

Strategic Action Plan for Prescott Downtown Revitalization



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Urban Marketing Collaborative

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1.0 INTRODUCTION

The strategy developed for Downtown Prescott is based upon the results of the market analysis as well as the results of the presentation conducted in August 2012 with key stakeholders to prioritize issues and opportunities. The vision is to work as a branding tool and be kept as a standard to help guide all future decisions regarding civic, social, residential, and business development in Downtown. Actions that work towards fulfilling the vision should be implemented and ones that do not should be abandoned.

Downtown Prescott has clear potential for appeal to residents and visitors through its waterfront beauty and its heritage buildings. While the town conducts seasonal events like the St. Lawrence Shakespeare Festival, it does not provide a seamless experience that encourages and facilitates residents and visitors to go from an event to then visiting a retail store or dining downtown. Downtown Prescott needs to create this holistic experience to draw in and keep its visitors returning to the downtown core.

2.0 VISION

Downtown Prescott will take the relaxed lifestyle and affordability that is provided and extend this into an environment where greater and lengthier visitation will occur and new residents will be attracted. Building on its historic environment, Downtown Prescott will provide more things to do both for its residents and visitors. Furthermore, Downtown Prescott will be a town that provides seamless, enjoyable, and permanent experiences, including shopping, dining, entertainment and living. Such experiences will transpire when Prescott's businesses, event planners, and community leaders all have a significant and essential role. Increasing the residential density is a key component that will support this vision.

While seemingly simple, achieving this vision requires a great deal of coordination, communication, establishment of linkages, and focus in order to create this visionary Downtown Prescott experience.

3.0 STRATEGY FRAMEWORK AND PRINCIPLES

Downtown Prescott needs to be aware that there are no overnight miracles in Downtown revitalization. The Action Plan focuses on three over-arching principles:

1. Communication and Coordination
2. Linkages
3. Focus.

Communication and Coordination

The strength of any revitalization and development program is based upon effective communication and coordination. Communication is facilitated by organizations that have clear mandates and visions. Each organization creates a broad-based partnership among the public and private sectors' interests to provide leadership and allocate resources to maintain and propel the goals and objectives. This is a crucial time for Downtown Prescott with a lot of opportunity ahead. The BIA has been working towards improving the town through cleanup, beautification, and further planning. Open communication among all organizations including the BIA and the Town of Prescott will be paramount and will set the stage for future endeavors.

In addition to open communication, coordination is facilitated by an organization's ability to set an agenda and to entice stakeholders to participate. It will not be enough just to set meetings. Every communication delivered should have objectives and anticipated outcomes.

Also, from the BIA's perspective, coordination will be required to manage growth. Open communication with stakeholders will be important in creating a plan for development. For example, the BIA will need to implement extensive communication and coordination tactics to develop and sell a vision of coordinated programming between Prescott's existing events and other local businesses and facilities (e.g., curling rink).

Prescott's ability to offer incentives and penalties in order to boost cooperation may also be considered. This comes about effectively through a "carrot and stick" approach such as tax incentives for historic façade improvements (carrot) and fines for derelict buildings and lofts (stick); the latter will also help allay some of the costs required for incentives and subsidies. Ultimately, public-private partnerships are the most effective means of achieving results. Property owners that invest in the rehabilitation of their buildings should be supported by the BIA and the Town through additional expenditure on high quality streetscaping, lighting, and other amenities.

Linkages

The power of a Downtown is rooted in its diversity. Unless pedestrian traffic flows between the various anchors and areas of influence, its diversity is compartmentalized and stifled. For this reason, it is crucial to ensure that linkages be established not only from an urban design perspective, but also with respect to economic development and marketing. These linkages need to be enhanced and maintained on a continual basis. Actions that promote a more cohesive feel should be encouraged:

- ▶ **Urban design:** gateway projects, linkages with the waterfront, streetscape master plan, among many others
- ▶ **Economic development:** retail continuity, infill development, retail clustering that is mutually supportive, among many others
- ▶ **Marketing:** signage, banners, way finding programs, cross-promotion of businesses, arts, culture, and special events with a consistent branded focus, among many others.

Focus

Investment should start by growing blocks of strength and building them up to impressive levels and minimizing development diffusion, rather than trying to do a little bit everywhere, only working on the fringes, or by trying to fix the big problems first. Focus, as it applies to the BIA, entails starting with a small number of initiatives that are done very well and then working up to bigger challenges.

4.0 KEY COMPONENTS

There are several key principles to keep in mind as the Town of Prescott looks to implement the outlined action plan.

- ▶ Given the high level of competition around Prescott, from neighbouring towns including Brockville, there should be a strong commitment from Prescott to do well or not compete at all. Prescott should aim to be equal or better than its strongest competing towns, setting high standards as well as consequences for when they are unmet.
- ▶ The public sector must play the dominant role in setting high standards for the town including but not limited to standards of appearance for buildings, public areas, beautification, etc.
- ▶ The best way to revitalize an area is to build off the Town's current strengths instead of solely seeking to rectify any weaknesses. While the Town's heritage and waterfront are obvious strengths, a well thought out plan that links these different components and brings in the participation of various stakeholders will further develop it, taking downtown Prescott to excellence
- ▶ Everything cannot be accomplished at once, therefore setting priorities and keeping focused is key to an implementable, effective strategy.
- ▶ Be patient, persistent, and practical! Most importantly, take a long-term view of what is to be accomplished.

Building Visitation

Like most downtowns, Prescott will only be able to attract a consistent stream of residents and visitors to the region based on a focus. The most appropriate focus for Prescott would be its facilities and events.

Currently the historic buildings and the waterfront contribute an interesting setting for events. However, that in and of itself is not enough. It is critical that a link be established between Prescott's facilities, events, and retail. Residents and visitors should be coming to Prescott's restaurants (and/or vendors) to dine prior to and after an event.

Furthermore there should be a consistency in the number of events and enough programming and residential density to feed a steady stream of visitors to the town's retail stores. This will provide a seamless experience for visitors and residents who are then likely to return, helping to build up the reputation of Prescott over the long term.

Attracting Residents

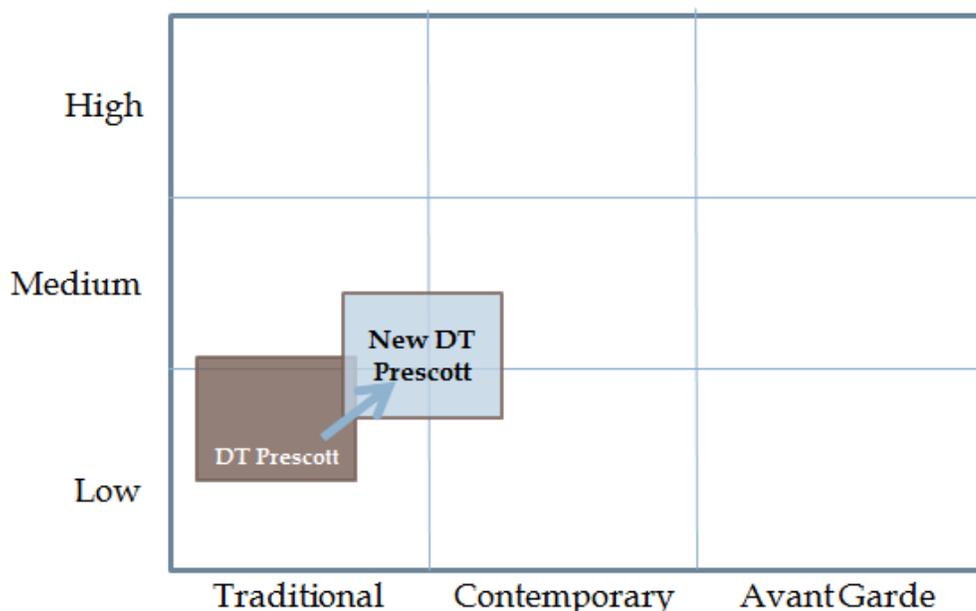
Introducing visitors to Prescott and its amenities helps target the town as a residential option for these visitors in the future. As people move away from main cities like Ottawa and seek a less expensive and more relaxed lifestyle, Prescott is an ideal location.

The Town should be prepared to offer housing in order to attract and meet any demand. Ideal locations for residential buildings include existing vacant lots that are located on the periphery of King Street as well as streets parallel to and behind the main downtown streets (Henry Street, Dibble Street, James Street, etc.) The location provides proximity to the core downtown as well as scenic views of the waterfront, ensuring a relaxed, downtown lifestyle.

Increased density of residential also feeds into downtown retail and services, helping to ensure the long-term vibrancy of the town.

Prescott Long Term Positioning

Downtown Prescott is currently geared towards low-mid income residents who are interested in a more traditional lifestyle. The action plan will ensure that the new Downtown Prescott provides residents and visitors with unique experiences that revolve around an updated traditional lifestyle (e.g., food, boating) with contemporary elements (e.g., theatre).



Target Market

The primary target group should be current and potential residents of Prescott, with visitors (and tourists) representing a secondary target group. Based on the research conducted, Prescott should seek to focus on residents and visitors who are over forty years of age, educated, and who fall in the middle income thresholds. The spotlight here should not be solely on higher income groups as the target market will still have reasonable savings and discretionary funds that will contribute to maintaining a typically balanced lifestyle. Prescott can contribute to this lifestyle by creating leisure experiences within Prescott, in addition to current and additional residential options.

5.0 ACTION PLAN

The Action Plan focuses on immediate, short, mid and long-term steps that must be taken as well as four pillars for success, plus two alternatives that will be “game changers.”

- 5.1. Organization
- 5.2. Physical Facilities
- 5.3. Marketing Prescott
- 5.4. Economic Development
- 5.5. Take a Bold Step Forward

A summary of the action plan is provided in the following table.

ACTION PLAN SUMMARY - DOWNTOWN PRESCOTT

	Immediate	Short-Term	Mid-Term	Long-Term
Organizational Development	<ul style="list-style-type: none"> ▶ Hire a paid manager and rally the volunteers ▶ Get organized with contact database ▶ Get the Town on-side for the vision and strategy 	<ul style="list-style-type: none"> ▶ Establish partnerships with other organizations, towns and associations ▶ Host events such as “Art in the Park” ▶ Commit to greater and targeted communications 	<ul style="list-style-type: none"> ▶ Increase BIA levy once retailer performance increases ▶ Increase funding of BIA through other sources ▶ Create a strong structure within the Downtown Prescott BIA 	<ul style="list-style-type: none"> ▶ Develop a strong team; fully trained and staffed (marketing staff) ▶ Actively network with potential retailers and businesses to encourage establishing in Prescott
Physical Facilities	<ul style="list-style-type: none"> ▶ Continue with the cleanup program ▶ Establish and gain support for high standards for physical appearance ▶ Plan for additional residential density 	<ul style="list-style-type: none"> ▶ Identify facility for the Shakespeare Festival ▶ Find alternative uses for vacant lots ▶ Install banners and directional signage for major attractions 	<ul style="list-style-type: none"> ▶ Extend Shakespeare Festival season ▶ Introduce new events/ performances ▶ Investigate the potential for a mixed-use building on King Street 	<ul style="list-style-type: none"> ▶ Determine the feasibility for a downtown hotel ▶ Achieve high level of standards for all plans
Marketing Prescott	<ul style="list-style-type: none"> ▶ Create linkages between the existing events, businesses, and programs (e.g., weekend packages) 	<ul style="list-style-type: none"> ▶ Create a PR package to submit to local papers in Ottawa, Montreal, etc. ▶ Build a BIA website and encourage online marketing 	<ul style="list-style-type: none"> ▶ Invest in paid ads and outreach ▶ Develop a retailer recruitment package 	<ul style="list-style-type: none"> ▶ Establish and coordinate marketing of local to regional campaigns
Economic Development	<ul style="list-style-type: none"> ▶ Establish a properly run Farmers’ Market ▶ Pack the Farmers’ Market with vendors ▶ Encourage temporary food trucks ▶ Share this report with stakeholders 	<ul style="list-style-type: none"> ▶ Share the vision with the landlords ▶ Become a resource for businesses / act as liaison ▶ Fill in the missing basics and advocate relocation of destination retailers ▶ Plan for additional residential properties 	<ul style="list-style-type: none"> ▶ Hire an economic development director ▶ Increase the number of dining facilities and other attractions (e.g. ice rink) 	<ul style="list-style-type: none"> ▶ Build out the town to a high standard ▶ Reach out to the education sector for potential opportunities (e.g., theatre school)

5.1 Organization

Strategy Goal: transition the Downtown Prescott BIA into an effective organization such that the group moves from a management position of Downtown's interests to a leadership position. The BIA should aim to challenge not only the public sector but also the private sector (commercial businesses, developers, property owners) to improve their operations. If new initiatives are to be successful, additional time and skill must be focused on advocating, coordinating, and facilitating private and public sector resources for maximum effect. For the Town, the goal will be to assist the BIA to transition through lending support of various committees as they are setup and to assist sourcing additional funds (e.g., hiring a manager and marketing staff member; raising the BIA levy).

Immediate

- ▶ Currently the BIA is managed by volunteers, but a dedicated manager will help bring a more intense focus on implementing the plans. The BIA should hire a part-time manager (*See Appendix B – BIA Manager Job Description*) who can coordinate the activities set out by the BIA and can rally the strong pool of volunteers that give readily in Prescott. While the position will initially be a part-time role, it can move to a full-time role as funding is obtained.
- ▶ Get organized with a business and stakeholder directory.
 - This data for the business directory can be quickly collected given the small number of retailers in Prescott today. As the business community grows, updating the data will also be easy. The directory provides an inventory of Downtown businesses, is a useful resource to employees and visitors, and offers a direct visible benefit to merchants and property owners. Those who advertise should be featured and highlighted on the BIA website while a full list should be made accessible online.
 - Complete an electronic database of stakeholders including merchants, property owners, and other major players in Downtown Prescott. This will be a central communication point for all BIA activities. It is imperative that this is kept up-to-date and accurate in order to foster good communication.
 - Information required includes business as well as property details:

<ul style="list-style-type: none"> - Business name - Address number - Street name - NAICS code - NAICS description - Net square footage (street level, basement, second level) - Additional descriptors - Contact name - Contact phone, email and fax 	<ul style="list-style-type: none"> - Secondary contact name - Secondary contact phone, email or fax - Property owner - Contact property owner (address, phone, email) - Assessed property value - BIA levy - Zoning type - Photograph of building - Status: occupied / vacant
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This information can be obtained from lists supplied by Urban Marketing Collaborative from the commercial audit, business survey sheets, assessment roles from the Town offices, and contacting each business and property owner individually.

- ▶ Work with all integral parties, from the Mayor, CAO and the Council to get commitment on BIA objectives and initiatives.
- ▶ The Town is a critical partner in revitalizing the downtown. As much as possible, activities of the Town and the BIA should mesh and the Town must remain enthusiastic about the plan.

Short-Term

- ▶ It is essential that the BIA reach out to other associations and towns – such as the Fort, local curling rink in Prescott, Shakespeare committee, cycling event coordinators, Brockville – and forge strong partnerships. These partnerships will set the foundation to create a seamless experience for visitors and tourists and increase the awareness of Prescott’s offerings.
- ▶ The BIA must understand that acting as an advocate for Downtown is very important, but not sufficient to accomplish the tasks at hand. At the same time, it should be recognized that the Downtown Prescott BIA will not have sufficient resources to accomplish everything it sets out to do. It will have to establish partnerships and alliances with other organizations, both public and private, to leverage its resources. (*See Marketing – Immediate section*)

The Downtown Prescott BIA’s primary responsibility is to improve the Downtown business climate through a combination of management, maintenance, and marketing, eventually becoming strong leaders. The BIA must be:

- **An Advocate** – being an advocate for Downtown businesses is important and is currently needed to improve the communication between interested retailers and absentee landlords. The BIA should make landlords aware of the potential for their properties. Taking this one step further, the BIA must also ensure that Downtown interests are represented and advanced in policy and resource allocation decisions at the municipal level (even Provincially and Federally through Ontario Business Improvement Association OBIA¹). The agenda will be determined through open communication with the BIA’s members. This may include pushing forward the

¹ Some of the goals at the Ontario level include a reduction in small commercial business tax rates and the elimination of the tax breaks given to vacant commercial businesses (a vacant commercial building is taxed at residential rates rather than commercial rates – approximately one-quarter).

agenda of streetscape improvements, redevelopment incentive tools, and park improvements among many other things.

- **A Marketer** – Downtown Prescott’s BIA needs to further solidify its role as Downtown Prescott’s primary marketer, aiming to draw consumer markets to drive sales and visitation and attract investor markets to create new businesses, jobs and investment. This will come about in the short to medium term.
- **A Facilitator** – in the long-term, Downtown Prescott BIA can play a stronger role as facilitator or “deal maker” to encourage new types of marketable real estate investment. A more aggressive position on the real estate delivery system should be undertaken to simplify conducting business in Prescott (e.g., ease of using local, provincial incentive programs, one-stop shopping at the Town level for building permits, etc.).

Communication Mechanisms

Communications programs are intended to better inform and educate Downtown stakeholders on issues, challenges, and opportunities affecting Downtown. While the BIA does participate in some of these different communication mediums, the lack of budget and dedicated staff means that these initiatives are not carried through on a consistent basis. To fulfill the BIA’s role as a Downtown advocate, promoter, and facilitator of managing Downtown Prescott’s growth, the following program initiatives are recommended:

- ▶ **Bi-weekly email/fax and annual newsletter:** increasing the frequency of the communication will provide timely updates on Downtown issues and activities. The fax/email is targeted to the primary Downtown merchants, organizations, and property owners. A quarterly to annual newsletter targeting retailers can be electronic or printed; it would provide the opportunity for BIA staff to visit retailers in-person in order to distribute it. The newsletter would achieve several communication goals including providing in-depth information on pertinent activities and improvements, plus providing a visually stimulating medium to market Downtown and the Downtown Prescott BIA. Newsletters would have a broader distribution beyond merchants and property owners to include all Downtown property owners, civic officials, and decision makers.
- ▶ **Website:** a Downtown Prescott BIA website is integral to understanding the BIA’s ongoing initiatives and marketing the Town. *See Marketing – Website*
- ▶ **Networking sessions:** the BIA can organize informal meet and greet sessions among the merchants, property owners, and other stakeholders in order to create greater synergy in Downtown. These can rotate to different businesses and this can be co-sponsored by other partners such as the District Chambers of Commerce (e.g., wine and cheese event).
 - It allows retailers to see other businesses and learn what they do.
 - This encourages businesses and property owners to support one another’s businesses by being seen shopping and conducting business on a regular basis in Downtown. Becoming actively involved provides opportunities for visual

monitoring, keeping communication channels open, and building relationships that are essential. The result is that customers at one business will be encouraged to visit other businesses at the staff's/owner's suggestion.

- ▶ **Targeted communications:** It is important for the BIA to produce a directory for all merchants but it can be further targeted as a resource for the markets most likely to make use of it (e.g., local residents, boating and camping visitors, inn visitors, special event visitors, etc.). This means that important services such as restaurants, bars, and gift and leisure retailers are listed for the overnight visitors and grocery stores, specialty food stores, liquor stores, and hardware stores are listed for the boating and camping visitors or residents. It is okay to list businesses for different target markets. For example, Downtown Vancouver is set up to appeal to different target markets with ideas on things to do and places to shop and eat for each one (e.g., workers, after 5 activities, shopping, etc.).

“My idea of *RUSH* hour...”

A day with...
Sandy - 32
accountant

“Staying downtown gives me a natural rush worth missing traffic for.”

Today
 - water sports

Tomorrow
 - that hot yoga thing

Next Tuesday
 - something new...

my downtown

- caffeine with a friend
- latest big screen movie
- swimming lessons
- game day tickets
- running clinic
- spin class
- a motivational speaker
- back in school again
- meditation and

the rush list

Example of promotional material from Downtown Vancouver BIA

- ▶ **Quarterly issue forums:** quarterly forums can feature speakers on a variety of issues ranging from updates on projects to panels on regional development issues, updates on various committees, etc. In addition, well before the start of the tourist season each major attraction-based organization (e.g., Fort, St. Lawrence Shakespeare committee, etc.) either together or separately should provide a presentation to the BIA. The presentation should include information on their schedule of events, vision for each event, and location, etc. so that the BIA and the members can be prepared for planning their own marketing campaigns.
- ▶ All information should be provided on the BIA's website and in newsletter format for those who cannot attend. Other ideas include having a slide show presentation of retail in other communities so that others can get ideas on how to merchandise their own stores better. As an aside, members should be encouraged to visit other retailers and towns to gain ideas on how to better merchandise themselves and the BIA. Examples include Downtown Dundas, Downtown Port Perry, Creemore Springs, Elora, Downtown Perth, and Downtown Petrolia.
- ▶ **Member and property owner surveys:** surveys of members and property owners should be undertaken to track overall satisfaction with Downtown Prescott BIA programs plus general Downtown perceptions to establish benchmarks and monitor progress.

Mid-Term

- ▶ Based on the assumption that the town continues to grow, the BIA levy should be increased.
- ▶ Create a strong organizational structure within the Downtown Prescott BIA:
 - **Board of Directors:** limited to or strong preference for, key decision makers. Links with other organizations through shared board members (no staff from other organizations on board). The committee should assist in the hiring process and development plan.
 - **Staff:** Continue to contract out services such as flower basket watering, additional street cleaning, snow removal, window washing, etc. There are numerous job programs available to non-profit organizations to hire additional staff to assist with marketing (college or university marketing student), youth programs related to community service, high school community service regulations, that can assist with keeping the area clean and well maintained, etc. While some of the services provided by the BIA can be included in their levy, others such as window washing or snow removal can be based on a fee to the business. In addition, the BIA will need to develop a permanent office in Downtown (e.g., space may be rented for a nominal fee above a storefront).
 - **Set-up BIA Committees:** eventually in the long-term the BIA should be set up in a committee format to effectively address the short-term to long-term planning. The manager will be responsible for over-seeing most of this work. Each committee reports back to the board requesting acceptance, rejection, or further study. The overall BIA Board should allow the committee work to develop recommendations

thereby working more effectively and not wasting time. Major committees should be organized around:

- Events and promotion and public relations
- Urban design, parking, and transportation
- Business retention and development.

▶ **Funding:** The average business should understand that their contributions to the BIA for the proposed work that will be accomplished can bring about this vision. The BIA has already proven successful in obtaining sponsors and donors for various initiatives (e.g., beautification). They should continue this process and look to additional sources of income such as:

- o Banks, for sponsorship of events
- o Other businesses for monetary or in-kind donations and partnerships. For example, garden centres can be contacted to determine if they will donate nursery and landscape materials in exchange for advertising
- o The provincial government's website for rural economic development contains a number of resources for additional funding sources and hiring additional staff - www.reddi.gov.on.ca or human resources

Funding will be key to achieving revitalization efforts. An examination of Downtown management organizations in Downtown Haliburton (population 2,500) reveals a BIA budget of \$31,500.

Long-Term

- ▶ Work closely with the Town of Prescott to develop a strong team that is fully trained and staffed. In order to sustain and grow the image of Prescott, the BIA will need to add a marketing person to their staff.
- ▶ Maintain and circulate the retail recruitment package (*See Marketing – Short-Term*).
- ▶ Make concerted retail recruitment efforts to locate necessary businesses for Downtown Prescott. As retail and commercial builds up and a critical mass is achieved, the downtown retail environment can be sustained long term. In the interim, better businesses will succeed, property owners and developers can improve their space to fill demand, and momentum will grow. (*See Economic Development – Long-Term*)

5.2 Physical Facilities

Strategic Goal: To increase the standards of appearance of physical structures and increase residential options in order to create an environment where retailers and residents will seek to locate.

