



DOWNTOWN WAWA COMMUNITY IMPROVEMENT PLAN

FINANCIAL INCENTIVES

COUNCIL PRESENTATION
TUESDAY, JUNE 18, 2024

MAURY O'NEILL
CAO-CLERK





WAWA DOWNTOWN CIP - OVERVIEW

- A Community Improvement Plan (CIP) is a tool that allows municipalities to give funds to specific areas to achieve the goals of the Wawa Downtown CIP by encouraging private sector development and investment in Downtown Wawa.
- A set of financial incentives are contained in the CIP and after review and input from business and EDTAC, the following are recommended for implementation in the first round of funding (2024-2025).
- The estimated budget for implementation is \$80,000 (year one) – Community Wellness Reserve.
- Does not include financial cost of the Tax Incentive Program.
- Not all programs offered in Year One.





RECOMMENDED GRANTS – YEAR ONE

- Building Façade and Signage Grant
- Residential/Office Rehabilitation & Conversion
- Planning and Building Fee Grant
- Tax Increment Equivalent Grant
- Activation Grant for Vacant Buildings





GENERAL INCENTIVE PROGRAM INFORMATION

- Applicants may apply for individual Financial Incentive Programs or combine multiple complementary programs for a single site or development, unless otherwise stipulated.
- Maximum of all grant per property shall not exceed **\$20,000** per round of funding.
- Applications for grants less than \$500 shall not be considered.
- Any Financial Incentive Programs contained within the CIP are subject to approval and municipal budget allocations by Council on an annual basis.
- There are no guarantees of any Financial Incentive Program being implemented in any given year/round of funding and selection is at the sole discretion of Council.





GENERAL APPLICATION ASSESSMENT CRITERIA

Applications for funding will be assessed under three main criteria:

- 1. Consistency with the Wawa Downtown CIP goals and objectives, Urban Design Guidelines and Incentive Program requirements along with the overall visual improvement of the existing façade, building exterior and interior usability;
- 2. The extent to which a project addresses life safety and major structural deficiencies and extends the life and exterior appearance of the building; and,
- 3. Overall benefits to Downtown Wawa's commercial area and consistency with plans, municipal policies such as the Sign By-Law, Housing Action Plan and Wawa Strategic Plan.
- 4. **DESIRABLE – Meet Wawa Design Themes**





DESIGN THEMES



The Goose

- The Goose is the most defining and distinguished symbol of Wawa and has achieved recognition at a national level. It is recommended that the Goose be included where possible on buildings, signs and streetscapes.

The Nature

- Wawa's geology and location within the gateway to the Boreal Forest provides many unique opportunities including viewing an abundance of waterfalls, northern wildlife including moose, bears and many species of birds. Local assets should be highlighted.

The Water

- Downtown Wawa is unique as it is next to Wawa Lake, with all its glory. The community also has physical, economic and historic ties to Lake Superior and Michipicoten River. These relationships reflect a sense of marine culture that is also recommended as a design theme in properties.

The History

- Celebrating Wawa's rich history and culture including the history, heritage, resilience and contribution of indigenous people is encouraged.



BUILDING FAÇADE and SIGNAGE IMPROVEMENT GRANT

The following incentives may be offered to approved projects :

- Capital grant of up to 50 percent (50%) of the cost of eligible façade improvements that satisfy the Program Guidelines to a maximum of \$10,000 (per project, per year/round of funding).
 - The maximum amount of a grant for professional architectural services or heritage professionals shall not exceed 50% of the grant that is calculated for eligible construction costs.
- A grant for up to half (50%) of the construction costs, to a maximum of \$5,000 per business sign(s) incl. awnings.

Façade improvements must have a minimum project cost of \$500 to be considered.

Façade Improvement
UNDERWAY!

