

# Pickering Village Community Improvement Plan

October 2023



# Pickering Village Community Improvement Plan

---

## Contents

1.0 INTRODUCTION.....	3	7.1.2 Program Requirements .....	20
1.1 Background .....	3	7.1.3 Program Administration .....	21
1.2 Legislative Authority .....	3	7.2 Sign Grant Program .....	22
1.2.1 Community Improvement Defined .....	3	7.2.1 Program Funding.....	22
1.2.2 Community Improvement Plans .....	3	7.2.2 Program Requirements .....	22
1.3 Enabling Official Plan Policies .....	4	7.2.3 Program Administration .....	23
1.4 Pickering Village Heritage Conservation District Plan .....	5	7.3 Commercial Property Accessibility Grant Program.....	24
2.0 RATIONALE.....	6	7.4.1 Program Funding.....	24
3.0 GOAL AND OBJECTIVES .....	9	7.4.2 Program Requirements .....	24
4.0 COMMUNITY IMPROVEMENT PLAN AREA.....	10	7.4.3 Program Administration .....	25
5.0 PROGRAM ADMINISTRATION .....	12	7.4 Interior Renovation Grant Program .....	26
5.1 Application Review Team .....	12	7.4.1 Program Funding.....	27
5.2 Application Submission.....	12	7.4.2 Program Requirements .....	27
5.3 Amendments to the Community Improvement Plan .....	13	7.4.3 Program Administration .....	28
5.4 Implementation .....	13	7.5 Patio Grant Program.....	29
5.5 Funding .....	13	7.5.1 Program Funding.....	30
6.0 GENERAL PROGRAM REQUIREMENTS .....	15	7.5.2 Program Requirements .....	30
6.1 Requirements Applicable to all CIP Programs .....	15	7.5.3 Program Administration .....	31
6.2 Urban Design Principles .....	17	7.6 Cash-in-Lieu of Parking Equivalency Grant Program .....	32
7.0 INCENTIVE PROGRAMS .....	18	7.6.1 Program Funding.....	32
7.1 Façade Improvement Grant Program .....	19	7.6.2 Program Requirements .....	33
7.1.1 Program Funding .....	19	7.6.3 Program Administration .....	33
		8.0 CONSULTATION .....	34

## Pickering Village Community Improvement Plan

---

9.0 IMPLEMENTATION TOOLS .....	35
9.1 Marketing & Communication Strategy.....	35
10.0 CONCLUSION .....	36

# Pickering Village Community Improvement Plan

---

## 1.0 INTRODUCTION

### 1.1 Background

The Town of Ajax initiated the *Pickering Village Land Use Planning and Urban Design Study* in 2007 to establish a long-term vision and plan for improving this historically significant area of Ajax. The Town retained a consultant team led by GHK International (Canada) Ltd., and assisted by Young + Wright Architects Inc., TSH Associates, and AREA Architects Ltd., to conduct the study.

The Town of Ajax wishes to stimulate investment in Pickering Village, but within a framework which will preserve the positive attributes that make it a unique place within the larger community. The *Pickering Village Land Use Planning and Urban Design Study*, through background research and public consultation, generated a unified Vision for Pickering Village and a list of recommended actions. It was determined that establishing a Community Improvement Plan (CIP) would further entrench the Vision of Pickering Village and provide the tools necessary to stimulate local landowners to do their part in its implementation.

Upon its initial completion, this Plan brought forward the recommendations from a November 2007 consultants' report entitled *Recommendations on a Community Improvement Plan for Pickering Village* and implemented programs appropriate to the Village. However, the programs offered as part of this Plan have been modified over time to reflect changes in the Town's development priorities and as a result of legislative changes that have impacted the Town's capacity to offer financial incentives.

### 1.2 Legislative Authority

Section 106 of the *Municipal Act* and Section 28 of the *Planning Act* allow municipalities to prepare Community Improvement Plans.

#### 1.2.1 Community Improvement Defined

Under Section 28(1) of the *Planning Act*, community improvement generally refers to the planning, design, development, redevelopment, construction, or rehabilitation of a community improvement project area.

A community improvement project area is defined as a "municipality or an area within a municipality, the community improvement of which in the opinion of the council is desirable because of age, dilapidation, overcrowding, faulty arrangement, unsuitability of buildings or for any other environmental, social or community economic development reason."

#### 1.2.2 Community Improvement Plans

Once Council has designated a Community Improvement Project Area by by-law, and a Community Improvement Plan has been prepared for that area, the municipality may:

- a) Acquire, hold, clear, grade or otherwise prepare land (Section 28(3));
- b) Construct, repair, rehabilitate or improve buildings on land acquired or held by the municipality (Section 28 (6));
- c) Sell, lease or dispose of any lands and buildings acquired or held by the municipality (Section 28(6));
- d) Make grants or loans to owners and tenants of land and buildings within the community improvement project area to

## Pickering Village Community Improvement Plan

---

help them pay for the cost of rehabilitating their lands or building (Section 28(7)).

Section 28 (7.3) of the *Planning Act* states that the total of the grants and loans made for a property and its buildings shall not exceed the cost of rehabilitating the land and buildings.

Section 28 (10) of the *Planning Act* specifies that as conditions of sale, no land acquired and no building constructed by the municipality in the community improvement project area shall be sold, leased or otherwise disposed of unless a written agreement is entered into with the municipality that the person will keep and maintain the land and building in conformity with the community improvement plan.

Planning strategies to promote the revitalization and appropriate redevelopment in Pickering Village through financial incentives program must be facilitated through a Community Improvement Plan.

Section 106 of the *Municipal Act* prohibits municipalities from assisting any manufacturing, industrial or commercial businesses either directly or indirectly through the granting of bonuses. Prohibited actions include: giving or lending money or municipal property; leasing or selling any municipal property at below fair market value; guaranteeing borrowing; and giving a total or partial exemption from any levy, charge or fee. However, the *Municipal Act* does provide exceptions to this rule for municipalities using powers under Section 28 of the *Planning Act* or Section 365.1 of the *Municipal Act* related to brownfield tax assistance. Section 111(2) of the *Municipal Act* authorizes lower-tier municipalities in Durham Region to promote the land within the municipality for any purpose by the collection and dissemination of information.

### 1.3 Enabling Official Plan Policies

Section 7.1.6 of the Town of Ajax Official Plan contains policies specific to the establishment of Community Improvement Plans. This section indicates that in order to designate locations within the Town as a Community Improvement Project Area, at least one of the following criteria must be met:

- Infrastructure are deficient or have deteriorated and are below the municipal standard;
- Community and recreational facilities are deficient or have deteriorated;
- Incompatible land uses that result in conflict;
- The buildings and structures are in need of rehabilitation;
- There are parking or loading space deficiencies; and/or
- There is a high vacancy rate in commercial or industrial buildings.

Section 2.6.2.5.1 of the Official Plan identifies Pickering Village as an “area with significant cultural heritage resources.” As such the Town shall consider preparing a Community Improvement Plan (concurrent with a Heritage Conservation District Plan) to provide financial incentive programs to assist landowners to implement the Town’s vision for the area. Further information on the Heritage Conservation District Plan for Pickering Village can be found in Section 1.5 of this document.

In accordance with Section 28(2) of the *Planning Act*, the municipality must designate by by-law a Community Improvement Project Area. Pickering Village is identified on Schedule ‘A-1’ of the Ajax Official Plan as a Community Improvement Project Area. The boundary of the Community Improvement Project Area encompasses, but is not limited to, Old Kingston Road, Church Street (from Memorial Park to Highway 401), Kingston Road West (from Elizabeth Street to

## Pickering Village Community Improvement Plan

---

Rotherglen Road) Sherwood Road, and part of Elizabeth Street (south of Kearny Drive).

### 1.4 Pickering Village Heritage Conservation District Plan

The Pickering Village Heritage Conservation District (HCD) was designated pursuant to Part V of the *Ontario Heritage Act* adopted by Council on November 25, 2013, via By-law 102-2013. The Pickering Village HCD spans the central core of Pickering Village, generally along Old Kingston Road, and portions of Elizabeth Street and Church Street North. A Heritage Conservation District Plan, in conformance with Section 41.1 of the *Ontario Heritage Act* has been prepared that includes:

- a) a statement of the objectives to be achieved in designating the area as a heritage conservation district;
- b) a statement explaining the cultural heritage value or interest of the heritage conservation district;
- c) a description of the heritage attributes of the heritage conservation district and of properties in the district;
- d) policy statements, guidelines and procedures for achieving the stated objectives and managing change in the heritage conservation district; and
- e) a description of the alterations or classes of alterations that are minor in nature and that the owner of a property in the heritage conservation district may carry out or permit to be carried out on any part of the property, without obtaining a heritage permit.