Immediate

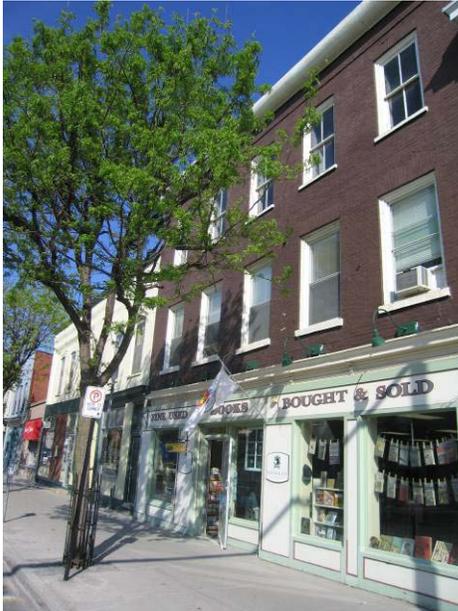
- ▶ The BIA should continue its current cleanup and beautification efforts.
- ▶ It is proven that when high quality establishments are built, occupancy by retailers is almost immediate. The Town should seek to improve its standards of appearance for physical buildings. The norm is for these standards to be established by the Town (e.g., Council, Mayor, CAO of Prescott) whereas the BIA's role should be to advocate for the higher standards and encourage the private sector's buy-in.
- ▶ The BIA should campaign for more residential buildings in downtown Prescott, through the conversion of existing buildings and the construction of new condo buildings. Residential will feed the commercial businesses and help build the town further. The only place that is inappropriate for residential is on the ground floors in key blocks of King Street.

Short-Term

- ▶ Current vacant lots such as the Daniels Hotel and other abandoned property are wasted space that could contribute greatly to the vibrancy of the area. The Town must look to increase the standards for properties in order to bring existing and new developments up to a very high standard. In addition, vacant properties can be used for the Farmers' Market and as residential options.
- ▶ The BIA Manager should work with the town to determine the feasibility for separate building codes for historic buildings; typically standards are based on zoning. The *Prescott Downtown Design Improvement & Urban Design Guidelines (December 2005)* specifies guidelines for historic buildings; these and all design guidelines established should be enforced and encouraged by the provision of incentives. In addition, further assessing the pros and cons of listing and designating heritage buildings to becoming a Heritage Conservation District should be evaluated. Examples of heritage property programs from other municipalities are included in Appendix C.
- ▶ Landlords should be encouraged to lease out vacant spaces to arts and crafts galleries on a temporary basis. Typically artisans can be brought in by charging them only the basic taxes, heat, hydro, and a percentage of the rent. They can clean up the areas and revitalize these vacant spaces.
- ▶ Install banners and directional signage on the roads as well as the waterways. High-quality signage is a key ingredient in the creation of an attractive "Main" street. However, the potential generalization of corporate and inexpensive-looking signage can greatly diminish the visual appeal of the "Main" street. In general, signage should be appropriate and supportive of the vision for King Street with:

- Wood and metal (e.g., wrought iron, bronze, copper) instead of plastic
- Front lighting
- Size balanced with the building façade and scale
- Low height (pylon signage only).

Positive examples of signage on a "Main" street



Examples from Merrickville



Corporate signage is generally less attractive and exists primarily for convenience retail



Mid-Term

- ▶ The St. Lawrence Shakespeare festival has proven to be a success for Prescott. In 2012, the festival ran from July 14 to August 18. The festival can be extended past the current season in order to build upon the success of the plays. Additional events can complement the festival including music festivals (e.g., jazz) and other plays.
- ▶ Determine the feasibility of a hotel and scout for viable locations

Long-Term

- ▶ Plan, develop, and build a hotel in Prescott if warranted.
- ▶ Ensure all items are completed to the highest standards.

5.3 Marketing Prescott

Strategic Goal: Marketing should take on a more focused role – one that builds the brand image of Downtown Prescott and directly helps retailers to build sales and/or to locate in the area. This is an important role for the BIA and members will see the most value from these initiatives. All marketing efforts should be justified in terms of a return on investment so that marketing can be paid off in relation to Downtown Prescott’s strategic direction.

Marketing should be promoted to separate target markets (e.g., home related products for residents, food supplies for camping and boating visitors, etc.) with a consistent theme and feel (e.g., safety, easy access, cleanliness, enjoyable shopping, etc.).

Immediate

- ▶ As mentioned in the *Strategic Framework* section of the report, the importance of linkages is crucial to enhance and maintain. Marketing actions that promote a more cohesive feel to Downtown Prescott should be encouraged.
 - *Linkages through marketing* include signage, banners, systematic symbols for parking, way finding programs with a consistent, branded focus.
 - *Linkages through partnerships* include cross-promotion of businesses, arts, culture, and special events. Examples include encouraging temporary food vendors and food trucks as an immediate solution will enhance the visitor experience during festivals and other event/ activities; vendors of unique food items should be sought versus the everyday hot dog vendor; weekend packages; etc.

culinary experiences

Savour Stratford Tutored Tastings

Nobody has a local food scene quite like ours. We abound with award winning gustatory delights that are sought after across North America. Visit Stratford and enjoy signature tastings featuring delicious local fare and unique culinary combinations. Local experts invite you and your friends to relaxed, yet informative guided tastings on Saturdays from February to June and October to December. Below is a sampling of Savour Stratford Tastings to watch for. Register on-line at visitstratford.ca/tastings



Monforte Artisanal Cheese Making & Tasting

Participate in the craft of making fresh artisanal cheese, ricotta or mascarpone. Tour the dairy with the cheese maker and end your exclusive experience with a Monforte cheese tasting and pairing with VQA wines.



Scotch & Chocolate

This holiday favourite always sells out as 'whisky' expert, Esther Williamson Brown and Kristene Steed of Rho Thompson Candies invite you to warm up with the smooth taste of scotch and chocolate at Foster's Inn. You're sure to enjoy the tales and delicious notes that this pairing hit!



Craft Beer & Cheese Tasting

A popular culinary tasting of fine artisanal cheeses paired with craft beers at The Milky Why Fine Cheese Shop. Guided by cheese specialist, Liz Payne, learn about and sample unique combinations to enjoy and serve to friends.

GE Café Chefs Series *New!*

Join celebrated chefs in the kitchen to cook local and seasonal food. The GE Café Chefs Series runs from October to June and offers hands-on culinary skills development workshops around modern culinary topics in a fun and informative atmosphere where the guest can easily translate the experiences to their home kitchen. visitstratford.ca/chefsseries

Cooking Classes

Learn how to peel a pesky artichoke, truss a pheasant or slip a freshly made pizza onto a peel and into a wood-burning oven. Stratford's renowned chefs invite you into their kitchens and share their tips and techniques as you prepare a menu, pair the wines and dine. The Prune, Bijou, Rundles, and the Stratford Chefs School are just some of the restaurants offering cooking classes during the winter and spring. Pazzo Bakery, Stone Maiden Inn and Turnbull & Stewart also offer exciting culinary classes you can enjoy with friends.



Sign up for our e-newsletter for monthly culinary updates at visitstratford.ca



Food Festivals

Savour Stratford Perth County Culinary Festival on **September 21-23, 2012** celebrates local regional cuisine during two full days of tastings, chefs' demonstrations, farmers' markets and street food BBQs. Without a doubt, the pinnacle of the city's gastronomic calendar, the Savour Stratford Perth County Culinary Festival has been named Ontario's "Best Culinary Tourism Experience!"

There's always food to taste and savour in Stratford. On May 6, **Food Truck Eats** makes its Stratford debut as Ken's French Fries (established in 1953!) welcomes food truck buddies from across Ontario for a fun street food party in Market Square. Join us to celebrate **Heritage Canadian Cuisine** with Anita Stewart on Saturday June 2, **Stratford's Blues and Ribfest** June 22-24 and in August for the **Slow Food Pork Party** roasting a whole pig in Market Square. Come fall, the **Stratford Garlic Festival** celebrates the pungent glory of garlic (September 8&9). The Orr Insurance **Heartburn Day** chili cook-off is popular in February as local chefs compete for top honours. Come to Stratford and celebrate food with us! visitstratford.ca/foodfestivals



visitstratford.ca 9

Downtown Stratford highlights its exciting events "Scotch and Chocolate" and "Craft Beer and Cheese Tasting" in its Culinary magazine, which is handed out during its festivals. Creating linkages between events and retail businesses is important to providing visitors with a seamless, enthralling experience.

Our Local Producers



1 | August's Harvest Inc
4727 Rd 130 - RRM2, Gadshill, ON NOK 1J0
519-393-5550 www.augustsharvest.com
43.467684, -80.993367
☞ Please call ahead
Since 1991, Warren Ham of August's Harvest has been growing garlic. His farm is a leading supplier of Certified Organic Old World Heirloom Garlic. Warren also specializes in Shallots, Saskatoon Berries, Vegetables.



4 | Caveman Crops
520 Brunswick St. Stratford ON N5A 3N6
519-272-6106 www.cavemancrops.ca
cavemancrops@gmail.com Twitter: @CavemanCrops
Caveman Crops is a Small Scale Plot growing and selling local produce and preserves made by hand. You can come check us out at the Slow Food Perth County Market on Sundays or contact "The Caveman" for more details on how we can work together to supply your business.



2 | Best Little Pork Shoppe
2146 Line 34, Hwy 788, Shakespeare, ON N0B 2P0
519-625-8194 www.porkshoppe.com
43.369684, -80.832104
☞ April 1 to December 24
Sunday to Friday 10AM - 6PM Saturday 9AM - 6PM
Farm market celebrating 25 years of providing the best local pork. Visit "Percy" the 10" pig. Smoked chops, ribs, bacons, pulled pork & bakery famous for cinnamon raisin brioche, artisan breads & pies, aged Ontario cheddar cheeses, locally made condiments and gift shop.



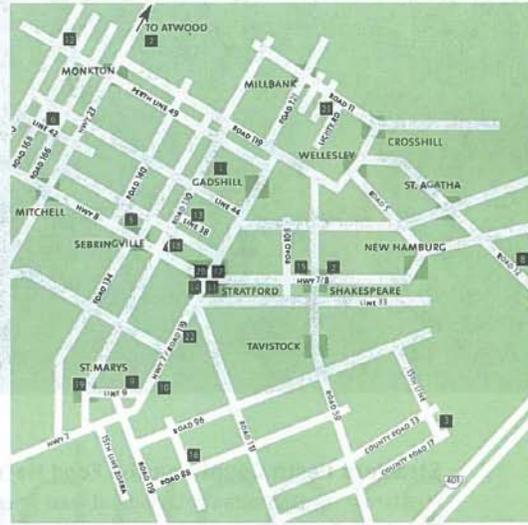
5 | De Wetering Hill Farms
4115 Road 140, Stratford, ON N5A 6S6
519-393-5612 www.deweteringhillfarms.com
Twitter: @DeWeteringHillFarms
43.4287676, -81.081719
☞ By chance or appointment
We are beef & pork farmers who specialize in producing select cuts of pasture-raised Angus Beef and probiotic, organic Selenium fed pork. Product is frozen & gluten, hormone, and antibiotic free. Summer sausages, pepperoni, & other charcuterie available. Meet the farmer & visit our Angus Beef & Orchard Pigs available August through September.



3 | Birch Farms and Estate Winery
655514 15th line, R.R. #7 Woodstock, ON N4S 7W2
519-469-3040 www.birchfarms.com
Twitter: @birchfarms, 43.126438, -80.694765
We're an agri-tourism destination, offering many experiences during different seasons. We offer pick your own crops, tours, tastings & play experiences. Education, entertainment, joy of growing crops & creating products are very important. Meet the farmer any time. Wine tours for groups by appointment.



6 | Full of Beans
6409 Line 44 RR#1, Bornholm, ON NOK 1A0
519-347-2091 www.full-of-beans.ca
43.5315593, -81.1444791
☞ Please call ahead
Full of Beans sells local grown bean products such as Maple Baked Beans, Hearty Bean Chili, & Deluxe Bean Soup & gluten-free baking mixes such as Bean Brownies, Cookies, & Spicy Carrot Cake. These products are great for people on a gluten-free diet. Our products are also carried in several stores.



Map for reference only.



7 | Hoover's Maple Syrup
5896 Line 78, Atwood, ON N0G 1B0
519-356-2753 www.hooversmaplesyrup.com
Twitter: @hooversmaple
43.6435027, -80.9650023
☞ Sat and Sun 10 - 4 March and April, Please call ahead.
We make 100% pure, Certified Organic maple syrup, 100 year old trees & a 40 year family tradition. During the season you can have a full experience of how maple syrup is made, from the tree to finished product ready to take home.



9 | McCully's Hill Farm
4074 Perth Line 9, R.R. #2, St. Marys ON N4X 1C8
1-888-MCCULLY (622-8559) www.mccullys.ca
43.259312, -81.139778
☞ Winter: Thursday to Saturday: 10-5, Sunday 10-2.
Spring, Summer, Fall: Monday to Sunday, 10-6
Visitors can enjoy our backyard farm animals & play space. Arrange tours via hayrides or horse-drawn rides & see the farm & sugar bush. For over 160 years McCully's Farm has grown fresh foods including sweet corn, local natural meat, honey, produce, eggs & maple syrup. Our seasonal events celebrate the past, present & future of agriculture, food & healthy living. We work to bring local foods to your table - everything homegrown or from within 50 km.



8 | Lyndon Fish Hatcheries Inc.
1738 Queen Street, New Dundee, ON N0B 2E0
519-696-3076 www.lyndonfishhatcheries.com
43.369465, -80.557802
☞ Monday to Friday 9AM - 5PM, July & August open 7 days a week!
Come catch your own trout & eat fresh! All ages welcome. We're a family run farm established in 2000. Our natural spring-fed pond is stocked with feisty rainbow trout. We provide rods, nets, pails, bait & a cooler to take your catch home.



10 | Megens Family Farm
RR#7, 2877 Road 119 (Hwy 7) St. Marys, ON N4X 1C9
519-284-3199 www.megensfamilyfarm.ca
43.252045, -81.144920
☞ 8AM - 8PM - Seasonally, all week
Fresh asparagus offered self-serve early May to mid-June. Fresh strawberries already picked or pick-your-own starting mid-June, including new fall strawberries until frost, pumpkins & squash. Naturally raised & hormone-free lamb, lambskins, free-range roasting chickens. We've been growing high quality fruits & vegetables since 1990, making it a point to grow the best quality food you can buy close to home.

☞ Indicates producers offering farm-gate sales.

52 OUR PRODUCERS

Example of Downtown Stratford's marketing of local food vendors

- ▶ Special events in Prescott and the Town are a source of success. They are well-planned and executed. Special events should focus on specific high-priority shopper segments and merchandise buying seasons, with emphasis on building shopper traffic.
- ▶ The BIA should not be expected to put on all events; rather, its role is to tie all the business and service offerings together in order to encourage higher visitation. The goals of the BIA with respect to special events are to:
 - Leverage off the success of the special events that are drawing visitors to Prescott so that when they arrive at Prescott's doorstep they are greeted with quality businesses in a pleasant and easy-to-use environment.
 - Promote packaged Prescott offerings (e.g., weekend packages). Weekend packages for the region that include partnerships with Prescott businesses as well as counties around Prescott are one example. Targeting special events to Downtown Prescott's target demographic will ensure that when people come for a performance or event, they will stay longer and shop/dine as well.
 - Increase sales for the participating merchants.
 - Help drive investor interest in the area.

Short-Term

- ▶ Develop a PR package, which can include packaged deals (e.g. weekend getaways, theatre dining, etc.) to be provided to local newspapers in Ottawa and Montreal.
- ▶ Currently, business information is available on the Town's website as well as the District Chamber of Commerce. The BIA has no proprietary representation other than a blog on (prescottbia.blogspot.ca).
 - Build a BIA website in cooperation with the Town of Prescott. The site should showcase the best of Prescott and provide key statistics on the opportunities that exist within the Town; store directory; the atmosphere, people, activities that visitors can partake in. The BIA should ensure its site is not only kept up-to-date but that it is also visually appealing and thereby representative of the goal of where the Town of Prescott will be in five to ten years: an exciting, historical town for residents and visitors.
 - Retailers and businesses should be encouraged to develop their own websites to market their properties and extend their customer base. While time-consuming, social media provides 'free' networks and communities that smaller businesses can tap into in order to grow awareness (e.g., knitting communities).
- ▶ Integrate the use of social marketing including online marketing to advertise unique offerings and packages from the BIA and Town of Prescott to visitors and potential residents in neighbouring counties and in Montreal and Ottawa.

Downtown Boulder, Colorado has a lively, exciting website which welcomes visitors by introducing the 'character' of the town online

DOWNTOWN Boulder 64° Fair

EVENTS SHOP/DINE EXPLORE CONNECT BUSINESS ABOUT US

highlights

Farmers' Market
read more

WELCOME TO DOWNTOWN BOULDER

With outstanding shopping, lodging, restaurants, services and entertainment & events, not to mention the best people watching in the state, Downtown Boulder offers authentic experiences for everyone.

Come enjoy the beautiful Pearl Street Mall, Pearl Street's East End & West End and everywhere else in between. With over 300 sunny days yearly and upwards of 1,000 businesses (85 percent of which are locally owned and operated) it's easy to Love the Local™ in Downtown Boulder year-round!

FIND AN EVENT

September 2012

SU	MO	TU	WE	TH	FR	SA
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

get the DOWNTOWN BOULDER GUIDE BOOK
0261

Downtown Boulder Map

FEATURED LOCAL MERCHANT *Live the Local*

The Cup - Espresso Cafe
1521 PEARL ST
(303) 445-5173

Quick Links

* Parking
Downtown Boulder is home to 6 parking



Our Team

Caricatures by Mark Hall | www.caricatureart.com | info@caricatureart.com



Sean Maher
Executive Director
[Email Sean](mailto:Sean)



David Adams
Deputy Director
[Email Dave](mailto:Dave)



Terri Takata-Smith
Director of Marketing &
Communications
[Email Terri](mailto:Terri)



Anna Salim
Event Director
[Email Anna](mailto:Anna)

Port Credit maintains an online community in Facebook and on TripAdvisor allowing visitors and residents to post reviews and share ideas. Building a community will further strengthen the BIA's ability to hone new ideas and illicit participation.

The image shows two overlapping screenshots. The background is a screenshot of the TripAdvisor website for 'Port Credit: Traveler Reviews'. The page features a navigation bar with categories like Home, Mississauga, Hotels, Flights, Vacation Rentals, Restaurants, Things to Do, Best of 2012, Your Friends, More, and Write a Review. A banner for Australia is visible at the top. The main content area shows 'Port Credit: Traveler Reviews' with a 'Save' button, a photo of a yellow kayak on a river, and a rating of 90 reviews (5 stars). A visitor rating bar shows: Excellent (43), Very good (35), Average (8), Poor (2), and Terrible (2). A recent review from October 2, 2012, is quoted: "Any time of year is great here" with a 5-star rating.

Overlaid on the right is a screenshot of the Facebook page for 'Port Credit BIA'. The page has 1,193 likes and shows a post from 'Port Credit BIA' shared a link to a TripAdvisor review. The page also shows a friend's post and a recent post by Jackie Connolly.

Mid-Term

- ▶ Develop a retailer recruitment package which is given to landlords and potential tenants during the courting phase. Appendix E has an example of an Information Tool Kit, provided by the Downtown Yonge BIA which is readily accessible on their website as well. A more concerted retail recruitment strategy can be established and executed in the mid-long term.
- ▶ Invest in paid advertising both online and in traditional media

Long Term

- ▶ Coordinate marketing campaigns with immediate, local and regional partners
- ▶ Ensure all items are completed to the highest standards

5.4 Economic Development

Strategy Goal: as development progresses in Downtown Prescott, it will be important to ensure that the existing businesses grow stronger and important relationships are developed with the BIA to maximize the efficiency and effectiveness of the business community. Retail retention is also important because the strength of the existing retailers and businesses will encourage prospective merchants and other partners (e.g., culinary or theatre schools) to locate in Downtown Prescott.

Immediate

- ▶ The priority here should be to develop a vendor-packed Farmers' Market that runs at its full potential. Partnering with the Town will be an important component of its success.
 - The BIA should advocate for the Town to seek out the local agricultural community in order to bring in a variety of vendors to the Farmers' Market. For example, the BIA can encourage partnerships with entities like Savour Ontario and Local Flavours with the Frontenac Arch Biosphere Network, which networks food producers and outlets in Leeds-Grenville.
 - The Town should also target funding from the province for specific activities including outreach to farmers and marketing of the Farmers' Market
 - The Town will need to assign a staff member the responsibility to grow and improve the Farmers' Market. This can be a part time job or be the duty of a full time employee. The person involved does not need to be a senior-level employee, but they should be enthusiastic about the market and be willing to put in the effort required.

Short-Term

- ▶ Develop a close working relationship with all partners including building landlords in order to reveal the vision of the Town and the BIA and relay the role of each stakeholder (e.g. landlords) in the big picture. Publicizing the goals and direction of the BIA and encouraging businesses to develop their strategic business plans will assist in their success as well as the Town's.
 - The information developed in this report and other reports should be made available to the merchants and property owners. Existing businesses can begin to refocus their own retailing/marketing efforts to take advantage of the target markets (local residents, seasonal residents, restaurant and entertainment patrons, special events, workers, and tourists).
- ▶ The BIA should become a resource centre for businesses:
 - Part of the BIA and the BIA Manager's duties are to help connect existing and new businesses with low cost business resources in the Town. This can include a resource centre for requirements to start up a new business (e.g., welcome program, permits

- required, where to go for signage companies, insurance companies, security systems, architectural services, parking requirements, by-laws affecting businesses, liaison with banks, etc.). In addition, there are numerous resources from motivational speakers, books and videos/ DVDs that address areas of retail operations (e.g., merchandising, window displays, how to develop an Internet site, multi-channel retailing, safety). These can be part of the BIA's office and available for members to use.
- The BIA should be working on cross-promotional efforts (e.g., a full Downtown Prescott business directory, dining guide to Prescott) and rewarding and helping businesses (by providing marketing support) who want to develop joint marketing promotions such as B&Bs, businesses, and eating and drinking places. An example would be a package that includes dinner, theatre, and 10% off a store purchase. The BIA can work with the Chamber of Commerce to help create packages for tourists. Furthermore, encourage businesses to use the word *Downtown Prescott* in their own advertising to help broaden the brand recognition within the Town.
 - Another benefit of having a stronger BIA in Downtown Prescott is that the distinct cultural identity will be better preserved. As new businesses move into the downtown core, there is the threat that these businesses do not completely understand the unique cultural attributes of Prescott and the Town. Having a stronger BIA can function as a socialization process whereby new businesses can understand Prescott's heritage system and help to preserve what makes them different.
 - In the short-term, once the BIA is fully functioning, they can also help businesses identify and develop business opportunities for growth and expansion. Programs include:
 - how to create a strategy and business plan
 - how to attract more customers through marketing
 - building a repeat customer base
 - how to encourage customers to spend more
 - adding new product lines to capture a wider market range
 - expanding or relocating within Downtown Prescott
 - opening a complementary business in Downtown Prescott
 - how to develop a website and grow your business through it, and
 - helping to create the critical mass your business desires.
 - *See Appendix D for more information for Downtown Prescott businesses*

- ▶ A full recruitment push by Downtown Prescott BIA is beyond their scope of activities. However the BIA should be prepared to act as a liaison service providing a centralized source of information when required.
 - Business closures: if a business owner plans to sell, close, or retire, it is important to find this out as soon as possible. Services offered by the BIA could include the following:
 - Serving as a liaison between business owners and potential buyers
 - Identifying potential buyers and providing information
 - Leads: The same thinking applies to leads that come to the Town; they should be referred to the Downtown Prescott BIA.
 - Retail recruitment packages: the brokerage community should work with the BIA to help determine joint marketing sales pitches and to keep both parties informed on changes (e.g., vacancy, leasing activity, rental rates). This needs to be in accordance with the Province’s privacy policy.

