



THE CORPORATION OF THE TOWNSHIP OF TAY

*Community Improvement Plan*

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## **1.0 INTRODUCTION**

### **1.1 Community Improvement Plans**

A Community Improvement Plan (CIP) is a tool that allows a municipality to direct funds and implements planning policy initiatives toward a specifically defined project area. Section 28 of the Planning Act gives municipalities that have enabling policies in their Official Plans, the ability to prepare Community Improvement Plans. The Community Improvement Plans are intended to encourage rehabilitation initiatives and/or stimulate development. Once implemented, the plan allows municipalities to provide tax assistance, grants or loans to assist in the rehabilitation of lands and/or buildings within the defined Community Improvement Project Area.

First impressions count. You have to get customers to take notice and stop before they will come through the door.

### **1.2 Purpose**

The purpose of this CIP is to create stronger economic bases, and cleaner and more appealing environments within the Township of Tay's communities; Port McNicoll, Victoria Harbour and Waubaushene. Implementation will start with the major communities of Port McNicoll and Victoria Harbour. This will be done by creating centralized and defined commercial cores in each settlement area. The Township will aid existing local businesses by creating a tax increment based grant program if the businesses approve of and abide by certain urban design principles and guidelines set forth in this CIP. This CIP aims to create areas to attract new commercial development within the CIP boundaries in accordance of the Township of Tay's Official Plan.

### **1.3 Rationale**

In August of 2001, the Director of Planning and Development recommended that the Council authorize staff to direct the 2001 budgeted funds for a Community Improvement Plan for Port McNicoll and Victoria Harbour.

The number of businesses in the downtown core and central commercial areas of each settlement area have dwindled over several decades. In Port McNicoll, Victoria Harbour, and Waubaushene lands designated and zoned for commercial

development are under-utilized and a lack of available employment opportunity has become an issue. Waubauskene has not been as much of an issue as the other communities; however, having recently lost the grocery store in town, a major anchor to commercial opportunities, efforts to bring business back are warranted albeit not to the same degree. Consistent with the Township's Official Plan, this CIP seeks to develop a sustainable local economy for each settlement area which is compatible with the lifestyles of the residents.

Along with weak local economies, growth pressure is becoming an issue in the area. The Growth Plan for the Greater Golden Horseshoe released in 2006 predicts that Simcoe County will have a 58.7% increase in population from 2001-2031 or roughly 275,000 new residents<sup>1</sup>. Tay Township anticipates a 19.5% growth rate in a twenty year period, ending in 2024<sup>2</sup>. Such significant growth rates require sufficient preparation of each settlement area, beginning with a sustainable economy that promotes live-work environments.

## **1.4 Goals and Objectives**

The downtown is the place that gives people their first sense of the community and leaves a lasting impression. Our downtowns are the face and life blood of a community and reflect the community's values. A community's heritage is celebrated in its downtown through its buildings that tell a story of the community's past and its values are celebrated in the downtown's present.

A healthy and vibrant downtown boosts the economic health and quality of life in a community. A healthy downtown creates jobs, incubates small businesses, protects property values, and increases the community's options for goods and services. A healthy downtown reflects the health of the whole community.

Attractive facades, and the collective image of the downtown area, can significantly help sell the businesses and the business district to potential customers. The first impression is all you have to entice a visitor to your business so the façade treatment is key. The quality of the façade is a reflection of what sort of experience a potential customer will have once they go inside.

Downtowns have an advantage over regional type developments in terms of their historical value and their compact, pedestrian friendly scale. Downtowns provide unique experiences that draw day trippers and tourists.

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<sup>1</sup> Places To Grow: Growth Plan for the Greater Golden Horseshoe. 2006. Ministry of Public Infrastructure Renewal.

<sup>2</sup> Tay Area Water System Class Environmental Assessment Project File. January 14 2005. R.J. Burnside & Associates.

Downtown building facades are important elements in preserving and enhancing the small-town character of Tay's communities and revitalizing the business climate.

Streetscape and facade improvements are a visible sign that positive things are happening, and that building owners, business owners, local government and the community care about their downtown and their businesses.

The goals of the Community Improvement Plan for the Township of Tay include:

1. Building healthier, stronger downtowns and communities.
2. Encourage the upgrading and re-use of derelict land and buildings.
3. Protect, promote, enhance and celebrate the unique heritage of Tay Township, our people, family and buildings.
4. Encourage residents to shop locally and use the local services and provide employment opportunities for local residents.
5. Provide distinctive, attractive, walkable downtowns and build a strong sense of place and increase community pride.
6. Enhance the community improvement area's image and attract commercial investment. Support and help maintain local services, such as shops, restaurants, grocery stores, service industries such as banking, legal, personal service etc. Increase the tax base and diversify the local market. Bring expenditures from external sources into the local market.
7. Increases pedestrians and eyes on the street and reduce vandalism and crime.

