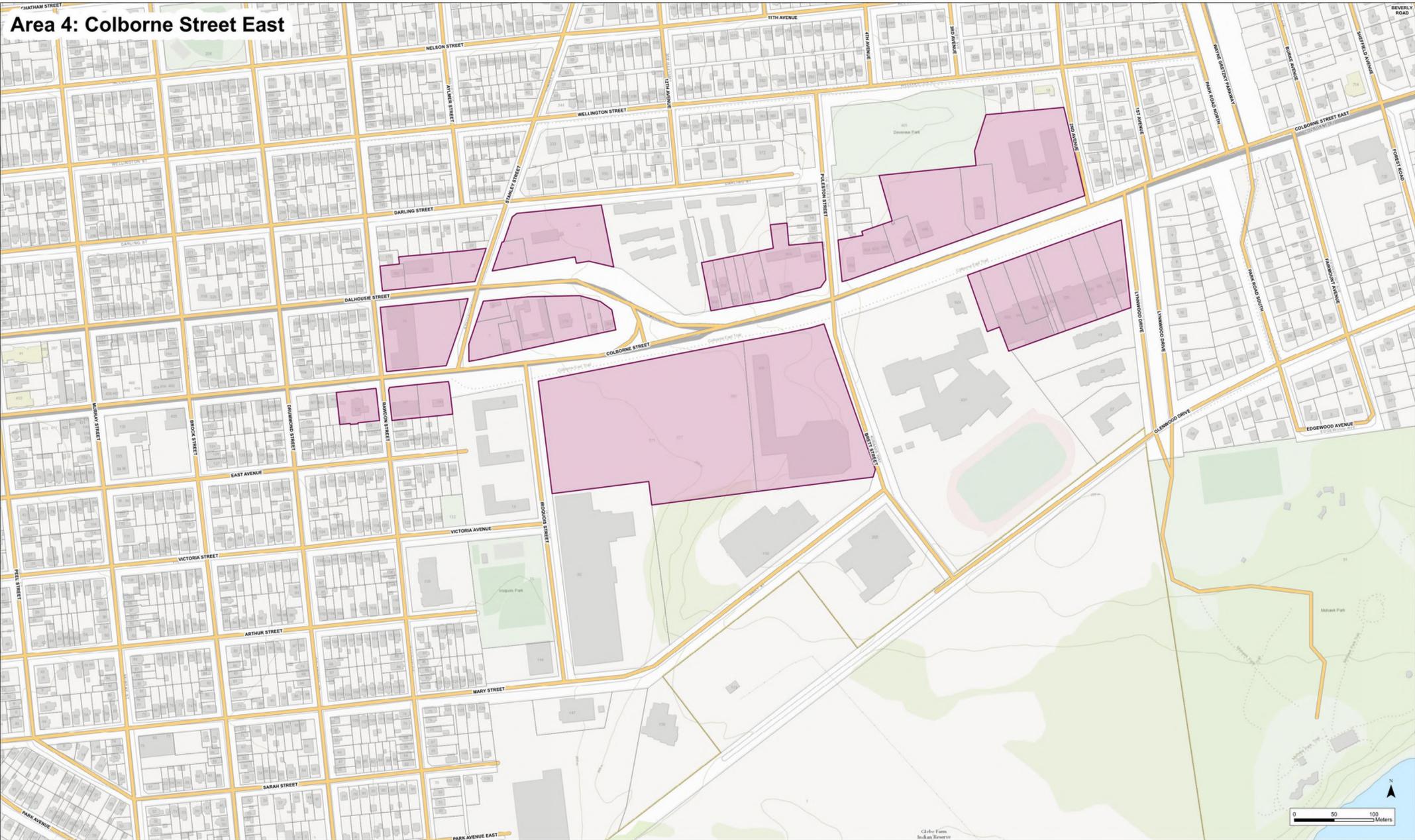
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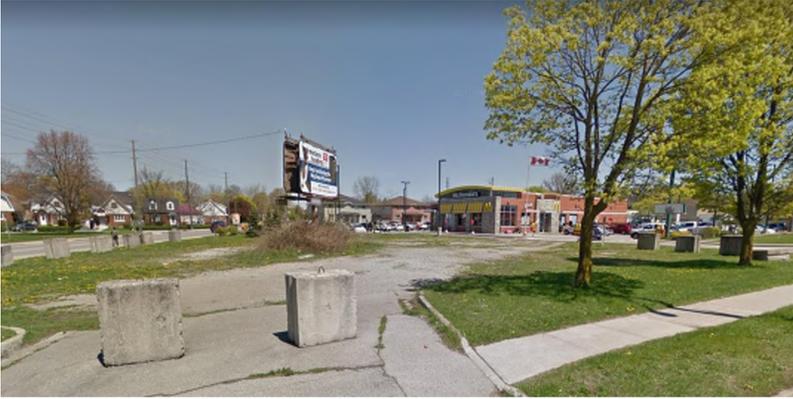
# Target Greyfield Revitalization Area 4 Colborne Street East