Downtown Prescott BIA will not be responsible for “signing up the retailer.” They will be active in setting the stage, potentially locating and attracting some prospects, and putting the developers/property owners in contact with the retailer. Then the property owner (and real estate brokers and lawyers) will frame the deal and sign it.

As an example, Downtown Dundas BIA has a zero vacancy rate. However, they realized that they were missing a quality butcher. The BIA team assembled all the data and targeted Cumbrae’s Meats in Downtown Toronto. The team convinced the retailer that opening a store in Downtown Dundas would be extremely beneficial. Downtown Prescott BIA can do a similar tactic with missing convenience retailers such as butchers, bakeries, etc. They need to narrow a list down to a few prospects and approach them with the correct facts and a store location for them.

- ▶ Business attraction in Downtown Prescott must include maintaining a high level of convenience goods and services and enhancing the downtown further by attracting:
 - Grocery store (small specialty grocery)
 - Specialty food stores including a bakery or butcher store to complement the Farmers’ Market
 - Specialized hardware stores (e.g., nautical) and garden supplies stores
 - Local cafés and family service restaurants that emphasize the local region’s products, provide less traditional offerings and more interesting food options
 - Leisure stores: sporting goods, reading, garden supplies, hobby stores
 - Personal services such as beauty salons, dry cleaners, video rentals
 - Home décor stores to complement the appliance and bedding store

In addition, the BIA should advocate for retail draws such as the Portolano Glove Factory Outlet and Hathaway Shirt Factory Outlet to relocate or open a small store on King Street. This will entice other non-power center outlets to locate on King Street in the future.

- ▶ Maintaining and enhancing the quality and quantity of destination businesses in the downtown core on King Street should be a priority. Property owners in Downtown Prescott should be prepared to offer incentives to help attract quality tenants. Possible program incentives include:
 - Rent breaks, equal or better than the competition (e.g., one to three months' free rent or an increasing rent structure that is below market rate in the first few years of operation, gradually increasing to market rate, and then it could possibly be increased above market rate).
- ▶ Prescott is already viewed as an ideal retirement location and as greater beautification and increased reasons to visit the Town of Prescott take place over time, there will be greater interest in residing in Prescott; as a result, planning for increased residential should be considered over the short to long term.

Mid-Term

- ▶ Hire an economic development officer for the Town of Prescott or setup a sharing assignment with the economic development departments at other townships in the county. In addition, the BIA needs to actually liaise with the economic development officer to keep Downtown Prescott top-of-mind.
- ▶ Provide additional dining facilities and options for residents and visitors
- ▶ Evaluate alternative attractions such as an ice rink to draw more residents and visitors to the downtown core

Long Term

- ▶ Conduct outreach into the educational sector in order to determine the feasibility of obtaining a post-secondary outpost. The outpost could be linked to the theatre, historical importance of Prescott, or could be associated with dining (e.g., culinary school).
- ▶ Ensure the Town of Prescott is built out to a high standard.

Other

Continued efforts need to be taken to ensure that Downtown Prescott becomes and remains clean and well maintained throughout the year. This includes the recognition that the Downtown is in a snow-belt region and that pedestrian access is important.

A full program can include:

- ▶ Marketing to encourage people to take care of Prescott by not littering
- ▶ Regular garbage pickup at hours when it will not disrupt commercial businesses
- ▶ Attractive trash receptacles kept in good working order
- ▶ Pressure washing the streets in the summer. A pressure washer can be purchased by the BIA or shared with other town BIAs. As stated, additional services can be supplied by the BIA with contracted help. This can include snow removal and window washing, but businesses would pay a fee for this service.

5.5 A Bold Step Forward

The previous pages outline a solid-thinking, forward, and well organized approach to revitalization of Downtown. Success will come but it will be slow and people may drift aware/lose interest in the long term vision.

If there is one exceptional success (thanks to many talented people) it is the St. Lawrence Shakespeare Festival. It is solid proof that Prescott can present a high quality theatre experience. But it has its limitations.

The question of whether Prescott should take on a bolder approach has led to two alternatives. Both alternatives would require further study.

Two Alternatives

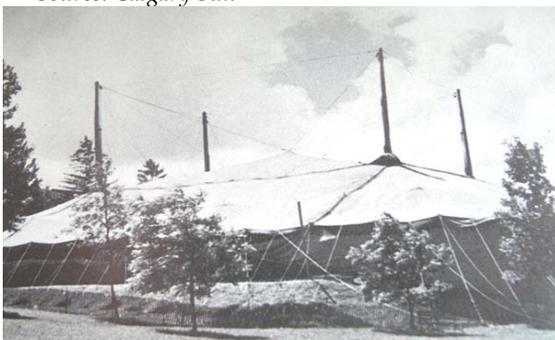
The Theatre Tent

- ▶ One alternative is to copy Stratford and provide a tent over the present site or a site on King Street. The Shakespeare Festival and many other events could be held from May to October; with other types of attractions March to April. The facility could start out as a tent on the vacant lot and based on the success of attendance a permanent structure could be established down the road; this approach avoids a large capital cost, but will need expertise, money and marketing. It should be noted that the Bank of Montreal is a huge sponsor of Stratford’s Shakespeare Festival.



The Grand Chapiteau is 19 meters high, 51 meters in diameter. It is held up by four masts, each 25 meters tall and seats more than 2,500 people; the tent can require anywhere from 80–120 people to raise.

Source: Calgary Sun



Tent at Stratford in 1953. Source: Stratford Archives

A Mixed-use Building

A second alternative is to create a new mixed-use facility that could include a mix of the following facilities, including the St. Lawrence Shakespeare Festival:

- ▶ A theatre for a wide range of events (small entrance)
- ▶ The library - easy access with entrance on King Street
- ▶ Town Hall - on the second level
- ▶ Residential units - on the upper levels
- ▶ Retail space - at ground level with street frontage

This avoids a Town Hall that creates a non-retail, dead space in the middle of King Street.

Meanwhile, revenue would be generated from the following sources:

- ▶ Sale of brand new residential units
- ▶ Increased property value of adjacent units
- ▶ Sale of the current Town Hall site

APPENDICES:

Appendix A – BIA Manager Guide

Appendix B – BIA Manager Sample – City Of Toronto

Appendix C – Sample Heritage Incentive Programs

Appendix D – Small and Medium Enterprise Learning

Appendix E – Downtown Yonge – Information Toolkit

Appendix A – BIA Manager Guide

BIA Manager Guide

This BIA Manager guide synthesizes key aspects of the full strategic Downtown Prescott Action Plan as it pertains to the BIA Manager's role. Full details, including other recommendations that will be of interest to the Town of Prescott and businesses, can be found in the complete report.

Summary of Action Steps

Action Steps for the BIA Manager	Time Frame	Resources
Continue current beautification efforts	Immediate	Town of Prescott BIA
Create and promote marketing packages for consumers in Downtown Prescott	Immediate	Businesses
Meet with the Town to advocate for outside partnerships and bring in new vendors/food trucks (temporarily) for Farmers' Market	Immediate	BIA Town of Prescott
Complete an electronic database of stakeholders including merchants, property owners, and other major players in Downtown Prescott	Immediate to short term	Volunteers UMC retail audit Town of Prescott
Develop and support new partnerships with municipal, provincial government, and local businesses to sell vision and achieve buy-in through presentations	Immediate to short term	Town of Prescott Province of Ontario BIA members
Create regular communication methods to send out to downtown merchants, organizations, and property owners. Meet with recipients of the communication (e.g., property owners)	Short to medium term	Merchants / Volunteers Chamber of Commerce
Develop a Downtown Prescott BIA website that complements existing information sources and is a resource for businesses	Short term	Town of Prescott Chamber of Commerce
Organize informal meet and greet sessions among the merchants, property owners, and other stakeholders	Short term	BIA

Action Steps for the BIA Manager	Time Frame	Resources
Create retail recruitment packages for property owners	Short term	Property owners Town of Prescott Chamber of Commerce
Establish regular meetings with the Town to discuss issues and opportunities (e.g., building codes for historic buildings, incentives for property owners, hotel feasibility, etc.)	Medium to Long term	Town of Prescott
Develop a strong resource centre for local businesses by establishing workshops, resources (e.g. DVDs), etc. on business-related activities	Short term to Medium term	BIA
Advocate for specific convenience goods and services amongst the Town and potential retailers	Short term	Town of Prescott Local property owners
Setup up BIA committees and tackle the top three to five opportunities	Medium term to Long term	BIA
Seek out additional funding opportunities (e.g., banks, provincial government, etc.)	Medium term	BIA
Advocate for additional dining facilities and attractions and seek out feasible options (e.g., ice rink)	Medium to Long term	Town of Prescott Potential businesses
Outreach into the educational sector	Long term	Province of Ontario

Appendix B – BIA Manager Sample – City Of Toronto

Sample: Job Description

Job Title: BIA Co-ordinator

The BIA Co-ordinator, as an employee of the BIA, provides administrative support, customer service and general assistance to the BIA. The individual must be a self-starter and possess strong organizational skills to ensure that priorities are assigned to projects and activities.

Reporting to the Board of Management through the BIA Chair (or designate), the Coordinator's responsibilities include but are not limited to the following:

- Implement programs and policies as approved by the Board.
- Financial management and human resource coordination.
- Establish, encourage and maintain positive, constructive and proactive relationships with the BIA members as well as those non-members whose action can impact the BIA.
- All administrative functions of the BIA.

Job Duties

Administrative

- Schedule meetings and prepare agendas with Board/Committee Chair.
- Prepare and distribute committee minutes or notes, follow-up on issues as required.
- Responsible for regular office operations such as filing, folding, stuffing and mailing.
- Maintain mailing lists (members, media, committee members, etc.).
- Prepare cheques, invoices and other financial documents.

Meeting Organization

- Reserve appropriate meeting location.
- Make all required physical arrangements including refreshments, seating, etc.
- Contact all required committee members and other interested parties to attend.

Communications

- Prepare, produce and distribute member newsletters.
- Frequent communications with BIA members via site visits throughout the year.
- Draft materials for distribution to the local community through appropriate media (door-to-door, local newspaper, etc.).
- Assist in the preparation of press releases and other media materials.
- Perform a cycle of visitation to merchant members every other month.
- Act as liaison with non BIA members such as:
 - Developers, potential developers, property owners
 - City official in the BIA Office and other departmental staff as appropriate
 - Constituency offices, assistants to local elected politicians
 - Members of other BIAs and business associations
 - Community groups and agencies.

Maintenance and Repairs

- Monitor public works and related activities (sidewalk repair,

- Work with the Board to implement the area improvement schedule.

Promotional Activities

- Co-ordination of two major and two minor promotional events annually. (These events require additional responsibilities leading up to the event in addition to on-site supervision on the day of the event).

Qualifications

- Excellent verbal and written communication skills
- Motivated, organized and ability to concurrently manage projects and initiatives
- Detail-oriented
- Strong computer skills.

Appendix C – Sample Heritage Incentive Programs

Cobourg Heritage

2010 HERITAGE FINANCIAL INCENTIVES APPLICATION GUIDE



Contact:
Stephen Ashton, Planning Services

Town of Cobourg
Planning Department
55 King Street West
Cobourg, Ontario

Phone: 905-372-1005 ext.4455
Email: sashton@cobourg.ca

HERITAGE FINANCIAL INCENTIVES APPLICATION GUIDE

Financial Programs:

Cobourg provides several financial incentives to promote the conservation of our heritage resources. These funding opportunities are administered directly by Planning and Building staff and the Finance Department. Persons interested in applying for any municipal incentive programs as detailed below must submit a complete heritage financial incentives application form to the Building and Planning Department.

There are several sources of restoration project funding and tax incentive programs for designated property owners:

Permit Fee Program

The Heritage Fee Program has been instituted for all designated buildings under Part IV and Part V of the Ontario Heritage Act. Any project applying for this loan program MUST be consistent with both the Town's Heritage District Guidelines and *Parks Canada Standards and Guidelines for the Conservation of Historic Sites*.

IF WORK IS STARTED WITHOUT APPROVALS AND PERMITS FULL PERMIT FEES APPLY.

IF WORK IS INCONSISTENT WITH APPROVED PLANS, FULL PERMIT FEES APPLY.

This program waives building and planning fees for restoration, renovation and reconstruction initiatives in the Commercial Core Heritage District (both interior and exterior works). This program does not apply to new construction (new developments and additions).

Permit Fees for restoration, renovation and reconstruction initiatives for exterior works on designated heritage properties outside of the Commercial Core District receive a 50% discount on permit fees. This program does not apply to new construction (new developments and additions).

Projects eligible for this program MUST be consistent with both the Town's Heritage District Guidelines and with *Parks Canada Standards and Guidelines for the Conservation of Historic Sites*.

Heritage Loan Program

The Cobourg Heritage Loan program provides monies for exterior restoration projects on designated heritage buildings that receive heritage approval to a maximum of \$15,000.00 per project per property. This program is intended to provide additional incentives for both residential and commercial property owners to restore, upgrade or maintain those properties protected under the Ontario Heritage Act. Projects eligible for this loan program MUST be consistent with both the Town's Heritage District Guidelines and *Parks Canada Standards and Guidelines for the Conservation of Historic Sites*.

The Treasurer administers the program in consultation with Planning and Building Staff.

IF WORK IS STARTED WITHOUT APPROVALS AND PERMITS THE APPLICANT IS NOT

ELEGIBLE FOR THE HERITAGE LOAN PROGRAM.

IF WORK IS INCONSISTENT WITH APPROVED PLANS, THE APPLICANT IS NOT ELEGIBLE FOR THE HERITAGE LOAN PROGRAM.

Heritage Tax Incentive Program (Commercial Core Only)

The Heritage Tax Incentive Program grants money to building owners in the Commercial Core Heritage District for restoration or redevelopment projects that receive heritage approval. The grant is equal to the annual increase in the town portion of the property taxes resulting from an increase in assessment as a direct result of the project. This is credited against the property taxes annually for a maximum period of ten consecutive years. Projects eligible for this program MUST be consistent with both the Town's Heritage District Guidelines and with *Parks Canada Standards and Guidelines for the Conservation of Historic Sites*.

IF WORK IS STARTED WITHOUT APPROVALS AND PERMITS THE APPLICANT IS NOT ELEGIBLE FOR THE HERITAGE TAX INCENTIVE PROGRAM.

IF WORK IS INCONSISTENT WITH APPROVED PLANS, THE APPLICANT IS NOT ELEGIBLE FOR THE HERITAGE TAX INCENTIVE PROGRAM.

Development Charges Credit On Existing Buildings Program

The Town of Cobourg has passed an amendment to the Development Charges By-law to provide for greater flexibility in allowing credits for all redevelopment projects which utilize existing buildings. This program is not specifically for heritage purposes and it is available for all redevelopment in the Cobourg community. For heritage properties, this could be a change-of-use credit based upon the floor area of the former use versus the new use. Projects in the Heritage Districts applying for this credit MUST be consistent both the Town's Heritage District Guidelines and with *Parks Canada Standards and Guidelines for the Conservation of Historic Sites*.

IF WORK IS STARTED WITHOUT APPROVALS AND PERMITS THE APPLICANT IS NOT ELEGIBLE FOR THE DEVELOPMENT CHARGES CREDIT ON EXISTING BUILDINGS PROGRAM.

IF WORK IS INCONSISTENT WITH APPROVED PLANS, THE APPLICANT IS NOT ELEGIBLE FOR THE DEVELOPMENT CHARGES CREDIT ON EXISTING BUILDINGS PROGRAM.

Other Funding Opportunities:

In addition to the Town of Cobourg's Heritage Financial Incentives Program, there are other financial programs an individual may investigate which are operated separately from the Town's programs.

Architectural Conservancy of Ontario (ACO), Cobourg Branch: Cobourg Heritage Fund Grant Program

The Cobourg Branch of the Architectural Conservancy of Ontario has a program designed to accommodate smaller restoration / repair projects to a maximum of \$1,000.00 per applicant. For more information download the ACO Grant Application Form at the Town's website or contact the Cobourg Branch of the Architectural Conservancy of Ontario for more information.

HERITAGE FINANCIAL INCENTIVES APPLICATION PROCESS

There are over 540 individual and district designated properties which require a heritage permit when undertaking alterations to the property. Property-owners receiving heritage approvals are eligible to be considered for a number of municipal heritage financial incentive programs. These programs are administered by the Finance staff and Planning and Building staff.

STAFF APPROVAL TABLE

a)	Applicant receives Heritage Approval through either planning staff or the Cobourg Heritage Committee and Town Council			
	↓			
b)	Applicant meets with Finance and Planning and Building Staff to determine if the application meets the requirements of being considered for a heritage financial incentives program.			
	↓			
c)	Town staff will decide whether the application will receive approval for the financial incentive program.			
	↓			
d)	Town Staff either:			
	Approves Application	OR	Approves Application Subject to Conditions	OR
				Refuses Application
	↓		↓	
	↓			
e)	Town Staff will contact the applicant with their decision and, if applicable, finalize any agreement with the applicant.			

If you have any questions regarding the Town of Cobourg’s Financial Incentive Programs, please contact:

Stephen Ashton
Planning Department

Town of Cobourg
 Planning Department
 55 King Street West
 Cobourg, ON
 Phone: 905-372-1005 ext. 4455
 Fax: 905-372-1533
 Email: sashton@cobourg.ca

For further information please visit
www.cobourg.ca

HERITAGE FINANCIAL INCENTIVES APPLICATION FORM

To be submitted to Heritage Planning staff

Location and Contact Information

The accuracy and completeness of this application is the responsibility of the applicant.

Location of Subject Property:

Municipal Address: _____

Legal Description: _____

Property Owner's Contact Information:

Name: _____

Address & Postal Code: _____

Day Time Phone No.: _____

Home Phone No.: _____

Fax No.: _____

E-mail Address: _____

Designation Status:

- Individual (Part IV) Designation
- District (Part V) Designation
- Listed Property of Interest
- Other _____

A. Heritage Permit Approval

Have you received heritage approval from the Town of Cobourg?

- YES NO

If Yes:

Please attach a copy of the approval you have received.

B. Planning Act Applications

Does this application in which you received Heritage Permit Approval also require other municipal approvals such as Minor Variance, Site Plan, and Building Permit?

- YES NO

If Yes:

a) Please acknowledge that all municipal approvals must be received before your application for a heritage financial incentive approved:

- I Acknowledge**

C. Permit Fee Program

Permit Fee Reduction Requested? Yes No

(If Yes, please provide separate letter indicating request for permit fee reduction which will be reviewed and considered by planning and building staff before any permits are issued .)

D. Heritage Loan Request

Heritage Loan Requested? Yes No Amount Requested _____
(maximum \$15,000)

If Yes, please provide separate letter indicating request for heritage loan which will be reviewed and considered by heritage and finance staff. Please include a copy of a quotation from the approved contractor for the project.

E. Heritage Tax Incentive Program (Commercial Core Only)

Heritage Tax Incentive Program Requested? Yes No _____

If Yes, please provide separate letter indicating request for heritage tax incentive which will be reviewed and considered by heritage and finance staff and further submitted to the Municipal Property Assessment Corporation (MPAC) for their input on assessment changes.

F. Development Charges Credit On Existing Buildings Program

Development Charges Credit Requested? Yes No

(If Yes, please provide separate letter indicating request for Development Charges Credit which will be reviewed and considered by planning and building staff before any permits are issued .)

G. Completed Submission

Before submitting this application, please check off the following applicable boxes to ensure that your application is complete:

- Pre-consultation meeting with staff has been completed
- A copy of your Heritage Approval is attached

Declaration & Signature:

I hereby declare that the statements made herein are, to the best of my belief and knowledge, a true and complete representation of the purpose and intent of this application.

I have reviewed the submission requirements and understand that incomplete applications may not be accepted.

I also understand that the proposal must comply with all other applicable legislation and by-laws and that other approvals if required must be described clearly in this application form (e.g. Minor Variance, Site Plan, Building Permit, Sign Permit).

I acknowledge that Town of Cobourg staff may visit the property that is the subject of this application for the purpose of evaluating the merits of this application.

I acknowledge that personal information on this form is collected under the authority of the *Ontario Heritage Act* and will be used to process the Heritage Financial Incentive Application and the information may also be released to the public.

I confirm that I am the owner of the property and have reviewed this application with Planning and Building Staff and Financial Staff at a pre-consultation meeting.

Property Owner's Signature (*required*)

Date

The personal information on this form was collected pursuant to the ***Freedom of Information Act*** and forms part of a public record open to inspection by any person upon request at the office of the clerk during normal office hours. See the *Municipal Freedom of Information and Protection of Privacy Act*, R.S.O. 1990, c.M.56, s.14(1)(c).

OFFICE USE ONLY

Heritage Permit Application Completion Verification for Staff

HPA No:	
Date of Pre-Consult Meeting:	
<p>The following portions of this application have been completed or submitted:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Pre-consultation meeting with staff <input type="checkbox"/> A copy of the Heritage Approval is attached 	
Verified by:	
Planning staff member	Signature
Date	

Circulation Tracking

Approvals Required:	Date Approved	
Planning and Building Staff Approval(s) AND/OR:	_____	_____
Finance Staff Approval	_____	_____



Planning and Economic Development Department
Downtown & Community Renewal Division
71 Main Street West, 7th Floor
Hamilton, Ontario L8P 4Y5
Phone: (905) 546-2721
Fax: (905) 546-2693

HAMILTON HERITAGE PROPERTY GRANT PROGRAM

Program Description:

The Hamilton Heritage Property Grant Program (HHPGP) is intended to provide financial assistance in the form of a grant for structural/stability work required to conserve and restore heritage features of properties; the conservation and restoration of heritage features of properties; and for heritage studies/reports/assessments for properties that are designated under Parts IV or V of the Ontario Heritage Act. Eligible properties must be located within the Downtown Hamilton Community Improvement Project Area or within an active* Business Improvement Area within the City of Hamilton.

The objective of the Program is to assist in developing and re-using heritage properties. City Council values heritage properties as important to the urban revitalization and regeneration of the Downtown Core and Business Improvement Areas. Conservation and restorative initiatives must be consistent with the policies, principles and design themes contained within the Downtown Hamilton Secondary Plan, relevant Urban Design Guidelines, regulations contained within applicable Zoning By-laws as well as any other applicable City Council approved policies/regulations.

Terms of the Program:

- The applicant must be the property owner or owner-authorized tenant to be eligible to apply for the grant program.
- The grant is contingent on properties being designated under Parts IV or V of the Ontario Heritage Act or are eligible for designation pursuant to Ontario Regulation 9/06.
- A condition of the grant is that the property is designated under Parts IV or V of the Ontario Heritage Act *prior to grant monies flowing to the applicant.*

* An active B.I.A. is not considered dormant as defined in the Dormant Business Improvement Area Status Procedure as approved by City Council at its meeting held November 11, 2009.