with a Wawa Downtown CIP Building Façade and Signage Improvement Grant

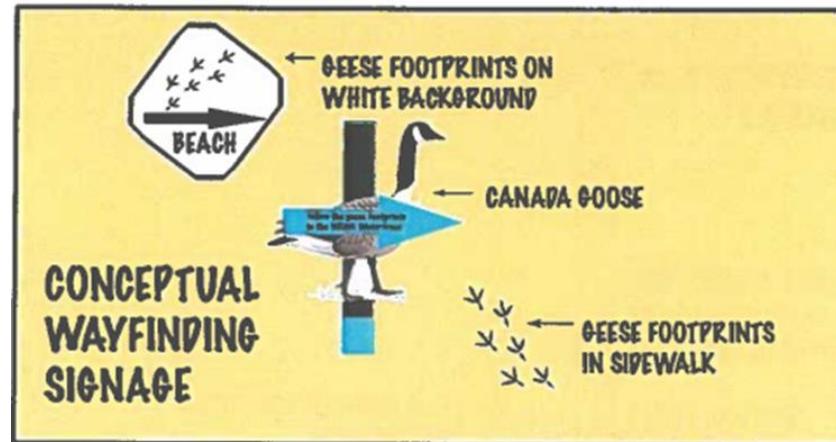
 *Funded by* 
The Municipality of Wawa

For more information on how you can access this grant visit:
www.wawa.cc



SIGN INCENTIVE – General Design Principles

- Type face should be clear, easy to read and consider AODA requirements.
- Stainless steel letters or similar alternatives are acceptable. Colours should be coordinated with building.
- Primary signs should advertise the name of the business and the primary goods or services offered.
- A recommendation of a maximum of one primary sign and one blade sign for store face. Primary signage may be permitted on an awning.
- Signs attached to a building should be integral with store-fronts, no larger than 600mm in height and externally lit. Backlit or neon type signs are not encouraged as the primary integrated sign.





FAÇADE & SIGN ELIGIBLE PROJECT COSTS

The following eligible improvements apply to front, and rear/side building façades that front onto a public street:

- a. façade restoration of brickwork, wood, masonry, and metal cladding;
- b. repair or replacement of eaves, parapets, and other architectural details;
- c. repair, replacement or addition of windows and accessible doors;
- d. repair, replacement, or addition of exterior lighting;
- e. repair, replacement, or addition of awnings, marquees, and canopies; or
- f. repair, replacement or addition of signs.

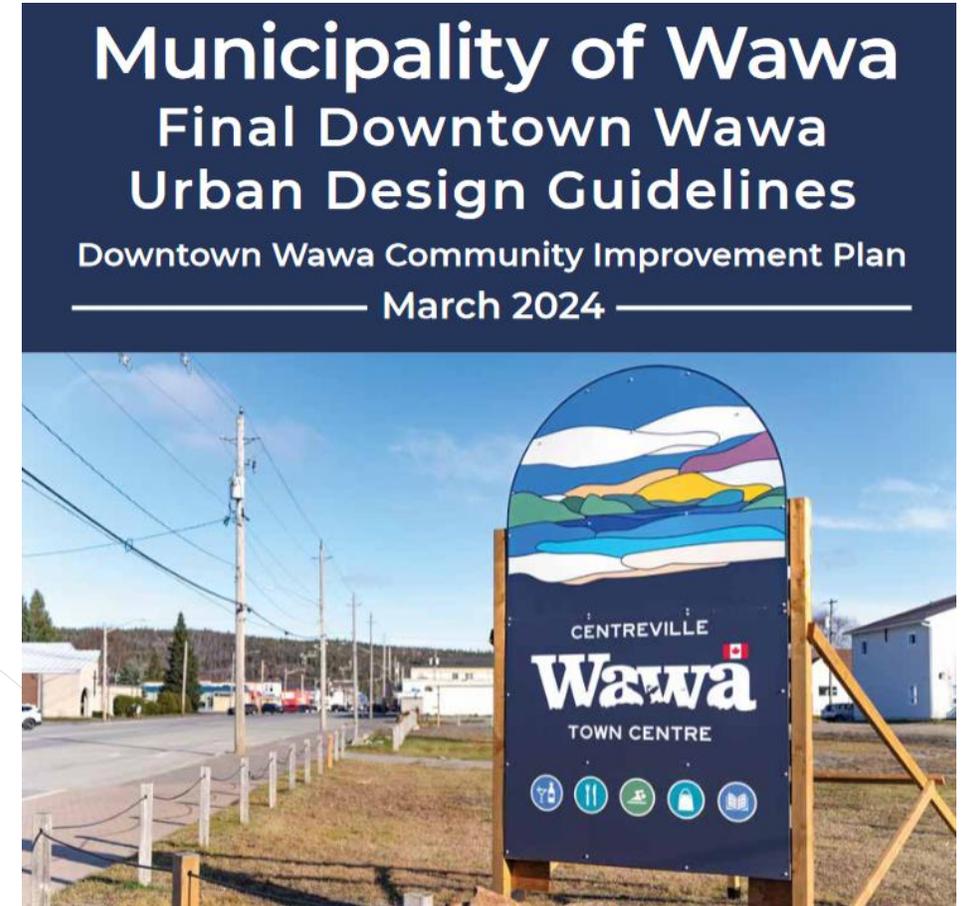
Replacement, repair, improvement, or installation of signage and associated lighting on front building façades of commercial, and mixed-use (residential with commercial) only.





FAÇADE INCENTIVE – General Design Principles

- Sensitivity to existing streetscape with respect to proportions, materials, colour, signage and architect;
- Restoration to original façades wherever possible (e.g. roof, storefronts, doorways);
- Restoration or replacement of windows to energy efficient windows;
- Preservation, restoration of architectural details; and,
- Projects that maintain and enhance, or authentically replicate the traditional façade encouraged.
- Encourages the improvement of side and rear façades that are in full view to the public only.
- Facades and signs that use the **Wawa Goose** theme are strongly encouraged.