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- EXISTING CONDITIONS**
- Larger lot sizes and a wider road, until the road pattern changes with the split into Dalhousie Street
  - The buildings east of the split tend to be set back from the street, with large parking lots and plazas with vacancies
  - West of the split, there are motels and other car-oriented commercial uses, along with some vacant parcels

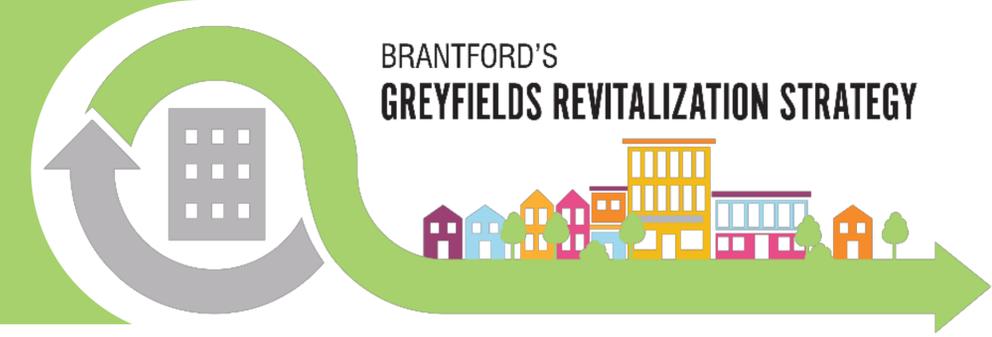


Proposed Target Greyfield Revitalization Area

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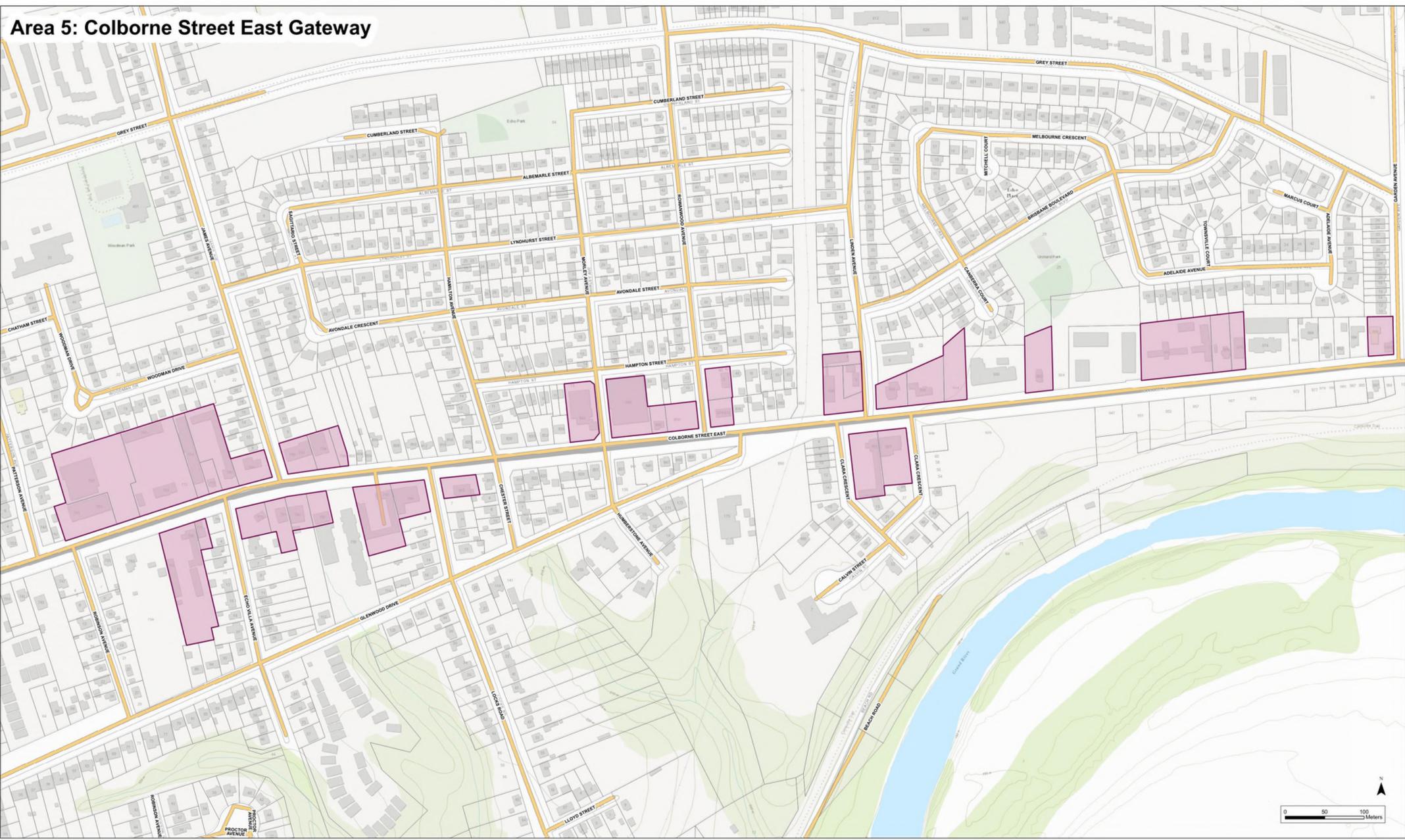
# Target Greyfield Revitalization Area 5 Colborne Street East Gateway



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Area 5: Colborne Street East Gateway