- An application fee of \$310 is to accompany the application. The rate of the fee may be changed from time to time as approved by City Council.
- Proposed work cannot commence prior to: a Heritage Permit; or easement approval; or other City approval, being issued for the heritage component.
- Proposed work cannot commence prior to all planning and building code approvals required for structural/stability works.
- The Downtown and Community Renewal Division reserves the right to recommend works that are integral to the preservation of the building required to preserve/conservate the heritage features.
- Proposed work is to be completed within two calendar years of the date of approval of the General Manager of the Planning and Economic Development Department to be eligible for payment. A one year extension can be authorized by the Director of Downtown and Community Renewal.
- Payment will be made by the City upon proof by an architect or engineer confirming the value of the work completed and the compliance with all applicable regulations/legislation or upon proof satisfactory to the City confirming the value of the work completed.
- Funding will not be applied retroactively to any work undertaken prior to grant approval.
- Realty taxes must be paid current and in good standing.
- The grant will be based on 25% of the total cost of regeneration of the property to a maximum City grant of \$150,000 for eligible work under the program.
- Work completed must comply with estimates, and work proposed and identified within the application unless previously approved by the Downtown and Community Renewal Division.
- The grant is not transferable upon sale of the property.
- The heritage grants may be received by an owner in conjunction with any other City heritage program available including the Commercial Heritage Property Restoration Program and the Community Heritage Trust Program. Funding under these programs will not fund the same work *and* will be contingent on total financing under all heritage programs not exceeding 50% of the total cost of the restoration/conservation work.
- The heritage grant may also be received by an owner in conjunction with any other available City program in support of the redevelopment/development of the property including the City's Hamilton Downtown Multi Residential Property Investment Program; the Hamilton Downtown Property Improvement Grant Program, the Commercial Corridor Housing Loan and Grant Program and the Commercial Property Improvement Grant Program. Funding under these programs will not fund the same work.
- Whether or not an Applicant satisfies the requirements of the Program, the City may reject any application received from an applicant where, in the opinion of Council, the commercial relationship between the City and the Applicant has been impaired by, but not limited to, the applicant being involved in litigation with the City.
- Applicants are individuals; corporate entities and individuals behind the corporation (Officers/Directors/Shareholders).

Heritage Related Reports/Assessments/Studies Component:

- The heritage related reports/assessments/studies component provides an additional grant that will fund 100% of the cost of the document(s) to a maximum of \$20,000 per property.
- The applicant shall retain a qualified consultant to complete the heritage related reports/assessments/studies, who is acceptable to the City (Downtown and Community Renewal and Community Planning and Design).
- The final document is to meet the satisfaction of the City (Downtown and Community Renewal and Community Planning and Design).
- Copies of the final document shall be provided to the City (Downtown and Community Renewal and Community Planning and Design) and may be used as the basis for future work on the property by a future owner should the ownership of the property change.

Eligible structural/stability work:

- Work necessary to restore the building to structural soundness e.g., the correction of serious structural faults that threaten the building's survival; stabilization works to retain portions of the property; underpinning of building structures; repair/new roofs.

Eligible conservation work:

- Any work that conserves or enhances elements specified in the *Reasons for Designation, the Statement of Cultural Heritage Value of Interest or, a description of the Heritage Attributes* accompanying the designating by-law under the Ontario Heritage Act.
- The **conservation** of significant architectural features is eligible. This may include the conservation or restoration of: doors, windows, verandahs, cupolas, chimneys, bargeboard or other decorative trim, parapets, cornices, hood mouldings and any other features important to the overall composition of the structure as specified in the *Reasons for Designation, the Statement of Cultural Heritage Value of Interest or, a description of the Heritage Attributes*.
- The **conservation** of fences and outbuildings if specifically referred to in *Reasons for Designation, the Statement of Cultural Heritage Value of Interest or, a description of the Heritage Attributes*.
- The **conservation** or renewal of original siding and roofing materials including repair and replacement where necessary of wood clapboard or board-and-batten, repair and repointing of masonry buildings, stucco repair, repair or replacement of original roofing materials (slate, wood shingles, tile, etc.). Eligible work also includes removal of a modern material (synthetic siding, asphalt shingles, etc.) and replacement with documented original materials.
- The **reconstruction** of former and significant architectural features for which the appearance can be clearly determined from documentary sources (photographs, drawings, etc.) is eligible.

- The **reconstruction** of store fronts which have been altered or replaced. The documentation should be in the form of historic photographs or drawings clearly showing the feature(s) to be reconstructed.
- Cleaning of masonry buildings may be eligible if it is necessary for the building's preservation. **Under no circumstances will grants be paid for any form of abrasive cleaning, (e.g., sandblasting or sodablasting) or high-pressure water cleaning. Heritage Staff approval is required as to cleaning method to be employed before work is undertaken.**
- Exterior painting in documented original colours. Colours must be documented for the individual building or be proved to have been a common contemporary colour in the area. Painting of unpainted masonry is not eligible.

Non-eligible works:

The following works, including repair, maintenance, reconstruction or improvements to the following are in-eligible for grant-assistance:

- Short-term, routine *maintenance*. This includes minor repairs (such as repairing a broken step or a broken window); repair of non-original siding or roofing materials (aluminum siding, asphalt shingles, etc.)
- Landscaping
- Work on modern additions
- Work on sheds or outbuildings not specifically referred to in the *Reasons for Designation, the Statement of Cultural Heritage Value of Interest or, a description of the Heritage Attributes*
- Installation of modern doors and windows unless replicas of the original
- Installation of new storm or screen doors and windows
- Chimney repairs other than restoration of a significant chimney
- Repair of eavestrough unless its nature is such that it is significant to the heritage of the structure
- Repairs to or renewal of modern materials
- Painting previously unpainted masonry
- Interior Work
- Abrasive cleaning (e.g. sandblasting or sodablasting) or high-pressure water cleaning

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Wednesday, December 15, 2010 1:11:16 P

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Related Links

Heritage Conservation - Support for Heritage Conservation

[Heritage Conservation](#)

- ▶ [Supporting Our Heritage](#)
- ▶ [Promoting & Celebrating Our Heritage](#)
- ▶ [Overview](#)
- ▶ [Partners in Heritage Conservation](#)
- ▶ [Identifying Our Heritage Resources](#)
- ▶ [Protecting Our Heritage](#)
- ▶ [Heritage Section Staff](#)

Support for Heritage Conservation

In addition to protecting heritage resources, Markham is committed to offering professional, educational and financial support. Here's what is available:

**Professional Advice**

- Need some advice on your restoration project or new construction in area?
- Need to find local [heritage contractors and tradespeople](#)  (75k/21p)
- Want to know more about financial programs offered by the municipality?
- Unsure about the status of your property?
- Confused about the approval process?

Last updated Feb 16, 2010

Unlike many other municipalities, Markham offers a fully staffed [Heritage](#) to help you.

Educational Brochures

Markham offers a series of educational brochures called ["Heritage Matters"](#). A variety of heritage topics are covered.

The Province of Ontario also has a series of [publications and information](#) related to heritage conservation.

Financial Assistance

Markham offers the following heritage financial assistance programs.

1. [Heritage Property Tax Reduction Program](#)  (151k/24p)
Get an annual property tax refund to help offset the additional mail associated with conserving the heritage features on your designated property. Municipal and education tax components can be reduced by 30%.
2. [Heritage Loan Fund](#)  (44k/6p)
Need a short term loan to restore heritage features or replicate lost features on your designated property?
3. [Commercial Facade Improvement Grant Program](#)  (37k/8p)
Obtain matching grants of up to \$15,000 to assist in the restoration and improvement to exteriors of commercial properties in heritage districts.

4. [Commercial Signage Replacement Grant Information](#)  (38k/21p)
Replace inappropriate commercial signage in a heritage district. This fund the production and installation of new signage.
5. [Designated Heritage Property Grant Program](#)  (621k/14p)
Restore heritage features or replicate lost features of your designated using this new grant program which can provide up to \$5,000 in funding.
6. [Heritage Reserve Fund](#)
Municipal heritage enhancement projects can benefit from this fund.

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Wednesday, December 15, 2010 1:09:04 P

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Related Links

By-Law Guide for Markham Homeowners

[By-law Guide for Homeowners](#)

- ▶ [Overview](#)
- ▶ [Animal Control](#)
- ▶ [Basement Apartments and Second Suites](#)
- ▶ [Decks and Building](#)
- ▶ [Extended Driveways](#)
- ▶ [Fences and Swimming Pools](#)
- ▶ **Heritage Conservation**
- ▶ [Home-based Business](#)
- ▶ [Noise](#)
- ▶ [Parking and Anti-Idling](#)
- ▶ [Property Standards](#)
- ▶ [Sewers and Dumping](#)
- ▶ [Site Alteration](#)
- ▶ [Waste Collection and Mission Green](#)
- ▶ [Water Use and Standing Water](#)

Last updated Aug 4, 2007

Heritage Conservation By-law

The following is a brief and legal summary of the Town of Markham's Heritage Conservation By-Law's [By-law Guide for Markham Homeowners](#) (see **Related Links** for *By-law Guide* topics).

It explains, in plain language and with information links, what residents must know about specific operations, which may affect a Markham homeowners' property.

HERITAGE CONSERVATION BY-LAW SUMMARY

In Brief

Markham is a leader in Heritage Conservation. Carefully developed rules funding programs, and restoration information provided by the Town's H have all helped to preserve much of our architectural heritage for future experience and enjoy.

What You Must Know

The Town's award-winning Heritage Conservation program includes the individual properties, heritage conservation districts, and the Markham Estates subdivision of relocated heritage homes.

Heritage Conservation Properties and Districts

Thornhill, Unionville and Markham Village are all Designated Heritage Conservation Districts; Buttonville is a Heritage Conservation District Study Area. With the special character of the buildings and their surroundings is protected certain properties have been individually designated under the Ontario Heritage Act. Making changes to properties within Heritage Conservation Districts, or in designated properties, requires a heritage review and approvals process.

This includes:

- altering the exterior of any building, old or new,
- erecting new or replacement signs,
- new buildings, additions, or structural alterations.

You must contact the [Building Standards Department](#) for the necessary : before you begin: 905-475-4870. See [Decks, Construction and Permits F Summary](#) for more information about making alterations to your dwelling.

Heritage Funding Programs

Funding to support heritage conservation includes the Heritage Property Program, Heritage Loan Program, Commercial Façade Improvement Gra Commercial Signage Replacement Grant.

When in doubt, check it out! Help is always available.

For more information call the By-law Enforcement and Licensing Departm 905-479-7782 or email <mailto:customerservice@markham.ca?subject=E Markham Homeowners>

 [Back to By-law Enforcement & Licensing Department](#)

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**CONTRACTORS, RESTORERS, TRADESPEOPLE
BUILDING MOVERS and ARCHITECTS/DESIGNERS**

**SPECIALISING IN HERITAGE PROJECTS
IN THE MARKHAM (TORONTO) AREA**



**Prepared by;
Town of Markham
Heritage Section
Last Update: May 2008**

CONTRACTORS, RESTORERS, TRADESPEOPLE BUILDING MOVERS and ARCHITECTS/DESIGNERS

The following information provides a listing of those individuals or companies known to be working in the heritage field in the local area at the time of printing. Please note:

- The listing is not necessarily all inclusive;
- Being listed should not be perceived as a referral or recommendation by the Town of Markham;
- The order of the listing is in no particular order or ranking;
- You are encouraged to obtain references.

You may also wish to review the Services Directory of the Canadian Association of Heritage Professionals (CAHP). Their membership is listed by specialization. You can view the directory at www.caphc.ca

Please remember to consult with Heritage Section staff before undertaking any exterior work on a heritage building or a building located within a Heritage Conservation District. Please ensure that all necessary approvals are obtained prior to starting work [i.e. Heritage Permit, Building Permit (Heritage) or Site Plan Approval (Heritage)].

**Heritage Section
Planning and Urban Design Department
905-477-7000, ext. 2585
905- 475-4739 (FAX)
heritage@markham.ca**

If you note any errors or would like to suggest a listing, please contact the Heritage Section staff.

Special Thanks

Heritage Section staff would like to thank those members of the local community and staff from adjacent municipalities who have provided information for this listing. In addition, many of the Toronto based listings were obtained from the Harbord Village Heritage Conservation District's *Directory for Conservators and Restorers of Heritage Properties* (Fifth Edition- Sept 2007).

Index to this Directory

Air Conditioning Specialists (Heritage Buildings)

Architects/Designers

Architectural Elements - General

Architectural Elements – Decorative Posts/ Wood Turning

Cemetery/ Gravestone Repairs

Doors

Flooring

Masonry-Supplies

Masonry-Re-pointing and Repairs

Paint Removal

Plasterers

Plumbing

Relocation

Restoration Contractors

Roofing

Shutters

Signage

Structural Engineers

Stucco

Windows – Restorers

Windows - Historic Reproduction/ Replacement

Windows – New Construction

Wood Siding

Air Conditioning Specialists (Heritage Buildings)

Name	Contact Information	Comment
Unico Inc.	St. Louis, MO www.unicosystems.com	System is endorsed by the US National Trust for Historic Preservation
Air Treatment Heating and Cooling	Toronto, ON 416-785-9171	A Canadian installer of Unico Systems
SpacePak	Mississauga, ON 905-625-2911	Similar system to Unico
Atlas Air, Climate Care	Mississauga, ON 905-279-3440	A Canadian installer of SpacePak

Architects/Designers

Name	Contact Information	Comment
Scott Rushlow, Designer	Uxbridge, ON 905-852-9839	Heritage restoration drawings for a number of Markham buildings
Russ Gregory, Designer	Unionville, ON	Prepared many drawings for new additions and new construction in local Heritage Conservation Districts
David Wylie	New Lowell, ON 705-424-9387 416-407-9698	Prepared drawings for restoration work in Unionville and Buttonville
David Eckler, Architect	Toronto, ON 416-920-6278	Restoration drawings for
Phil Goldsmith, Architect	Port Hope, ON 905-885-0348 philgoldsmith@sympatico.ca	Tremont Hotel restoration and new addition in Markham Village, Markham Train Station restoration, infill houses in Markham Village
MRC design inc. (Mike Cipolla)	Richmond Hill, ON 905-707-8636	Buttonville building

Architects/Designers

Name	Contact Information	Comment
Christine Wood, Architect	Stouffville, ON 905-640-5647	Designed additions to several houses in Markham. New commercial building on Main Street Unionville.
George Robb Architect (Peter Stewart)	Toronto, ON 416-596-8301	Drawings for historic Eckardt-McKay House in Unionville
Derek Banks	1 Euclid St. Unionville (905) 940-4881	Award winning remodelling of a 1960's bungalow
Bruce Corley	Toronto, ON 416-524-9560	Building documentation services

Architectural Elements - General

Name	Contact Information	Comment
David Wylie Restoration Ltd.	New Lowell, ON 705-424-9387 wylieda@ionsys.com	Custom trim work, reproduction doors
Schell Lumber	Stouffville, ON 905-640-3440	Custom trim work, reproduction doors.
Heritage Heartwoods	Tottenham, ON 905-939-8708	Custom trim, mouldings, fretwork and custom restoration products
Royal Woodworking	Aurora, ON 905-727-2755	Custom trim work, as well as standard off the shelf mouldings
Old World Woodworking	Guelph, ON 519-827-9334 www.oldworldwoodworking.com	Custom trim, doors, windows and cabinets
Daniel Casella	Stouffville, ON 905-888-9181	Woodwork restoration and reproduction

Architectural Elements - General

Name	Contact Information	Comment
Heather and Little (Architectural Sheetmetal)	Markham ON 905-475-9763 www.heatherandlittle.com	Finials, roofing, stamped ornaments, tiles
Hoffmeyer Mills	Sebringville, ON 1-877-644-5843 www.hoffmeyersmill.on.ca	Custom Wooden Millwork, Windows, Doors, Screen Doors, Plank Flooring
Lee Valley	Toronto, ON 416-366-5959 Scarborough, ON	Repro antique hardware, restoration tools
Outwater Architectural Products	Toronto, ON 1-888-333-0408 www2.archpro.com	Exterior and interior wood and plaster mouldings, columns, balusters, cornices, doors, railing, tin ceilings, etc.
Stephen Pearson Fine Restoration and Painting	Toronto, ON 416-566-5529 www.finerestorationandpainting.com	Restores wooden doors, windows, mouldings, steel windows, plaster walls, crown mouldings, fireplace freize and other architectural surfaces. Interior and exterior preparation and painting
Glen McClure Carpentry	905-876-1423	
Euan Lowson – Renaissance	Toronto, ON 416-568-4307	Craftsman and restoration contractor specializing in historically accurate energy conscious exterior and interior millwork, restoration of sash and single pane storm windows, sills
Douglas Roberts Fine Carpentry	Toronto, ON 416-368-9058	Interior and exterior restoration woodworking
Balmoral Lumber and Millwork	Woodbridge, ON 416-747-9445 www.balmorallumber.ca	Manufactures custom wood mouldings, curved wood arches, doors, hardware, cabinetry
Brenlo Custom Wood Mouldings	Toronto, ON 416-749-6857 www.brenlo.ca	More than 9000 blades for custom profiles in stock. Will produce custom blades for a fee.

Architectural Elements - General

Name	Contact Information	Comment
Canadian Custom Wood Moulding	Stouffville, ON 905-640-2424 www.woodmouldings.ca	Source of traditional exterior and interior mouldings (also do turnings).
Central Fairbank Lumber	Concord, ON 416-736-6263 Toronto, ON 416-699-8440 www.centralfairbank.com	Leading source of off the shelf mouldings and turnings.
Kurtz Millworks	Orangeville, ON 519-941-7875 www.kurtzmillworks.com	Designs taken from authentic historic moulding samples and original millwork catalogues from the late 1800s. Will custom match original wood moulding samples.
Old World Millwork	Guelph, ON 519-827-9334 www.oldworldwoodworking.com	Standard and custom trims, interior/exterior doors, storm windows, hand rails, mantles, decorative woodwork pieces.
Algonquin College Heritage Institute – Historic Carpentry and Millwork Program	Perth, ON 613-267-2859 www.algonquincollege.com/perth	Offers specialized program in historic carpentry and millwork. Contact for graduates.

Architectural Elements – Decorative Posts/ Wood Turning

Name	Contact Information	Comment
Décor Pillars	Mississauga, ON 905-612-1400 www.decorpillars.com	Replacement wood pillars – interior/exterior Doric, Ionic and Corinthian
A & D Woodturning	Richmond Hill, ON 905-889-0836 www.adwoodturning.com	Wood Turner – pillars, balusters, mouldings duplicated from originals or drawings

Architectural Elements – Decorative Posts/ Wood Turning

Name	Contact Information	Comment
Ashley Wood Turning	Toronto, ON 416-254-5462	Wood Turner
The Woodturner Shop	North Gower, ON 613-489-2227	Wood Turner
Colonial Pillars Inc.	Stoney Creek, ON 905-664-6373 www.colonialpillars.com	Wood Turner- will turn Doric and other columns to order
Décor Pillars	Mississauga, ON 905-612-1400 www.decorpillars.com	Replacement wood pillars – interior/exterior Doric, Ionic and Corinthian

Cemetery and Gravestone Restoration

Name	Contact Information	Comment
Perdan Limited (Per Neumeyer)	Hamilton, ON 905-547-9118	

Doors

Name	Contact Information	Comment
David Wylie Restoration Ltd.	RR #1, Site 1, New Lowell, ON 705-424-9387 wylieda@ionsys.com	Custom reproduction of historic doors
Schell Lumber	33 Edward Street, Stouffville, ON 905-640-3440	Custom reproduction of historic doors
Royal Woodworking	Wellington Street, Aurora, ON 905-727-1387	Custom reproduction of historic doors

Doors		
Name	Contact Information	Comment
The Door Store	Toronto, ON 416-863-1590 www.thedoorstore.ca	Antique doors as well as windows and mouldings)
Charles Sammut Ltd.	Toronto, ON 416-653-7066	Will reproduce antique doors and windows
Holloway Woodworking (Ron Holloway)	Cobourg, ON 905-372-5574	Built replica doors for Regency cottage in Cobourg
Flamingo Custom Woodwork (Jorge Barros)	Toronto, ON 416-746-6534	Not focussed on heritage, will produce client supplied heritage designs economically

Flooring		
Name	Contact Information	Comment
Enter Sandman Professional Floor Finishing - Randy Wood	Peterborough, ON 705-868-2476 woodrandy6@gmail.com	Restoration and installation/repair of wood flooring. Travels anywhere in Ontario depending on size of the job.
K and I Pine Flooring	Collingwood, ON 705-445-0122 www.bmts.com/kandipineflooring/	"Pine Flooring" duplicates traditional floors in their original form by manufacturing from top grade white pine trees, exceptionally wide random width planks ranging from 5 inches to 18 inches. These wide widths combined with random lengths to 16 feet and refinished with a unique stain, gives the floors a final appearance identical to those found in pre-century houses.
Hoffmeyer Mills	Sebringville, ON 1-877-644-5843 www.hoffmeyersmill.on.ca	Plank Flooring

Masonry (Brick)- Suppliers

Name	Contact Information	Comment
Mason's Masonry	Richmond Hill, ON	Heritage reproduction brick

Masonry (Brick) – Repointing and Repairs

Name	Contact Information	Comment
Bruce Vander Bent	Unionville 905-887-5580	Burr House, Russell House, Cyrus Mapes House, Jail Farm House, Cemetery Vault
Leithwood Restoration Ltd.	Aurora 905-727-1173	
Roy Sarasin	Pefferlaw 705-437-1066 905-955-2641	Has worked in brick and stone in Markham Heritage Estates and on town buildings (repointing/repair)
Omar Shaaban, Mason	416-420-4271	Cleaned and re-pointed 8 Green Hollow Crt, Markham
Everest Restoration	Toronto, ON 416-465-3989 www.everest-restoration.com	Specializes in historic restoration with emphasis on masonry, brick and stone repair, replacement, restoration cleaning and weatherproofing
Peter Devine Masonry	Mississauga, ON 905-821-7513	
Clifford Restoration Limited (Sam Trigila)	Scarborough, ON 416-691-2341	Restored brickwork on Prentice House (Main Street South, Markham Village)
Euan Lawson – Renaissance	Toronto, ON 416-568-4307	Brick repair and restoration using traditional lime based mortar
3H Group (Henry Stawarz-owner)	Oakville, ON 905-510-4905	4 th generation stone mason, skilled with natural stone and brick
Maresco Ltd	Concord, ON 905-669-5700 www.marescolimited.com	Restored Ebenezer Chapel in Brampton, St Michael's Cathedral in Toronto

Masonry (Brick) – Repointing and Repairs

Name	Contact Information	Comment
Marcuz Masonry (Marc Wallis)	Toronto, ON 416-737-5051	
Ken McEwan- Stone Mason	705-722-8653	
Pawel Marek	Markham, ON 416-844-1621	Masonry work
Stone Angels Brick & Masonry Repair and Restoration	416-830-9753	
Invisible Tuck Pointing (Mario Cantin)	Toronto, ON 416-429-7007 www.masonrysystems.org	Tuck pointing
Paul & Sons Building Renovations Ltd.	Caledon East, ON 905-458-6664	Historic masonry restoration and general contracting. Projects include: Robinson Milk House for City of Brampton
Colonial Building Restoration	Scarborough, ON 416-332-3770	Brickwork, masonry cleaning
Walter Townsend & Sons Inc	Toronto, ON 416-247-3337	Chimney repair since 1925
Dave McAllister, Chimneys	Toronto, ON 416-237-0495	
Algonquin College Heritage Institute – Masonry Program	Perth, ON 613-267-2859 www.algonquincollege.com/perth	Offers specialized program in historic masonry. Contact for graduates.