The goals and objectives are an integral part of the Community Improvement Plan and have been used to guide the development of the Plan and identify the Project Areas.

## 2.0 PLANNING POLICY

### 2.1 Provincial Policy Statement

In addition to Section 28 of the Planning Act, which authorizes Community Improvement Plans, there are other provincial interests related to the intensification and redevelopment of properties. The Provincial Policy Statement, issued under the authority of Section 3 of the Planning Act, provides policy direction on matters of provincial interest related to land use planning. Section 1 of the Provincial Policy Statement deals with efficient, cost-effective development and land use patterns. More specifically, Section 1.1.2 describes the following:

*“Sufficient land shall be made available through intensification and redevelopment and, if necessary, designated growth areas, to accommodate an appropriate range and mix of employment opportunities, housing and other land uses to meet projected needs for a time horizon of up to 20 years...”*

Section 1.3 of the Provincial Policy Statement describes specifically how planning bodies shall promote economic development and competitiveness by:

- a) Providing for an appropriate mix and range of employment (including industrial, commercial and institutional uses) to meet long term needs;*
- b) Providing opportunities for a diversified economic base, including maintaining a range and choice of suitable sites for employment uses which support a wide range of economic activities and ancillary uses, and take into account the needs of existing and future businesses;*
- c) Planning for, protecting and preserving employment areas for current and future uses; and*
- d) Ensuring the necessary infrastructure is provided to support current and projected needs.*

Section 1.7.1 of the Provincial Policy Statement states that long-term economic prosperity should be supported by:

- a) Optimizing the long-term availability and use of land, resources, infrastructure, and public service facilities;*
- b) Maintaining and, where possible, enhancing the vitality and viability of downtowns and mainstreets;*
- c) Promoting the redevelopment of brownfield sites;*

- d) *Providing for an efficient, cost-effective, reliable multi-modal transportation system that is integrated with adjacent systems and those of other jurisdictions, and is appropriate to address projected needs;*
- e) *Planning so that major facilities (such as airports, transportation/transit/rail infrastructure and corridors, intermodal facilities, sewage treatment facilities, waste management systems, oil and gas pipelines, industries and resource extraction activities) and sensitive land uses are appropriately designed buffered and/or separated from each other to prevent adverse effects from odour, noise and other contaminants, and minimize risk to public health and safety;*
- f) *Providing opportunities for sustainable tourism and development;*
- g) *Promoting the sustainability of the agri-food sector by protecting agricultural resources and minimizing land use conflicts; and*
- h) *Providing opportunities for increased energy generation, supply and conservation, including alternative energy systems and renewable energy systems.*

## **2.2 Places to Grow**

The Places to Grow Growth Plan for the Greater Golden Horseshoe was released by the Ministry of Public Infrastructure Renewal to give guidelines to planning bodies for imminent future growth outside of the greenbelt. According to section 2.2.2 of the Proposed Growth Plan for the Greater Golden Horseshoe:

1. *Population, household and employment growth will be accommodated by –*
  - a. *Directing a significant portion of new growth to the built-up areas of the community through intensification*
  - b. *Focusing intensification in intensification areas*
  - c. *Building compact, transit-supportive communities in greenfields*
  - d. *Reducing dependence on the automobile through development of mixed-use, transit-supportive, pedestrian-friendly urban environments*
  - e. *Providing convenient access to intra- and inter-city transit*
  - f. *Ensuring the availability of sufficient land in designated employment areas to accommodate forecasted growth to support the Greater Golden Horseshoe's economic competitiveness*
  - g. *Planning and investing for a balance of jobs and housing in communities across the Greater Golden Horseshoe to reduce the need for long distance commuting and to increase the modal share for transit, walking and cycling.*

- h. *Encouraging cities and towns to develop as complete communities with a diverse mix of land uses, a range and mix of employment and housing types, high quality public open space and easy access to local stores and services.*
- i. *Directing development to settlement areas except for development related to the management or use of resources, resource-based recreational activities and other rural land uses that cannot be located in settlement areas.*
- j. *Directing major growth to settlement areas that offer municipal water and wastewater services and limiting growth in settlement areas that are serviced by other forms of water and wastewater services.*
- k. *Prohibiting the establishment of new settlement areas.*

Section 2.2.3 of the Growth Plan for the Greater Golden Horseshoe covers additional and general intensification guidelines attempting to achieve *intensification* targets as well as attracting a significant portion of the population, household, and employment growth.

