



BRANTFORD'S GREYFIELDS REVITALIZATION STRATEGY

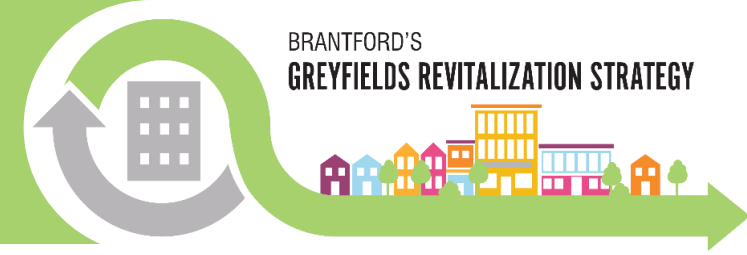
Public Information Centre #2

October 23, 2019, 6 pm – 8 pm

Presentation at 6:30 pm

T.B. Costain / SC Johnson Community Centre

Agenda



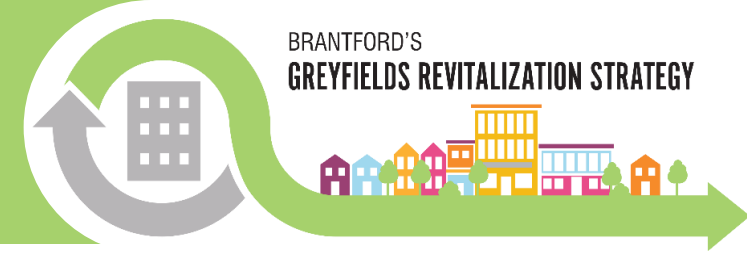
- ① **What is the Purpose of this Meeting?**
- ② **What are Greyfields?**
- ③ **Greyfields Revitalization Strategy: what have we done so far?**
- ④ **What is a Community Improvement Plan (CIP)?**
- ⑤ **The Draft Greyfields Community Improvement Plan**
- ⑥ **CIP: Financial Incentive Programs**
- ⑦ **CIP: Municipal Leadership Strategy**
- ⑧ **Next Steps**

What is the Purpose of this Meeting?



- To meet and greet local stakeholders and residents
- To explain the overall purpose of the Greyfields Revitalization Strategy and its process to date
- To present the draft Greyfields Community Improvement Plan (CIP)
- To obtain feedback on the CIP and the proposed grant programs

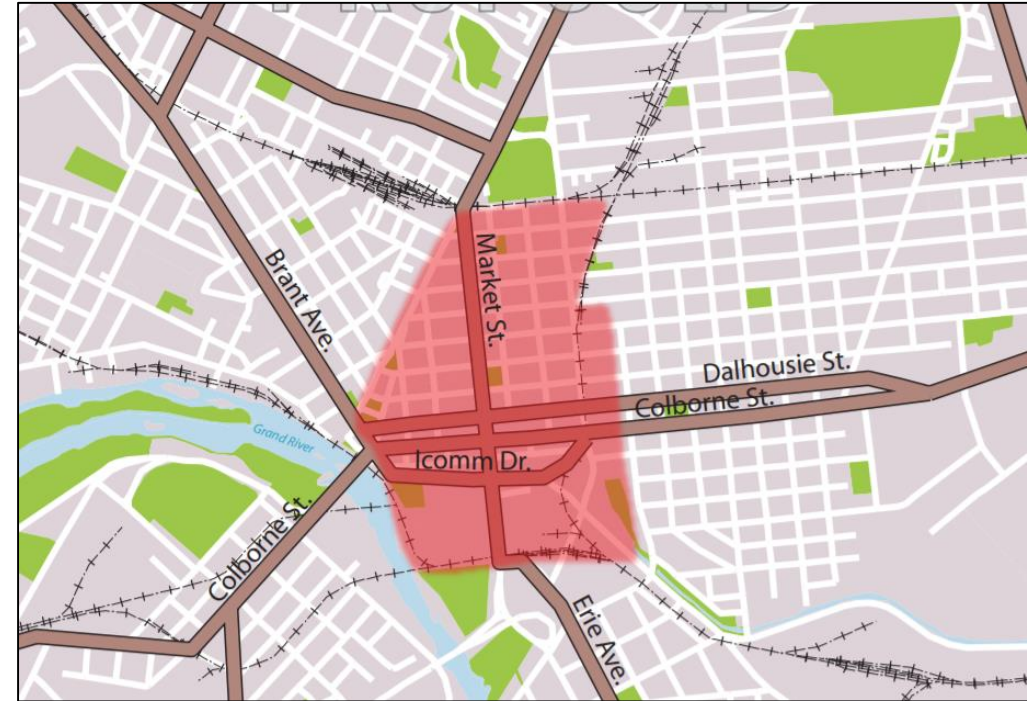
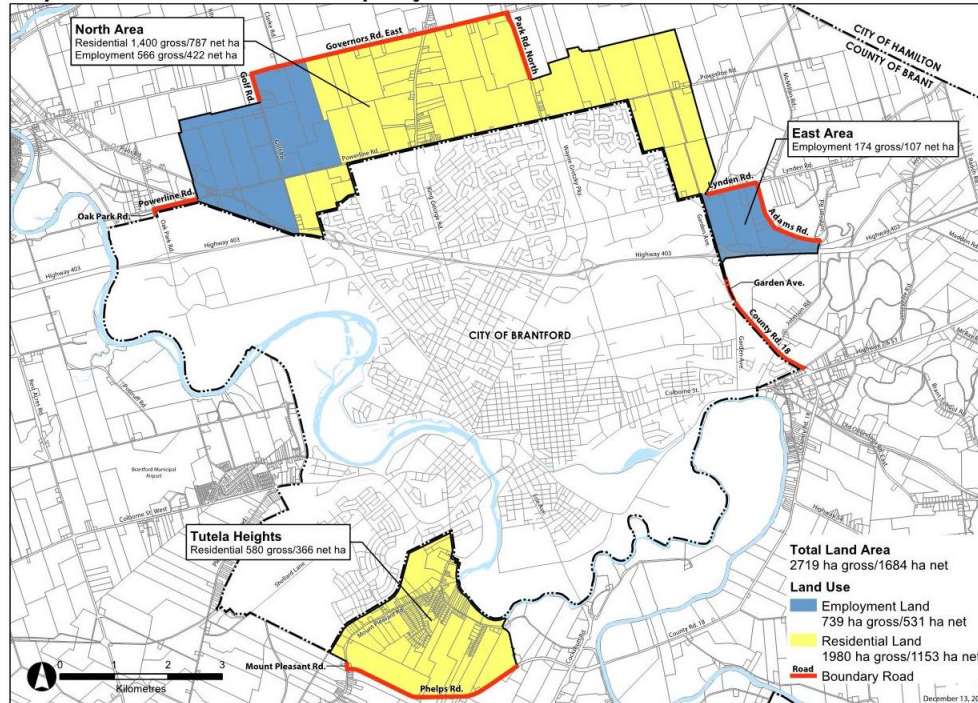
What are Greyfields?