Paint

Name	Contact Information	Comment
Homestead House	Toronto, ON 416-504-9984 1-877-886-5098 www.homesteadhouse.ca	Period paint colours (oil, latex, milk paints)

Paint		
Name	Contact Information	Comment
Para Paints	See local retail stores www.parapaints.com/en/fc_collections_heritage.aspx	Canadian Heritage Collection of interior and exterior colours. Researched by Marion MacRae at Dundurn Castle, Black Creek Pioneer Village and Upper Canada Village
Benjamin Moore Historical Colour Palette	See local retail stores www.benjaminmoore.ca/colours/historical	174 colours found on 18 th and 19 th century architecture
Pittsburgh Paints	See local retail stores	Heritage colours based on US originals
Pratt & Lambert Paints	See local retail stores	Heritage colours based on US originals
Farrow and Ball Paints	See local retail stores	Heritage colours based on historic British colours
Swede Paint Enterprises	Toronto, ON 416-535-7824 1-866-516-7787 www.swedepaint.ca	Silent paint remover (mechanical, non-toxic, non-flammable). More effective than burning, chemical stripping or conventional electric hot air strippers.

Plasterers		
Name	Contact Information	Comment
Bruce Vander Bent	Unionville, ON 905-887-5580	
Stephen Pearson Fine Restoration and Painting	Toronto, ON 416-566-5529	Restores plaster walls
Rod Stewart, Historic Plaster Conservation Services Limited	Port Hope, ON 905-885-8764 www.historicplaster.com	Interior plaster
F.B. Mouldings, Cast Plaster and Moulding Work	Oakville, ON 416-505-3532	Interior plaster

Plasterers		
Name	Contact Information	Comment
Iconoplast Design	Toronto, ON 416-534-1844 www.iconoplast.com	High end custom plaster design and fabrication, plaster preservation

Plumbing		
Name	Contact Information	Comment
Nu Flow Technologies	Oshawa, ON 905-433-5510 1-800-834-9597 www.nuflowtech.com	Fixes pipes from the inside- drain/ sewer pipes and hot/cold water lines

Relocation		
Name	Contact Information	Comment
Charles Matthews Ltd. Building Movers	99 Langstaff Road East, Thornhill, ON 905-889-1770	Relocated many heritage buildings in Markham including Markham Heritage Estates; Markham Museum, Markham Station, Black Creek Pioneer Village, Dempsey Store (N. York)
Laurie McCulloch Building Movers	Box 106 RR1, Whitby, ON 905-728-0884	Cullen Gardens, Whitby, Markham Heritage Estates
Johnston House Moving & Raising	RR1 Pefferlaw, ON 705-437-2893	Specializing in large frame structures and masonry buildings

Restoration Contractors

Name	Contact Information	Comment
David Wylie Restoration Ltd.	RR #1, Site 1, New Lowell, ON 705-424-9387 416-407-9698 wylieda@ionsys.com	General heritage contracting (trim, restoration and reproduction windows and doors, board and batten siding). Recent Project: Sinclair Hagerman House restoration in Markham
Robert and Steven Bruce	RR3 Stouffville, ON 905-640-1787	General heritage contracting and craftsmanship projects
Century Craft Custom Builders - Carman Apreda	Markham, ON 905-294-3659 416-984-0793	General heritage contracting and craftsmanship projects
Dexterity Carpentry Contracting- Richard McCord	Richmond Hill, ON 905-737-9905	
Stephen Grainger Construction Limited	Markham-Unionville, ON 905-475-5406	
J.D. Strachan Ltd.	King City, ON 905-833-0681 www.jdstrachan.com	Full range of restoration services: wood, brick, masonry, re- pointing, painting. Work includes George Brown House and Fort York.
W.A. Stephenson Ltd.	Richmond Hill, ON 905-884-5567	Amos Wright House, Guild Hall, Vanderburgh House
Paul Miller, Carpentry	Richmond Hill, ON 905-883-5608	
Robbins Renovations- Fred Robbins	Stouffville, ON 905-640-6781	
Edward Casella, Master Carpenter	Stouffville, ON 905-888-9181 416-230-3797	Experience with Markham heritage properties
Euan Lowson- Renaissance	Toronto, ON 416-568-4307	Experience in Harbord Village Heritage Conservation District
Maher Construction Inc.	Toronto, ON 416-782-6086	Worked on the Gladstone Hotel restoration in Toronto

Restoration Contractors		
Name	Contact Information	Comment
Steve and John Machelis	Toronto, ON 647-887-1274 john_michelis@hotmail.com	Recommended by Cabbagetown Preservation Association
Everest Restoration	Toronto, ON 416-465-3989 www.everest-restoration.com	Specializes in historic restoration with emphasis on masonry, brick and stone repair, replacement, restoration cleaning and weatherproofing
Paul & Sons Building Renovations Ltd.	Caledon East, ON 905-458-6664	Historic masonry restoration and general contracting. Projects include: Robinson Milk House for City of Brampton
Colonial Building Restoration	Scarborough, ON 416-332-3770	Brickwork, masonry cleaning
Clifford Restoration Limited	Scarborough, ON 416-691-2341	

Roofing		
Name	Contact Information	Comment
Roof Tile Management	Brampton, ON 905-799-1733 905-799-0054 www.rooftilemanagement.com	Consultant and contractor specializing in historic restoration roofing (Fort York, Welland Courthouse, Dundurn Castle)
Cedar Roof Ontario	St Catharines, ON 905-684-1665 1-800-263-3653	Ontario's largest cedar shake and shingle supply and application company for roofing and walls since 1976. Do not apply any other type of roofing
Copper Roof Ontario	St. Catharines, ON 905-684-1665 1-800-263-3653	Provides custom copper work.. Specialize in copper roofs of any size and shape, finials, eaves and custom decorative copper detailing.

Roofing		
Name	Contact Information	Comment
North Country Slate	Toronto, ON 416-724-4666 www.northcountyslate.com	Suppliers of slate and finders of qualified installers
Dura Slate by Royal Group Technologies	Woodbridge, ON 905-264-0701 www.royalgrouptech.com	Replicates the classic look of natural slate in rubber.

Recycled Heritage Materials		
Name	Contact Information	Comment
Artefacts	St. Jacobs, ON 519-664-3760 www.artefacts.ca	Antique interior and exterior building fragments from Ontario, Quebec, the Maritimes
Legacy Vintage Building Materials	Cobourg, ON 905-373-0796 www.legacyvintage.com	Reclaimed architectural artifacts and building materials.
Tradition Home	Port Hope, ON 905-786-2619 mel@traditionhome.com	Tradition Home offers a select inventory of classic, period Log Cabins, Log Houses and Post & Beam Homes dating from 1780 to 1860.
Balleycanoe & Co.	Mallorytown, ON 613-659-3874 www.balleycanoe.com	Doors, hardware, tin, porch posts, bargeboard, windows, stair parts, fire place mantels, trim, decorative items. Most stock in original paint and form (rural character of material)
West Lincoln Barn Board and Beams	Hamilton, ON 905-692-1100	
John Kostick Salvage	Collingwood, ON 705-445-6410 705-428-0493 www.centuryoldesalvage.ca	Vintage architectural salvage, garden items.

Recycled Heritage Materials

Name	Contact Information	Comment
The Door Store	Toronto, ON 416-863-1590 www.thedoorstore.ca	Antique doors, windows, moulding, turnings, fireplaces, etc.
Historic Lumber	Acton, ON 519-853-0008 www.historiclumber.ca	Hand-hewn beams and rafters, original pine flooring and planks, barn board, brick, stone windows, trim, doors, vintage hardware
Home Again Recycling Depot	Toronto, ON 416-467-4663	
Timeless Materials Co., Antique Lumber and House Parts	Waterloo, ON 1-800-609-9633 www.timelessmaterials.com	Array of reclaimed old house parts, lumber, log timber structures
Steptoe & Wife Antiques, Ornamental Ironwork	Toronto, ON 416-780-1707 www.traditional-building.com	
The Salvage shop	1492 Kingston Road, Toronto (416) 469-2557 www.salvageshop@bellnet.ca	Doors fireplace mantels windows hardware, plumbing fixtures
Lucan Architectural	277 Main St. Lucan, ON (519) 227-0407 www.lucanarchitectural.ca	Architectural trim, windows, doors plumbing fixtures,

Shutters

Name	Contact Information	Comment
Lewis Custom Homes	Uxbridge, ON 905-852-5116	Wooden louvered shutters
Schell Lumber	33 Edward Street, Stouffville, ON 905-640-3440	They can order wooden shutters

Signage (Commercial)		
Name	Contact Information	Comment
Heritage Signs	Richmond Hill, ON 905-773-4779 heritagesigns@hotmail.com	

Structural Engineers		
Name	Contact Information	Comment
James Knight, P.Eng	Hillsburgh, ON 519-855-4771	Specialist in the assessment of wood structures an their design and deterioration

Stucco		
Name	Contact Information	Comment
Wally Pasten (Traditional Stucco)	905-873-6009 416-688-1768	
Cannock Construction – Tony Dyster (Pebbledash Stucco Finish)	905-430-5945 416-543-8940	Stucco treatment at 25 Colborne St, Thornhill

Windows- Restoration		
Name	Contact Information	Comment
David Wylie Restoration Ltd.	RR #1, Site 1, New Lowell, ON 705-424-9387 wylieda@ionsys.com	Old Markham High School windows Heintzman House windows
Window Craft Industries – Alan Sauder	Toronto, ON 416-535-4499 saudera@windowcraft.com	

Windows- Restoration		
Name	Contact Information	Comment
Historic Window Works, Division of P.K. Enterprises – Paul Kuster	Orangeville, ON 519-942-0715	Restores or replicates heritage windows, storms and millwork details
William Hooper Inc.	Spencerville 613-658-2146	
Carl Strygg	Toronto, ON 416-778-4207	
Vitreous Glassworks - John Wilcox	Toronto, ON 416-737-4527 John@vitreous.ca	Award winning glazing shop, extensive experience in all types of fenestration rehabilitation. Stock of heritage glass.

Windows- Historic Reproduction / Replacement		
Name	Contact Information	Comment
David Wylie Restoration Ltd.	RR #1, Site 1, New Lowell, ON 705-424-9387 wylieda@ionsys.com	Old Markham High School windows Heintzman House windows
Schell Lumber	33 Edward Street, Stouffville, ON 905-640-3440	They use 1922 vintage belt driven machines to reproduce doors, sashes and other contracted items. Projects: A number of dwellings at Markham Heritage Estates
Window Craft	Toronto, ON 416-535-4499	Wood windows. Recent Project: Replaced windows at Gladstone Hotel
Tradition Windows	905-786-2619 www.traditionhome.com	
Marvin Windows (rep. Al Dzieciol)	1455 Courtneypark Drive East Mississauga, ON 905-670-5059 ext 238, 800-263-6161 marvinwindows@rogers.com	
Kurtz Millworks	519-941-7475 www.kurtzmillworks.com	

Windows- Historic Reproduction / Replacement

Name	Contact Information	Comment
Tradition Windows (A division of Tradition Home Design Inc.)	1324 Lakeshore Road RR3, Port Hope, ON 905-786-2619 mel@traditionhome.com	
Lowen Windows	Mississauga, ON 416-675-5749	Offer double hung sash and storms in wood with 'true divided lights'
Pollard Windows	Burlington, ON 905-634-2365 www.pollardwindows.com	Recent Project: window replacements in historic Paletta Mansion, Burlington
Tradewood Windows and Doors Inc.	St. Catharines, ON 1-800-410-0268 info@tradewoodwindowsanddoors.com	Exact reproductions in wood
Bruce Chambers	Box 171, Bond Head, ON 905-775-7144	
Dundas Wood Windows	Toronto, ON 416-534-4593	Local supplier of single hung and double hung replacement windows to fit reproduced or original frame mouldings.
Vitreous Glassworks - John Wilcox	Toronto, ON 416-737-4527 www.vitreous.ca	Award winning glazing shop, extensive experience in all types of fenestration rehabilitation. Stock of heritage glass.

Windows – New Construction

(good representation of traditional windows in modern materials)

Name	Contact Information	Comment
Anderson "Woodright" windows		Approve by Heritage Markham. Used at 31 Eureka St., Unionville
Marvin "Integrity" windows		Approved by Heritage Markham. Used at 10 Deanbank Drive, Thornhill
Sunrise "The Heritage Window"		Approved by Heritage Markham. Used at 280 Main Street N., Markham Village
Weathershield Windows		Approved by Heritage Markham. Used at 1 Euclid Street, Unionville

Wood Siding		
Name	Contact Information	Comment
David Wylie Restoration Ltd.	RR #1, Site 1, New Lowell, ON 705-424-9387 wylieda@ionsys.com	Custom historic board and batten siding



Town of Markham

Heritage Property Tax Reduction Program

Information Brochure – 2008 Tax year

The Ontario Government has enabled local municipalities to offer tax relief to owners of heritage properties to help owners maintain and restore these unique and valuable resources. On December 16, 2003, Council of the Town of Markham approved the implementation of a Heritage Property Tax Reduction Program, effective January 1, 2003.

This information package will help heritage property owners learn more about the Heritage Property Tax Reduction Program and the eligibility requirements. The package is divided into the following sections:

- 1. Markham's Commitment to Conserving Heritage Resources**
- 2. Financial Incentives Help Preserve our Heritage Resources**
- 3. Amount of Tax Relief**
- 4. Eligibility Criteria for Heritage Properties**
- 5. Applying for a Tax Reduction and Application Deadline**
- 6. Application Fees**
- 7. Application Submission Requirements**
- 8. Inspection of Property**
- 9. Staff Review of the Application**
- 10. Impact on Other Tax Reduction Programs**
- 11. Eligible Property Tax Classes**
- 12. Eligible Portion of a Property**
- 13. Penalties**
- 14. Limitations**
- 15. Payment of Tax Reduction**
- 16. Further Information**

Appendix A – Frequently Asked Questions

Appendix B – Heritage Property Designation

Appendix C – Heritage Easement Agreements

Appendix D – Heritage Property Evaluation and Classification

Appendix E – Application Form and By-law 2003-341

Initial Printing December 2003
Last Revised January 2008

1. Markham's Commitment to Conserving Heritage Resources

The Town of Markham has a long history of ensuring the protection, preservation and enhancement of its local heritage properties. The incorporation of these resources into the fabric of our community has provided a distinct sense of place, which contributes to the evolution and character of our Town. This dedication to our heritage resources is reflected in the Town's motto of "Leading While Remembering". The preservation of heritage properties is an objective that has been vigorously pursued by all members of the community and was recently recognized by Heritage Canada in the awarding of the first Prince of Wales Prize to Markham for the stewardship of its built heritage.

Well-maintained heritage properties enrich our quality of life and give communities their unique character. Restoring heritage properties has been a catalyst for revitalizing historic town centres and drawing residents, businesses and visitors to communities. While heritage properties provide benefit and enjoyment to the whole community, most of these properties are in private ownership.

2. Financial Incentives Help Preserve our Heritage Resources.

In Canada, there have been few incentives to encourage heritage property owners or developers of heritage properties to designate or restore their properties. Heritage Canada and the preservation community have long advocated tax incentives to promote preservation efforts. In the United States, there have been government incentives tied into its *Income Tax Act* since 1966. According to the Ministry of Canadian Heritage, Canada has lost nearly 25% of its pre-1920 building stock over the last 30 years. This is an extremely disturbing fact given the preservation efforts that are occurring in other countries.

Normal upkeep and maintenance are the responsibility of every property owner. However it is widely recognized that heritage properties may require more intensive care, custom work or restoration at a somewhat higher cost than one would encounter with newer buildings. To assist property owners, the Town has adopted a **Heritage Property Tax Reduction Program**. Property tax relief supports heritage conservation by recognizing that owners of heritage properties often incur above average costs to maintain aging structures and the heritage attributes of these properties.

3. Amount of Tax Relief

In the Town of Markham, the amount of the annual tax reduction is **30%** of taxes payable on the eligible property. Property taxes are made up of three components: the municipal component (Markham), the school board component and the regional component (York).

Please be advised that at this time (January 2008), only the municipal and school board component of the taxes will be subject to the 30% reduction. The Region of York has not agreed to participate in the Heritage Property Tax Reduction Program. The Town of Markham will not fund the Region's share. Therefore, only the municipal and school board components are currently eligible for the reduction.

For example, on a \$4,113 residential tax bill (2007 rates), the following chart illustrates the different tax reduction amount:

Components And Percent	Sample Tax Bill	30% Reduction	Tax Reduction (municipal and school board only)
School Boards 25.8%	\$1,064	30%	\$319
Region 48.58%	\$1,998	30%	n/a
Markham 25.55%	\$1,051	30%	\$315
Total	\$4,113		\$634*

* Application Fee to be deducted from this amount

4. Eligibility Criteria for Heritage Properties

To be eligible for tax relief, the property must comply with both provincial and municipal eligibility requirements.

Provincial Requirements: An eligible heritage property must be **designated as a property of cultural heritage value or interest** under Part IV of the *Ontario Heritage Act* (an individual property designation) or it must be part of a **heritage conservation district** under Part V on the *Ontario Heritage Act*; and in either case, the property must be subject to a **Heritage Easement Agreement** under section 22 or 37 of the *Ontario Heritage Act*.

A Heritage Easement Agreement is required because designation alone does not oblige owners to maintain their properties on an ongoing basis. The purpose of the tax relief measure is to offer an incentive for heritage property conservation. Therefore, relief will be available to those owners who have made a commitment to maintain and preserve their heritage properties on an ongoing basis.

The property must be subject to a **Heritage Easement Agreement and must be executed by the Owner by December 15th** of the taxation year for which the tax relief is sought. Be advised that Heritage Easement agreements take time to prepare and must be approved by Council. The final deadline for requesting a Heritage Easement agreement is October 15th of the taxation year for which the tax relief is sought.

Further information regarding property designation and Heritage Easement Agreements can be found in Appendices B and C.

Municipal Requirements (Town of Markham): An eligible property must meet the following criteria, to the satisfaction of the Commissioner of Development Services:

- a) be classified as a Group 1 property (of major significance and importance, worthy of designation) or Group 2 property (significant, worthy of preservation) using the Town of Markham's "Evaluating Heritage Resources" system; and
- b) be in a good and habitable condition.

The purpose of reviewing a property's heritage classification is to ensure that main heritage attributes are evident (such as the building dates from an early age, retains most of its original architectural features and is representative of an architectural style,

period or method of construction). The Town also wants to ensure that the building is in good condition and is habitable (as opposed to derelict and vacant). Further information regarding property evaluation and classification, and the interpretation of 'good and habitable condition' can be found in Appendix D.

Additional Municipal Requirements:

The property must not be the subject of any Town by-law contraventions, work orders or other outstanding municipal requirements, as of the date the application is received by the Town.

There must also be no outstanding municipal fines, arrears of taxes, fees or penalties assessed against the property.

5. Applying for a Tax Reduction and Application Deadline

Eligible heritage property owners must apply to the Town of Markham to take advantage of the tax relief measure. An initial application is required for the first year that the property enters the program, and subsequent renewal applications are required every third year (each application covers a two-year period). The renewal application is required to ensure that the property is in compliance with the Heritage Easement Agreement. For renewal applications, the owner will be required to submit new photographs and verify in writing that the building is being maintained in accordance with the easement requirements.

An application must be made no later than the last day of February in the year following the year for which the owner is seeking the tax relief. For the 2008 tax year, the deadline is February 28, 2009.

6. Application Fees

There is no up-front application fee. The application fee will be deducted from the amount of the tax reduction once it is calculated. The amount of the application fee is 20% of the annual heritage reduction amount for the first year and 10% of the annual heritage reduction amount for every renewal application. For example, in the initial year, if the tax reduction amount was calculated at \$1000, a sum of \$200 would be retained by the municipality as the application fee. This fee helps cover the administrative costs of the program. The fee is deducted for only the year of application.

In addition, to further assist property owners who require a Heritage Easement Agreement, the Town has eliminated the \$300 easement agreement preparation fee.

The minimum tax reduction amount that shall be paid for an individual property is \$50.

7. Application Submission Requirements

The following information is required as part of the Heritage Property Tax Reduction application form:

- Confirmation that the property is designated under the *Ontario Heritage Act* either individually or in a heritage conservation district.
- Confirmation that the property is subject to a Heritage Easement Agreement with the Town of Markham
 - Submission of the name of your insurance carrier and policy number.
 - Submission of a letter or certificate from your insurance company/broker/agent is required stating that the owner has a valid insurance policy which insures the building against normal perils that are coverable by all risk property insurance in an amount equal to the replacement cost of a similar scaled new building with an exterior design complementary to the existing structure.
- Provision of any available historical or architectural information if the property needs to be designated or requires the preparation of a Heritage Easement Agreement.
- Submission of a current photograph of each elevation of the building (north, south, east and west) with the date of the photograph on the back.
- Confirmation that the property is occupied and in good and habitable condition.
- Confirmation that the property is not the subject of any Town by-law contraventions, work orders or other outstanding municipal requirements.
- Confirmation if the property is the subject of any other municipal tax reduction or rebate program.
- Identification of any anticipated work for the upcoming year.

An application form can be found in Appendix E as well as a copy of the Town's by-law enacting the program.

8. Inspection of Property

Upon application, the property owner consents to the Town conducting an inspection of the interior and exterior of the eligible heritage property at any reasonable time, if required. The purpose of the inspection is to ensure compliance with the relevant Heritage Easement Agreement and to confirm the eligibility criteria.

9. Staff Review of the Application

The administration of the Heritage Property Tax Reduction Program primarily involves staff from the Planning Department (Heritage Section) and Finance Department (Taxation Division). Additional staff review for the purpose of ensuring compliance involves Building Standards, By-law Enforcement and Legal Services.

The initial Application Form allows staff to confirm that eligibility criteria are met and to capture key property information such as current photographs of the property, verification that the building is being maintained in accordance with the Heritage Easement Agreement, proof of insurance coverage and any anticipated restoration and maintenance costs for the coming year.

Staff from the Heritage Section is also responsible for evaluating the subject property to determine its municipal heritage classification. Only properties classified as Group 1 (of major significance and importance, worthy of designation) or Group 2 (significant, worthy of preservation) using the document entitled "Evaluating Heritage Resources in the Town of Markham" will be eligible for the Program.

10. Impact on Other Tax Reduction Programs

Where a heritage property is currently receiving tax reductions or refunds under other municipal programs, such as commercial/industrial vacancy refunds or charity rebates, the amount of the heritage property tax reduction will be calculated on the adjusted taxes after the other rebates have been taken into account.

11. Eligible Property Tax Classes

Tax reductions may apply to eligible property within any or all, of the commercial, industrial, farm, residential or multi-residential tax classes.

12. Eligible Portion of Property

The property tax reduction applies to the building or structure (or portion of) that is an eligible heritage property, and the lands eligible are calculated as percentage of the total taxes levied on the property. The Town will determine the reduction amount with the assistance of the Municipal Property Assessment Corporation (MPAC). The intent is to ensure that the portion of the building and land that is valued by MPAC relates only to the eligible portion. For example, if a heritage farmhouse is located on a 10-acre parcel of land, the eligible portion would only be the farmhouse building and its land. The balance of the 10 acre farm would not be eligible for the tax reduction. However, in some cases, there may be a cultural heritage feature associated with the building such as a significant tree or cultural landscape element that has been identified in the designation by-law. In these instances, the eligible portion may include the building and some additional land.