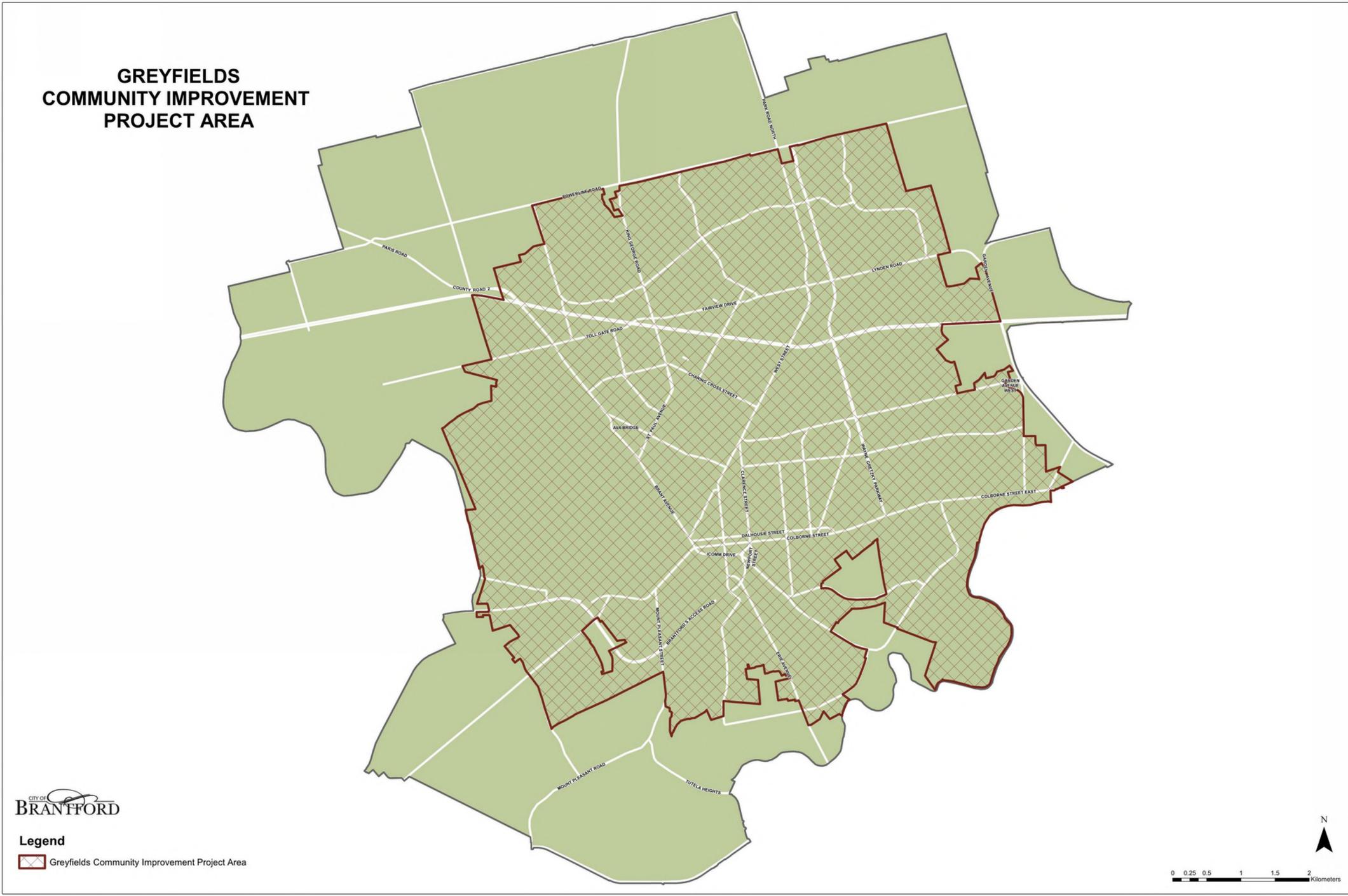
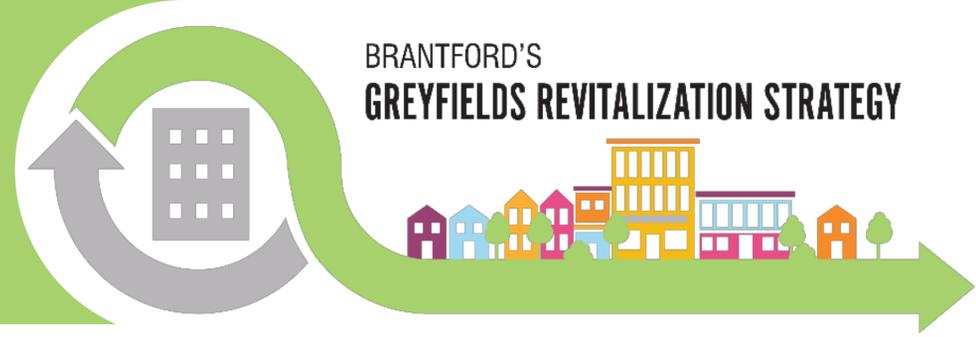
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## EXISTING CONDITIONS

- The streetscape varies substantially
- There are several motels as well as commercial uses with surplus parking, alongside other car-oriented uses and some vacant lots
  - There is an opportunity to give properties a facelift and better contribute to the surrounding residential neighbourhoods



# Draft Greyfields Community Improvement Plan – Project Area



- Every CIP requires a defined Project Area, outlining the geographical area within which the programs will apply
  - It can be a single neighbourhood, the entire municipality or a group of disconnected areas
- The Greyfields CIP Project Area encompasses the City of Brantford's built boundary
  - The built boundary is the City's defined urban area, as delineated by the Province, and the area within which intensification is to occur
- While the CIP Project Area is the overall boundary for the Greyfields CIP some of the proposed programs only apply within the smaller Target Greyfield Revitalization Areas, recognizing that each program addresses different contexts

