



Municipality of North Grenville

To:	COUNCIL	Meeting Date: 2021/03/02
Subject:	Downtown Kemptville Community Action Plan	Report No: CAO-004-2021
Prepared by:	Hillary Geneau, Strategic Initiatives Coordinator	File No: C7-CAO

RECOMMENDATION(S)

THAT Council:

1. Receive the Downtown Kemptville Community Action Plan;
2. Instruct staff to implement the recommendations in the Downtown Kemptville Community Action Plan; and
3. To authorize \$175,000 from General Reserves be used to fund the CIP programs for 2021.

EXECUTIVE SUMMARY

Purpose

To present the Downtown Kemptville Community Action Plan (DKCAP).

Key Findings

- There is a desire and opportunities for more residential units (including affordable housing) and better connectivity between assets in the downtown core.
- A new set of financial programs, planning tools, and processes are being recommended as strategic tools to incentivize sustainable development within the downtown core of North Grenville.

Financial Implications

- The newly proposed financial programs would require an investment of up to \$175,000 annually on the part of the Municipality of North Grenville. It is recommended that these funds be allocated from the general reserve for 2021 and that a reserve fund strategy be created for 2022-2024.

BACKGROUND

The Municipality of North Grenville is determined to see the downtown core become a thriving, vibrant gathering place for residents and visitors, generating employment opportunities and creating a complete community. The process to create the DKCAP, which will address present and future opportunities in downtown Kemptville, was initiated in November 2020.

North Grenville's Community Improvement Plan (CIP) was created in 2013 for the Rideau-Sanders triangle with a budget of \$100,000 over 5 years (2014-2018) for the Façade, Landscaping, and Signage portion of the incentive package. The program was oversubscribed in 2014, 2015, and 2016. In 2017 it was opened to businesses on Clothier and Prescott Streets and the budget was increased to \$50,000 a year (2017-2018). In 2019 another \$50,000 was approved. The program was undersubscribed in 2018 and 2019. Single dwelling, detached-residential buildings were eligible for grants under this program.

The other programs (Residential Intensification Development Charges Exemption, Tax Increment-Based Incentive Grant, and Brownfields Financial Tax Assistance Program) were underutilized, with few applications across the three programs, and none being processed to completion.

The Municipality reinstated an exemption on development charges in the downtown core under the new Development Charges Bylaw on November 19th, 2019 with the intent to stimulate investment. On October 6, 2020 Council moved to extend the exemption until March 2023. The Building Division undertook a review of the number of building permits that were exempted in the downtown core over the past five years and only one permit for a single-family dwelling was issued. To address this, the DKCAP will include a review of processes and practices to ensure awareness of the available programs to developers.

ANALYSIS

The concept of creating a Community Action Plan for downtown Kemptville is to look more comprehensively at the factors that influence the economic health and vitality of the downtown area than a typical CIP provides. In charting a path for a revitalized downtown Kemptville, the DKCAP revisits the CIP to ensure that appropriate financial tools and incentives are available for investors. The focus of the plan is to i) establish appropriate financial tools to incent desired development in the downtown Kemptville area and ii) simplify and streamline the planning process to make investment timelines shorter and clearer.

The plan is also intended to provide a workplan to establish flexible planning requirements and standards to facilitate creative investment by developers. It reviews the Municipality's business practices ensuring they are aligned to encourage downtown investment and facilitate expedited approvals and permits. The plan suggests program and resource alignment changes to implement the resulting priorities.

The DKCAP also examines Municipal infrastructure (current and planned) and assets in the area to ensure that investments are optimized.

The final plan creates a framework to apply financial tools and modified development processes to incent specific types of desired development and re-development investment for the downtown area. This includes building on existing efforts such as the Mayor's Affordable Housing Taskforce. A new Affordable Housing Strategy was recently presented to Council, and recommendations in the DKCAP align with its proposals such as policy planning amendments to allow for more opportunities for affordable housing.

The plan was created after extensive research and stakeholder engagement. As part of the engagement phase, members from our business, development, and broader community were invited to provide input. Two of the major themes were a desire for more residential units downtown and better connectivity between natural assets, public amenities, and businesses.