13. Penalties

The Town wants to make certain that a property that receives a Heritage Tax Reduction is in compliance with municipal by-laws and not the subject of any contraventions, work orders, penalties, fees, arrears of taxes, fines or any other outstanding requirements. Therefore, the Heritage Tax Reduction shall be repaid in full by the owner for every year where there is an outstanding contravention or where there are outstanding municipal fines, arrears of taxes, fees or penalties assessed against the owner.

A contravention is defined as “an offence under a municipal by-law, Act or regulation for which enforcement proceedings have been commenced”. This would include non-compliance with a Heritage Easement Agreement.

The purpose of this policy is to ensure that a contravention prior to application disqualifies an owner from making an application for the year or years during which the contravention exists. Once there is compliance, however, the owner becomes eligible for tax reductions for future years.

Where an owner commits a contravention after having received a Heritage Tax Reduction, the total amount of the tax reduction is to be repaid while there is non-compliance with the contravention. The Town may require the owner to pay interest on the amount of any repayment required. There will be no in-year adjustments. Any contravention in any year will disqualify the owner from a tax reduction for that entire year.

14. Limitations

The Heritage Tax Reduction Program is subject to any regulations that the Ontario Minister of Finance may make governing by-laws on tax refunds and reductions for heritage properties.

The Heritage Tax Reduction program, as adopted by Markham Council on December 16, 2003 and set out in By-law 2003-341, is subject at all times to the availability of funding for the program. Please take note that nothing in the implementing by-law requires the Town to provide funding for this program and the Heritage Tax Reduction contemplated by By-law 2003-341 may be eliminated by Council through repeal of the by-law at any time. Funding for the Heritage Tax Reduction Program will be reviewed on an annual basis.

Heritage property owners should carefully consider the impacts of this program before applying. In essence, to receive the tax reduction requires a commitment by the property owner. Should a property owner wish to opt out of the program in future years or should the program be subsequently eliminated by a future Council, the Heritage Easement Agreement would remain on the property.

15. Payment of Tax Reduction

The payment of the tax reduction usually occurs in the late spring of the year following the application deadline in February. The payment is in the form of a separate cheque from the Town of Markham which is sent to the property owner.

Payments for the second year of an application period are automatically processed and forwarded to the property owner in late spring.

16. Further Information

Further details concerning this program can be found in “Heritage Tax Reduction By-law” (By-law 2003-341) passed by Council on December 16, 2003 (see Appendix E) or by contacting the Heritage Section, Development Services Commission at the Town of Markham.

**Heritage Section
Planning and Urban Design Department
Development Services Commission
101 Town Centre Boulevard
Markham, Ontario L3R 9W3**

Tel – 905-477-7000, ext. 2585

Fax – 905-475-4739

Email – heritage@markham.ca

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January 2008.doc

APPENDIX A

Frequently Asked Questions

How can I get my property designated?

Contact Heritage Section staff if you wish to pursue designation of your property. Staff will review the implications of designation. Also review Appendix B of this document for a better understanding of designation.

I own property in a heritage district. Can I take advantage of this program?

If your property possesses an identified heritage building, you would meet one of the eligibility criteria for the Program. Most of the heritage district plans identify the significant or contributing heritage properties. Non-heritage buildings, including complementary new construction, are not eligible for the Program. To take advantage of the Program, you must also enter into a Heritage Easement Agreement with the Town and meet the municipal eligibility criteria (see Section 4 of the Information Brochure)

I own a designated property. Am I eligible for the Property Tax Reduction?

In addition to being designated you must also enter into a Heritage Easement Agreement with the Town and meet the municipal eligibility criteria (see Section 4 of the Information Brochure).

What is a Heritage Easement Agreement?

A Heritage Easement is a legal agreement. It allows the owner of heritage property to ensure its preservation while retaining possession and use of the property. An easement agreement gives a public body, (in this case, the Town of Markham), a legal interest in the property and is registered on the title to the property. The *Ontario Heritage Act* allows municipalities to enter into easement agreements to protect properties of historical or architectural interest. See Appendix C for more information.

If the Program is cancelled sometime in the future, what happens to the designation by-law and the Heritage Easement Agreement?

If the Program was cancelled in the future, the designation by-law and the Heritage Easement Agreement will remain on title to the property.

Does the Province of Ontario contribute to this program?

Yes, the Province does provide assistance. A portion of property taxes goes to school boards. Where a municipality introduces a property tax relief program, the Province will share in the cost by making up the reduction in tax revenues allocated to school boards.

If I successfully appeal my property assessment, will it affect my heritage tax reduction?

Yes. The heritage tax reduction would be re-calculated based on the new assessment.

When do I receive my tax reduction?

The heritage tax reduction application is usually reviewed/ processed in March/April of the year following the February application deadline. A cheque from the Town in Markham in the amount of the reduction is usually forwarded to the property owner in May/June.

Do I have to do anything during the second year of my application period?

No. Payments for the second year of an application period are automatically forwarded to the property owner.

How and when do I renew my application for the heritage tax reduction?

Applications for a heritage tax reduction are approved for a two year period. Renewal is required after the second year. The Town of Markham will forward renewal application forms to previously approved applicants in January following the renewal year to allow submission of the application form by the end of February.

APPENDIX B

Heritage Property Designation

One of the most important tools used by the Town of Markham to protect heritage resources is the designation of property under the provisions of the *Ontario Heritage Act*. Properties can be individually designated under Part IV of the Act or as a grouping or district under Part V of the Act.

Designation affords the municipality a certain level of control when conserving its built heritage. Owners of designated properties can also take advantage of financial assistance programs such as the *Town of Markham Heritage Loan Fund* for approved conservation and restoration projects or the **Heritage Property Tax Reduction Program**.

Individual Property Designation

An individual property can be designated for its cultural heritage value or interest. The “reasons for designation” can address historical and architectural attributes and are identified in a municipal by-law which is registered on title to the property. Individual designation provides an enhanced level of demolition control and ensures that the property cannot be altered in any manner that would jeopardize its identified heritage attributes, without approval.

If you wish to be considered for individual property designation, please contact Heritage Section staff at 905-477-7000, ext 2585 or heritage@markham.ca.

District Designation

A heritage conservation district is a collection of buildings, streets and open spaces that together are of special historical and/or architectural significance to the community. A district possesses an integrity of its own that distinguishes it from other areas in the community. The purpose of district designation is not to prohibit change, but rather to guide change so that it contributes to the area’s historic character. Districts are comprised of both heritage and non-heritage buildings. Detailed plans have been adopted to preserve and enhance these special areas by providing policies for both public and private sector restoration and redevelopment.

Markham has three heritage districts: Thornhill Village; Markham Village and Unionville. If you possess a heritage building within a heritage conservation district, you may want to consider taking advantage of the Heritage Property Tax Reduction Program.

Attachments:

Heritage District Boundary Mapping

APPENDIX C

Heritage Easement Agreements

What is a Heritage Easement?

A Heritage Easement is a legal agreement. It allows the owner of a heritage property to ensure its preservation, while retaining possession and use of the property. An easement agreement gives a public body, such as a municipality, a legal interest in the property and is registered on the title to the property. The *Ontario Heritage Act* allows municipalities to enter into easement agreements to protect properties of historical or architectural interest.

How long does an Easement run?

A perpetual easement is the most appropriate as it provides indefinite protection.

Easements compared to Designation

Heritage Easements are more comprehensive than Designation under the *Ontario Heritage Act*. **For example, there are no provisions under the *Ontario Heritage Act* to require an owner of a designated property to maintain the building or its heritage features in good condition, ensure the building against perils or to rebuild the building in the event of damage.** Heritage Easements address these shortcomings. Easements also provide much stronger protection against demolition. It is desirable to protect a property by both an easement and designation. However, the property does not have to be designated to be protected by a Heritage Easement.

Impact on the Owner

The obligations of the owner are to ensure the ultimate preservation and maintenance of the building with the owner satisfying the following obligations:

- i. receive municipal approvals for any changes or alterations that will affect the heritage features of the structure;
- ii. the owner shall insure the structure in an amount equal to that of the replacement of the building, so there will be enough money to repair the heritage elements of the building in event of fire or other damage; and
- iii. the owner shall at all times maintain the building in as good and as sound a state of repair as a prudent owner would normally do, so that no deterioration in the building's condition and appearance shall take place.

When an owner enters into a Heritage Easement agreement, some of the rights, namely those that represent the right to develop or redevelop the land as one chooses, are shared with the easement holder. The owners are still the "owners" of the property and can sell it, leave it to their children or continue to enjoy it as they please.

Impact on Property Value

In the experience of the Ontario Heritage Foundation, an easement has no significant effect on the property's resale value, especially where a similar use for the property or one compatible with its heritage features is contemplated.

Administration of the Easement

The municipality is responsible for the administration of the Heritage Easement. Enforcement of the obligations may be undertaken by the municipality and the costs reimbursed by the owner or recoverable by action in a court of law.

A sample copy of an Easement Agreement is available from the staff in the Heritage Section.

APPENDIX D

Heritage Property Evaluation and Classification

The Town of Markham adopted a document entitled “Evaluating Heritage Resources in the Town of Markham” in November 1991. There was a desire to create an equitable evaluation system that would assist in the rating and classification of heritage buildings as to their significance.

The Markham system is based upon well defined criteria to help limit the subjectivity of the evaluation process. The evaluation process consists of four stages: building research, evaluation, scoring and classification.

Once research is completed, the buildings are evaluated according to the approved criteria. The criteria used in Markham’s system were chosen to describe the qualities that contribute to the heritage significance of that building. The three main categories are: historical, architectural and environmental context.

Under the **Historical Value Section**, the rating criteria relates to the age of the building, its association with a notable person or event, and the building’s thematic potential as illustrative of patterns or trends of cultural, social, political, military, industrial or agricultural history. The building’s usefulness for illustrating and/or teaching cultural history and its tourism potential can also be factored in.

Under the **Architectural Value Section**, the rating criteria relates to the stylistic purity or rarity, the quality and/or rarity of design and craftsmanship, the significance of the architect/builder, the structural condition and the building’s state of preservation or integrity.

Under the **Environmental Context Section**, the rating criteria relates to how well the building contributes to the identity of the community or landscape.

Once evaluated using the system, the building is assigned a score. The score obtained from the evaluation stage allows a building to be classified as being a Group 1 (of major significance and importance, worthy of designation), Group 2 (significant, worthy of preservation) or Group 3 (noteworthy, worthy of documentation).

For the purposes of the Heritage Property Tax Reduction Program, only those buildings classified by Heritage Section staff as Group 1 or 2 will be eligible.

APPENDIX E
Application Form and By-law

The Property Tax Reduction Program Application Form and a copy of By-law 2003-341, as amended, are attached.

Q:\Development\Heritage\SUBJECT\Property Tax Rebate Program\Application form and brochure\Brochure January 2008.doc



DEVELOPMENT SERVICES COMMISSION
 101 TOWN CENTRE BOULEVARD
 MARKHAM, ONTARIO, L3R 9W3
 (905) 475-4861
 fax (905) 479-7768

HERITAGE PROPERTY TAX REDUCTION PROGRAM

for applying for approval under Town of Markham BY-LAW 2003-341

Please review the Heritage Property Tax Reduction Program Information Brochure and By-law 2003-341 before submitting an application. Complete all applicable sections of the application form. An incomplete application will be returned to you.

PROPERTY INFORMATION					
Municipal Address:	Street No.:	Street Name:		Unit Num.:	
Tax Roll Number:					
Taxation Year:					
OWNER INFORMATION					
PROPERTY OWNER INFORMATION:		Person(s)		Company	
Registered Land	Surname:		First Name:		Initial:
Name	(if Company)		Company Officer:		
Application Contact:	Surname:		First Name:		Initial: Position:
Address:	Street No.:	Street Name:		Unit Num.:	
Municipality	Province:		Postal		
Telephone	No. ()		Fax: ()		E-Mail:
APPLICANT'S SIGNATURE					
<p>I, hereby make the above application for the Heritage Property Tax Reduction Program, declaring all the information contained herein is true and correct, and acknowledging the Town of Markham will process the application based on the information provided. I also consent to allow the Town to conduct an inspection of the interior and exterior of the property at any reasonable time, if required, to ensure that the property is in compliance with the Heritage Easement Agreement and to assist in the review of the eligibility criteria.</p>					
Signature:			Title:		
Printed Name of Signatory:			Date:		
FOR OFFICE USE ONLY					
Date Rec'd :					
Application Information Rec'd				YES	NO
Application Rec'd By:					
Outstanding Requirements:		Insurance Certificate:			
		Photographs:			
Entered into AMANDA by:				Date:	
Application Number:					

REQUIRED INFORMATION TO DETERMINE ELIGIBILITY

Designation Under the Heritage Act

- Is the property Designated?
Part IV (individual) _____ By-law Number# _____
Part V (District) _____ (Specify District) _____
- Not designated _____

Heritage Easement Agreement with the Town of Markham

- Is there a Heritage Easement Agreement on the subject property? YES ___ NO ___

If the property requires to be designated or requires a Heritage Easement Agreement, please attach any available historical or architectural information.

NAME OF INSURANCE COMPANY _____

POLICY NUMBER _____

Submit a copy of the letter or certificate from your insurance company/agent/broker that states that the Owner has a valid insurance policy which insures the building against normal perils that are coverable by all risk property insurance in an amount equal to the replacement cost of a similar scaled new building with an exterior design complementary to the existing structure.

Municipal Heritage Classification

Only properties classified as Group 1 (of major significance and importance, worthy of designation) or Group 2 (significant, worthy of preservation) using the document entitled "Evaluating Heritage Resources in the Town of Markham" will be eligible for the Program. Heritage Section staff will evaluate the subject property.

Photographs of Building or Features

Photographs Provided YES _____ NO _____

Date of Photographs _____

Please provide a **current** photograph of each elevation of the building (north, south, east and west). On the back of each photograph, provide the date the photograph was taken.

Condition of Building

To be eligible, the property/building must be in good and habitable condition.

Is the building occupied and habitable? YES _____ NO _____

Is the building in good condition? YES _____ NO _____

Contraventions

Is the property the subject of any Town by-law contraventions, work orders, penalties, fees, arrears of taxes, fines or other outstanding municipal requirements as of the date of application?

YES _____ NO _____

If yes, please identify the issue _____.

TOWN OF MARKHAM



**A BY-LAW TO ESTABLISH A PROGRAM
TO PROVIDE TAX REDUCTIONS OR REFUNDS
IN RESPECT OF ELIGIBLE HERITAGE PROPERTIES**

This By-law is printed under and
by authority of the Council of
the Town of Markham

(Consolidated for convenience only
to February 20, 2007)

AMENDED BY:

By-law 2007-23 – February 13, 2007



BY-LAW 2003-341

Being a By-law to establish a program

to provide tax reductions or refunds

in respect of eligible heritage properties

WHEREAS the Council of The Corporation of the Town of Markham is empowered by section 365.2 of the *Municipal Act, 2001*, S.O. 2001, c. 25, as amended, to pass a by-law establishing a program to provide heritage tax refunds in respect of eligible heritage properties;

AND WHEREAS the Council of The Corporation of the Town of Markham deems it advisable and in the public interest to provide financial assistance on the terms set out in this By-law as an incentive to encourage property owners to renovate, restore and maintain heritage buildings in the Town of Markham;

NOW THEREFORE the Council of The Corporation of The Town of Markham enacts as follows:

1. In this By-law:

“contravention “ means an offence under a municipal by-law, Act or regulation for which enforcement proceedings have been commenced that relates specifically to the building or land for which a Heritage Tax Reduction is sought or given;

"Council" shall mean the Council of The Corporation of the Town of Markham;

“Eligible Heritage Property” means land or buildings or a portion thereof that is,

- (i) located in the Town of Markham;
- (ii) designated under Part IV of the *Ontario Heritage Act* or is part of a heritage conservation district under Part V of the *Ontario Heritage Act*; and
- (iii) subject to a heritage easement agreement with the Town under section 22 or 37 of the *Ontario Heritage Act*

and that complies with the additional eligibility criteria set out in this By-law.

“Heritage Property Tax Reduction Program” means a financial assistance program adopted by the municipality to help owners of heritage properties maintain and restore

their properties for the benefit of the entire community by providing tax relief to owners of eligible heritage properties;

“Heritage Tax Reduction” means the amount of property tax reduction in respect of an Eligible Heritage Property;

“Lower Tier Municipality” has the same meaning as in Section 1 of the Municipal Act, 2001;

“MPAC” means the Municipal Property Assessment Corporation;

“Owner(s)” includes a corporation and partnership and the heirs, executors, administrators and other legal representatives of a person to whom the context can apply according to law;

"Person(s)" includes a corporation and partnership and the heirs, executors, administrators and other legal representatives of a person to whom the context can apply according to law;

"Town" means The Corporation of the Town of Markham.

2. The amount of a Heritage Tax Reduction shall be 30% of the taxes for municipal and school purposes levied on the property that are attributable to:
 - (i) the building or structure or portion of the building or structure that is the Eligible Heritage Property; and
 - (ii) the land used in connection with the Eligible Heritage Property, as determined by the Town.
3. Subject to the conditions set out in this by-law, one Heritage Tax Reduction may be paid annually for each eligible heritage property in the property tax class of Residential, Multi-Residential, Farm, Commercial and Industrial as defined by the *Assessment Act*, R.S.O 1990, c. A. 31 and Ontario Regulation 282/98 thereunder, as amended.
4. MPAC, at the request of the Town, shall determine the portion of a property’s total assessment that is attributable to the Eligible Heritage Property.

Eligibility Criteria

5. In order to be eligible to apply for a Heritage Tax Reduction, owners of the subject properties must provide proof, satisfactory to the Treasurer of the Town, of the following;
- (i) the property has been designated as a property of cultural heritage value or interest under Part IV of the *Ontario Heritage Act* or it must be part of a heritage conservation district under Part V of the *Ontario Heritage Act*; and
 - (ii) is subject to a heritage easement agreement under section 22 or 37 of the *Ontario Heritage Act*; and
 - (iii) the heritage easement agreement referred to in subsection (ii) above shall be executed by the owner of the property and returned to the Town by December 15th of the taxation year for which relief is sought;
(Amended by By-law No. 2007-23)
 - (iv) the Eligible Heritage Property is not the subject of any contraventions, work orders or outstanding municipal requirements; and
 - (v) meets all of the following criteria, to the satisfaction of the Commissioner of Development Services:
 - (a) Be classified as a Group 1 or Group 2 structure as evaluated by Heritage Section staff using the Town of Markham's "Evaluating Heritage Resource" document ; and
 - (b) Be in a good and habitable condition
 - (vi) there are no outstanding municipal fines, arrears of taxes, fees or penalties assessed against the applicant;
 - (vii) Notwithstanding subsection (iii), for the 2006 taxation year, the owners of the following properties shall be required to return executed heritage conservation easement agreements to the Town by March 15, 2007, in order to obtain relief for the 2006 taxation year:
 - 2 David Gohn Circle
 - 4165 19th Avenue
 - 114 Main Street Markham North
 - 206 Main Street, Unionville
 - 236 Main Street, Unionville.
(Amended by By-law No. 2007-23)
6. All applications must include the following to be considered for the refund program:
- (i) Heritage easement agreement approved by Council.
 - (ii) Photographs of all elevations of the Eligible Heritage Property.
 - (iii) Proof of insurance on the Eligible Heritage Property.
7. The application will cover each year of the two-year period as long as the property remains an Eligible Heritage Property. Renewal of the Heritage Tax Reduction must be made by application every third year. The application fee shall be deducted from the Heritage Tax Reduction once calculated.

Limitations and Restrictions

8. The Heritage Tax Reduction program set out in this By-law is subject at all times to the availability of funding for the program. Nothing in this By-law requires the Town to provide funding for this program and the Heritage Tax Reduction contemplated by this By-law may be eliminated by Council through repeal of the By-law at any time with no notice whatsoever to affected persons.
9. The Heritage Tax Reduction program is subject to any regulations that the Minister of Finance may make governing by-laws on tax refunds and reductions for heritage properties.
10. Where multiple easement and/or preservation and maintenance agreements are registered on one parcel of land, multiple refunds will not be provided in respect of the same heritage features.
11. Upon application, the owner must consent to the Town conducting an inspection of the interior and exterior of the Eligible Heritage Property at any reasonable time, if required, to ensure that the relevant heritage easement agreement is being complied with and to ensure that the eligibility criteria can be met.
12. No Heritage Tax Reduction will be given under this By-law where the Town determines that the relevant heritage easement agreement is not complied with to the satisfaction of the Town.
13. Heritage Tax Reductions shall be calculated using the assessed value of the property, as returned, for the taxation year for which the application is made.
14. If the assessment of a property for a year changes as a result of proceedings under the *Assessment Act* or *Municipal Act* or a judicial decision, the Heritage Tax Reduction shall be recalculated using the new assessment and the tax roll for the year shall be amended to reflect the determination. The Town may set off any amount in favour of the Town against any refund to be paid to the owner as a result of the appeal, or it may apply it against the taxes owed for the succeeding taxation year.
15. The Heritage Tax Reduction shall be repaid in full by the owner for every year where there is an outstanding contravention or where there are outstanding municipal fines, arrears of taxes, fees or penalties assessed against the owner.
16. The minimum amount of the Heritage Tax Reduction that shall be paid for an individual property is \$50.00.

Penalties

17. If the owner of an Eligible Heritage Property demolishes the Eligible Heritage Property or breaches the terms of the relevant heritage easement, the Town may require the owner to repay part or all of any Heritage Tax Reduction(s) provided to the owner for one or more years under this By-law.

18. The Town may require the owner to pay interest on the amount of any repayment required under section 17, at a rate not exceeding the lowest prime rate reported to the Bank of Canada by any of the banks listed in Schedule I of the *Bank Act* (Canada), calculated from the date or dates the Heritage Tax Reduction(s) were provided. Any amount repaid under this section will be shared by the Town, School Boards and the Region of York (if applicable) in the same proportion as their respective shares of the Heritage Tax Reduction(s) on the property.
19. This By-law shall be known as the “Heritage Tax Reduction By-law”.
20. The effective date of this By-law is January 1, 2003.

READ A FIRST, SECOND, AND THIRD TIME AND PASSED THIS
16TH DAY OF DECEMBER, 2003.

SHEILA BIRRELL, TOWN CLERK

DON COUSENS, MAYOR

**Town of Markham
Designated Heritage Property
Grant Program**

Guidelines

January 2010

**Planning and Urban Design Department
Heritage Section**



Designated Heritage Property Grant Program

1.0 Purpose of the Program

The purpose of the Designated Heritage Property Grant Program is to offer financial assistance on a cost sharing basis to owners of properties of cultural heritage significance towards the conservation and restoration of property's heritage attributes.