## **2.3 Official Plan – Township of Tay**

### **2.3.1 Goals and Objectives**

Section 2.1 of the Official Plan for the Township of Tay states the community vision regarding the social and economic welfare of the Township. The following excerpts from Section 2.1 support the goals and objectives of the CIP:

*“Through tourism, agriculture, commerce and industry, the Township will endeavour to develop a diverse and stable local economy which is compatible with our lifestyles.*

*The Township will strive to ensure a range of community services to provide residents and visitors with lifelong opportunities in our community.”*

The Official Plan also sets out goals and objectives for economic development:

*“To create economic diversity and stability by supporting existing and new businesses in traditional sectors, such as agriculture and manufacturing, and emerging sectors, such as high technology and cottage industries, and fostering employment, training and entrepreneurial opportunities for the Township’s residents in the community and the surrounding region.”*

The Township's Official Plan also lists the following objectives in response to a changing economic market:

- *Encourage and support small and home-based business and cottage industry development.*
- *Foster and promote local entrepreneurship.*
- *Maximize use of existing land, human and business resources in the community for economic development.*
- *Support the development of business services.*
- *Encourage the provision of training initiative in the Township.*
- *Expand promotion and marketing of economic opportunities.*
- *Tie into regional economic development initiatives.*

### 2.3.2 Community Improvement Policies

Section 7.15 of the Official Plan of the Township of Tay is the enabling policy for this CIP. It states:

*It shall be a policy of this Plan to provide for, through the use of maintenance and occupancy by-law, a minimum standard for the maintenance occupancy of all buildings, yards, etc. Further it shall be the policy of this Plan that the Township will consider establishing a comprehensive program of preservation/rehabilitation /redevelopment so that the quality of buildings and facilities in the municipality remains stable and constant. To implement this policy, the Township may pass by-laws designating certain areas as community improvement areas. These areas shall be established based on the objectives listed below. In addition to designating areas, the Township would prepare community improvement plans which will outline the facilities improvements required so that the quality of life in the community is maintained.*

*The following objectives shall be considered when establishing Community Improvement Areas:*

- a) *Reduce or perhaps eliminate deficiencies in municipal, social, recreation and physical facilities and therefore maintain the quality, safety and stability of the community;*
- b) *Guide and prioritize the spending of municipal and provincial funds in regard to community improvements;*

- c) Encourage, support and aid in the co-ordination of private efforts to rehabilitate/redevelop property, which will have a positive impact on the stability of the community;*
- d) Improve existing recreation and social services, and construct new facilities having regard to the recommendations of the Culture and Recreation Master Plan;*
- e) Stabilize and/or improve the property and business tax bases in commercial and industrial areas by upgrading municipal services and therefore stimulating private investment; and,*
- f) Improve the existing transportation deficiencies as outlined in the Road Needs Plan.*

### **3.0 FIVE YEAR GRADUAL PROPERTY TAX INCREMENT GRANT**

3.1 It is recognized that property improvements undertaken in a manner that implements the Urban Design Guidelines set forth in this CIP, and which is approved by the Township, may result in increased assessment and therefore increased taxes.

In order to encourage investment in the Community Improvement Plan areas, the Township has implemented a tax rebate program that would phase in any increased assessment in the Township's portion of the property tax for commercial buildings that are renovated, reconstructed or where a vacant property is developed.

This grant may not be provided to residential properties within the Community Improvement Area, but may apply to the whole of a property that provides commercial space on the main floor of the building and residential use at the back and/or above.

The grant phases in the increase in taxes as a result of the development gradually at a rate of 20% annually over five (5) years.

(See Figure 3.1.1).