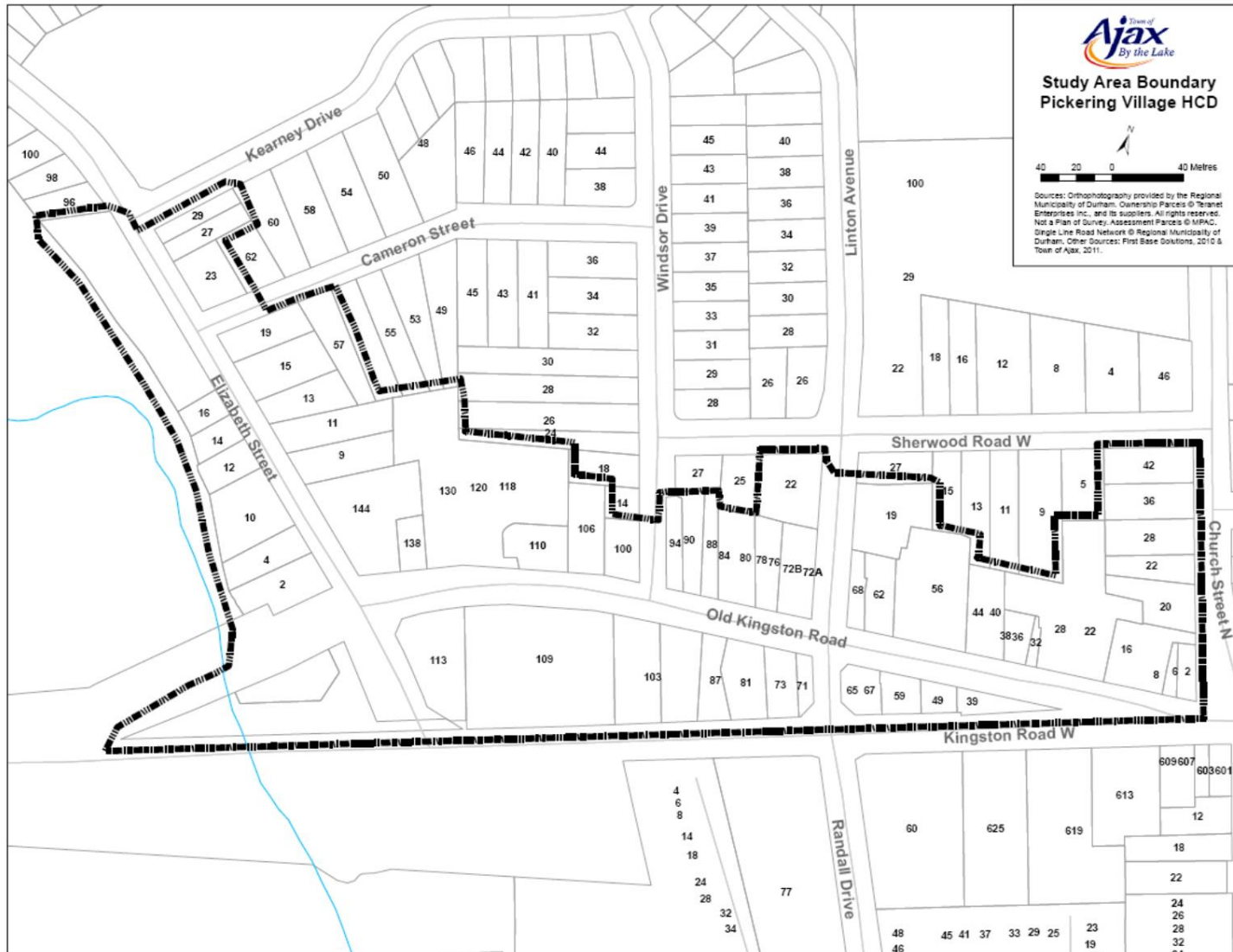
The Pickering Village Heritage Conservation District (HCD) is a distinct and unique area in the Town of Ajax, characterized by a wealth of heritage buildings and landscapes. The area is representative of the development and growth of an Ontario milling and commercial village, with associated residential areas, dating from the mid-19<sup>th</sup> through the early 20<sup>th</sup> centuries, with largely compatible modern development. Particular elements worthy of preservation are:

- a) A wide range of historic architectural styles within a compact area.
- b) A high percentage of heritage buildings that remain largely intact.
- c) A village-like character enhanced by the curve of Old Kingston Road, and the presence of mature trees in both commercial and residential areas.
- d) The association of locally significant persons with many of the properties.

The Pickering Village HCD Plan contains a set of urban design guidelines specific to properties located within the HCD boundary (see Figure 1). Any development, redevelopment, construction, restoration, or rehabilitation must conform to the requirements within the HCD Plan. A copy of the HCD Plan is available on the Town of Ajax website.

# Pickering Village Community Improvement Plan

Figure 1: Pickering Village Heritage Conservation District (HCD) Boundary



# Pickering Village Community Improvement Plan

---

## 2.0 RATIONALE

Pickering Village contains a large number of the Town's designated heritage properties and other buildings identified as significant heritage resources through the Town's Inventory of Non-Designated Heritage Properties. However, there have also been unsympathetic alterations to buildings and inappropriate signage that detract from the heritage character of the area.

Through the 2007 *Pickering Village Land Use Planning and Urban Design Study*, and Official Plan Amendment No. 30, a Vision was developed to guide the creation of design guidelines and a final implementation strategy. This Vision is as follows:

*“The Village of Pickering has the potential to build on its unique wealth of heritage assets, its attractive buildings, abundance of mature trees, proximity to prominent natural features and intimate streetscape along Old Kingston Road to become the most significant historical and cultural centre in Ajax and one of the most significant such centres in Durham. The Village of Pickering will be an area where:*

- *Heritage resources, both buildings and open spaces, are proudly restored and celebrated;*
- *There is a focus on cultural activities that provide a range of opportunities for all residents of Ajax and Durham;*
- *Old Kingston Road becomes a vibrant, thriving, beautiful shopping street filled with pedestrians at all times of the day;*
- *Streetscapes and sidewalks are attractive and inviting both for passersby and pedestrians;*
- *Natural features, including the canopy of mature trees, and connections to the regional trail systems are protected and enhanced; and*

- *Cyclists feel welcome and can safely travel on streets with links to the off-street path system.”*

To more finely influence the development of action items, the Vision was translated into principles and evaluation criteria which are as follows:

1. Preserve and enhance the heritage character of the area as a distinct district within the larger Ajax community.
2. Create a destination/community focal point for Ajax and the region – arts, niche retail, access to trail system, special events.
3. Support commercial diversification by creating the conditions for small businesses to thrive, with Old Kingston Road as a focal point.
4. Rectify regional traffic and transit needs with those of the locality.
5. Create unity between sub-areas.
6. Improve the connections to the area's many parts and to surrounding neighbourhoods and amenities.
7. Beautify the area and improve public spaces.
8. Increase pedestrian friendliness.
9. Increase amenities for cyclists.
10. Preserve the integrity of the Duffins Creek natural heritage system and the mature urban forest canopy within the area.
11. Enhance connections to the trail system.
12. Respect the environmental sensitivity of low-lying areas associated with the Duffins Creek flood plain.
13. Address parking management.
14. Strengthen the area's identity in people's minds.

Pickering Village is envisioned as the arts and culture hub of Ajax through Official Plan Policies, the Town's past and present Community Action Plan adopted by Council, and the Recreation and Parks Master Plan. Commitment from the Town to this vision has taken place through a number of projects including:

## Pickering Village Community Improvement Plan

---

- The purchase, restoration and conversion of the former St. Francis de Sales Catholic Church, into the Town's performing arts and cultural centre known as St. Francis Centre;
- The purchase, restoration and conversion of the former Quaker Meeting House into a venue for special events;
- Reconstruction of Old Kingston Road including new sidewalks, defined on-street parking spaces, improved landscaping, relocation of hydro services underground, decorative lighting, new benches and trash receptacles, new banners, and the installation of bike racks;
- The installation of cycling lanes along Church Street; and
- The redesign and retrofit of the Village Urban Square at the junction of Old Kingston Road and Kingston Road West.

The Pickering Village Community Improvement Plan (CIP) provides the financial incentives necessary to encourage appropriate development to take place which is consistent with the Vision, including restoration work that will protect the valued cultural heritage resources within the village. The CIP encourages greater diversity in businesses and is designed to attract new investment and visitors to the area while supporting municipal intensification and urban design objectives outlined in the *Pickering Village Heritage Conservation District Plan* and the *Pickering Village Land Use Planning and Urban Design Study*.