The draft plan and CIP guidelines were presented to Council on January 26, 2021. The plan was then made public for community feedback. The plan was also circulated to the Community and Economic

Development Advisory Committee, the Old Town Kemptville Business Improvement Area Board, and those that attended the community stakeholder and developer sessions in December 2020.

Residents, property owners, and the BIA have provided feedback, which was consolidated with Council's comments, and the chart below summarizes the themes and how they were incorporated into the plan.

Feedback (summarized into themes)	Incorporation into plan
Budget and CIP Programs	<p>Increased PMP Grant budget to \$100,000 for 2021</p> <p>Capped the PMP Grant to \$25,000 per project</p> <p>Changed TIERG to apply to total assessment value</p> <p>Added the ability for new property owners to participate in Façade program</p>
CIPA Expansion	Expanded the CIPA to include 215 Reuben Crescent (the former Kemptville Public School property) and 120 Reuben (proposed Kemptville Landing)
BIA	Changed the BIA expansion recommendation to be more flexible and extended the timeline
Parking	<p>Revised the CILP parking recommendation timeline to parallel the CPPS process</p> <p>Revised a recommendation to add the creation of more signage and information pieces for parking</p>
People-friendly	Added a recommendation for the CPPS to consider how developments will link to community assets

Strategic Alignment

Strategic Focus Area 1: Sustainable, Strategic Growth (Goal 1: Development that Builds Community Connection)

- Outcome: Enable strategic investments for the distinct parts of North Grenville; Kemptville neighbourhoods, hamlets and rural areas

COMMENTS

To implement a Community Planning Permit System (CPPS) as outlined in the DKCAP, an Official Plan Amendment (OPA) was needed. An OPA was passed by Council on February 10, 2021 to permit a CPPS. The Planning Department will continue to lead and facilitate the process to establish the CPPS.

Looking forward, this plan can serve as a template that is scalable to other parts of North Grenville, including County Road 43 and the hamlets. The Community and Economic Development Advisory

Committee (CEDAC) has convened a sub-committee to investigate other locations where similar plans may be considered.

EXISTING POLICY/BY-LAW

By-Law 67-17 to Designate a Community Improvement Project Area And to Approve the Rideau-Sanders-Prescott Community Improvement Plan

FINANCIAL IMPACT

This item has been identified in the current budget: Yes ☐ No **X** N/A ☐

This item is within the budgeted amount: Yes ☐ No **X** N/A ☐

Staffing implications, as they relate to implementing Council's decision on this matter, are limited to the existing staff complement and applicable administrative policies as approved by Council.

PUBLIC INPUT

Two community sessions were held in the formation of this plan in December 2020. This first was attended by leaders of relevant community groups and organizations, including the North Grenville Public Library, the Community and Economic Development Advisory Committee, the Mayor's Task Force on Affordable Housing, and the Old Town Kemptville Business Improvement Area. Written feedback was also solicited and accepted from these groups and others.

The draft plan was made available to the public for comment after being presented to Council on January 26, 2021. A number of community members provided feedback, and this is summarized in the attached engagement document.

INTERNAL/EXTERNAL CONSULTATION

Building, Planning, and GIS staff were consulted and assisted in creating this plan. In implementing this plan staff will work with counterparts at the United Counties of Leeds and Grenville and the Rideau Valley Conservation Authority.

CONCLUSION

The Municipality is eager to spur desired investment in downtown Kemptville. After conducting community engagement and internal reviews staff have created the DKCAP. The plan is an actionable guide that will assist in the development of the urban centre's core.

SIGNATURE

Prepared by:

Original Signed By

Name: Hillary Geneau

Title: Strategic Initiatives Coordinator

Submitted for

Council consideration by:

Original Signed By

Name: Gary Dyke

Title: Chief Administrative Officer

ATTACHMENTS

- **Attachment 1:** Downtown Kemptville Community Action Plan
- **Attachment 2:** Community Improvement Plan Guidelines
- **Attachment 3:** Downtown Kemptville Community Action Plan Engagement Overview