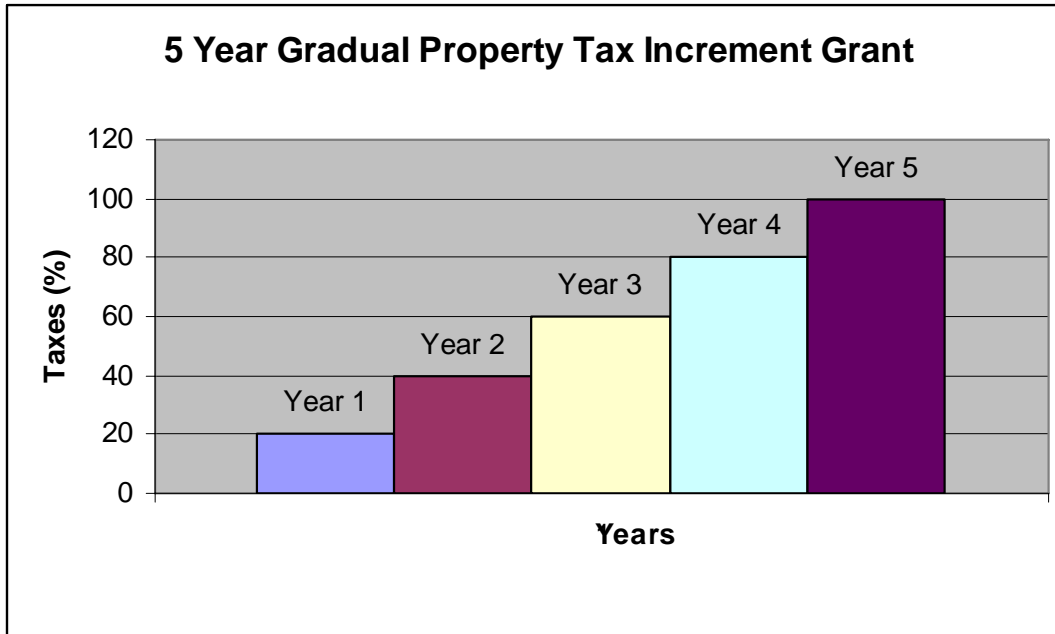


Figure 3.1.1

3.2 The Gradual Property Tax Increment Grant will not be available to adult entertainment establishments.

#### 4.0 FAÇADE IMPROVEMENT GRANT

##### 4.1 Building Façade Improvements

A one-time grant of up to 100 percent to a maximum of \$10,000.00 will be available of the costs to assist commercial building owners and tenants to improve a building façade and/or façade signs in accordance with the Façade Guidelines and the Sign By-law for the Township of Tay. This may include phasing improvements, over more than one budget year.

The Township may also waive the building permit fees for façade improvements that receive a grant via this Plan.

##### 4.2 Grant Eligibility Requirements

Council shall appoint a Committee to review application for financial incentives. The Committee shall review all applications based on these eligibility requirements and the degree to which the project implements the Township's Façade Guidelines. Generally no improvements carried out prior to the approval of the

application will be eligible for funding. Council may require that eligibility for grants be pre-approved.

To ensure that the efforts are genuine and worth while, the minimum amount of grant that should be applied for is \$500.00.

Grants would be available to a property owner or tenant occupying an assessed building in the Community Improvement Area upon satisfactory completion of the project. Assistance granted under any of the financial incentive programs to a particular property is not transferable to any other property.

The following types of businesses are generally not eligible to obtain the façade improvement grant: fast food chains, franchise businesses, financial institutions, liquor and beer stores, post offices, and adult entertainment establishments.

Building façade grants will be granted based on a primary grant for the building façade that forms the primary entrance to the building, and a secondary grant for a building side that faces the street.

Examples of façade improvements include: signage and associated lighting, awnings, storefront glass doors and transom windows, storefront windows where they replace non-storefront windows, installation of storefront cornice and building cornice, painting of woodwork, installation of base panels, masonry cleaning and re-pointing, restoration and stabilization and general renovation of storefronts.

Grants will not be made available for building insulation, modern style elements, eavestrough and interior work.

Priority may be given to the communities of Port McNicoll and Victoria Harbour and particularly for the properties at the key four corner intersections and moving outward from those locations at William and Richard in Victoria Harbour and Talbot and Forth Avenue in Port McNicoll.

For all applications, priority will be given to existing commercial businesses or buildings that are being renovated for commercial purposes. Priority may also be given for historic buildings used for commercial purposes.

Properties and buildings should not have any tax arrears, outstanding utility charges or any other legal claim, lien or order that may affect the title of the land.

Grants will be available to a property owner or tenant on the basis of one grant per building.

Applications that most succinctly achieve the goals and objectives of the Plan and Façade Guidelines will be favoured.

Applications that significantly improve the façade will be favoured.

Applications for facades that they are very visible in the community improvement area may be given priority.

Applications that include additional works to be implemented by the Owner or Tenant (partial fund of the project) outside of the grant and/or include sweat equity will be preferred.

Applications that include more than one façade element, for example: signage and lighting; or windows and awnings, may be favoured.

Applications that include landscaping and/or planters to be installed by the owner or tenant outside of the grant application may also be preferred.

The Property Tax Increment Grant will only be available where the property and building improvements undertaken result in an increase in the municipal share of the increased taxes and exceeds \$200.00 per year. The actual cost associated with an individual application may be subject to an independent audit at the request of the Township and at the expense of the property owner or tenant.

The total of the grants made in respect of particular lands and buildings under this Community Improvement Plan and the tax assistance as defined in Section 365.1 of the Municipal Act, 2001 that is provided in respect of the lands and building in this Community Improvement Plan shall not exceed the cost of rehabilitating the lands and building.

#### **4.2.1 Grant Commitment**

To obtain a commitment for a grant, the property owner or tenant must submit a detailed proposal and at least two estimates for consideration by the Community Improvement Committee, prior to commencement of the improved works.

The Community Improvement Committee is delegated the authority by Council to approve the grant.

The grant commitment will lapse if a notice of completion of the improvement works has not been within eight month of the date of the grant commitment. An extension of up to four months may be granted by the Community Improvement Committee following receipt of a written request by the property owner or tenant explaining the reasons for the extension and providing a new date of completion.