- 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
- Now more broadly seen as vacant, derelict or underutilized commercial sites of all sizes and types that have access to existing infrastructure and utilities
- The Brantford Surplus plaza, on Colborne Street East, is a prime example of an underutilized site in need of revitalization, but there are many smaller and less obvious sites throughout the City, such as the north side of the Dalhousie Street / Stanley Street intersection and along Charing Cross Street
- They are not the same as brownfields, which are old industrial sites in need of environmental rehabilitation

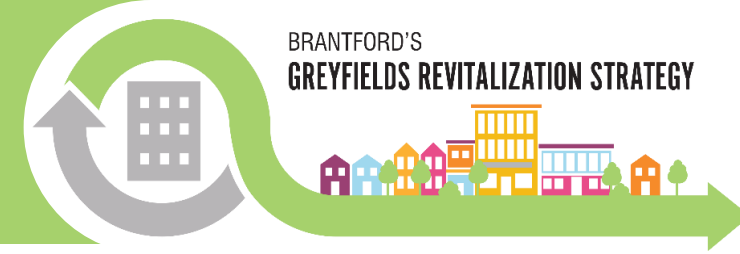


Why have we developed a Greyfields Revitalization Strategy?



- Despite recent boundary expansion, it is important to accommodate new growth within the existing built-up area where there is access to infrastructure and public services
- Revitalizing existing greyfield sites promotes economic development in Brantford
- Reinvesting in existing communities has positive impacts on surrounding land uses

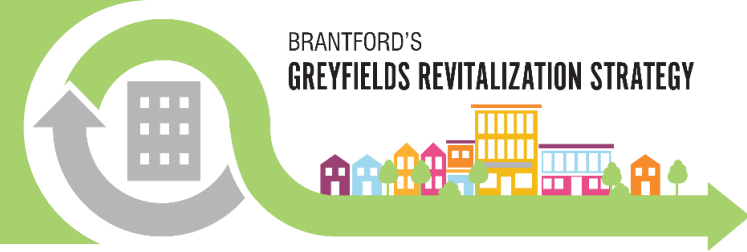
What have we done so far?



- Best practices research
- Inventory of greyfield and at-risk sites in Brantford
- Identified five Target Greyfield Revitalization Areas
- Sought public input at Open House in January 2019
- Refined Target Greyfield Revitalization Area boundaries
- Developed draft Community Improvement Plan (CIP)
- Now seeking input on the draft CIP and the proposed incentives for encouraging greyfield revitalization and redevelopment



What is a Community Improvement Plan (CIP)?