# Pickering Village Community Improvement Plan

---

## 3.0 GOAL AND OBJECTIVES

The goal of the Pickering Village Community Improvement Plan is to provide positive direction for future development that offers incentives for focused improvement that is sympathetic to the historical character of the area, as expressed through the *Pickering Village Heritage Conservation District Plan* and the *Pickering Village Land Use Planning and Urban Design Study*. To achieve this goal, the objectives of this Plan are as follows:

- a) To encourage investment in private properties by providing programs to support rehabilitation of heritage buildings, and focused redevelopment where appropriate;
- b) To establish a range of local destinations that include restaurants, retail uses and the arts;
- c) To support commercial and small business development and/or redevelopment inclusive of retail and niche markets;
- d) To provide opportunities for redevelopment, infill, mixed-use and higher density development in suitable locations;
- e) To promote Pickering Village as a pedestrian oriented retail and residential destination;
- f) To preserve existing natural features wherever possible including mature trees;
- g) To improve the pedestrian experience including the provision of active building facades along streets, parks, squares and pedestrian routes, and to enhance trail linkages; and
- h) To demonstrate municipal leadership and commitment to community improvement.

# Pickering Village Community Improvement Plan

---

## 4.0 COMMUNITY IMPROVEMENT PLAN AREA

This Pickering Village Community Improvement Plan applies to properties as identified on Figure 2 (next page). This area includes properties within the Pickering Village Heritage Conservation District; properties along Church Street South to Highway 401, and the west side of Church Street North to Memorial Park; and properties along Kingston Road West from Elizabeth Street to Rotherglen Road.

This area contains over 100 properties either designated under the *Ontario Heritage Act* or featured in the Town's Inventory of Non-Designated Heritage Properties. The CIP area can be described as follows:

### Old Kingston Road

This area originally served as the main commercial corridor of Pickering Village dating back to the mid 1800s. Today the area contains predominantly professional offices and medical practitioner uses within a village setting. There are a handful of other commercial uses including restaurants and retail stores. Heights generally range from 1 – 2 storeys with brick dominating the exterior facades of most buildings.

### Church Street

This area encompasses buildings from Highway 401 in the south to Memorial Park in the north. Commercial uses are more prevalent closer to Kingston Road, while residential uses in single detached dwellings dominate the southern and northern portions. The buildings generally range in height from 1 – 2 storeys with two apartment buildings, set back from the street, being the exception. St. Francis Centre, a former church that is owned by the Town, has been transformed into a performing arts and culture centre for the community.

### Kingston Road West

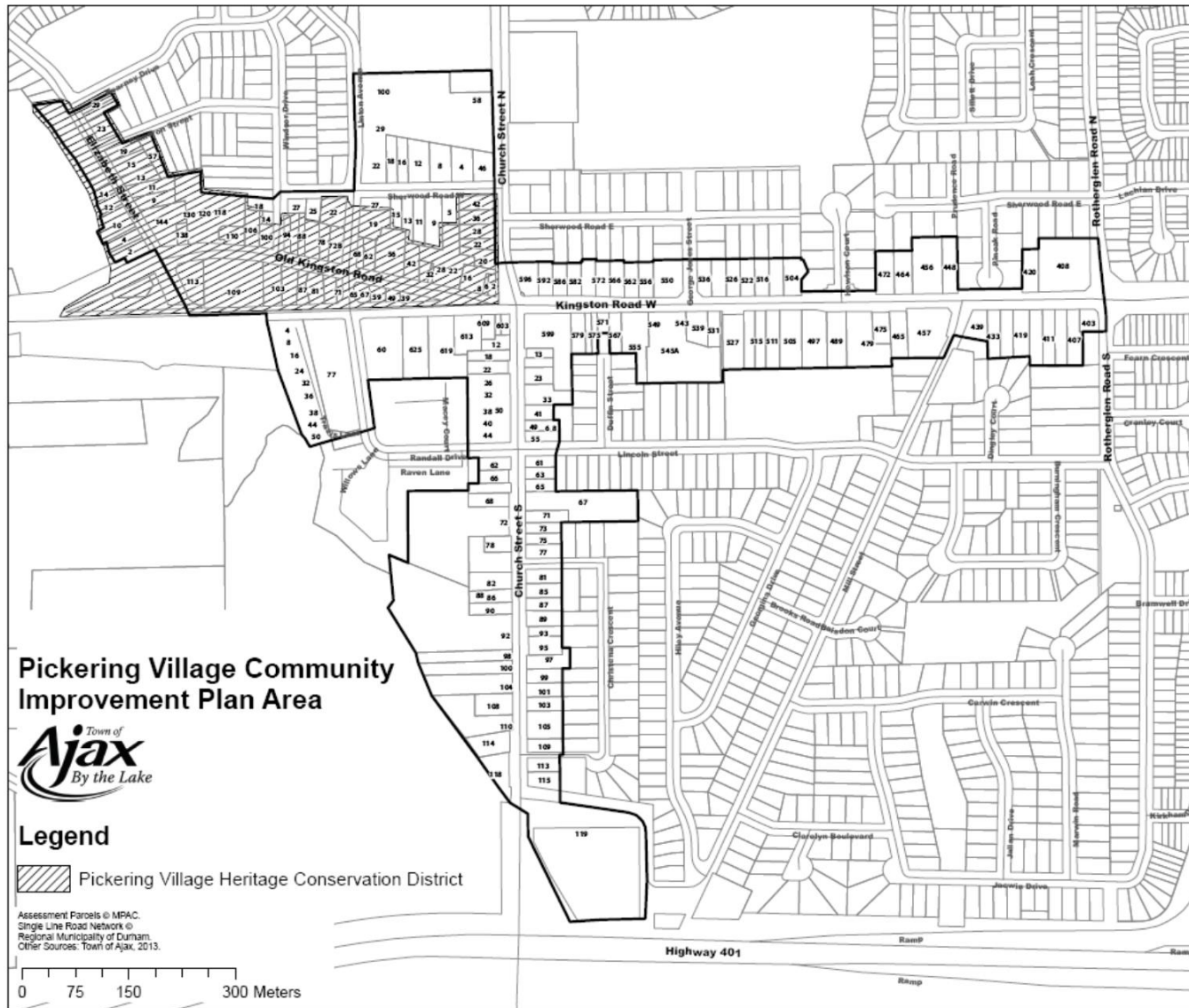
This area extends from Rotherglen Road in the east to Elizabeth Street in the west. East of Church Street, the majority of properties are single detached dwellings, ranging in height from 1 – 2 storeys, many of which have been converted to commercial / office uses. West of Church Street, the properties vary in built form with those closest to Church Street reflecting the street front pattern of Old Kingston Road, while those further west accommodate newer multi-unit commercial buildings further setback from the street. Building heights range from 1 – 2 storeys with parking provided at the rear in most cases.

### Elizabeth Street

This area extends from Kingston Road to Kearney Drive and is predominantly single detached residential properties, many of which possess heritage value. Several of the dwellings are of a similar architectural style, and most complement each other in terms of scale and form. Heights generally range between 1 – 2 storeys and mature trees define the streetscape. This section also contains the early Methodist cemetery and the trail head for Duffins Creek.

# Pickering Village Community Improvement Plan

Figure 2: Pickering Village Community Improvement Plan Area Boundaries



# Pickering Village Community Improvement Plan

---

## 5.0 PROGRAM ADMINISTRATION

### 5.1 Application Review Team

A dedicated group of staff comprised of representatives from individual Town departments/sections shall be responsible for administering the CIP and assessing applications. This team-based approach mirrors the administrative structure used across the Province by other municipalities with active CIP programs.

The 'Application Review Team' will consist of one member from each of the following departments/agencies:

- Planning and Development Services – Planning Section (Policy and Development);
- Planning and Development Services – Building Section;
- Financial Services.

The Town's solicitor, Economic Development staff and Engineering staff will be requested to provide advice on applications, as needed.

The Application Review Team will work under the Manager of Planning, the Director of Planning and Development Services or designate. All decisions/recommendations of the Application Review Team shall be approved by the Director of Planning and Development Services or designate and/or Council. The composition of the Application Review Team may be modified without an amendment to the CIP.

The Application Review Team will be responsible for the following tasks (as modified from time to time without an amendment to the CIP):

- Meet and consult with applicants to review their proposal prior to submission of application;
- Attend formal Planning Pre-Consultation meetings for development applications where required;
- Review and evaluate all CIP incentive program applications and supporting material against program requirements;
- Present recommendations to the Director of Planning and Development Services or designate and/or Council for consideration and approval.

### 5.2 Application Submission

Applicants are required to pre-consult with Town of Ajax staff prior to filing an application under the Pickering Village Community Improvement Plan. All applicants shall submit an application form for the specific grant program(s) to the Town of Ajax and receive approval from the Town prior to project commencement.

Applications to participate in the program shall be submitted to Planning and Development Services. The application will include necessary permits, applications or drawings detailing the work to be undertaken. This may require drawings to be prepared by a certified Professional Engineer or Architect. In addition, an itemized breakdown of the charges normally required to be paid by the applicant shall be submitted.