#### **4.2.2 Letter of Undertaking**

The property owner and tenant, where applicable, who receives a grant is required to execute a letter of undertaking which includes terms and condition of the grant.

The grant recipient is required to indemnify the Township against any claims, actions, demands and expenses that are made or brought about against the recipient because of the recipient's failure to exercise reasonable care, skill or diligence in the performance of the improvement.

#### **4.2.3 Grant Payment**

The Town will pay the grant following receipt of a notice of completion of the works, and inspection by the Chief Building Official and the Chair of the Community Improvement Committee or a member of the Committee as designated by the Chair.

### **5.0 FACADE GUIDELINES**

Facade Guidelines are intended to provide visual identification and continuity to the commercial core of each settlement area, and to clearly establish the Township's expectations for private development. These guidelines are based on the principle of maintaining the heritage character and pedestrian scale of each settlement area.

Building design should emphasis individual building characteristics but provide for a common massing relationship of streets, heights, and avoidance of large expanses of blank walls.

Tay Township's settlement areas should create an attractive, comfortable and safe atmosphere which is both functional and visually appealing. Each settlement area has a unique character and should be defined as a distinct community within the Township.

## 5.1 Building Façades

Designs need to reflect the following guidelines to be eligible for the façade grant. The Municipality has produced a Tay Township Façade Guidelines Booklet for further assistance.

### 5.1.1 General Storefront Design

In general, building façade designs shall reflect the built history of the community.

- A Storefront design should be in keeping with a building's overall design. Façade elements, such as entrances, windows and signage should provide clarity and lend interest to the storefront. A distinction between individual storefronts and the whole of the building facade is important.
- Individual storefronts should be clearly defined by architectural characteristics such as storefront cornices, sign boards, pillars, or separations of glass and base panels.
- A horizontal band at the top of each storefront can serve as an appropriate location for business signage. Back lit signs are discouraged and may not be permitted by the Sign By-law.
- Storefront windows should be consistent in height and design with storefront doors to create a cohesive appearance.
- To add to the pedestrian experience, displays should be provided in both retail and non-retail storefront windows that add color, texture, information, and/or visual activity.

### 5.1.2 Historic Buildings

Historic buildings are important visual anchors in commercial districts and establish the architectural character of the community. Facades and storefronts of historic buildings should be repaired and well maintained. Original features and material such as base panels, transoms, and window framing should all be maintained. Deteriorated original features should be repaired whenever possible, and missing features should be replaced to match the original.

### 5.1.3 Newer Buildings

New buildings and alterations to non-heritage buildings should be in keeping with the massing and scale of neighbouring buildings. They should, where possible, be in line, having similar setbacks as neighbouring buildings. Elements such as

windows should be sized in line with adjacent buildings where those buildings meet the façade guidelines.

#### 5.1.4 Storefronts

1. Do keep/restore the original width of historic storefront openings which have been filled in or covered over. Do keep/restore the original height and display window area in historic buildings.
2. Do keep/replace storefront windows with large sheets of clear glass to allow view into the retail space.
3. Do keep/replace transoms windows (the small windows above a door or window) and recessed entries in historic buildings. Add transom windows to new building design.
4. Do keep/replace/add base panels (the low wall area under a storefront window).
5. Don't change the building's overall pattern and spacing of piers/columns and storefront openings in historic buildings. Do create storefronts in newer buildings that reflect the sizing and spacing of the historic buildings in the community. Base panels shouldn't be more than 0.6 metres high.
6. Don't reduce the size, cover over, block or fill in original storefront openings in historic buildings.
7. Don't use sheets of glass with less than a 1.5 metre width in storefront display windows.
8. Don't use solid doors, glass block or tinted, opaque or mirrored glass.

In general, storefronts should incorporate such typical architectural features as recessed entries, display windows, and base panels, in keeping with the original design of the building. Storefronts in the same building should have a consistent design and relate to the entire building as a whole.

In some older buildings, transom windows were part of the original design and should be used for storefront windows. Window framing systems should be as thin as possible, and glass should not be deeply recessed into the frame. Framing systems should generally be painted dark colors, and anodized bronze and aluminum finishes should be avoided.

#### 5.1.5 Wall Materials

1. Do repair or replace original building materials with matching materials in historic buildings. Do use materials that compliment adjacent buildings in newer buildings.

2. Original wall materials such as brick and stone should be repaired and maintained. Dry-vit and other imitation stucco (EIFs) or siding materials should all be avoided on brick and stone buildings.
3. Don't add false fronts or mansard roofs that cover or obscure the facade of historic buildings.

Do remove non-original siding materials, false fronts and mansard roofs or canopies in historic buildings. Use quality materials in new buildings and design consistent with historic buildings in the area. Do tuckpoint masonry with mortar that matches the original in color, consistency and joint profile.