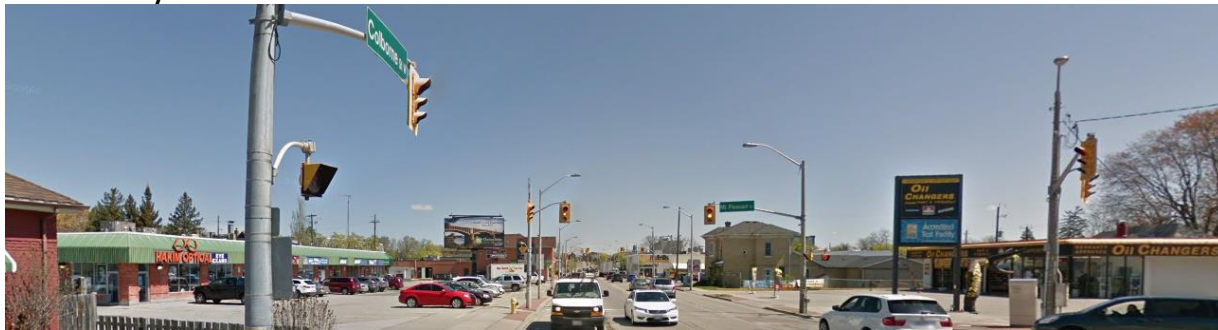


Section 28 of the Planning Act allows CIPs to consider:

- 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 identified by the municipality including:

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



Section 28 of the Planning Act allows municipalities to create CIPs through the following process:

1. Official Plan policies must exist to enable the preparation of the CIP. Brantford's Official Plan already has these in place
2. A Community Improvement Project Area must be defined, establishing the geographic boundaries for the CIP
3. The CIP must be prepared and brought before Council at a Statutory Public Meeting
4. If approved by Council, funding must be allocated through the budget process

What is a Community Improvement Plan (CIP)?



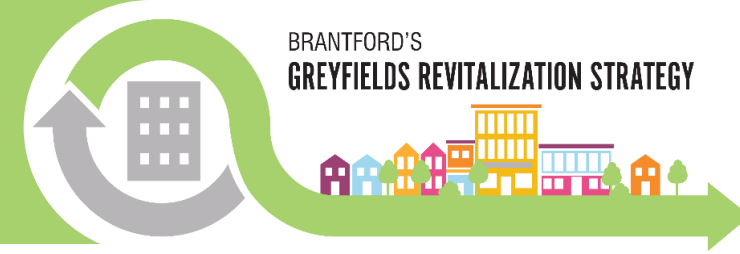
What is typically contained in a CIP?

- **Community Improvement Project Area**
- **A vision for the study area and more specific goals and objectives**
- **Financial incentive programs including eligibility criteria and implementation policies**
- **A municipal leadership strategy**
- **Monitoring and evaluation, administration and marketing policies**

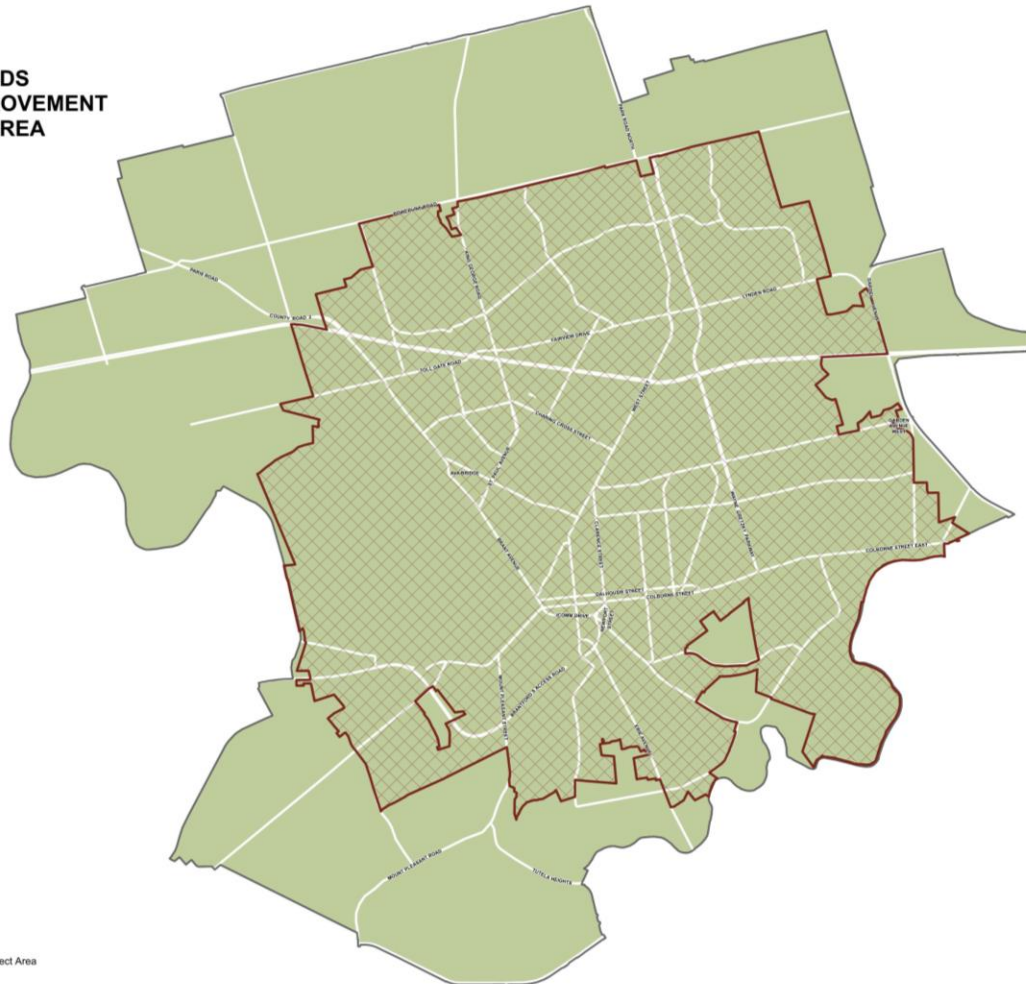
What other CIPs does Brantford have?