2.0 Definitions

'Act' means the *Ontario Heritage Act*, R.S.O. 1990, c. O.18, as amended from time to time;

'Applicant' means the owner of the property applying for a grant, or their agent, if such agent is authorized in writing by the owner to act as agent for making the application;

'Eligible Heritage Property' means real property, including all buildings and structures thereon, located in the Town of Markham, that has either been designated under Part IV of the Act or is within a heritage conservation district designated under Part V of the Act and which has been identified in a Heritage Conservation District Plan as being of cultural heritage value or interest (Classes A and B in Thornhill, Class A (and B at the discretion of Council on the recommendation of Heritage staff) in Unionville and Type A in Markham Village);

'Eligible Conservation Work' means that which is described in section 5.1 of this document;

'Eligible Property' means that which is described in section 3.0 of this document;

'Guidelines' means the Town's Heritage Property Grant Program Guidelines, as may be amended from time to time;

'Heritage Attributes' means the principal external features, characteristics, context and appearance that contribute to the cultural heritage significance of an eligible property;

'Heritage Markham' means the Town's municipal heritage advisory committee;

'Manager' means the Manager, Heritage Planning, for the Town of Markham and includes his or her delegates;

3.0 Eligibility

3.1 Eligibility Requirements

- Only Eligible Heritage Properties, as defined herein, are eligible for this program.
- The Eligible Heritage Property must not be in arrears or default of any municipal taxes, local improvements charges or any other monies owed to the Town (fees or penalties).
- The Eligible Heritage Property must not be the subject of a contravention, work order or outstanding municipal requirements, unless the consent of the Commissioner of Development Services is obtained. A contravention includes offences under a municipal by-law, Act or regulation for which enforcement proceedings have been commenced, but not necessarily finalized, that relates specifically to the building or land for which a grant is sought or given.
- The proposed work cannot commence prior to application approval.
- Existing use of property must be in conformity with applicable zoning by-law regulations and other relevant planning controls.

3.2 Eligible Applicants

Owners and tenants of an Eligible Heritage Property may apply for assistance. Tenants are required to provide documentation of the property owner's consent to the improvements. Written consent may be either in the form of a lease indicating the lessee's authority for property renovation and repair, or written documentation of the property owner's agreement to the proposed alterations.

Heritage resources owned by any level of government are not eligible except in the following cases:

- (a) where the property is under long term lease to an individual and the tenant or lessee is the applicant; or
- (b) where a non-profit community group has assumed, by long-term lease or legal agreement, responsibility for the building and the non-profit community group is the applicant.

3.3 Commercial Façade Improvements

Commercial façade projects (front elevation) for commercial properties in heritage conservation districts are ineligible as there is a separate financial assistance program for this type of project.

3.4 Markham Heritage Estates Properties

Properties in Markham Heritage Estates subdivision are ineligible as property owners already receive a financial incentive through reduced lot prices, unless the relocated building has been on the new lot for at least 20 years.

4.0 Grant Information

4.1 Amount of Grant Assistance

The amount of a grant is calculated as a maximum of fifty percent (50%) of the eligible cost of the Eligible Conservation Work, as approved by the Town. Approved applicants who undertake at least \$500 in improvements are eligible to apply for a grant of up to 50% of the cost with a maximum limit of \$5,000 in grants per property for eligible work.

The owner of the property must pay the remaining fifty percent (50%) of the eligible costs as part of its contribution to the Eligible Conservation Work. Subject to approval, an applicant may use the Town of Markham Loan Fund as part of the matching component for grant assistance.

The costs of labour, materials and equipment related to the Eligible Conservation Work may be considered part of the cost of the Eligible Conservation Work provided proof of such costs are verified by invoices. Donated labour and materials are not considered part of the eligible costs or part of the owner's matching contribution.

Two cost estimates for the Eligible Conservation Work are to be provided by independent professional/licensed contractors other than the owner. The grant will be not necessarily be calculated based upon the lowest estimate, but will be based on the most appropriate quote for the proposed work as determined by Heritage Section staff, taking into consideration the cost quoted, the scope of work described and the capabilities of the contractor to complete the work. The grant will not address cost increases or over runs.

4.2 Frequency of Grant

Subject to approval, an Eligible Property may receive one grant per calendar year. If a grant is provided, the work must be completed and inspected before another grant application may be submitted to the municipality.

4.3 Completion of Work

Grant commitments are valid for one (1) year and expire if the work is not completed within that time period. This timeframe may be extended at the discretion of the Manager.

5.0 Eligible Projects

5.1 Eligible Conservation Work

For the proposed work to be eligible for a grant, it must be Eligible Conservation Work, which means the following:

- (a) any conservation work which directly and appropriately preserves, restores or enhances specific Heritage Attributes and does not detract from or diminish the cultural heritage value of the property or the district including:
 - (i) preservation or conservation of existing exterior architectural elements or features which are significant (i.e. repair of deteriorated original elements such as doors and windows, siding and roofing materials, architectural trims, verandas, historic chimneys, fences and other significant features; repointing and cleaning of masonry only if the materials and methods will not cause harm to the historic masonry);
 - (ii) re-construction of significant exterior architectural elements or features which still exist, but are beyond conservation or repair (this would include accurate reconstructions of original features using materials, sizes and configurations which match the original);
 - (iii) restoration or re-introduction of significant exterior architectural elements or features which have been lost, but for which the appearance can be clearly determined from archival or documentary sources, or physical evidence that supports the existence of the missing feature (i.e. removal of modern material such as vinyl and aluminium siding and replacement with original material).
 - (iv) introduction or repair of protective elements to protect original features (i.e. wooden storm windows).
- (b) any work necessary to restore the building to structural soundness including the correction of serious structural faults which threaten the building's survival, but not routine maintenance (i.e. introduction of supporting beam, alterations to correct a failing foundation);
- (c) any work which directly and appropriately preserves, restores or enhances specific Heritage Attributes associated with historic cemeteries and their features such as mausolea, dead houses, stone walls, wrought iron gates and fences which are part of the

original design, but not specific grave markers, tombs or monuments;

- (d) exterior painting in documented original colours to a maximum grant contribution of \$2,000 or 25% of the cost, whichever is the lesser. This is a one time only grant per property. After the initial grant, it is expected that paint maintenance will be the owner's responsibility. This would not preclude the property owner from submitting a future grant application for other eligible works.
- (e) other alterations which the Manager, in his or her sole discretion, determines are important to the cultural heritage significance of the property.

Where a Designated Heritage Property contains non-heritage additions or elements, or the proposed work involves new additions, only the Heritage Attributes of the property will be subject to grant assistance.

The final determination of what constitutes Eligible Conservation Work is at the discretion of the Manager, Heritage Planning, in consultation with Heritage Markham, with reference to the Guidelines, and the final decision is made by the Council of the Town of Markham.

5.2 Ineligible Work/Projects

Ineligible work includes, but is not limited to, the following:

- (a) Interior work, unless related to structural issues;
- (b) Short term, routine maintenance;
- (c) Work on modern additions or work to accommodate modern renovations to a building of cultural heritage value;
- (d) Landscaping;
- (e) Paving;
- (f) Lighting unless repair or restoration of a Heritage Attribute;
- (g) Signs and commemorative plaques;
- (h) Eaves-trough, unless considered significant architectural features of the building such as those with decorative elements or those made from long-lasting materials such as copper and lead;
- (i) Mechanical systems and insulation;
- (j) Skylights;
- (k) Poor or defective work;
- (l) Non-permanent fixtures;
- (m) Commercial façade projects (front elevation) in heritage conservation districts; and
- (n) Projects in Markham Heritage Estates subdivision unless the building or structure has been on the lot for at least 20 years.

5.3 Eligible Costs

Eligible costs shall be the cost of materials, equipment and contracted labour to complete eligible conservation, restoration or preservation work, documented by invoices to the satisfaction of the Manager. Labour provided by the applicant or tenant of the building will not be an eligible cost.

Other reimbursable expenses include professional architectural/ engineering/ design fees, to a maximum grant of \$1,000 (as part of the maximum permitted grant).

The grant is paid, subject to compliance with these Guidelines, upon completion of the previously approved work.

5.4 Approval Considerations

The following considerations will apply when reviewing all applications for grant assistance:

- a) Preference will be given to applications where the integrity of the Eligible Heritage Property may be threatened if the proposed conservation work is not undertaken
- b) Preference will also be given to applications proposing work visible to the general public;
- c) The project should generally comply with acknowledged heritage conservation principles, policies and guidelines including but not limited to a specific Markham heritage conservation district plan, policies of the Ontario Ministry of Culture, and the Standards and Guidelines for the Conservation of Historic Places in Canada;
- d) The scope of the work is clear, logical and demonstrates the maximum retention of the historic fabric and heritage attributes;
- e) Grant assistance can only be obtained for projects which have received municipal approval for financial assistance prior to work being initiated;
- f) The grant program should not reward poor stewardship.

6.0 Application Details

6.1 Application Deadline

Grants are to be awarded on an annual cycle following a request for applications within a deadline established by the Manager, and published from time to time on the Town's website and in other media, at the discretion of the Manager.

6.2 Application Requirements

1. Application Form

The applicant is required to fill out an application form available from the Planning and Urban Design Department (Markham Civic Centre). The applicant is encouraged to engage a professional (architect, engineer or designer) to assist with decisions on alterations and provide the necessary drawings.

2. Information to Accompany Application

The application must include all the details necessary for a full understanding of the proposed work, and shall include:

- a) A professionally prepared and scaled drawing of the proposed work, including any specific details as may be required by the Manager. Depending on the nature and extent of the work, a building permit and the required drawings may be required.
- b) Samples of proposed materials or colours, and any product information.
- c) the cost estimates required by clause 4.1 hereof.

6.3 Application Process

The Designated Heritage Property Grant Program will be administered by Markham's Planning and Urban Design Department. The Heritage Planning Section will co-ordinate the program.

Step 1. Determine if you are eligible (pre-application consultation)

Prior to submitting a formal application for financial assistance, it is recommended that the following steps be undertaken:

- a) Determine if the property is eligible to receive funding. Contact the Heritage Section.
- b) Discuss any restoration or rehabilitation proposal with the Building Department to determine any zoning or other building regulations.
- c) Discuss any restoration or rehabilitation proposal with a Heritage Section staff member
- d) If an application appears eligible, consider reviewing it with Heritage Markham for feedback purposes.
- e) Secure a grant application form from the Development Services Counter and complete and return it with the necessary documentation.

This pre-application consultation stage should help to avoid ineligible proposals.

Step 2. Submit your application

Submit a completed application with all required materials before the deadline date.

Step 3. Staff Review

The application will be reviewed by Town Staff to ensure that it meets all the eligibility requirements, including confirmation that no municipal requirements are outstanding.

Step 4. Grant Review Committee

The review of all grant applications will be undertaken by Heritage Section staff. All applications will be forwarded to Heritage Markham for its consideration and recommendation. Heritage Section staff will report on applications that are recommended for approval to Council, through the Development Services Committee. The submissions will be reviewed against the Guidelines, and grants will be recommended for the projects that are most deserving in the opinion of Heritage Staff.

Step 5. Approval by Council

All grants will require approval by Council, through the Development Services Committee.

Step 6. Notification/ Legal Agreement

Applicants who secure grant approval will be required to enter into a Letter of Understanding with the municipality. This document establishes a formal arrangement between the applicant and the Town and outlines the amount of the grant, and the project completion date. The Letter of Understanding must be signed and returned to the Town. If an application is unsuccessful, a letter will be sent confirming that a grant will not be issued.

Step 7. Undertaking the Improvements

Nothing contained in the grant application procedures or approval relieves the applicant from obtaining all necessary municipal planning and building department approvals. All work must be carried out in accordance with the requirements of the Ontario Building Code and municipal by-laws.

The applicant is required to obtain the consent of the Manager for any changes to the project which are proposed during the course of the work.

Step 8. Issuing the Grant

Before a grant will be paid by the Town, the following must occur:

- (a) the Eligible Conservation Work must be completed within one (1) year from the date of approval of the grant by Council, and be completed to the satisfaction of the Manager.

In exceptional cases, the timeframe for project completion may be extended. In such cases, a written request, stating the reasons for required for the extension, must be submitted by the applicant for review and approval at the discretion of the Manager, Heritage Planning;

- (b) The Owner shall pay all accounts and invoices in respect of the Eligible Conservation Work and provide documentation to the Manager to verify such payments;
- (c) the Manager must be in receipt of all required documentation as identified in the Guidelines (i.e. paid invoices), and any other documentation reasonably required by the Manager;
- (d) the completed Eligible Conservation Work must reflect the Eligible Conservation Work that was approved by Council or as amended by the Manager. Heritage Section is responsible for the inspection to ensure that works have been completed as proposed.

If the cost of the completed work is less than the approved amount, the amount of the grant will be reduced to fifty percent (50%) of the new cost.

The Town reserves the right to reduce the amount of the grant or revoke the grant upon completion of the project, where the Manager is of the opinion that unapproved modifications or poor or defective work diminishes the beneficial effects of the project.

7.0 General Information

7.1 Funding Availability

Funding for this grant program will be considered on an annual basis by Markham Council as part of its overall annual budget process. Individual grants are approved subject to the availability of funding.

7.2 Continuation of the Program

The Town, in its sole discretion, may change or discontinue this program at any time.

For further information, please contact:

Heritage Section
Planning and Urban Design Department
Town of Markham
101 Town Centre Boulevard
Markham, ON L3R 9W3

905-477-7000, ext. 2585

905-475-4739 (FAX)

heritage@markham.ca



DEVELOPMENT SERVICES COMMISSION
 101 TOWN CENTRE BOULEVARD
 MARKHAM, ONTARIO, L3R 9W3
 (905) 475-4861

DESIGNATED HERITAGE PROPERTY GRANT PROGRAM

The purpose of this program to encourage the preservation, restoration and enhancement of heritage buildings in the Town of Markham by providing financial assistance to owners of designated heritage properties for the repair and restoration of existing heritage features and the restoration of missing heritage features. See the Grant Guidelines for full details.

PROPERTY INFORMATION					
Municipal Address:	<small>Street No.:</small>	<small>Street Name:</small>	<small>Unit Num.:</small>		
Commercial Name (if applicable)					
Designation By-law #:		Heritage Conservation District:			
OWNER and APPLICANT INFORMATION					
Property Owner Information (check one)		Person(s)		Company	
Registered Land Owner:		<small>Surname:</small>		<small>First Name:</small>	
Name	<small>(if Company)</small>			Company Officer:	
Address:	<small>Street No.:</small>	<small>Street Name:</small>		<small>Unit Num.:</small>	
Municipality:	Province:		Postal Code:		
Telephone:	<small>No. ()</small>	<small>Fax ()</small>	<small>E-Mail:</small>		
Applicant Information (if different than Owner):					
Application Contact:		<small>Surname:</small>		<small>First Name:</small>	
Name	<small>(if Company)</small>			Company Officer:	
Address:	<small>Street No.:</small>	<small>Street Name:</small>		<small>Unit Num.:</small>	
Municipality:	Province:		Postal Code:		
Telephone:	<small>No. ()</small>	<small>Fax ()</small>	<small>E-Mail:</small>		
<p>I hereby make the above application for a Designated Heritage Property Grant, declaring all the information contained herein is true and correct, and acknowledging the Town of Markham will process the application based on the information provided.</p>					
Signature:			Title:		
Printed Name of Signatory:			Date:		

DESIGNATED HERITAGE PROPERTY GRANT PROGRAM

Page 3

Cost Estimates		
Please attach two (2) independent contractor estimates for the eligible conservation work.		
Name of Preferred Contractor		
Amount	\$	
Name of Second Contractor		
Amount	\$	
Grant Request		
Cost of Eligible Conservation Work (material, equipment, labour)	\$	
Professional Fees	\$	
Other	\$	
Total Estimate	\$	
For Further Information:		
Planning and Urban Design Department- Heritage Section Telephone 905-477-7000, ext. 2585 Fax 905-475-4739 heritage@markham.ca		
FOR OFFICE USE ONLY		
Date Rec'd :		
Application Information Rec'd	YES	NO
Application Rec'd By:		
Entered into AMANDA by:	Date:	
Application Number:		

**Town of Markham
Commercial Signage Replacement
Grant Program**

July 2004



**Planning and Urban Design
Heritage Section**

Commercial Signage Replacement Grant Program

1.0 Purpose of the Program

The purpose of this program is to encourage the replacement of inappropriate commercial signage in heritage districts. The current sign by-law supports the development of signage that is considered appropriate for a heritage area in terms of size, placement and form of illumination. However, there are a number of legal, non-conforming signs that have been grandfathered and are permitted to remain. These include illuminated sign boxes with acrylic panels as well as other over-sized or inappropriately located signs which obscure historic architectural features. These types of signs are not complementary to the desired character of the heritage areas.

The objectives of the program include:

- To encourage the improvement of commercial building facades in the heritage districts through the removal of inappropriate signage and its replacement with new signage that implements the Sign By-law in terms of appropriate design, size, placement and form of illumination;
- To provide financial assistance for sign replacement for both heritage and non-heritage buildings in heritage districts in commercial use;
- To promote joint public/private action and investment, which will complement and enhance streetscape and other municipal service improvements being carried out by the Town and other groups.

2.0 Eligibility

2.1 Eligible Areas

Commercial properties located in the Town's heritage conservation districts are eligible for the program. Please see attached maps.

2.2 Eligible Applicants

Owners and tenants of commercial property are eligible to apply for assistance. Tenants are required to provide documentation of the property owner's consent to the signage improvements. Written consent may be either in the form of a lease indicating the lessee's authority for changes to the signage features or written documentation of the property owner's agreement to the proposed rehabilitation.

2.3 Eligibility Requirements

- The subject property must not be in default of any municipal taxes, local improvements or any other money payable to the Town (fees or penalties). The property must not be the subject of a contravention, work order or outstanding municipal requirements (subject to the satisfaction of

the Commissioner of Development Services). A contravention is defined as “an offence under a municipal by-law, Act or regulation for which enforcement proceedings have been commenced that relates specifically to the building or land for which a grant is sought or given”.

- Proposed work cannot commence prior to application approval.
- Existing use of property must be in conformity with applicable zoning by-law regulations and other relevant planning controls.
- The inappropriate sign to be replaced must be a legal, non-conforming sign that has been installed in compliance with Town by-laws as existed at the time of installation. The removal of illegal signage is to be addressed by By-law Enforcement.
- The property is to be compliance with the Town’s Property Standards By-law.

3.0 Grant Information

3.1 Amount of Grant Assistance

The assistance is in the form of a 50/50 matching grant, which is paid upon inspection of the approved signage. The program offers a matching grant for eligible work to a maximum limit of \$1,000 per commercial establishment.

3.2 Completion of Work

Grant commitments are valid for six (6) months and expire if the work is not completed within that time period. This timeframe may be extended at the discretion of the municipality.

4.0 Eligible Work

4.4 Eligible Expenses

Eligible work would include the design component, sign production and sign installation as well as the cost associated with appropriate external forms of illumination. Eligible costs shall be the cost of materials, equipment and contracted labour to complete eligible improvements, as supported by invoices to the satisfaction of the Town. Labour provided by the applicant or tenant of the building will not be an eligible costs.

5.0 Application Details

5.1 Application Submissions

Grants are to be awarded on first come- first served basis.

5.2 Application Requirements

1. Application Form

The applicant is required to fill out an application form available from the Planning and Urban Design Department (Markham Civic Centre). The applicant is encouraged to engage a professional designer to provide the necessary drawings.

2. Information to Accompany Application

The application must include all the details necessary for a full understanding of the proposed signage, and is to include:

- a) A professional scaled drawing of the signage
- b) Identification of proposed materials and samples of colours to be used (or a coloured rendering)
- c) Details on the style and placement of external sign illumination.

5.3 Application Process

The Commercial Signage Replacement Grant Program will be administered by Markham's Planning and Urban Design Department. Given the eligible areas are commercial properties in the heritage districts, the Heritage Planning Section will co-ordinate the program.

Step 1. Determine if you are eligible (pre-application consultation)

Prior to submitting a formal application for financial assistance, it is recommended that the following steps be undertaken:

- a) Determine if the property is eligible to receive funding. Contact the Heritage Section.
- b) Discuss the sign proposal with the Zoning Section of the Building Department to determine applicable Sign By-law regulations.
- c) Discuss the proposed sign design with a Heritage Section staff member
- d) Secure a grant application form from the Development Services Counter and complete and return it with the necessary documentation.

This pre-application consultation stage should help to avoid ineligible proposals.

Step 2. Submit an application

Submit a completed application with all required information and materials (See 5.2).

Step 3. Staff Review

Your application will be reviewed to ensure that it meets all the eligibility requirements, including confirmation that no municipal requirements are outstanding. The proposed sign must be in conformity with the technical requirements of the Sign By-law and the design requirements of the heritage conservation district plan for the area. The review of all grant applications will

be undertaken by Heritage Section staff. All applications will be forwarded to Heritage Markham for its consideration and recommendation.

Step 4. Approval by Council

All grants require approval by Council, through the Development Services Committee.

Step 5. Secure permits – install new signage

Nothing contained in the grant application procedures or approval relieves the applicant from obtaining all necessary municipal planning and building department approvals. All work must be carried out in accordance with the requirements of the Ontario Building Code and municipal by-laws.

The applicant is required to contact the municipality concerning any changes to the signage project which are proposed during the course of the work.

Step 6. Issuing the Grant

Grants will not be payable until such time as all work has been completed to the satisfaction of the Town. When the new signage has been installed, the applicant must submit copies of all paid invoices for approved work as well as photographs of the new signage.

Heritage Section staff will be responsible for the inspection to ensure that the new signage has been completed in accordance with the terms of the application as reviewed by Heritage Markham and approved by Council.

If the cost of the completed work is less than the approved amount, a cheque will be issued for 50% of the new costs.

The Town reserves the right to reduce the amount of the grant upon completion of the project where it is of the opinion that unapproved modifications diminish the beneficial effects of the project.

6.0 General Information

6.1 Funding Availability

Funding for this grant program will be considered on an annual basis by Markham Council as part of its overall annual budget process. Individual grants are approved subject to the availability of funding.

6.2 Continuation of the Program

The Town, in its sole discretion, may change or discontinue this program at any time.

For further information, please contact:

Heritage Section
Planning and Urban Design Department
Town of Markham
101 Town Centre Boulevard
Markham, ON L3R 9W3

905-477-7000, ext. 2585

905-475-4739 (FAX)

heritage@markham.ca



DEVELOPMENT SERVICES COMMISSION
 101 TOWN CENTRE BOULEVARD
 MARKHAM, ONTARIO, L3R 9W3
 (905) 475-4861

COMMERCIAL SIGNAGE REPLACEMENT GRANT APPLICATION

The purpose of this program is to facilitate the replacement of inappropriate commercial signage in heritage districts. The grant assistance is in the form of a 50/50 matching grant, which is paid upon inspection of the approved signage. The program offers a matching grant for eligible work to a maximum limit of \$1,000 per commercial establishment. Please review the specific grant program information package and the terms and conditions.

PROPERTY INFORMATION					
Municipal Address:	Street No.:	Street Name:	Unit Num.:		
Commercial Name (if applicable)					
OWNER and APPLICANT INFORMATION					
Property Owner Information (check one)		Person(s)		Company	
Registered Land Owner:		Surname:		First Name:	
Name		(if Company)		Company Officer:	
Address:		Street No.:		Street Name:	
Municipality:		Province:		Postal Code:	
Telephone: No. ()		Fax: ()		E-Mail:	
Applicant Information (if different than Owner):					
Application Contact:		Surname:		First Name:	
Address:		Street No.:		Street Name:	
Municipality:		Province:		Postal Code:	
Telephone: No. ()		Fax: ()		E-Mail:	
I hereby make the above application for a Commercial Signage Replacement Grant, declaring all the information contained herein is true and correct, and acknowledging the Town of Markham will process the application based on the information provided.					
Signature:			Title:		
Printed Name of Signatory:			Date:		

COMMERCIAL SIGNAGE REPLACEMENT GRANT APPLICATION

OWNER'S AUTHORIZATION

Tenants are required to secure the property owner's consent to the signage improvements. Written consent may be either in the form of a lease indicating the lesser's authority to undertake changes to the signage (please attach), or completion of the owner's authorization below. If there is more than one owner, a separate authorization from each individual or corporation is required. Attach an additional page or pages in the same format as this authorization if necessary.