Before accepting an application, Planning and Development Services staff will screen the application. If the application is not within the Pickering Village Community Improvement Plan Area or the application clearly does not meet the program requirements and terms specified in this Plan, the application will not be accepted. Acceptance of the application by Planning and Development Services in no way implies approval.

Once accepted, the application will be evaluated by the

# Pickering Village Community Improvement Plan

---

Application Review Team. The Team will be responsible for evaluating and approving applications based on the program requirements specified in this Community Improvement Plan and any other requirements of the Town.

All applicants that are approved to receive a grant will be required to enter into an agreement with the Town of Ajax that will include the total amount of the grant to be provided, any conditions associated with the grant, entitlement to the grant if the property is sold or provisions to audit the work and the actual costs associated with the application.

Grants will be advanced by the Town upon full completion of the work and final inspection to the satisfaction of the Town.

## 5.3 Amendments to the Community Improvement Plan

Specific details regarding the programs (including description, funding, eligibility requirements, and administrative procedures) are outlined for each of the program sections that follow. The parameters, terms and conditions of any CIP program may be changed, altered, or modified by Council resolution without the necessity of an amendment to this Community Improvement Plan if they are minor in nature. Minor modifications consist of the following:

- changes to parameters identifying who is eligible to receive grants or loans, subject to the provisions of Section 28(7) of the *Planning Act*;
- changes to the type of works considered by the Town as elements contributing to the cost of rehabilitating lands and buildings, above and beyond the work indicated on the planning and/or Building Permit application;
- changes to the annual budget for programs;
- changes to the duration of programs; and

- discontinuation and/or suspension of any program.

Alterations to the boundary of the Pickering Village Community Improvement Plan Area, or the addition or increase in value of grants or loans of CIP programs permitted under Section 28 of the *Planning Act*, shall require an amendment to this Plan, to be approved by Council. This Plan has been prepared in accordance with and shall be deemed to conform to the Town of Ajax Official Plan.

This Plan shall be referred to as the Pickering Village Community Improvement Plan for the Town of Ajax. At such time as other Community Improvement Plans are prepared for this or other areas, this title may be modified for clarification purposes without requiring an amendment to this Plan.

## 5.4 Implementation

The Pickering Village Community Improvement Plan will be implemented through the provisions of Section 7.1.6 of the Town of Ajax Official Plan and Section 28 of the *Planning Act*.

The overall implementation of the CIP programs offered under the umbrella of Section 28 of the *Planning Act*, including liaison with the Ministry of Municipal Affairs and Housing, shall be the responsibility of Planning and Development Services.

## 5.5 Funding

Funding for the Pickering Village Community Improvement Plan will be allocated each year as part of the Town's Operating Budget. While the program descriptions included in this CIP provide reference to the intended budgets, Council may, at its discretion, change the level of funding when necessary.

Rather than providing an annual budget for each separate

## Pickering Village Community Improvement Plan

---

program operating under the CIP, funding will be conveyed as a single, shared budget. This will ensure that funds can be accessed in the programs where they are needed the most. In some cases, a maximum annual allocation may be established for an individual program to prevent it from garnering a disproportionate amount of the shared funding. Where this is the case, the maximum annual allocation will be outlined in the program description included in the CIP.

At the end of a program year, any funds that were not spent will be directed to the Town's CIP Development Improvement Fund. Monies in this fund can then be used at Council's discretion for improvements in any of the Town's CIP areas. For example, these funds may be used to rehabilitate Town-owned properties (including roads), acquire key strategic parcels (either for public purposes or for conveyance at an appropriate time), undertake capital projects which support the goals and objectives of the CIPs, and/or participate in public/private partnerships to rehabilitate publicly or privately held land in the CIP areas.

# Pickering Village Community Improvement Plan

---

## 6.0 GENERAL PROGRAM REQUIREMENTS

### 6.1 Requirements Applicable to all CIP Programs

All of the financial incentive programs contained within the Pickering Village Community Improvement Plan (CIP) are subject to the following general requirements as well as the individual requirements contained within each program (see Section 7.0). The Town reserves the right to include other requirements and conditions as deemed necessary on a property specific basis.

- a) A completed application form for any of the financial incentive programs listed within the CIP must be submitted to the Town prior to any works being commenced to which the financial incentive applies. If Planning applications (Zoning By-law Amendment, Site Plan, Minor Variance, etc.) are required to facilitate the proposed works, a completed CIP application form must be submitted to the Town prior to or at the time of the Planning application submission(s).
- b) The applicant must be the registered owner(s) of the property, which shall be located within the Community Improvement Plan Area. If the applicant is not the owner, the applicant must provide written consent from the owner(s) of the property to make the application.
- c) The existing and proposed land uses and development must be in conformity with applicable policies and provisions in the Town of Ajax Official Plan, the Zoning By-law and any other requirements and approvals at the local, regional or provincial level.
- d) All proposed works approved under the financial incentive programs must conform to the goals, objectives, policies and design guidelines of the *Pickering Village Heritage*

*Conservation District Plan* (where applicable), and the *Pickering Village Land Use Planning and Urban Design Guidelines*.

- e) All improvements made to buildings and/or land shall be made pursuant to a Building Permit and/or other required permits, and constructed in accordance with the *Ontario Building Code*.
- f) An application for any financial incentive program contained in the CIP must include plans, drawings, estimates, contracts, reports and other relevant information applicable to the project application as required by the Town in order to fulfill the CIP and satisfy the Town.
- g) An application for any financial incentive program that satisfies all eligibility and program requirements is not necessarily entitled to receive a grant. The Town may, at its discretion, determine cases where an application that meets all program requirements should not receive a grant. Further, there is no appeal mechanism for applicants who do not receive a grant.
- h) All applicants that are approved to receive a grant will be required to enter into an Agreement with the Town of Ajax outlining the terms and conditions of the grant including such terms as the total amount of grant to be provided.
- i) Property owners who are in arrears of property taxes or who have outstanding liens against the property are not eligible to receive any of the financial incentive programs being offered through this CIP, until such time as all taxes owing are paid or cancelled, and all liens lifted.

## Pickering Village Community Improvement Plan

---

- j) Outstanding work orders and/or requests to comply from Planning and Development Services, By-law, or any other departments must be satisfactorily addressed prior to eligibility to participate in the programs being approved. Further, if any work order and/or request to comply is initiated by the Town in response to any works subject to CIP funding, the Town reserves the right to void/nullify the funding agreement at the time the order is issued.
- k) The duration of a financial incentive program will commence on the day following the date of final approval of the Community Improvement Plan by the Town of Ajax and is anticipated to be available until December 31, 2027.
- l) The Town may, at any time and without formal notice or amendment to the Pickering Village Community Improvement Plan, discontinue a financial incentive program. However, all applications submitted prior to the program's closing will still be considered by the Town subject to available funding.
- m) Grants will only be applied to projects issued after the CIP has been adopted by Council. The programs will not be retroactively applied to developments pre-dating the commencement of the program unless the Town had previously expressed, in writing, that the project would be eligible for future CIP funds.
- n) Due to the limited funds available in any given year and the inability to predict the level of participation, the Town may suspend any program(s) if, over the course of a given year, the number of applications and/or the magnitude of the projects proposed for the CIP exceed available funds for that year. Applications received that have been approved prior to a program being suspended, will continue to be processed unhindered. All other applications received but not yet approved prior to program suspension, will be put in a queuing sequence and reviewed if and when the program is reactivated.
- o) The Town reserves the right to nullify any program application(s) which has been approved but which does not result in any building activity within 6 months of the issuance of an associated Building Permit (Building Permits are valid for six months). Extensions of this timeframe may be permitted provided an extension of the Building Permit is also granted.
- p) Properties and/or buildings designated under Part IV (individual property designation) and/or Part V (heritage conservation district designation) may be required to acquire a Heritage Permit, complete a Heritage Impact Statement and/or complete a Heritage Conservation Plan for any proposed change that would impact the character of the building / property in accordance with Sections 2.6 and 5.0 of the Town of Ajax Official Plan.
- q) The Town reserves the right to audit the costs of any and all works that have been approved by the municipality for any of the financial incentive programs, at the expense of the applicant.
- r) Town staff shall inspect any property that is the subject of an application for any of the financial incentive programs offered by the Town.
- s) For properties located within the 'Special Policy Area' as shown on Schedule 'A-1' of the Ajax Official Plan, which regulates properties within the flood plain, no financial incentives shall be used to intensify development within the 'Special Policy Area'.

