Recommendation:
THAT the Council of the Township of Centre Wellington add the properties at 599 Hill St West, Fergus; 350 St. Andrew St. West, Fergus; 680 and 684 St. David St. N, Fergus; 920 and 930 St. David St. N, Fergus; 197 Beatty Line, Fergus; 165 Geddes St. Elora; 16 East Mill St. Elora and 355 Wellington Rd. 18 to the list of Priority Sites, as required under Community Improvement Plan Implementation Report, PLN2015-12, and remove 101 St. Andrew St W from the Priority Sites List;

THAT Council authorizes the use of Level Two (2) Financial Incentives for these properties as indicated, subject to additional approval by Council on an individual property basis.

Report:
On March 30th, 2015, Council adopted the final Community Improvement Plan Report, PLN2015-11 and the subsequent Community Improvement Plan Implementation Report PLN2015-12 on April 27th, 2015. An implementation process outlined in that report, as authorized by Section 4.0 of the plan, requires an annual Monitoring Report be brought to Council. This report identifies additional Priority Sites to be designated as required under the Community Improvement Plan and seeks authorization for the Financial Incentives available to those properties. The report also outlines which projects were completed in 2018 under the Level One incentives.

Priority Sites

In September, Council approved an initial list of Priority Sites, PLN2015-32, under the criteria provided in Section 3.4.2.2 of the Plan, being:

- The site has frontage along the Grand River;
- The site is a known brownfield property;
- A building on the site has significant heritage value;
• The site is vacant or underutilized and has potential for significant development/redevelopment; and/or
• The site is subject to a proposal that will:
  o Help achieve targets and policies of the Provincial Growth Plan;
  o Accommodate significant job growth;
  o Achieve exceptional design standards, resulting in increased building costs; and/or
  o Help achieve any other local economic development goal or priority, as identified by Township Council.

The current Priority Sites are:

• 865 Gartshore St., Fergus – known as the former Wolverine Plant.
• 105 Queen St. W, Fergus – known as the Fergus Marketplace (façade improvement only)
• 328 Wellington Rd. 18 – known as the former Gary Cooper property.
• 115 St. George St. Fergus – former Suncor property
• 390 St. David St. N, Fergus – former Suncor property
• 101 St. Andrew St. W, Fergus – formerly known as the Rafferty Insurance Bldg
• 227 St. Andrew St. W, Fergus – formerly known as the Fergus General Store
• 380 St. Andrew St, W, Fergus – formerly known as the Canadian Tire Store
• 675 St. David St. N – underutilized property
• 950-960 St. David St. N – underutilized property
• 725 St. Andrew St. N – FreshCo plaza – underutilized property
• 7460 Wellington Rd. 21, Elora – Neuwland Feeds – underutilized property
• 7460 Wellington Rd.
• Lands associated with the Pearle Hospitality Development - North side of Grand River
  □ 77 Mill St. W – former Elora Mill property
  □ 70 Mill St. W – former Mill cottage
  □ 51, 53 and 55 Mill St. W – former granary building and ruins
South Side of Grand River
- 26-28 Ross St. – former Little Folks property with foundry ruin
- 32 Ross St. – former Walser building
- 18 Ross St.
- 24 Carlton Place – former Little Folks Admin building
- 30 Carlton Place
- 25 Metcalfe St.

**Sites to be added in 2019**

The Economic Development Task Force has established a subcommittee to look at and make recommendations on Priority Sites. The sites being proposed for inclusion on the Priority Sites list for 2019 are:

- 599 Hill St. West, Fergus – heritage building – A.O. Smith
- 350 St. Andrew St. W, Fergus – former doctor’s office – redevelopment site
- 680 St. David St. N, Fergus – Morris Auto - underutilized property
- 684 St. David St. N, Fergus – Golden Fish and Chips - underutilized property
- 920 St. David St. N, Fergus – strip mall - underutilized property
- 930 St. David St. N, Fergus – former fuel depot site – brownfield site
- 197 Beatty Line, Fergus – industrial building – underutilized site
- 165 Geddes St., Elora – former L&M
- 355 Wellington Rd. 18, Elora – Racquet Club - underutilized site
- 16 East Mill St, Elora – strip mall - underutilized site

The subcommittee hopes to encourage and promote development or redevelopment of these sites with a concentrated visitation program.