- **The Downtown CIP, funded through casino funds, has been leveraged to facilitate approximately \$36 million in investment since its implementation in 2002**
- **In 2001, Brantford created a Brownfield Sites Community Improvement Plan to promote redevelopment of industrial sites requiring rehabilitation and remediation**

The Draft Greyfields Community Improvement Plan (CIP)

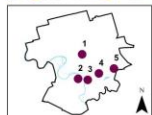
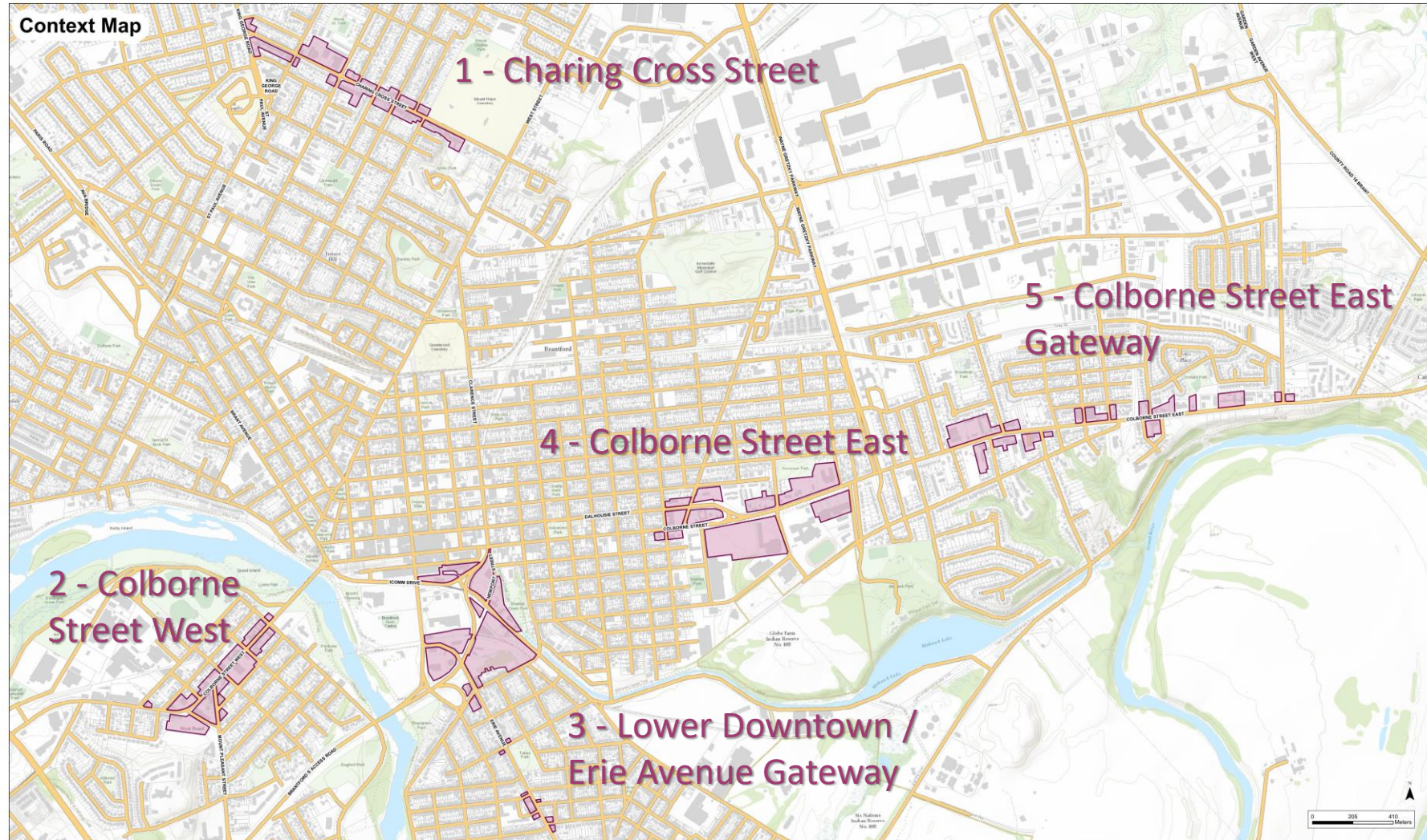