# Pickering Village Community Improvement Plan

---

## 6.2 Urban Design Principles

Principles that shall be followed when preparing plans for building improvements and/or redevelopment for construction include:

- Sensitivity to existing streetscape with respect to scale, proportions, materials, colour, signage and architectural detail;
- Preservation/restoration of original facade (i.e. windows, storefronts, doorways);
- Restoration of windows to original style;
- Replacement of windows using similar materials and profile;
- Use of original/authentic materials and historic colours, where feasible;
- Cleaning, repainting of painted surfaces and replacement of original cladding as required;
- Preservation, restoration of architectural detail;
- Well-designed signage in proportion to building scale; and
- Sensitivity of the project to the appearance of the entire streetscape.

Developments that do not conform to these requirements would only be eligible for funding at the discretion of the Town of Ajax.

# Pickering Village Community Improvement Plan

---

## 7.0 INCENTIVE PROGRAMS

Incentive Programs will promote improvements to existing properties by providing grants to eligible property owners. These grants are intended to improve the appearance of existing building facades and signage, increase the utility of interior spaces, enhance outdoor spaces and attract desirable land uses to Pickering Village. To promote focused redevelopment and improvement, the Community Improvement Plan includes six key programs, including:

- a) *Façade Improvement Grant Program* – a program to promote the sensitive redesign of existing building facades to enhance the existing image of the area;
- b) *Sign Grant Program* – a program to promote the establishment of new signage to improve the existing streetscapes of the area;
- c) *Commercial Property Accessibility Grant Program* – a program to facilitate improved accessibility for commercial and institutional buildings and properties;
- d) *Interior Renovation Grant Program* – a program to promote the renovation of interior spaces in existing buildings to support eligible uses;
- e) *Patio Grant Program* – a program to promote the construction of permanent patios to enhance streetscape character and activity; and
- f) *Cash-in-Lieu of Parking Equivalency Grant Program* – a program to provide grants equal in value to cash-in-lieu of parking payments for appropriate forms of redevelopment.

Provided all eligibility criteria and conditions are met for any particular program, participation in any given program does not preclude the owner from being eligible to participate in multiple programs offered under the Pickering Village Community Improvement Plan. However, under no circumstances may a property owner be eligible for grants that exceed the eligible costs of all financial incentive programs of the CIP [Section 28 (7.3) of the *Planning Act*].

All program details are outlined in the following sections.

# Pickering Village Community Improvement Plan

---

## 7.1 Façade Improvement Grant Program

The *Façade Improvement Grant Program* will provide property owners a financial incentive to undertake restoration or upgrades to their building and property that may not otherwise occur due to cost premiums associated with these improvements.

The *Façade Improvement Grant Program* offers grants to eligible property owners for the following:

- improvement or restoration of front, exterior side yard and interior side yard building facades visible from adjacent streets or public walkways/spaces;
- structural or weather/water proofing repairs that may be required to maintain overall building integrity.

The main focus is on improvements to the building streetscape that are visible from the street or public spaces. The Town encourages applicants to restore original building features and storefronts, including windows and decorative elements such as fascia, trim, cornices, parapets, etc.

The *Façade Improvement Grant Program* will only be made available for the following properties in order of priority:

1. Properties designated under Part IV (individual designation) of the *Ontario Heritage Act* within the CIP Area and properties within the Pickering Village Heritage Conservation District, designated under Part V of the *Ontario Heritage Act*; and
2. Properties listed on the Town of Ajax Inventory of Non-Designated Heritage Properties within the CIP Area.

The process for evaluating and awarding Façade Improvement Grants will depend upon the timing of the application each calendar year, as follows:

- Applications received between **January 1 and March 15** will be held and evaluated concurrently to determine priority. If there are not sufficient funds to award all applications, priority will be given based on the significance of the project(s) in conserving the property's heritage attributes. Priority will typically be given to properties designated under Part IV and V of the *Ontario Heritage Act* over properties listed on the Town's Inventory of Non-Designated Heritage Properties.

Applications will continue to be accepted **after March 15**, subject to availability of funding. These applications will be evaluated and awarded on a first come, first serve basis (no prioritization applies). Decisions on applications will be made within one month of submission.

### 7.1.1 Program Funding

A proposed budget up to \$120,000 per year, subject to budget approval, will be made available to be shared amongst the CIP's six grant programs, including the *Façade Improvement Grant Program*.

The following financial incentives shall be available subject to availability of funding:

- a) A grant equal to 50% of the eligible costs (pre-tax) to a maximum of \$15,000 per property for façade improvements to building components visible from the street/public spaces and/or structural or weather/water proofing repairs.

## Pickering Village Community Improvement Plan

---

- b) A grant equal to 50% of the eligible costs (pre-tax) to a maximum of \$30,000 per property for buildings containing two or more commercial storefronts or properties with frontage on more than one street. Funding shall be devoted to building components visible from the street/public spaces, unless funding is for structural or weather/water proofing repairs required to maintain overall building integrity.
- c) Where major restoration projects are being undertaken (i.e. >\$60,000 eligible project value (pre-tax) for properties with single buildings or >\$120,000 eligible project value (pre-tax) for properties with buildings containing two or more commercial storefronts or properties with frontage on more than one street), the Director of Planning and Development Services has discretion to approve Façade Grants up to double the typical value outlined above.

### 7.1.2 Program Requirements

All property owners/business owners are eligible to apply for funding under this grant program, subject to the following requirements, and the availability of funding as approved by Council.

- a) The *Façade Improvement Grant Program* does not apply to new construction projects or to work that has been completed without receiving prior approval from the Town.
- b) Any property owner/business owner(s) wishing to be considered for a grant under this program must submit a completed Application Form to the Town .
- c) The Application Form must be submitted with supporting documentation (e.g. design concept, architectural

renderings, colour scheme), as necessary, and must be submitted to the Town for review and approval prior to the start of the project.

- d) The Town may refuse applications for buildings where there has been a Façade Grant approved within the past five years. Where an application is accepted by the Town for a building that has received a Façade Grant within the past five years, funding priority will generally be given to applications for buildings that have not received a Façade Grant within the past five years.
- e) The applicant is required to submit a minimum of two quotes for works outlined on the Application Form. All quotes must provide a detailed outline of the work to be undertaken, broken down by type of project if multiple works are being proposed by the same contractor.
- f) The following types of facade restoration and improvement works on commercial, institutional, residential and mixed use buildings are considered eligible for a grant under this program:
  - I. Restoration and/or sensitive replacement of original details including windows, doors, storefronts, cornices, eaves, trim, shutters, parapets and/or other architectural features;
  - II. Structural/safety replacement and repair for exterior facade;
  - III. Repair/replacement of awnings;
  - IV. Addition of decorative lighting/upgrading of existing fixtures on exterior façade and in entrance and storefront display areas;
  - V. Cleaning/painting of facades visible from adjacent streets and public walkways;

## Pickering Village Community Improvement Plan

---

- VI. Hard landscaping such as walkways, permanent planters, pavers for entranceways, entrance features, decorative/ornamental fencing;
  - VII. Water/flood/weather proofing;
  - VIII. Structural repairs to exterior walls, foundations, porches, balconies; and,
  - IX. Other similar repairs/improvements which the Town, in its sole discretion, determines are important to incorporate as an integral part of the total façade improvement design.
- g) The following types of projects are ineligible to receive a Façade Improvement Grant:
- I. Roof repairs / replacement (unless considered a heritage attribute of the building, at the discretion of the Town)
  - II. Insulation
  - III. Renovation or restoration of building interiors
  - IV. Security systems
  - V. Sandblasting and high-pressure water blasting (unless appropriate for the material type)
  - VI. Painting of historic masonry
  - VII. Driveway paving / widening for parking areas
- h) Approved Façade Grant work must be completed by **November 30** of the calendar year for which it is applied in. All invoices must be paid and submitted to the Town and the final inspection must be completed by **December 15** of the calendar year for which the grant was applied in. The grant will expire if the work has not been completed, invoices have not been paid or final inspection has not been signed off. Any extension beyond these deadlines requires the applicant to submit a written letter to the Town outlining the reasons for the requested extension and anticipated time of

completion of the project. Approval of any such extension shall only be granted by the Director of Planning and Development Services or designate. This written confirmation will outline a revised completion date for the project.

- i) The Applicant is responsible to consult with the Town's Heritage Advisory Committee, where required, prior to Application approval.
- j) The application must conform to the Town's Site Plan Manual, specifically including the Town's tree preservation requirements.

### 7.1.3 Program Administration

All applications for this program will be considered subject to the availability of funding. The Application Review Team will review all applications to determine priority and ensure compatibility with eligibility criteria. The Application Review Team will process and make decisions on applications within one month of submission of a completed application.

Grants approved under this program shall be provided to property owners/business owners following the submission of the final invoices for the work completed, indicating that the suppliers/contractors have been paid in full, and once final Building Inspection has been signed off by the Town.