4. Don't sandblast, water blast masonry, or tuckpoint masonry with portland cement.
5. Do clean masonry with the gentlest possible method, such as with low velocity water, steam or chemical cleaning for historic buildings.
6. Don't use materials not otherwise found on the historic building.
7. Don't use imitation stucco or siding materials such as Dry-vit, aluminum or vinyl siding or metal panels on any building.
8. Do use materials that were used historically in the community such as brick or wood siding.

#### 5.1.6 Doors and Upper Storey Windows

1. Do restore the original size of any filled in or covered over upper-storey window openings and repair/replace windows in like kind to match.
2. Do remove security grilles.
3. Don't fill in or cover over upper storey window openings. New windows and doors should be sized to fit within existing openings, and not require the openings to be partially in-filled in historic buildings.
4. All broken and missing windows should be replaced with new glass, and window frames and sashes should be repaired in all buildings. Storefront doors should have glass panels and be commercial-looking in character in all buildings.

#### 5.1.7 Lighting

In all storefront buildings, the use of gooseneck lighting fixtures over awnings and signage is recommended. Accent lighting to illuminate building facades is also encouraged and may be done with projecting (gooseneck) or concealed fixtures. Such fixtures should be compatible with the building's design. In general, the entire

facade should not be washed in bright light, but lighting should be used to accentuate individual building features.

#### 5.1.8 Signs

1. Do establish a consistent location and size for all signs on the same building.
2. Do use neon or simple external lighting like gooseneck fixtures when illuminating signs.
3. Do conceal electrical transformer boxes, conduit and electrical raceways.
4. Do reuse and restore historic signs on historic buildings when possible.
5. Don't mount signs in areas where they cover up windows or decorative features of the building.
6. Don't size or locate signs so that they extend above, below or beyond storefront openings, sign panels or sign bands (the wall area above the storefront window).
7. Don't install roof signs, signs with moving or flashing parts, or projecting signs that project more than 1.5 metres from the face of the building or extend above the roof line.
8. Don't use letters more than 0.76 metres high.
9. Don't clutter the building with too many signs; attach paper flyers to storefront windows or use material that are not high quality and durable, such as plywood, plastic or Styrofoam.
10. Don't use freestanding signs or poles more than 4.5 metres high or that project over the public right-of-way.

The major purpose of a commercial sign is to identify a business and its merchandise and services. Signs should not be large and overbearing or cluttered with excessive information. They should be simple and coordinate with other neighboring signs. Randomly located signs, signs containing too much information, too many signs, and signs that are too large for individual shops and compact neighborhood shopping areas are often hard to read and easily missed by pedestrian shoppers and drivers. Such signs can give local shopping areas a cluttered, confusing and unattractive image. Simple signs with a consistent size and location from one storefront to the next make locating businesses easier. Moveable, flashing signs should also be avoided and are not permitted pursuant to the Township's By-law.

Signs on the same building should have a consistent location, size, and overall pattern and be compatible with one another.

Signs may be illuminated using external lighting fixtures such as gooseneck lamps, but the fixture should be simple, unobtrusive and not obscure the graphics of the sign.

Signs with individual letters (e.g. channel, cutout, and neon letters) are encouraged, and individual letters should generally not be more than 0.76 metres high. Large projecting signs can overwhelm a building and should be avoided. Small projecting signs, however, can create visual interest and are encouraged.

Signs for prior businesses, illegal signs, roof signs, billboards and unused structural sign supports should all be removed. Portable signs and large signs on upper facades should be avoided. Rooftop signs on or above the parapet or cornice of buildings, billboards and other outdoor advertising signs painted or mounted on structures should be strictly avoided.

Temporary signs should advertise short-term sale promotions only, and paper signs should generally be avoided. Temporary signs should not be placed on any part of the building except in display windows, and should not occupy more than 25% of a window area. It is easier for shoppers to read a few simple, well-placed sale signs than to try to read a display window cluttered with many signs.

Electrical transformer boxes, conduit, and raceways should all be concealed from public view. If a raceway cannot be mounted internally (on the inside of the building), the exposed metal surfaces of the raceway should be finished to match the background wall or integrated into the overall design of the sign. Unused electrical equipment should be removed.

#### 5.1.9 Awnings

1. Do mount awnings within individual bays or storefront openings.
2. Do use retractable or traditional shed-type awnings; for storefront windows with transoms, awnings should be mounted on transom bars.
3. Do use awnings of woven cloth or linen fabric, and limit signs on awnings to the valence (the awning flap) or small logos on the awning itself.
4. Don't use awnings that extend up to the building wall, cover decorative features, or stretch continuously across masonry piers or arches.
5. Don't use bubble awnings, exaggerated-shaped awnings, elongated bull nose entrance canopies or canopy support attached to the sidewalk.
6. Don't use metal, vinyl or rubber awnings that are internally illuminated or covered with signs, phone numbers, etc.