GREYFIELDS
COMMUNITY IMPROVEMENT
PROJECT AREA



- The Greyfields CIP Project Area encompasses all areas within the City of Brantford's built boundary
- Some of the proposed programs only apply within the smaller Target Greyfield Revitalization Areas, recognizing that each program addresses different contexts

The Draft Greyfields Community Improvement Plan (CIP)

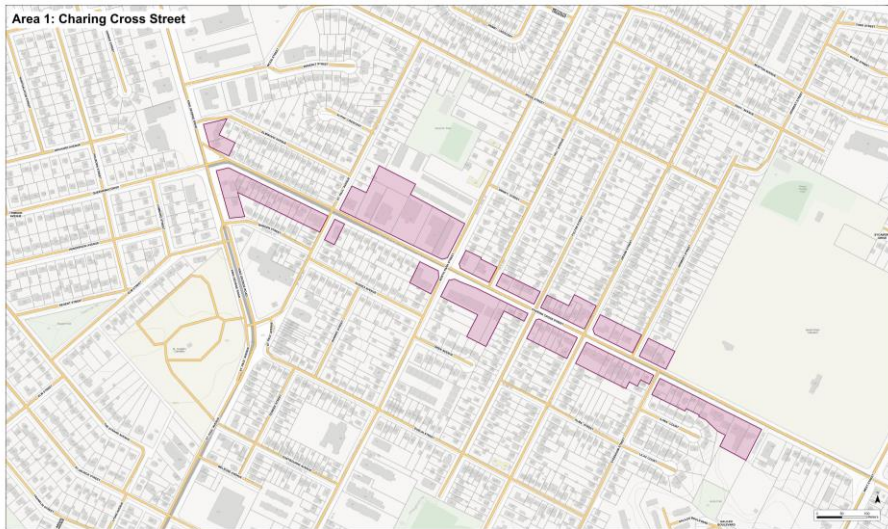


CITY OF
BRANTFORD

Proposed Target Greyfield Revitalization Area

Source: Laser Credits: Sources: Esri, HERE, Garmin, Intermap, Incorporeo Corp., GEBCO, USGS, FAO, NPS, NRCAN, Geodette, IGN, Kantamir NL, Ordnance Survey, Esri Japan, METI, Esri China

Draft Greyfields CIP – Vision and Goals for Revitalization



Charing Cross Street

PRIMARY GOALS

To revitalize the existing commercial community and better integrate these uses into their adjacent communities