# Pickering Village Community Improvement Plan

---

## 7.2 Sign Grant Program

Signage plays a major role in a neighbourhood's distinctive identity and character. Many of the store fronts along Old Kingston Road survived from the 19<sup>th</sup> and early 20<sup>th</sup> century and there is opportunity to revive some of this original character through appropriate signage. Furthermore, new signage is being erected along Kingston Road West and Church Street with the conversion of many detached dwellings to commercial uses. Therefore, it is important to showcase these historic buildings and create attractive streetscapes within Pickering Village through appropriate signage.

The *Sign Grant Program* will only be made available for commercial and institutional zoned properties in the Community Improvement Plan Area in order of priority, as follows:

1. Properties designated under Part IV (individual designation) of the *Ontario Heritage Act* within the CIP Area and properties within the Pickering Village Heritage Conservation District, designated under Part V of the *Ontario Heritage Act*;
2. Properties listed on the Town of Ajax Inventory of Non-Designated Heritage Properties within the CIP Area; and
3. All other commercial and institutional zoned properties within the CIP Area

The Town will accept applications for the Sign Grant Program each calendar year, as follows:

- Applications received between **January 1** and **March 15** will be held and evaluated concurrently to determine priority. If there are not sufficient funds to award all applications, priority will be given based on property type (as established

above) and then on the desirability of the project (as determined at the sole discretion of the Town).

- Applications will continue to be accepted after **March 15**, subject to available funding. These applications will be evaluated and awarded on a first come, first serve basis (no prioritization applies).

### 7.2.1 Program Funding

A proposed budget up to \$120,000 per year, subject to budget approval, will be made available to be shared amongst the CIP's six grant programs, including the *Sign Grant Program*.

Grants equal to 50% of the eligible costs (pre-tax) to a maximum of \$2,500 are available for commercially and institutionally-zoned properties in the Community Improvement Plan Area.

### 7.2.2 Program Requirements

All property owners/business owners are eligible to apply for funding under this grant program, subject to the following requirements, and the availability of funding as approved by Council.

- a) The following types of projects are eligible to receive a Sign Grant:
  - I. Costs for design, fabrication and/or installation of appropriate new signs or improvements to existing signs in accordance with the Sign By-law;
  - II. Decorative lighting improvements associated with the signage, such as goose neck lighting.

## Pickering Village Community Improvement Plan

---

- b) The Sign Grant is available per each commercial/institutional storefront on a property. However, if there are multiple businesses on the same property, the Town encourages the use of one sign to advertise all businesses, where opportunity exists.
- c) The Sign Grant is intended as a one-time grant per commercial/institutional operator. However, for a subsequent replacement sign for an operator previously awarded under the program, a subsequent sign grant will be equal to 50% of the eligible costs to a maximum of \$1,250.
- d) Any property owner/business owner(s) wishing to be considered for a grant under this program must submit a completed Application Form to the Town .
- e) The Application Form must be submitted with supporting documentation (e.g. design concept, renderings, colour scheme), as necessary, and must be submitted to the Town for review and approval prior to the start of the project.
- f) The owner/applicant must apply to the Town for a Sign Permit through the Town's Building Section and the proposed sign must conform with the requirements of the Town's Sign By-law (By-law 027-2009).
- g) All work must be completed within six months of the approved Sign Permit application (sign permits are valid for six months).
- h) All approved Sign Grants must be completed by **November 30** of the calendar year for which they are applied in. All invoices must be paid and submitted to the Town and the final inspection must be completed by **December 15** of the calendar year for which the grant was applied in.
- i) Guidelines for appropriate heritage signage shall include the following:
  - I. Signs should not block architectural features;
  - II. Signs should be placed in traditional locations such as above the storefront or a stand-alone ground sign;
  - III. Use of traditional materials such as wood or canvas are encouraged, while modern plastics or vinyl shall be avoided;
  - IV. Use of appropriate font or letter styles;
  - V. Use of frosted glass or tasteful window signs;
  - VI. Prohibition of obsolete or internally illuminated signs; and
  - VII. Replacement of internally illuminated signs is not permitted.

### 7.2.3 Program Administration

All applications for this program will be considered subject to the availability of funding. Program eligibility will be determined by the Application Review Team in consultation with the Town's Heritage Advisory Committee (where required).

Grants approved under this program shall be provided to property owners/business owners following the submission of the final invoices for the work completed, indicating that the suppliers/contractors have been paid in full, and once final Building Inspection has been signed off by the Town.

# Pickering Village Community Improvement Plan

---

## 7.3 Commercial Property Accessibility Grant Program

Section 3.2.3.10 n) ix) of the Town of Ajax Official Plan states that front entrances for commercial and institutional buildings in Pickering Village should facilitate accessibility and provide active uses at grade that promote pedestrian activity. However, given the age of much of the building stock in Pickering Village, many buildings are not fully accessible.

The *Commercial Property Accessibility Grant Program* will provide property owners a financial incentive to undertake renovations that improve accessibility. Accessibility improvements will generally take the form of physical upgrades to building entrances but may also include physical upgrades to the layout of interior areas that are utilized by business customers, clients and/or members of the public.

The *Commercial Property Accessibility Grant Program* will only be made available for commercial and institutional zoned properties in the Community Improvement Plan Area in order of priority, as follows:

1. Properties designated under Part IV (individual designation) of the *Ontario Heritage Act* within the CIP Area and properties within the Pickering Village Heritage Conservation District, designated under Part V of the *Ontario Heritage Act*;
2. Properties listed on the Town of Ajax Inventory of Non-Designated Heritage Properties within the CIP Area; and
3. All other commercial and institutional zoned properties within the CIP Area.

The Town will accept applications for the *Commercial Property Accessibility Grant Program* each calendar year, as follows:

- Applications received between **January 1** and **March 15** will be held and evaluated concurrently to determine priority. If there are not sufficient funds to award all applications, priority will be given based on property type (as established above) and then on the desirability of the project (as determined at the sole discretion of the Town).
- Applications will continue to be accepted after **March 15**, subject to available funding. These applications will be evaluated and awarded on a first come, first serve basis (no prioritization applies).

### 7.4.1 Program Funding

A proposed budget up to \$120,000 per year, subject to budget approval, will be made available to be shared amongst the CIP's six grant programs, including the *Commercial Property Accessibility Grant Program*. Grants are limited to 50% of the eligible costs (pre-tax) to a maximum of \$5,000.

### 7.4.2 Program Requirements

All owners and/or operators of commercial or institutional zoned properties are eligible to apply for funding under this grant program, subject to the following requirements, and the availability of funding as approved by Council.

- a) The following types of accessibility improvements are considered eligible for a grant under this program:
  - I. Installation of ramps for accessibility purposes;
  - II. Widening of doorways and entranceways;

## Pickering Village Community Improvement Plan

---

- III. Installation of automated/push button door-opening systems; and
  - IV. Other similar repairs/improvements which the Town, in its sole discretion, determines are important to incorporate as an integral part of accessible design..
- b) The *Commercial Property Accessibility Grant Program* does not apply to new construction projects or to work that has been completed without receiving prior approval from the Town.
  - c) Any property owner/business owner(s) wishing to be considered for a grant under this program must submit a completed Application Form to the Town.
  - d) The Application Form must be submitted with supporting documentation (e.g. design concept, architectural renderings, colour scheme), as necessary, and must be submitted to the Town for review and approval prior to the start of the project. Where a Building Permit is required to complete the proposed works, the application form must be completed at or before the time that the Building Permit application is submitted.
  - e) The Town may refuse applications for properties where there has been a Commercial Property Accessibility Grant approved within the past five years. Where an application is accepted by the Town for a property that has received a Commercial Property Accessibility Grant within the past five years, funding priority will generally be given to applications for properties that have not received a Commercial Property Accessibility Grant within the past five years.
  - f) The applicant is required to submit a minimum of two quotes for works outlined on the Application Form. All quotes must provide a detailed outline of the work to be undertaken,

broken down by type of project if multiple works are being proposed by the same contractor.

- g) All approved Commercial Property Accessibility Grants must be completed by **November 30** of the calendar year for which they are applied in. All invoices must be paid and submitted to the Town and the final inspection must be completed by **December 15** of the calendar year for which the grant was applied in.

### 7.4.3 Program Administration

All applications for this program will be considered subject to the availability of funding. The Application Review Team will review all applications to determine priority and ensure compatibility with eligibility criteria. The Application Review Team will process and make decisions on applications within one month of submission of a completed application.

Grants approved under this program shall be provided to property owners/business owners following the submission of the final invoices for the work completed, indicating that the suppliers/contractors have been paid in full, and once final Building Inspection has been signed off by the Town (if applicable).