Awnings should be mounted in a location that respects the original design of the building, such as storefront bays, piers and columns, decorative moldings, and window and door patterns. In general, awnings should not obscure piers, columns and decorative features. Awnings should be designed to project over individual window and door opening and not be a continuous feature extending over masonry piers or arches or up the facade of the building. Awnings should be mounted within the actual window or door opening, on the wood or metal framing (not on the wall surrounding the opening). In storefronts with transom windows, awnings were often mounted on the horizontal framing bar separating the lower and upper portions of the window. Awnings should have a minimum clearance of 2.3 metre above the sidewalk.

Retractable awnings and shed-type awning are strongly encouraged. Awnings without end panels are more transparent and allow better views into the storefronts. Awnings should project out at least 0.9 metres and not be steeply pitched. Convex or box awnings should not be used. Awnings should be of woven cloth baric, not vinyl, metal or rubber. Bubble awnings or awnings that extend up the front of a building that cover decorative features, or that have exaggerated scale, should not be used. Elongated bullnose entrance canopies and canopies with sidewalk supports should not be used.

## **5.2 Site Plan Design**

Site Plan Design shall be based on the following principles:

1. Orientation of buildings to public spaces including parks squares and public streets which should be parallel to these areas.
2. Ensuring suitable grade related uses such as residential and commercial be oriented so as to provide for active and safe streets.
3. Ensuring design and grading of sidewalks and entrances is co-ordinated with adjacent owners through the development process.
4. Ensuring that the foot-print of new buildings be located close to the front property line, street or public space and that generally no parking should be permitted in front of the building, other than street parking.

### **5.3 Landscaping**

Landscaping is an effective form of enhancing the appearance of businesses and attracting clientele. Landscaping should be used to define specific areas by focusing on things such as, entrances to buildings, parking lots and public walkways. Any form of landscaping should be in scale with adjacent structures and be of appropriate size at maturity to accomplish its intended purpose.

According to a study by Professor Joel Goldsteen, landscape amenities had the highest correlation with occupancies of any other architectural and urban design variables evaluated. His conclusion was “landscaping amenities pay back the developer as evidenced by the higher occupancies (and rents) clearly justifying the investment.”

According to Laurie Saunder, Director of Marketing & Communications Manager at ALCA, “The advantages of a professionally installed and maintained landscape go beyond curb appeal and head straight for the bottom line. A well designed landscape invites customers in the door producing higher occupancy rates, increased rentals and lower vacancies. However, the savings go beyond occupancy when you consider that the proper selection and placement of plant material can lower heating and cooling costs by as much as 20% while creating a healthier environment. The use of landscape to lower noise levels, reduce crime and enhance unpleasant views are economical alternatives that add up to increased profits.”

In a recent Wall Street Journal article by Lucinda Harper, entitled “Landscapers Help Spruce Up Main Street”, several revitalization efforts around the nation were cited where landscape was key to creating a sense of community and bolstering the local economy. Research by the City of Seattle Economic Development Department indicates that people prefer to shop in business districts with trees. Recognizing this, the Township of Tay has invested in hanging baskets, planters and downtown landscaped park development. In order to really make a difference we need our businesses to do their part.

### **6.0 STAGING OF COMMUNITY IMPROVMENTS**

The grant (and deferred tax increment plan) program shall be available to property owners or tenants within the communities of Port McNicoll and Victoria Harbour in the Community Improvement Area immediately upon approval of the Plan by the Council of the Township of Tay, subject to the requirements of the grant program.

The Community Improvement area for Waubaushene will be available in 2010

## **7.0 COMMUNITY IMPROVEMENT PROJECT AREA**

### **7.1 Port McNicoll**

#### **7.1.1 Project Area Description**

The CIP Project Area extends from Fifth to Third Street's, and from just south of Davidson to just south of Talbot. This area is considered to be Port McNicoll's Central Business District (CBD). See attached Map 1.0 for the detailed CIP Boundaries. Priority may be given to the intersection of Talbot and Fourth Streets.

#### **7.1.2 History of Area**

Christened "Port McNicoll" after Canadian Pacific Railway (CPR) Vice-President David MacNicol, the small village quickly grew when the CPR surveyed the area in 1906. After two years of work, the Georgian Bay main terminal for the CPR's freight and passenger ships was complete on Maple Island. The freighters like the *Athabasca*, *Alberta* and *Manitoba* would ship grain from the grain elevator on the island, which was operational as of 1910, to eastern parts of Canada, while the passenger ships like the *Assiniboia* and *Keewatin* carried tourists west to the Great Lakes.