SECONDARY GOALS

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



Draft Greyfields CIP – Vision and Goals for Revitalization



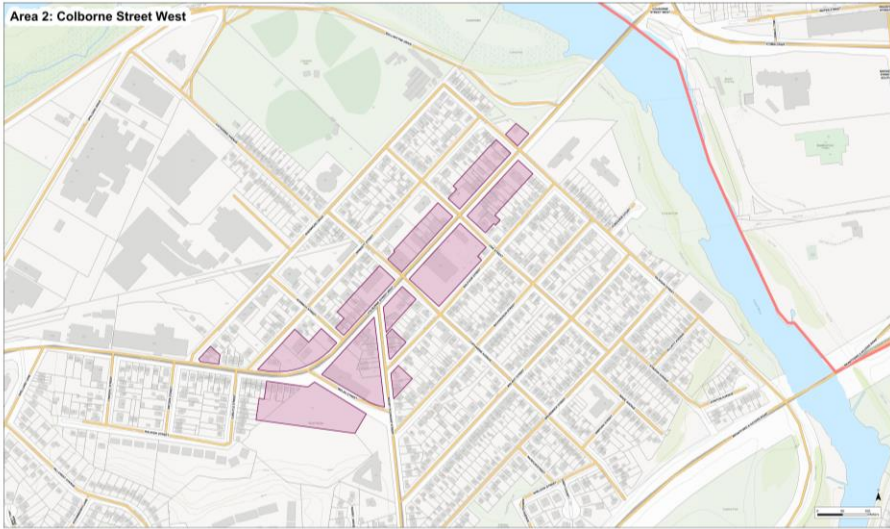
Colborne Street West

PRIMARY GOALS

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

SECONDARY GOALS

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



Draft Greyfields CIP – Vision and Goals for Revitalization



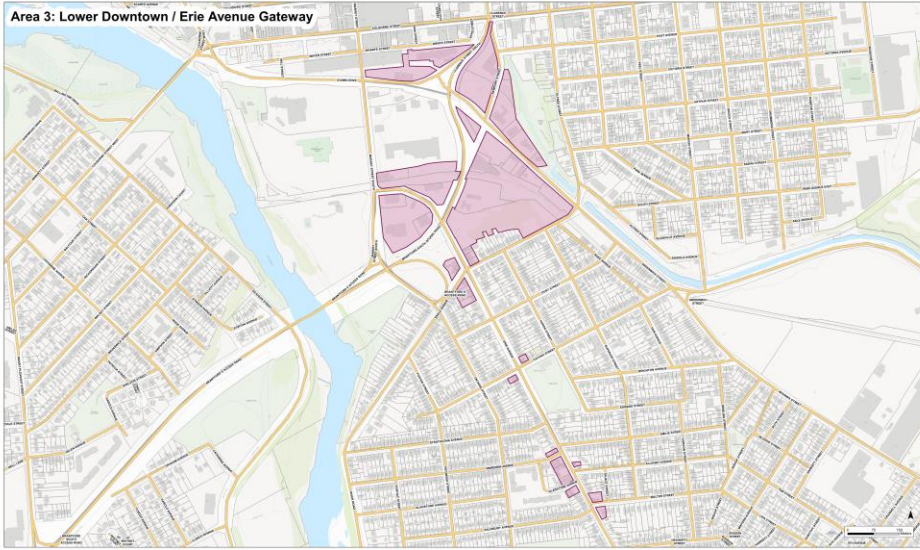
Lower Downtown / Erie Avenue Gateway

PRIMARY GOALS

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

SECONDARY GOALS

To capitalize on larger lots through mixed-use redevelopment in the Lower Downtown, and transition though the revitalized main street-style buildings on Erie Avenue to a pedestrian-friendly local community, activating this corridor and reintegrating these historically distinct areas



Draft Greyfields CIP – Vision and Goals for Revitalization



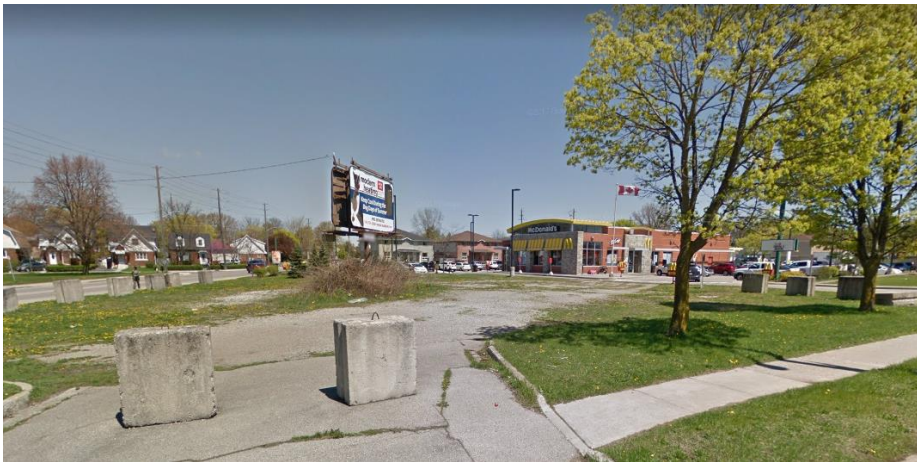
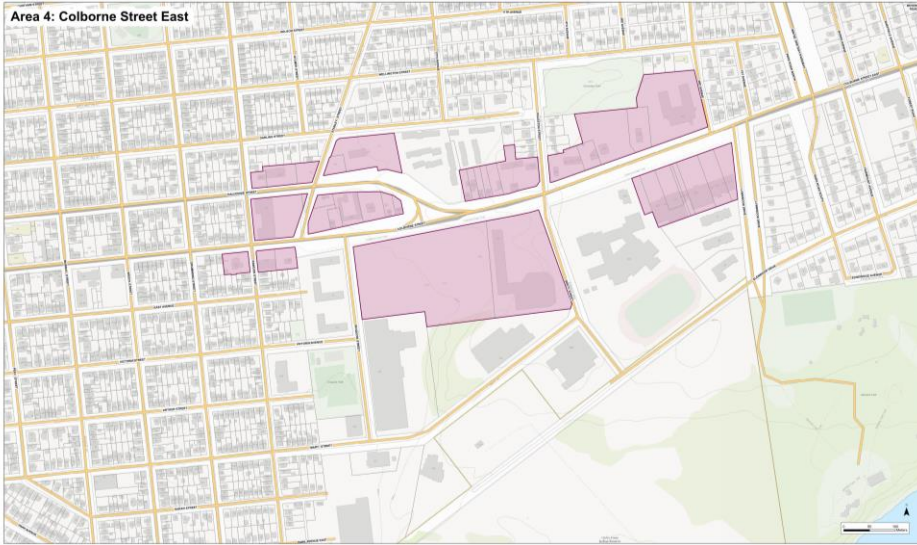
Colborne Street East

PRIMARY GOALS

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

SECONDARY GOALS

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 – Vision and Goals for Revitalization