# Pickering Village Community Improvement Plan

---

## 7.4 Interior Renovation Grant Program

Section 3.2.3.10 of the Town of Ajax Official Plan states that Pickering Village is to be the heritage, arts and culture hub of the Town. It also states that the Town should make efforts “to create a complete, balanced community, with local opportunities to live, work, shop and play.” In this regard, the Town shall promote:

- Increased retail diversity and commercial opportunities, with an appropriate mix of service commercial, office and retail uses;
- Niche retail, specialty stores, boutiques, and galleries, and
- Smaller scale general retail establishments, including retail uses that serve the day-to-day needs of local residents, businesses, and employees.

While Pickering Village does contain a strong mix of commercial, office, arts and culture uses, these uses do not currently exist in the desired ratio. For example, a large proportion of the existing ground floor commercial space in the Village is currently utilized for office uses, particularly dental offices. By contrast, uses such as restaurants, retail, and art galleries are generally underrepresented.

The *Interior Renovation Grant Program* is designed to incentivize the establishment of desirable and/or underrepresented uses in Pickering Village by providing funds to facilitate necessary interior retrofitting projects. Accordingly, the *Interior Renovation Grant Program* is designed to assist property owners to convert ground floor space for the following uses:

- Art Gallery;
- Museum;

- Restaurant; and/or
- Retail Store.

The *Interior Renovation Grant Program* will be made available for commercially-zoned properties in the Community Improvement Plan Area in order of priority, as follows:

1. Properties designated under Part IV (individual designation) of the *Ontario Heritage Act* within the CIP Area and properties within the Pickering Village Heritage Conservation District, designated under Part V of the *Ontario Heritage Act*;
2. Properties listed on the Town of Ajax Inventory of Non-Designated Heritage Properties within the CIP Area; and
3. All other commercially-zoned properties within the CIP Area.

The Town will accept applications for the *Interior Renovation Grant Program* each calendar year, as follows:

- Applications received between **January 1** and **March 15** will be held and evaluated concurrently to determine priority. If there are not sufficient funds to award all applications, priority will be given based on property type (as established above) and then on the desirability of the project (as determined at the sole discretion of the Town).
- Applications will continue to be accepted after **March 15**, subject to available funding. These applications will be evaluated and awarded on a first come, first serve basis (no prioritization applies).

# Pickering Village Community Improvement Plan

---

## 7.4.1 Program Funding

A proposed budget up to \$120,000 per year, subject to budget approval, will be made available to be shared amongst the CIP's six grant programs, including the *Interior Renovation Grant Program*. Grants are limited to 50% of the eligible costs (pre-tax) to a maximum of \$15,000.

## 7.4.2 Program Requirements

All property owners/business owners are eligible to apply for funding under this grant program, subject to the following requirements, and the availability of funding as approved by Council.

a) The following types of interior renovations are considered eligible for a grant under this program:

- V. Structural/safety repairs;
- VI. Mechanical system replacements and/or upgrades;
- VII. Installation/renovation of washroom facilities;
- VIII. Electrical/plumbing upgrades;
- IX. Modifications to interior layouts;
- X. Painting;
- XI. Installation of new flooring, wall coverings and/or ceiling coverings; and
- XII. Construction of permanent fixtures and fittings.

b) The following types of projects are ineligible to receive an Interior Renovation Grant:

- I. Application/Permit fees;
- II. Purchase/rental of standard furniture;
- III. Purchase/rental of appliances;
- IV. Purchase/rental of any chattels or non-permanent fittings and fixtures; and

V. Installation of security systems.

- c) The *Interior Renovation Grant Program* does not apply to new construction projects or to work that has been completed without receiving prior approval from the Town.
- d) Any property owner/business owner(s) wishing to be considered for a grant under this program must submit a completed Application Form to the Town.
- e) The Application Form must be submitted with supporting documentation (e.g. design concept, architectural renderings, colour scheme), as necessary, and must be submitted to the Town for review and approval prior to the start of the project. Where a Building Permit is required to complete the proposed works, the application form must be completed at or before the time that the Building Permit application is submitted.
- f) The Town may refuse applications for buildings where there has been an Interior Renovation Grant approved within the past five years. Where an application is accepted by the Town for a building that has received an Interior Renovation Grant within the past five years, funding priority will generally be given to applications for buildings that have not received an Interior Renovation Grant within the past five years.
- g) The applicant is required to submit a minimum of two quotes for works outlined on the Application Form. All quotes must provide a detailed outline of the work to be undertaken, broken down by type of project if multiple works are being proposed by the same contractor.
- h) All approved Interior Renovation Grants must be completed by **November 30** of the calendar year for which they are

## Pickering Village Community Improvement Plan

---

applied in. All invoices must be paid and submitted to the Town and the final inspection must be completed by **December 15** of the calendar year for which the grant was applied in.

### 7.4.3 Program Administration

All applications for this program will be considered subject to the availability of funding. The Application Review Team will review all applications to determine priority and ensure compatibility with eligibility criteria. The Application Review Team will process and make decisions on applications within one month of submission of a completed application.

Grants approved under this program shall be provided to property owners/business owners following the submission of the final invoices for the work completed, indicating that the suppliers/contractors have been paid in full, and once final Building Inspection has been signed off by the Town.

# Pickering Village Community Improvement Plan

---

## 7.5 Patio Grant Program

Section 3.2.3.10 of the Town of Ajax Official Plan outlines a desire to develop pedestrian-scaled streetscapes through Pickering Village and amenities that blend the transition from public to private spaces. In this regard, the Official Plan sets the following priorities for Pickering Village:

- Provide urban design and built form that is scaled to, and accommodates the needs of, the pedestrian in the public realm;
- Provide widened sidewalks and pedestrian amenity spaces between the curb and street-facing building facades; and
- Promote appropriately designed public and private spaces that will provide a range of cultural activities and events to attract people, boost tourism and increase business trade.

The construction of patio space serves to achieve all of the above priorities. Patios are a unique amenity in that they are as valuable to consumers as they are to business owners. For consumers, patios offer an opportunity to enjoy the fresh air in good weather, provide an opportunity for a safer dining experience in the case of public health events, and allow for pet-friendly accommodation. For businesses, they offer additional capacity for customers (and revenue generation), provide for an enhanced customer experience, and serve as an advertisement or a means to entice passersby.

The *Patio Grant Program* is designed to incentivize the provision of patios in Pickering Village by providing funds to facilitate construction of new permanent patios and the repair and/or upgrade of existing ones. Accordingly, the *Patio Grant Program* is designed to assist property and business owners for the following uses:

- Restaurant
- Retail Store (where food and refreshments are sold – bakeries, coffee shops, etc.)

The *Patio Grant Program* will be made available for commercially-zoned properties in the Community Improvement Plan Area in order of priority, as follows:

1. Properties designated under Part IV (individual designation) of the *Ontario Heritage Act* within the CIP Area and properties within the Pickering Village Heritage Conservation District, designated under Part V of the *Ontario Heritage Act*;
2. Properties listed on the Town of Ajax Inventory of Non-Designated Heritage Properties within the CIP Area; and
3. All other commercially-zoned properties within the CIP Area.

The Town will accept applications for the Patio Grant Program each calendar year, as follows:

- Applications received between **January 1** and **March 15** will be held and evaluated concurrently to determine priority. If there are not sufficient funds to award all applications, priority will be given based on property type (as established above) and then on the desirability of the project (as determined at the sole discretion of the Town).
- Applications will continue to be accepted after **March 15**, subject to available funding. These applications will be evaluated and awarded on a first come, first serve basis (no prioritization applies).

# Pickering Village Community Improvement Plan

---

## 7.5.1 Program Funding

A proposed budget up to \$120,000 per year, subject to budget approval, will be made available to be shared amongst the CIP's six grant programs, including the *Patio Grant Program*. Grants are limited to 50% of the eligible costs (pre-tax) to a maximum of \$10,000.

## 7.5.2 Program Requirements

All property owners/business owners are eligible to apply for funding under this grant program, subject to the following requirements, and the availability of funding as approved by Council.