RESIDENTIAL/OFFICE REHABILITATION AND CONVERSION GRANT

Purpose

- A grant to offset the cost of rehabilitating and converting existing 2nd or 3rd floors in commercial buildings to residential units and/or office space (pending zoning approval).

Eligible Costs

- Eligibility is contingent on the use of the main floor remaining commercial. This grant could also be used to provide financial support to rehabilitate vacant units into viable residential or office spaces.
- Eligible costs shall include materials, equipment, and contracted labour to complete the proposed improvements. Labour provided by the owner / tenant is not an eligible cost.

A grant of up to 50% of construction costs related to the rehabilitation and conversion of upper storey units to residential units or office uses, up to a maximum of \$5,000 per unit and a total maximum of \$20,000 (or four units).





PLANNING AND BUILDING FEE GRANT

Purpose

A rebate of planning application fees (e.g., Official Plan Amendment, Zoning By-law Amendment, Minor Variance, Consent, Site Plan Control) and building permit or demolition permit fees to assist with the administrative costs of development or redevelopment of a site or existing building with commercial or mixed uses, or the development of an affordable rental or purpose-built rental housing project.

Eligible Costs

- Development or redevelopment of a vacant property or building for commercial, office, or mixed uses;
- Development or redevelopment of a vacant property or building for affordable rental or purpose-built rental housing;
- Rehabilitation and conversion of upper-storey space in a mixed use or commercial building to residential units;
- Major additions to a commercial, office, or mixed use property, involving an increase of at least 25% of the existing gross floor area;
- Infrastructure works including the improvement or reconstruction of existing on-site public infrastructure (water services, sanitary, and storm sewers);
- Demolition of existing buildings on a private property, associated with redevelopment of that property, but excluding dumping fees;
- Professional services by an engineer, architect, and/or professional planner; and/or



PLANNING AND BUILDING FEE GRANT

Program Details

- Planning Applications: A rebate grant for up to a total of 100% of the Municipality's fees, as determined by Council on a case by case basis, to cover the cost of planning applications.
- Building / Demolition Permit Applications: A rebate grant for up to a total of 100% of the Municipality's fees, as determined by Council on a case by case basis, to cover the cost of building permit or demolition permit application fees.
- In general, any projects which are eligible for other incentives outlined in this Plan will also be eligible for the Planning and Building Fees Grant, if the applicant is required to obtain planning approvals and/or a building permit or demolition permit.
- Rebate grants associated with demolition permit applications do not include dumping fees.



TAX INCREMENT EQUIVALENT GRANT (TIEG)

Purpose

- A grant to help offset the costs for property owners undertaking commercial, office, multi-residential or mixed-use projects where property assessment increases as a result of major improvement, and there is a subsequent increase in municipal property taxes. The duration of any TIEG will be over five (5) years.

Eligible Costs

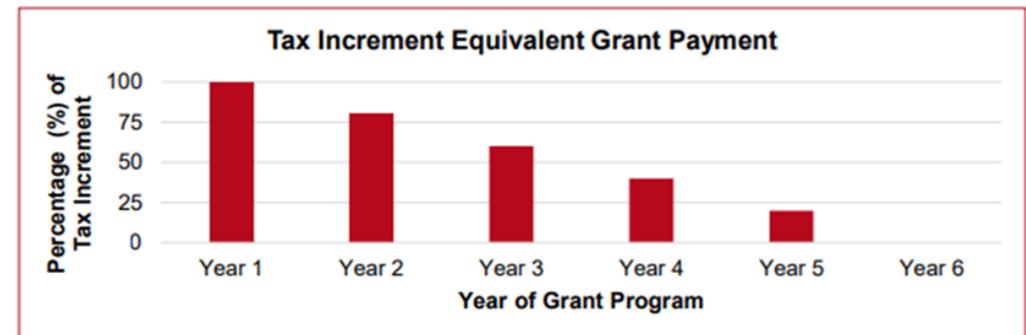
- a. Development, redevelopment of a property for commercial, office, multi-residential or a mix;
- b. Major additions to a commercial, office, multi-residential or mixed-use property, involving an increase of at least 25% of the existing gross floor area, or of at least \$500 of the assessed value of the property;
- c. Conversion of upper-storey space in a mixed use or commercial building to residential units, or major renovations or improvements to upper-storey residential space;
- d. Streetscaping or landscaping improvements included;
- e. Professional services (e.g. engineer or architect included).
- Should an eligible applicant be approved for the Tax Increment Equivalent Grant, and if the subject property is sold, in whole or in part, before the original grant period lapses, the original owner may not be entitled to receive the remaining grant payments, in accordance with the terms of the program agreement. The payments are also non-transferrable to the new owner, unless specifically stipulated as part of the Financial Incentive Program Agreement executed between the original owner and the Municipality.
- Taxpayer pays full cost then Municipality reimburses percentage at end of year.