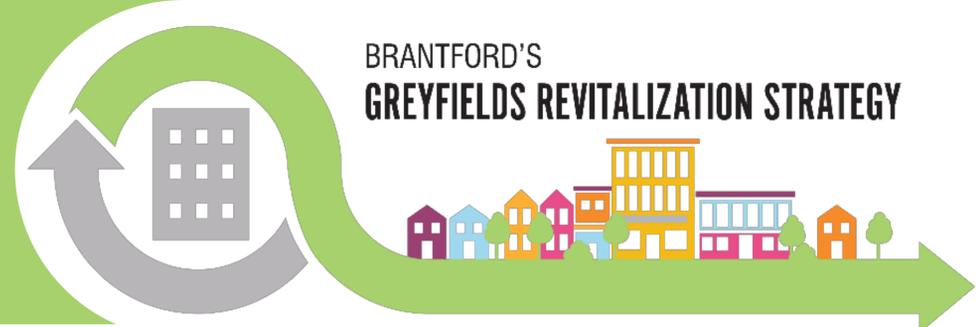
# Draft Greyfields CIP – Vision and Goals for Revitalization



- The long-term vision for greyfield sites with limited redevelopment potential is to revitalize them as attractive, thriving commercial properties that attract both local pedestrians and commerce, while continuing their role in serving the travelling public as commercial destinations
- For larger sites, the vision is to contribute to creating complete communities
- Primary and Secondary Goals were then identified for each of the Target Greyfield Prioritization Areas based upon their unique characteristics

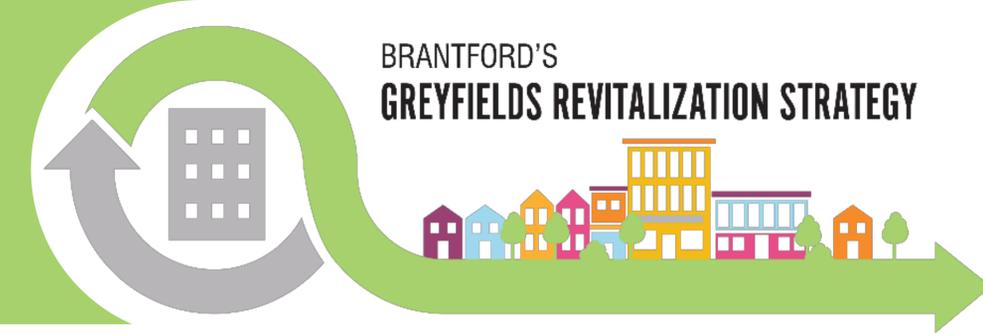
	Charing Cross Street	Colborne Street East Gateway	Lower Downtown / Erie Avenue Gateway	Colborne Street West	Colborne Street East
<b>PRIMARY GOALS</b>	To revitalize the existing commercial community and better integrate these uses into their adjacent communities		To revitalize the existing commercial community and better integrate these uses into their adjacent communities, and for the larger greyfield sites to be redeveloped as intensified, mixed-use developments, integrated into the local community		
<b>SECONDARY GOALS</b>	To create a more pedestrian-friendly, livable, green and less automobile-oriented commercial street frontage occupied by well-maintained properties used by locals and the travelling public	To improve the commercial properties and the amenities for local residents while also recognizing that this corridor maintains its role as a gateway to the City and caters to the travelling public	To capitalize on larger lots through mixed-use redevelopment in the Lower Downtown, and transition through the revitalized main street-style buildings on Erie Avenue to a pedestrian-friendly local community, activating this corridor and reintegrating these historically distinct areas	To create a more pedestrian-friendly character and built form to reinforce this area as a livable, mixed-use node, which is recognized as having a unique and distinct character that capitalizes on its proximity to the west bank of the Grand River	To redevelop the large, vacant and under-utilized greyfields to serve as the focal points for a revitalized community of intensified, mixed-use developments, while supporting the new and existing commercial uses through an increased local population