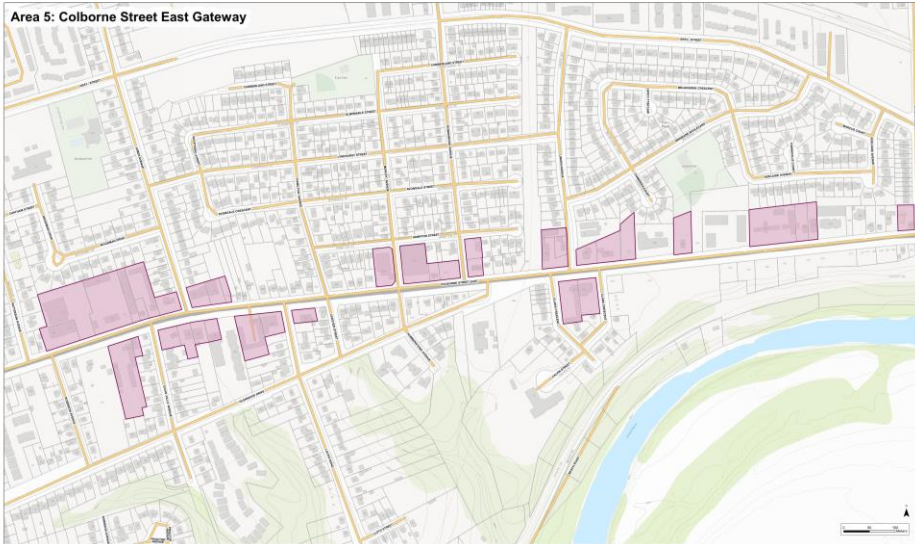
Colborne Street East Gateway

PRIMARY GOALS

To revitalize the existing commercial community and better integrate these uses into their adjacent communities

SECONDARY GOALS

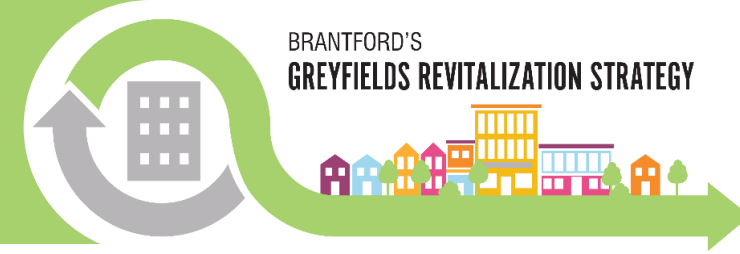
To improve the commercial properties and the amenities for local residents while also recognizing that this corridor maintains its role as a gateway to the City and caters to the travelling public



Commercial Façade, Landscaping and Connectivity Improvement Grant

PURPOSE	ELIGIBILITY	RECOMMENDED MAXIMUM GRANT
<p>To support:</p> <ul style="list-style-type: none">- Rehabilitation and improvement of existing commercial and mixed-use properties; and- Their ongoing use by improving their aesthetic appeal and function	<p>Must be:</p> <ul style="list-style-type: none">- Located in a Target Greyfield Revitalization Area- Commercially zoned- Have commercial or mixed-use buildings with commercial uses at grade	<p>Up to \$15,000 or 50% of the total eligible costs, whichever is lesser</p>

Financial Incentive Programs



Mixed-Use Building Improvement Grant

PURPOSE	ELIGIBILITY	RECOMMENDED MAXIMUM GRANT
<p>To support the conversion of:</p> <ul style="list-style-type: none">- Existing commercial or vacant upper-storey space into a residential, office or other permitted use; and/or- At-grade residential units in commercial buildings back to commercial use; or- All or some of 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	<p>Must be:</p> <ul style="list-style-type: none">- Located in a Target Greyfield Revitalization Area- An existing commercial building with upper-storey space to be converted to residential, office or other permitted uses with at-grade commercial uses; or- An existing commercial building with at-grade residential units to be converted back to commercial uses; or- A commercially zoned dwelling to be converted entirely to a commercial use or in part to a mixed-use building	<p>The maximum grant shall be the lesser of:</p> <ul style="list-style-type: none">- \$10,000 per commercial or residential unit up to a maximum of \$30,000; or- 50% of eligible costs for the entire project on one lot up to a maximum of \$30,000

Financial Incentive Programs



Tax Increment-Based Grant

PURPOSE	ELIGIBILITY	RECOMMENDED MAXIMUM GRANT
<p>To promote:</p> <ul style="list-style-type: none">- Transformative redevelopment of greyfield properties that will result in an increase in the assessed value of these properties; and- Incentivize mixed-use, multi-storey infill and redevelopment where these uses are contemplated by the Official Plan	<p>Eligible properties include:</p> <ul style="list-style-type: none">- Properties within the Colborne Street West, Lower Downtown/Erie Avenue Gateway, and Colborne Street East Target Greyfield Revitalization Areas; and- Properties elsewhere within the Community Improvement Project Area may be eligible at the discretion of City Council, subject to criteria	<p>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</p>

Tax Increment-Based Grant

CRITERIA FOR PROPERTIES *NOT* IN ONE OF THE IDENTIFIED TARGET GREYFIELD REVITALIZATION AREAS

- **Must be on a site that meets the CIP definition of a greyfield**
- **The proposal must represent transformative change *and* maintain appropriate land use and built form in relation to the existing adjacent uses**
- **Any potential impacts from the proposed density increase must be studied and mitigated, including traffic, servicing and public facilities such as parks**
- **Any planning approvals (e.g. zoning by-law amendments, minor variances etc.) required to implement the proposed development must be obtained and finalized**