TAX INCREMENT EQUIVALENT GRANT (TIEG)

Example Scenario:

- A hypothetical property pays \$10,000 in annual municipal property taxes this year.
- If the property is redeveloped and a reassessment results in municipal property taxes of \$15,000 annually, the tax 'increment' is \$5,000 (i.e., \$10,000 + \$5,000 = \$15,000).
- Council has approved a Tax Increment Equivalent Grant for the property, with a duration of 5 years.
- In the first year after re-assessment, the applicant would be eligible for a grant of \$5,000, representing 100% of the tax increment. In the second year after re-assessment, the applicant would be eligible for a grant of \$4,000, representing a decrease of 20% from the previous year.
- The grant amount would continue to decrease by 20% each year in years 3, 4, and 5.
- The grant expires after five (5) years, based on the grant duration determined by Council.
- This example assumes that all eligibility criteria are met.





ACTIVATION GRANT FOR VACANT BUILDINGS

Purpose

A grant to assist with costs of converting and/or rehabilitating existing vacant commercial buildings/properties into viable commercial uses, such as retail spaces.

Eligible Costs

- All interior and exterior retrofits required to ensure the new commercial use complies with Ontario Building Code, Fire Code, and Municipal Property Standards By-law standards and restores the vacant to a condition suitable for the proposed commercial operations. Cosmetic and other minor improvements will only be eligible if part of a major renovation. Design and architectural professional fees associated with the rehabilitation of the new commercial use.

Program Details

- A grant for up to half (50%) of eligible costs, to a maximum of \$10,000 per property.

Eligibility Criteria

- Eligible commercial spaces must be vacant and unoccupied for more than 90 days, and not fit for occupancy as confirmed by the Chief Building Officer.
- The new commercial use that is being created has direct access to a public street.

Start Your Dream Business in Wawa's Downtown

Activation Grant for Vacant Buildings can help to make it happen!

Wawa's business community is ready to welcome you.

Whether you're a new business owner looking for the perfect place to launch your big idea, or want to expand to a new location - let us help you!

With multiple commercial possibilities, start your adventure here!

57 Broadway Avenue – Downtown Wawa

Square Footage
1250 sqft

Annual Property Taxes
\$4,000

Features
Full Basement

imagine your business here
can you see it?



*Photo is virtually staged for demonstration purposes only.
Space design and rendering by [Delaney Norman](#).*

business neighbours



For more information on the Activation Grant for Vacant Buildings visit: www.wawa.cc

APPLICATION REVIEW AND EVALUATION

Municipal staff will receive and prepare a report with recommendation to EDTAC for consideration.



Applications for projects which are determined to meet the goals of the CIP and the incentive applied for will be recommended for conditional approval or rejection by the Economic Development and Tourism Advisory Committee (EDTAC) to Council.



The recommendation will be submitted to Council for final decision. Funding for the CIP Financial Incentive Programs and individual grants is allocated and approved solely at the discretion of Council.

FINANCIAL INCENTIVE “HOW TO” PACKAGE

Table of Contents

General Information

Community Improvement Project Area

General Eligibility Requirements

Application Process

Incentive Programs

Design Guidelines

Application

2024



Wawa Downtown Community Improvement Plan

Financial Incentives Package



ZONING BY-LAW – AMENDMENT REQUIRED

- Commercial (C1) Zone permits certain commercial uses and one residential secondary dwelling unit.
- Permitting multiple residential dwellings units on the upper storeys of buildings containing ground-level commercial uses in C1 is required to encourage more housing units.
- Standalone multi-unit residential uses which are proposed on vacant or underutilized lands or buildings within the C1 Zone, or on the main floor, would still require a Zoning By-law Amendment. This would ensure that there is opportunity for community input and to confirm that they are proposed on an appropriate site, with adequate parking, and do not detract from the primarily commercial nature of the Downtown.





NEXT STEPS - IMPLEMENTATION

- Financial Incentive Program applications shall be processed, subject to the availability of funding and CIP priorities, as approved by Council. Council may determine that the objectives of a particular Financial Incentive Program have been met, and decide to terminate or temporarily suspend funding.
- Approval of funding of \$80,000 and by-law approving grants required.
- Consider for approval at July 23, 2024 Council Meeting.
- Implement programs by September 1, 2024.
- Rezoning Amendment – August 2024 to permit additional residential.

Comments invited until July 16, 2024.