# Draft Greyfields CIP – Financial Incentive Programs



PROGRAM	PURPOSE	ELIGIBILITY	MAXIMUM RECOMMENDED GRANT
<b>Commercial Façade, Landscaping and Connectivity Improvement Grant</b>	To support the rehabilitation and improvement of existing commercial or mixed-use properties and support their ongoing use by improving their aesthetic appeal and function	Must be located in a Target Greyfield Revitalization Area, be commercially zoned and have commercial or mixed-use buildings with commercial uses at grade	Up to \$15,000 or 50% of the total eligible costs, whichever is lesser
<b>Mixed-Use Building Improvement Grant</b>	To support the conversion of existing commercial or vacant upper-storey space into a residential, office or other permitted use, and/or the conversion of at-grade residential units in commercial buildings back to commercial use, or the conversion of all or the at-grade portion of a dwelling to a commercial use creating a commercial or mixed-use building, and to support the maintenance and active use of main street-style, multi-storey buildings as well as commercially zoned lands	Must be located in a Target Greyfield Revitalization Area. Any existing commercial building with upper-storey space is eligible for the conversion to a mixed-use building with at-grade commercial uses and upper-storey residential, office or other permitted use that constitutes mixed-use. Similarly, any existing commercial building with at-grade residential units is eligible for the conversion of this space back to commercial uses. Lastly, any commercially zoned dwelling is eligible for conversion in whole to a commercial use or in part to a mixed-use	The maximum grant shall be the lesser of \$10,000 per commercial or residential unit or 50% of eligible costs, up to a maximum of the lesser of \$30,000 or 50% of eligible costs for the entire project on one lot
<b>Tax Increment-Based Grant</b>	To promote transformative redevelopment of greyfield properties that will result in an increase in the assessed value of these properties, and to incentivize mixed-use, multi-storey infill and redevelopment where these uses are contemplated by the Official Plan	Properties within the Colborne Street West, Lower Downtown/Erie Avenue Gateway, and Colborne Street East Target Greyfield Revitalization Areas are eligible. Properties elsewhere within the Community Improvement Project Area may be eligible at the discretion of City Council, subject to criteria	The grant is equivalent to up to 80% of the increased municipal property taxes in years 1 to 5, 60% in years 6 and 7, 40% in year 8, and 20% in years 9 and 10

# Draft Greyfields CIP - Municipal Leadership Strategy



The various grant programs are designed to incentivize the improvement and revitalization of privately owned greyfield sites, especially in the Target Greyfield Prioritization Areas. These programs are complemented by a Municipal Leadership Strategy outlining potential actions the City can undertake on its own, particularly in relation to improving the public realm and advancing objectives related to greyfield revitalization

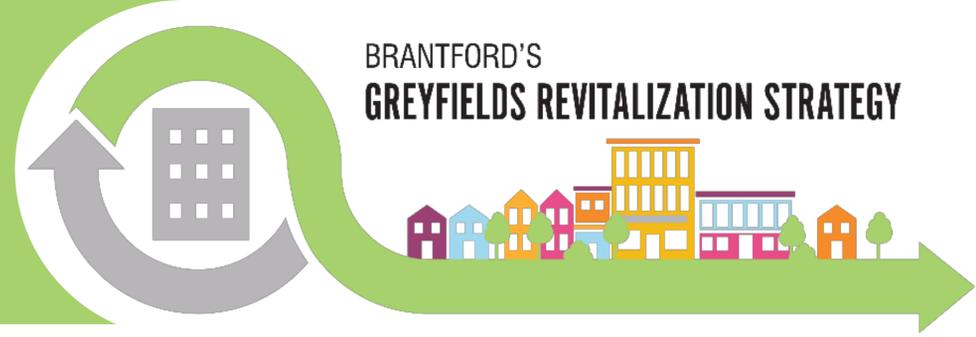
## Municipal Leadership Objectives

- **Coordinate and Provide the Framework** for strategic actions by the municipality that will facilitate the revitalization and redevelopment of greyfield sites
- **Ensure cooperation and coordination** between municipal departments to ensure goals are achieved effectively
- **Partner with the private sector** to undertake redevelopment activities
- **Proactively support commercial communities** through public realm improvements and other actions aimed at ensuring at-risk sites don't become future greyfield properties

## Opportunities for Municipal Leadership

- **Undertaking Public Realm Improvements** in coordination with local businesses and organizations, including new parks and parkettes providing public art and improvements to the streetscape, all with the goals of creating a more welcoming environment for pedestrians.
- **Developing Strategies** in consultation with the community to ensure new development is planned and coordinated
- **Considering Opportunities** to acquire lands for public use and for selling, leasing or otherwise disposing of surplus City-owned lands.
- **Maintaining an Inventory** of vacant and underutilized greyfield sites
- **Taking Greyfields into Consideration** when developing other City initiatives and programs

# Study Timeline & Next Steps



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Thank you for your participation this evening!

We will take the input collected and finalize the CIP.

Please feel free to share your thoughts and experiences by filling out the comment sheet or by sending them to:

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