Tax Increment-Based Grant – How it Works

SCENARIO	GRANT CALCULATION	GRANT VALUE
<p>A hypothetical property is paying \$10,000 a year in taxes</p> <p>After redevelopment, and a revised assessment, the property's taxes rise to \$20,000, an increase of \$10,000</p>	Up to 80% of the increased municipal property taxes in years 1 to 5	\$8,000, for five years, for a total of \$40,000
	60% in years 6 and 7	\$6,000 for two years, for a total of \$12,000
	40% in year 8	\$4,000
	20% in years 9 and 10	\$2,000 for two years, for a total of \$4,000
		Total Grant Value = \$60,000

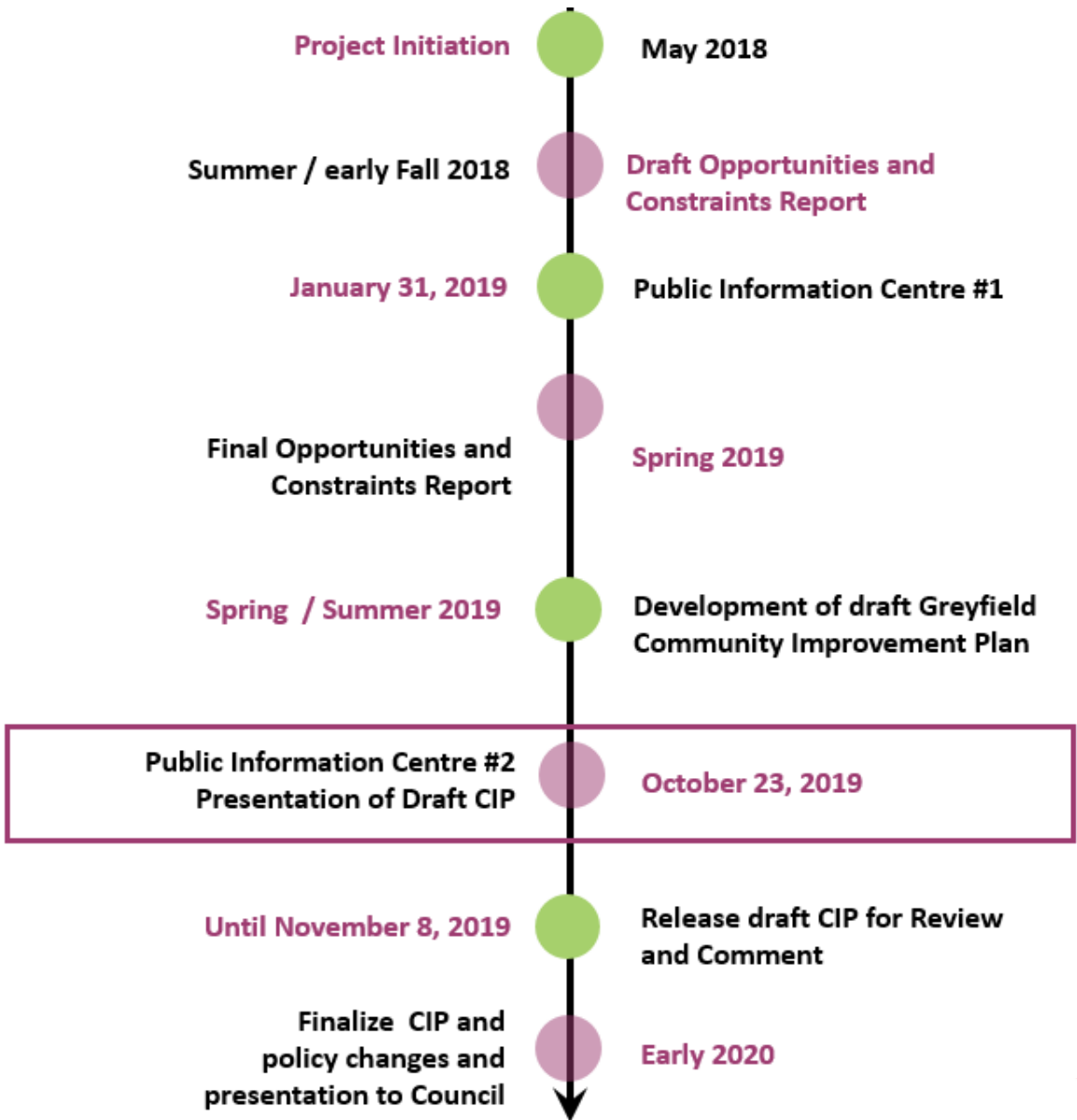
Municipal Leadership Objectives

- **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



Thank you for your participation this evening!

We will take the input collected, schedule stakeholder meetings where appropriate and project updates will be provided for those who sign up and through the City's website.

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

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Questions?