The subcommittee is also proposing removing the following site:

- 101 St. Andrew St. W – already received grant/loan for façade improvement

Recommendations for Priority Sites have been considered by the Economic Development Task Force at its meeting of June 6, 2019. A letter indicating their motion endorsing the proposed sites is attached as Appendix A.

A map of designated Priority Sites is included as Appendix B.

Properties can be added or removed from this list on an annual basis when the annual CIP Monitoring Report is submitted to Council. Properties can also be added or removed as is necessary to move a major development, redevelopment or rehabilitation on these or other qualified properties forward.

**Level Two Financial Incentives**
Staff are recommending that all of the Level Two (2) Financial Incentives be available for Priority Sites in 2019. These incentives are only available within the designated areas and include the following:

- Tax Increment Equivalent Grant
- Brownfield Financial Tax Assistance Program
- Level Two Façade, Building and Property Improvement Grant/Loan

**Level One Incentives Approved in 2018**

The staff level Community Improvement Implementation Committee approved six (6) CIP projects under the Façade, Building and Property Improvement Grant/Loan Program in 2018. One of the projects is still in the construction phase due to a number of issues related to timing and weather but will be completed this month. The four (4) applications have been successfully completed and monies have been advanced or ready to be advanced. The remaining project has some issues around its current eligibility.

**Corporate Strategic Plan:**

Economic Prosperity - The Township will help the business community to excel and expand, and to create jobs, so Centre Wellington’s economic vitality keeps pace with its population.

Pride of Place - Acting responsibly, the Township will support community initiatives that foster pride in our community and enhance its amenities.

**Financial Implications:**

Approximately $60,000 in combination Grants/Loans was used for funding projects in 2018. Based on the portion of the projects used for Grant/Loan program eligibility, for every $1.00 invested by the township, $8.81 was invested by the private sector – exceeding the ROI used as a benchmark from surrounding municipalities.

It is expected that 2019 will see an increase in applications as businesses and residents are seeing some very significant improvements. Staff have already conducted 6 pre-consultations for up to 9 applications for some much needed projects.

**Consultation:**

The Community Improvement Implementation Committee (CIIC) is comprised of:

- Managing Director of Planning and Development
• Chief Building Official
• Economic Development Officer
• Managing Director of Corporate Services
• Planner

The Economic Development Task Force provided comments on Priority Sites for this report.

Attachments:
● EDTF Priority Sites letter - June 6, 2019
● CIP_Priority_Sites_2019_Overview

Approved By:
Brett Salmon, Managing Director of Planning and Development
Andy Goldie, Chief Administrative Officer
June 6, 2019

Dear Mayor Linton and Member of Township Council:

Please be advised the Economic Development Task Force passed the following motion at their meeting on June 6, 2019:

That the Economic Development Task Force endorse the following list of properties as Priority Sites under the Community Improvement Plan making them eligible for Level 2 funding:

Eligible for all Level 2 Financial Incentives:

- 599 Hill St. West, Fergus – heritage building – A.O. Smith
- 350 St. Andrew St. W, Fergus – former doctor’s office – redevelopment site
- 680 St. David St. N, Fergus – Morris Auto - underutilized property
- 684 St. David St. N, Fergus – Golden Fish and Chips - underutilized property
- 920 St. David St. N, Fergus – strip mall - underutilized property
- 930 St. David St. N, Fergus – former fuel depot site – brownfield site
- 197 Beatty Line, Fergus – industrial building – underutilized site
- 165 Geddes St., Elora – former L&M
- 355 Wellington Rd. 18, Elora – Racquet Club - underutilized site
- 16 East Mill St, Elora – strip mall - underutilized site

Sincerely,

Paul Walker Vice Chair
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