With the railroad and freight shipping boom taking place in Port McNicoll, many believed the village would continue to expand at its already staggering pace. Lots were quickly sold off, sidewalks were laid, fences were erected and brochures were distributed throughout North America advertising the new subdivision in Port McNicoll, deemed "Victoria Heights". However with the onset of World War I, and the closing of the mills in neighbouring towns, the subdivision never came and Port McNicoll, like its neighbours, began to decline. The CPR cancelled its rail service in 1960, and by 1966 had sold off all of its passenger and freight ships.

#### **7.1.3 Land Use**

The Official Plan for the Township of Tay sets out the land use designations and policies for the community of Port McNicoll. The Community Improvement Plan Area is subject to By-law 2000-57. This By-law is the General Zoning By-law that has zoned the lands in the Project Area as largely Village Commercial.

## **7.2 Victoria Harbour**

### **7.2.1 Project Area Description**

The project area's borders in Victoria Harbour are roughly from East to West; John St. to Richard St., and from North to South; Ellen St. to Cadeau St. This is considered to be the downtown of Victoria Harbour. See attached Map 2.0 for the detailed CIP Boundaries. Priority may be given applications at the intersection of William and Albert Street that include quality wood siding to compliment the existing heritage buildings in that area.

### **7.2.2 History of Area**

Victoria Harbour began with the opening of a lumber mill by John Hogg in the 1830s, but it wasn't until the arrival of John Waldie in 1886 that the village truly began to develop. Waldie began the Victoria Harbour Lumber Company (VHL Co.), which grew to operate three mills along the shoreline of Georgian Bay at Victoria Harbour. Waldie had a strong sense of community, providing his workers with company housing, a company store where workers were given credit during the mill's off-season and a village library. The company houses were all painted in the company colours, a bright yellow with white trim, earning the village the nickname of "Canary Towne".

Waldie was also a religious man, making his last donation to Victoria Harbour in 1906 with the completion of St. Paul's Presbyterian Church. Waldie died the following year, at the peak of the VHL Co.'s operations. However, the mill's prosperity didn't last long as resources began to decrease. As lumber along Georgian Bay became scarce, the mill suffered heavily, eventually closing in 1927. Despite the threat of fire, several of the original company buildings still stand, including the original Company Store on William Street.

### **7.2.3 Land Use**

The Official Plan for the Township of Tay sets out the land use designations and policies for the community of Victoria Harbour. The Community Improvement Plan Area is subject to By-law 2000-57. This By-law is the General Zoning By-law that has zoned the lands in the Project Area as largely Village Commercial.

## 7.3 Waubaushene

### 7.3.1 Project Area Description

The CIP Project Area extends includes many of the commercial properties fronting onto Sturgeon Bay Road and Coldwater Road. See attached Map 3.0 for the detailed CIP Boundaries.

### 7.3.2 History of Area

The original sawmill in Waubaushene opened in 1861 and was operated by William Hall until it was purchased by Anson G.P. Dodge in 1870. Dodge formed the Georgian Bay Lumber Company a year later, and included the Waubaushene and Port Severn mills. The Waubaushene mill was so successful that the Georgian Bay Lumber Company head office was moved from Barrie to Waubaushene in 1873. The original mill burned to the ground in 1881, but was rebuilt almost immediately.

Like John Waldie in Victoria Harbour, Dodge promoted community in Waubaushene, providing the village with a hockey and curling rink, a library reading room, gave his employees Friday afternoons off, and provided ice cream and lemons each Dominion Day. Like other milling communities, Waubaushene suffered as the timber supply depleted. The Waubaushene mill closed in 1924, forcing numerous families to leave the village in search of work.

However, the village was revived by tourism in the 1930s, with popular spots like Holland House and the Bayview Dance Hall. Currently, Waubaushene relies on its seasonal residents and tourism as a means of income.

### 7.3.3 Land Use

The Consolidated Official Plan for the Township of Tay sets out the land use designations and policies for the community of Waubaushene. The Community Improvement Plan Area is subject to By-law 2000-57. This By-law is the General Zoning By-law that has zoned the lands in the Project Area as largely Village Commercial.

## **8.0 IMPLEMENTATION**

### **8.1 Administration**

This Community Improvement Plan will be administered by the Township of Tay as part of the implementation of the Township's Downtown Revitalization effort.

### **8.2 Official Plan and Zoning By-law**

This Community Improvement Plan has been prepared in accordance with the Community Improvement policies of the Official Plan of the Township of Tay.

### **8.3 Sign By-law**

This Community Improvement Plan has been prepared in accordance with the Sign By-law for the Township of Tay.

### **8.4 Monitoring and Amendments**

Council will conduct periodic reviews of the activities relating to this CIP to determine their effectiveness. Council may also amend this Plan as necessary to ensure that the Objectives outlined in Section 1.4 of this Plan are achieved. Any increase in program financing permitted under Section 28 of the Planning Act will require an amendment to this Plan.