- a) The following costs are considered eligible for a grant under this program:
  - I. Design-related fees;
  - II. Materials and labour for constructing a new permanent patio;
  - III. Materials and labour for repairing and/or expanding an existing permanent patio;
  - IV. New and or improved outdoor lighting; and
  - V. Building alterations to accommodate or improve access to/from a patio (installation of rolling or folding doors, etc.).
- b) The following costs are ineligible to receive a Patio Grant:
  - I. Application/Permit fees;
  - II. Any expense relating to a temporary patio;
  - III. Purchase and/or installation of outdoor appliances, cooking and/or service equipment; and
  - IV. Purchase of outdoor furniture and/or furnishings.
- c) The *Patio Grant Program* is intended to support outdoor patios located anywhere on private property (front yard, side yard, rear yard, courtyard or rooftop). Grants may support patios on public property where the business owner has entered into the necessary agreements with the corresponding public authority.
- d) Any property owner/business owner(s) wishing to be considered for a grant under this program must submit a completed Application Form to the Town.
- e) The Application Form must be submitted with supporting documentation (e.g. design concept, architectural renderings, colour scheme), as necessary, and must be submitted to the Town for review and approval prior to the start of the project. Where applications to the Town (Site Plan Amendment, Building Permit, etc.) are required to complete the proposed works, the application form must be completed at or before the time that these applications are submitted.
- f) To be eligible for a grant, applicants must not have been approved for a Patio Grant within the previous five years.
- g) The applicant is required to submit a minimum of two quotes for works outlined on the Application Form. All quotes must provide a detailed outline of the work to be undertaken, broken down by type of project if multiple works are being proposed by the same contractor.
- h) All approved Interior Renovation Grants must be completed by **November 30** of the calendar year for which they are applied in. All invoices must be paid and submitted to the Town and the final inspection must be completed by

## Pickering Village Community Improvement Plan

---

**December 15** of the calendar year for which the grant was applied in.

### 7.5.3 Program Administration

All applications for this program will be considered subject to the availability of funding. The Application Review Team will review all applications to determine priority and ensure compatibility with eligibility criteria. The Application Review Team will process and make decisions on applications within one month of submission of a completed application.

Grants approved under this program shall be provided to property owners/business owners following the submission of the final invoices for the work completed, indicating that the suppliers/contractors have been paid in full, and once final Building Inspection has been signed off by the Town.

# Pickering Village Community Improvement Plan

---

## 7.6 Cash-in-Lieu of Parking Equivalency Grant Program

The *Cash-in-lieu of Parking Equivalency Grant Program* is intended to provide relief, in the form of an equivalency grant, to property owners who have chosen to provide a cash contribution in lieu of providing actual parking spaces for their development. It is designed to incentivize the establishment of desirable and/or underrepresented uses within existing buildings in Pickering Village that may not otherwise be permitted due to lack of space for new parking stalls.

Pickering Village is one of two priority areas highlighted in the Town of Ajax Cash-in-lieu of Parking By-law (By-law 60-2019). This By-law establishes a framework for the Town to accept cash-in-lieu of parking spaces in accordance with Section 40 of the *Planning Act* and sets out the costs for providing parking by way of a cash contribution. There are slight differences in the boundaries of the Pickering Village Community Improvement Plan area and the Town's Cash-in-lieu of Parking By-law, however, these two project areas generally overlap.

Since new developments can be designed in a way that accommodates new parking (underground, structured, etc.), they are not eligible for an equivalency grant under this program. Instead, the *Cash-in-lieu of Parking Equivalency Grant Program* is designed specifically to accommodate new uses in existing buildings or scenarios where new space is being added on a lot where existing buildings are being retained.

Further, since the *Cash-in-lieu of Parking Equivalency Grant Program* is designed to incentivize the establishment of desirable and/or underrepresented uses in Pickering Village, the grant can only be applied for the following uses:

- Art Gallery;
- Museum;
- Restaurant; and/or
- Retail Store.

### 7.6.1 Program Funding

Equivalency grants will be available as follows:

- a) The grant will be exclusive to developments that meet all of the eligibility requirements, including:
  - I. The subject property is located within the boundaries of both the Pickering Village Community Improvement Plan area and the Town's Cash-in-lieu of Parking By-law;
  - II. The use for which parking is required is an art gallery, museum, restaurant and/or retail store use;
  - III. The use for which parking is required will be contained within an existing building or within a newly constructed building added to a lot where an existing building is being retained; and
  - IV. Parking requirements on the subject property are being accommodated by way of a cash-in-lieu payment.
- b) A proposed budget up to \$120,000 per year, subject to budget approval, will be made available to be shared amongst the CIP's six grant programs, including the *Cash-in-Lieu of Parking Equivalency Grant Program*.
- c) Equivalency grants will cover the full cost of cash-in-lieu parking contributions to a maximum of \$20,000. In no case

## Pickering Village Community Improvement Plan

---

shall the total amount of the grant exceed the cost of rehabilitating the land and buildings, in accordance with Section 28 (7.1) of the *Planning Act*.

construction project, once the Building Permit file has been closed.

### 7.6.2 Program Requirements

- a) Any property owner wishing to be considered for an equivalency grant under this program must complete and submit an application form to Planning and Development Services at the time of the initial Planning application(s) or at the time of Building Permit submission if no Planning applications are applicable. A letter of application acceptance will be issued by the Town to the owner/applicant within one month of the application form submission.
- b) The program shall apply to situations where there is a change of use and/or new construction where the provision of additional parking spaces would normally apply.
- c) If the property is sold, in whole or in part, before the completion of the eligible project, the subsequent owner shall be entitled to any approved equivalency grant.

### 7.6.3 Program Administration

All applications for this program will be considered subject to the availability of funding. The Application Review Team will review all applications to determine priority and ensure compatibility with eligibility criteria. The Application Review Team will process and make decisions on applications within one month of submission of a completed application.

Grants approved under this program shall be provided to property owners following substantial completion of the

### 8.0 CONSULTATION

This document has been circulated to the Ministry of Municipal Affairs and Housing Municipal Services Office, The Region of Durham, the Ajax-Pickering Board of Trade, the Town's Heritage Advisory Committee and other interested persons.

This Plan was discussed at public meetings for public and stakeholder input on June 14, 2023 and at a statutory public meeting on October 2, 2023. In accordance with the *Planning Act*, Notice of the statutory meeting on amendments to this CIP was given 20 days prior to the meeting.

The *Planning Act* requires that the Ministry of Municipal Affairs and Housing be consulted in the preparation of the plan in advance of a public meeting. However, Community Improvement Plans no longer require the approval of the Minister of Municipal Affairs and Housing.

Public input received through this process has been considered to be incorporated into the final CIP and forwarded to Council for adoption. Once a decision is made and there are no appeals within the 20 day appeal period, Council's decision is final.

# Pickering Village Community Improvement Plan

---

## 9.0 IMPLEMENTATION TOOLS

### 9.1 Marketing & Communication Strategy

A marketing and communication strategy shall be developed as part of the implementation of the amended Community Improvement Plan (CIP). Town staff expertise and support are key components for the promotion and success of potential programs.

The targeted audiences for the CIP Programs include:

- Property Owners
- Business Owners
- Ajax-Pickering Board of Trade
- Developers
- Investors
- Real Estate Agents
- The Condominium Corporation & Property Managers of 109 Old Kingston Road
- Heritage Advisory Committee

The following marketing and communication approaches shall be used to market and communicate the programs to build interest and support for the CIP:

- Website information and updates
- Brochures/pamphlets outlining the available programs
- Workshops to target audiences
- Partnership opportunities with community groups, local business associations and other levels of government to advertise programs

It is recommended that the Marketing & Communication Strategy be implemented as soon as possible after Council has activated the programs contained in the Pickering Village CIP.

### 9.2 Program Monitoring

Programs will be monitored to determine, among other things:

- whether program uptake is satisfactory;
- if desired outcomes are being achieved;
- if participants are completing their commitments;
- the full benefits and costs of each program;
- the economic impact associated with each program (i.e. total value of construction projects, the increased assessed value of property).

Adjustments to programs may be necessary based on program uptake and feedback from staff and applicants. Measurable criteria relating to program goals may involve an assessment of the following:

- heritage property conservation and restoration;
- new businesses, specifically restaurants, retail and arts and cultural facilities;
- mixed use (re) development projects;
- increases in the number of patios;
- building accessibility for persons with disabilities;
- overall quality of streetscape and public realm improvements.

The monitoring of funds dispersed through the CIP incentive programs will determine their relative success and may include feedback from grant applicants and the economic impact associated with projects taking advantage of the CIP incentives programs.

Monitoring of the incentive programs should be done periodically through a report to Council outlining program uptake and any recommended changes to program requirements.

# Pickering Village Community Improvement Plan

---

## 10.0 CONCLUSION

The Pickering Village Community Improvement Plan provides a variety of financial incentives to encourage appropriate restoration of existing heritage properties while guiding future development projects that are in keeping with the heritage character of the village. A CIP can also stimulate investment on private properties while aiming to diversify the types of businesses to the area and make improvements to the public realm and streetscapes.

Pickering Village is steeped in history and many significant heritage buildings and properties remain largely intact. The Incentive Programs included in the CIP provide property owners a financial incentive to undertake restoration or upgrades to their buildings and properties that may not otherwise occur due to cost premiums associated with these improvements. They also have potential to stimulate new investment and redevelopment within Pickering Village for desired land uses.

All programs are aimed to provide opportunities for property and business owners and build upon the community improvement efforts already underway to revitalize and preserve the unique features of Pickering Village. The CIP demonstrates municipal leadership and the Town's commitment to community improvement.