I, _____ being the registered owner of the subject

lands, hereby authorize (*print name of applicant*),

to submit the above application to the Town of Markham for approval thereof.

Signature:

Date:

Printed Name of Signatory:

Title:

**Town of Markham
Commercial Façade Improvement
Grant Program**

July 2004
(revised 2008)



**Planning and Urban Design
Heritage Section**

Commercial Façade Improvement Grant Program

1.0 Purpose of the Program

The purpose of the program is to facilitate a physical upgrading of privately owned buildings in commercial use located within the Town of Markham's heritage districts. The objectives of the program include:

- To encourage the restoration and improvement of commercial building facades in the heritage districts/ main street areas;
- To provide financial assistance to both heritage and non-heritage buildings in commercial use;
- To encourage substantive improvements rather than short-term, cosmetic "patch-ups";
- To help stimulate the revitalization of the central historic core areas in the municipality.
- To promote joint public/private action and investment, which will complement and enhance streetscape and other municipal service improvements being carried out by the Town and other groups.

2. Eligibility

2.1 Eligible Areas

Commercial properties located in the Town's heritage conservation districts are eligible for the program. Please see attached maps.

2.2 Eligible Applicants

Owners and tenants of commercial property are eligible to apply for assistance. Tenants are required to provide documentation of the property owner's consent to the improvements. Written consent may be either in the form of a lease indicating the lessee's authority for property renovation and repair or written documentation of the property owner's agreement to the proposed rehabilitation.

2.3 Eligibility Requirements

- The subject property must not be in default of any municipal taxes, local improvements or any other money payable to the Town (fees or penalties). The property must not be the subject of a contravention, work order or outstanding municipal requirements (subject to the satisfaction of the Commissioner of Development Services). A contravention is defined as "an offence under a municipal by-law, Act or regulation for which enforcement proceedings have been commenced that relates specifically to the building or land for which a grant is sought or given".
- Proposed work cannot commence prior to application approval.
- Existing use of property must be in conformity with applicable zoning by-law regulations and other relevant planning controls.

3.0 Grant Information

3.1 Amount of Grant Assistance

The assistance is in the form of a 50/50 matching grant, which is paid upon completion of the previously approved work. Approved applicants who undertake at least \$500 in improvements are eligible for a grant of up to 50% of the costs with a maximum limit of \$10,000 per property for eligible work. Buildings identified as heritage structures would be eligible for an additional \$5,000 in matching grant assistance.

An applicant may use the Town of Markham Loan Fund as part of the matching component for grant assistance.

Two separate estimates of work are to be provided by a professional/licensed contractor other than the owner. The grant will be calculated based upon the lowest estimate, and will not address cost increases or over runs.

3.2 Frequency of Grant

A commercial establishment may receive one grant per calendar year. If a grant is provided, the work must be completed and inspected before another grant is considered by the municipality.

3.3 Completion of Work

Grant commitments are valid for one (1) year and expire if the work is not completed within that time period. This timeframe may be extended at the discretion of the municipality.

3.4 Protecting the Public's Investment

As a condition of any grant of \$5,000 or more, the property owner will be required to enter into a façade easement agreement, in perpetuity, with the municipality. Recipients of public financial assistance will be required to guarantee the conservation of the subject property by accepting this form of legal protection.

4.0 Eligible Improvements

For this program, "façade" is defined as follows:

"The entire exterior front surface of a building which abuts the street from grade to eave or fascia line. Improvements above the storefront level, including roof repairs and roof replacement, are only eligible when performed in conjunction with storefront improvements.

Where a building abuts two streets or an alley, empty lot, parking area or open space, such building may have other faces considered facades if the Town, at its sole discretion, determines they are highly visible".

In the Town of Markham, a number of former residential buildings have been converted to commercial uses, such as in the core area of old Unionville. These

forms of buildings are also considered eligible for assistance under this grant program.

4.1 Heritage Properties

Eligible facade improvements on **heritage properties** may include:

- Repair or restoration of original features (cornices, parapets, eaves, other architectural features)
- Repair, restoration or replacement of windows and doors
- Cleaning of masonry in a sensitive manner where proven necessary (excluding sandblasting)
- Re-pointing of masonry in a traditional manner
- Removal of non-original siding or facing
- Removal of inappropriate signage
- Repair or restoration of authentic historic storefront treatment
- Painting in original or period colours
- Exterior lighting improvements
- Awnings
- Installation of new signage in accordance with the Town's Sign By-law for Special Sign Districts
- Structural improvements necessary for continued use
- Other capital improvements which the Town, in its sole discretion, determines are important to incorporate as an integral part of the total façade improvement design

4.2 Non-Heritage Properties

Eligible façade improvements on **non-heritage properties** may include:

- Renovation of existing commercial storefronts in accordance with standard principles of traditional storefront design (fascia board for signage above storefront, appropriate display windows, removal of incompatible alterations, etc.)
- Improvements to the principal facades of incompatible buildings being sympathetic and compatible with the historic character of the area and the policies of the heritage conservation district plan
- Re-cladding in more traditional materials complementary to the district character
- Installation of traditional awnings
- Other capital improvements which the Town, in its sole discretion, determines are important to incorporate as an integral part of the total façade improvement design

4.3 Ineligible Projects

The following types of work are not grant eligible:

- Manufacture of commemorative plaques

- Insulation
- Restoration or renovation of building interiors
- Structural works to the exterior to accommodate modern renovations
- Sandblasting of brick
- Security systems
- Interior window coverings
- Non-permanent fixtures
- Murals

4.4 Eligible Expenses

Eligible costs shall be the cost of materials, equipment and contracted labour to complete eligible improvements, as supported by invoices to the satisfaction of the Town. Labour provided by the applicant or tenant of the building will not be an eligible cost. Other reimbursable expenses include professional, legal and architectural/ design fees, to a maximum grant of \$1,000.

4.5 Eligibility Considerations

The following considerations will apply when reviewing all applications for grant assistance:

- a) The project must comply with the policies and guidelines of the area's heritage conservation district plan;
- b) Preference will be given to applications proposing work on heritage properties;
- c) On heritage properties, conservation and restoration of original architectural features will occur to the extent possible;
- d) Grant assistance can only be obtained for projects which have received municipal approval for financial assistance prior to work being initiated;
- e) There will be a monetary participation by the applicant (for eligible work) equivalent to that being requested from the Town;
- f) The grant program should not reward poor stewardship.

5.0 Application Details

5.1 Application Deadline

Grants are to be awarded on an annual cycle following a request for applications within an established deadline. Applications for this program will be due on or before May 1st of each year.

5.2 Application Requirements

1. Application Form

The applicant is required to fill out an application form available from the Planning and Urban Design Department (Markham Civic Centre). The applicant is encouraged to engage a professional (architect, engineer or designer) to assist with decisions on façade improvements and provide the necessary drawings.

2. Information to Accompany Application

The application must include all the details necessary for a full understanding of the proposed work, and is to include:

- a) A professional scaled drawing of the building showing the proposed improvements, including any specific details as may be required by the Planning and Urban Design Department. Depending on the nature and extent of the work, a building permit and the required drawings may be required.
- b) Samples of proposed materials or colours, and any product information.
- c) Two (2) professional estimates of the costs of the proposed improvements.

5.3 Application Process

The Commercial Façade Improvement Grant Program will be administered by Markham's Planning and Urban Design Department. Given the eligible areas are commercial properties in the heritage districts, the Heritage Planning Section will co-ordinate the program.

Step 1. Determine if you are eligible (pre-application consultation)

Prior to submitting a formal application for financial assistance, it is recommended that the following steps be undertaken:

- a) Determine if the property is eligible to receive funding. Contact the Heritage Section.
- b) Discuss any restoration or rehabilitation proposal with the Building Department to determine any zoning or other building regulations.
- c) Discuss any restoration or rehabilitation proposal with a Heritage Section staff member
- d) If an application appears advisable, consider reviewing it with Heritage Markham for feedback purposes.
- e) Secure a grant application form from the Development Services Counter and complete and return it with the necessary documentation.

This pre-application consultation stage should help to avoid ineligible proposals.

Step 2. Submit your application

Submit a completed application with all required materials before the deadline date. Required information includes 2 estimates from licensed contractors, proper drawings of the work to be undertaken, and a photograph of the building's façade(s).

Step 3. Staff Review

The application will be reviewed to ensure that it meets all the eligibility requirements, including confirmation that no municipal requirements are outstanding.

Step 4. Grant Review Committee

The review of all grant applications will be undertaken by a grants review committee comprised of Planning and Urban Design staff. All applications will be forwarded to Heritage Markham for its consideration and recommendation. The grants review committee may recommend one or more applications to Council for approval, through the Development Services Committee. The submissions will be reviewed against a set of criteria, and grants will be recommended for the most deserving project(s). The focus of the program is to encourage substantive improvements rather than short-term cosmetic “patch-ups”.

Step 5. Approval by Council

All grants will require approval by Council, through the Development Services Committee.

Step 6. Notification/ Legal Agreement

Applicants who secure grant approval will be required to enter into a Grant Agreement / Letter of Understanding with the municipality. This agreement establishes a formal arrangement between the applicant and the Town and outlines the amount of the grant, and the project completion date. The agreement must be signed and returned to the Town. If an application is unsuccessful, a letter will be sent confirming that a grant will not be issued.

Step 7. Undertaking the Improvements

Nothing contained in the grant application procedures or approval relieves the applicant from obtaining all necessary municipal planning and building department approvals. All work must be carried out in accordance with the requirements of the Ontario Building Code and municipal by-laws.

The applicant is required to contact the municipality concerning any changes to the project which are proposed during the course of the work.

Step 8. Issuing the Grant

Grants will not be payable until such time as all work has been completed to the satisfaction of the Town. When the work to the building’s façade has been completed, the applicant must submit copies of all paid invoices for approved work as well as photographs of the new façade.

Heritage Section staff will be responsible for the inspection of all grant-assisted properties to ensure that works have been completed in accordance with the terms of the application as reviewed by Heritage Markham and approved by Council.

If the cost of the completed work is less than the approved amount, a cheque will be issued for 50% of the new costs.

The Town reserves the right to reduce the amount of the grant upon completion of the project where it is of the opinion that unapproved modifications diminish the beneficial effects of the project.

6.0 General Information

6.1 Funding Availability

Funding for this grant program will be considered on an annual basis by Markham Council as part of its overall annual budget process. Individual grants are approved subject to the availability of funding.

6.2 Continuation of the Program

The Town, in its sole discretion, may change or discontinue this program at any time.

For further information, please contact:

Heritage Section
Planning and Urban Design Department
Town of Markham
101 Town Centre Boulevard
Markham, ON L3R 9W3

905-477-7000, ext. 2585

905-475-4739 (FAX)

heritage@markham.ca



DEVELOPMENT SERVICES COMMISSION
 101 TOWN CENTRE BOULEVARD
 MARKHAM, ONTARIO, L3R 9W3
 (905) 475-4861

COMMERCIAL FAÇADE IMPROVEMENT GRANT PROGRAM

The purpose of this program is to facilitate a physical upgrading of privately owned buildings in commercial use located within the Town of Markham's heritage districts. The grant assistance is in the form of a 50/50 matching grant, which is paid upon completion of the previously approved work. This program offers a matching grant for eligible work to a maximum limit of \$10,000 per property. Heritage structures are eligible for an additional \$5,000 in matching grant assistance. Please review the specific grant program information package and the terms and conditions.

PROPERTY INFORMATION					
Municipal Address:	Street No.:	Street Name:		Unit Num.:	
Commercial Name (if applicable)					
Registered Plan Number:		Registered Plan Lot/Block No.			
OWNER and APPLICANT INFORMATION					
Property Owner Information (check one)		Person(s)		Company	
Registered Land Owner:	Surname:	First Name:			
Name	(if Company)	Company Officer:			
Address:	Street No.:	Street Name:		Unit Num.:	
Municipality:		Province:	Postal Code:		
Telephone:	No. ()	Fax: ()	E- Mail:		
Applicant Information (if different than Owner):					
Application Contact:	Surname:	First Name:			
Name	(if Company)	Company Officer:			
Address:	Street No.:	Street Name:		Unit Num.:	
Municipality:		Province:	Postal Code:		
Telephone:	No. ()	Fax: ()	E- Mail:		
<p>I hereby make the above application for a Commercial Façade Improvement Grant, declaring all the information contained herein is true and correct, and acknowledging the Town of Markham will process the application based on the information provided.</p>					
Signature:			Title:		
Printed Name of Signatory:			Date:		

COMMERCIAL FAÇADE IMPROVEMENT GRANT PROGRAM

OWNER'S AUTHORIZATION

If the applicant is not the owner, the property owner must complete this section. If there is more than one owner, a separate authorization from each individual or corporation is required. Attach an additional page or pages in the same format as this authorization if necessary.

I, _____ being the registered owner of the subject

lands, hereby authorize (*print name of applicant*),

to submit the above application to the Town of Markham for approval thereof.

Signature:

Date:

Printed Name of Signatory:

Title:

COMMERCIAL FAÇADE IMPROVEMENT GRANT PROGRAM

Work Estimates

Please attach two (2) independent contractor estimates for the proposed improvements. Grants are calculated based upon the lowest estimate.

Name of Preferred Contractor	
Amount	\$
Name of Second Contractor	
Amount	\$

Grant Request

Cost of Design Work	\$
Cost of Sign Production	\$
Cost of Installation	\$
Total Estimate	\$

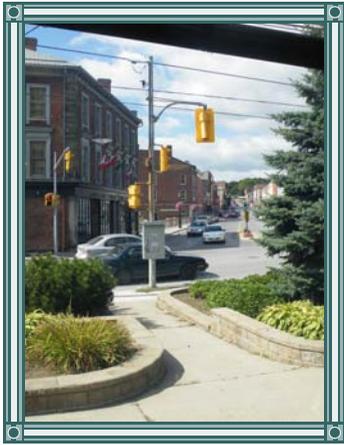
For Further Information:

Planning and Urban Design Department- Heritage Section
 Telephone 905-477-7000, ext. 2585 Fax 905-475-4739 heritage@markham.ca

FOR OFFICE USE ONLY

Date Rec'd :		
Application Information Rec'd	YES	NO
Application Rec'd By:		
Entered into AMANDA by:	Date:	
Application Number:		

*Assistance with Heritage Conservation
in the Municipality of Port Hope*



Heritage Building Incentive Programs



The Municipality of Port Hope

For more information on Heritage Incentives in the Province of Ontario visit:
www.culture.gov.on.ca/english/culdiv/heritage



*Assistance with Heritage Conservation
in the Municipality of Port Hope*

Heritage Incentives Advisory Committee
Municipality of Port Hope
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Working Together to Preserve our Unique Legacy of Buildings

The Municipality of Port Hope has taken the initiative to support the restoration and preservation of our heritage buildings in Port Hope.

This objective is shared by many building owners in the Municipality and partners such as the Architectural Conservancy of Ontario, Port Hope Branch.



Programs assisting to preserve our unique built commercial heritage.

This brochure describes:

- **Heritage Grant Program**
- **Heritage Tax Incentive Program**
- **Brownfield Heritage Property Tax Incentive Program**
- **Port Hope ACO Heritage Fund**

These heritage incentive programs are designed to assist building owners who are interested in restoring, repairing or renovating a property of historic or architectural significance.



The Municipal incentive programs apply to commercial or industrial properties designated under Part IV of the Ontario Heritage Act or properties within a heritage conservation district designated under Part V of the Act. Each year the application deadline for the Municipal incentive programs is February 28th.

The Architectural Conservancy of Ontario (ACO) Heritage Fund applies to all commercial and residential properties designated under either Part IV or V of the Ontario Heritage Act.

Heritage Incentive Programs

The Municipality of Port Hope Heritage Incentive Programs have been adopted to recognize the importance of our unique built heritage to the cultural and commercial life of our Municipality.



Further information, copies of bylaws & application forms are available at www.porthope.ca (Municipal Departments/Boards and Committees, Heritage Incentives Advisory) and by contacting the Port Hope Municipal Office.

Heritage Grant Program

These grants from the Municipality are intended to assist owners to conserve the unique 19th Century built heritage in Port Hope. Each year, grants for up to five (5) restoration/preservation projects on designated properties in the Walton, Queen, Ontario, John Street Heritage Conservation District or designated commercial properties outside the conservation district

will be approved from an annual budget of \$25,000.

Work eligible for a grant is restricted to the building façade or other features specifically identified in the designation bylaw. The property owner must contribute an amount equal to the grant to be eligible for funding.

Building owners must apply for the grant prior to commencement of work and provide all required information including the heritage and other appropriate permits. Applications must be submitted by February 28 of any calendar year. The grant will be issued after project completion and following the satisfactory final inspection by a Heritage Port Hope representative and/or a municipal Building Official.



Heritage Tax Incentive Program

The Municipality of Port Hope has put in place a tax rebate program to encourage major improvements to buildings in the Heritage Conservation District or designated commercial buildings outside a conservation district. The rebate would apply to the increase in real property taxes as a result of an approved restoration project. Owners must submit an application and sign a written agreement before the tax rebate is applicable.

If approved, the rebate would reduce the municipal portion of the increase in property tax by 40% in year one, up to a maximum of

\$10,000 per year, followed by a reduction in the rebate of 5% per year for a total of eight years. That is 35% in year two and so on until a reduction to 5% is reached in year eight. An equivalent reduction in the education portion of real property tax increases is applicable but subject to approval of the Ontario Minister of Finance.

To be eligible, work cannot commence on the project until the application, work plan and agreement are approved and a heritage permit has been issued. The first rebate is calculated by the Municipality following re-assessment and the satisfactory final inspection of completed work by a municipal Building Official and/or a Heritage Port Hope representative. The rebate will be credited annually against the property owner's real property tax and is transferable to one owner only.



Brownfield Heritage Property Tax Incentive Program

Similar to the Heritage Tax Incentive Program, this program has been put in place by the Municipality of Port Hope to encourage the restoration of industrial buildings and sites needing environmental remediation and architectural/structural restoration. To be eligible a property must be designated under Part IV of the Ontario Heritage Act and the project must comply with all applicable statutes and bylaws.

If approved this tax rebate would apply to the increase in the municipal portion of property

taxes after reassessment in the same manner as the preceding Heritage Tax Incentive Program.



Port Hope ACO Heritage Fund

The Port Hope Branch of the Architectural Conservancy of Ontario offers loans at near the prime rate (a small grant portion may be awarded) for approved projects on designated commercial or residential buildings in Port Hope.

All improvements that will conserve the distinguishing features described in the designation bylaw and improvements related to the structural soundness and integrity of the property are eligible.

ACO Heritage Fund applications are available from the Municipality of Port Hope.

For further information contact the Architectural Conservancy of Ontario, Port Hope Branch, Box 563, Port Hope L1A 3Z4, refer to the application form, or visit the website www.acoporthope.ca.

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Appendix D – Small And Medium Enterprise Learning

Small And Medium Enterprise Learning

The goal for Downtown Prescott businesses is to maximize the potential of the current and future target markets and plan for traffic expansion. Individual businesses in Downtown Prescott need to re-evaluate their business plan which would include their current merchandising, store presentation and window display, layout, price-point restructuring, renovation and façade improvement, expansion, or relocation efforts. Some critical areas to begin with include: merchandising, customer service and marketing/advertising.

Merchandising: Businesses that do well in Downtown Prescott understand the need for a complete range of products and services for both local and seasonal residents. A strategy focused solely on seasonal residents does not appear to be successful in the long term but one focused solely on residents ignores key areas of opportunity.

Customer Service: As the retention efforts become more successful, the retail climate in Downtown Prescott will become more competitive. Marginal businesses will face more competition. These businesses must become as strong as the newer/improved businesses. One of Downtown Prescott's positive attributes is friendly staff and hard-working volunteers, which brings a strong sense of community. This is a strong competitive advantage for Downtown businesses compared to power centres and malls. If businesses believe they offer great service and a welcoming environment, they should be willing to take the necessary action to sustain, improve it and turn store visitations into a memorable experience for residents and visitors.

In addition, businesses may look at small changes to provide more services to visitors. Businesses can become more pet friendly by providing dog water dishes on the sidewalk. This will encourage dog owners to walk their dogs along Main Street and shop. This is one distinguishing feature of the Beach community in Toronto that has benefited the commercial businesses.

Marketing and Advertising: While many businesses believe that they already offer great assistance to their customers, it will be important to provide additional benefits. This can range from offering discounts on merchandise to bringing in company sales representatives to give demonstrations on showcasing how to use different and new products and listening to employee suggestions.

In order for businesses to market themselves better, the best marketing device is word-of-mouth. Personal recommendations are the most effective in terms of convincing target markets to visit your business. In the hospitality industry, providing discounts and incentives for front-line staff persons are effective. Restaurants and other businesses can offer hospitality industry staff discounts at their business. The staff will be appreciative and will recommend your business to others.

A website is a critical tool for small businesses. It can expand the reach of the business and generate product/service requests and new ideas. It can start simply by providing information such as location, hours of operation, and an understanding about why this business is unique. Once the basics are in place, the retailers should go on to provide sections such as: new merchandise, store events, customer reviews, etc.

Appendix E – Downtown Yonge – Information Toolkit



ANY TIME. ONE PLACE

TORONTO'S PREMIER BUSINESS, SHOPPING AND ENTERTAINMENT DESTINATION

INFORMATION TOOL KIT

DOWNTOWN YONGE BIA

TORONTO, ONTARIO, CANADA

2012



The Downtown Yonge Business Improvement Area (BIA) has compiled this tool kit of information, facts and figures to assist companies and retailers in making their location decisions. We are seeking new quality retailers, restaurants, and businesses to benefit from the vibrancy that is Downtown Yonge.

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SPEND A DAY EXPLORING DOWNTOWN YONGE.

Want to locate in Downtown Yonge? Scratching the surface reveals not just a retail hub, but a dynamic community with a wide range of activities and entertainment. Spend a day in the life of a Downtown Yonge resident, worker or visitor to get a taste of the richness and diversity this area offers.

- 6:00 am First wave of workers arrive from every social and cultural background. Pedestrian volumes build throughout the morning and the smell of freshly brewed coffee fills the air.
- 9:00 am The offices in Financial North fill up. Workers enjoy the Downtown Yonge environment, which offers them a chance to go out, shop, eat well and enjoy festivals and activities.
- 10:00 am Students arrive for class. The campuses mesh seamlessly with the district's street life. The students bring with them a young, carefree vibe that's part of the Downtown Yonge mix.
- 11:00 am Time for pampering at one of Downtown Yonge's many spas, or a massage. Opt to get the latest cut or colour at a local hair salon.
- 12:00 pm Lunch time! Patrons find their way to an array of restaurants and lunch spots in Downtown Yonge. The quaint Elm Street restaurant strip is a favourite destination for fine dining, while our shopping centres offer a variety of food court options.
- 1:00 pm Afternoon – and time to shop. Fashion is a central focus of Downtown Yonge.
- 2:00 pm Hit a museum, matinee, or special event nearby. Downtown Yonge is a constantly moving mix of cultural and entertainment experiences.
- 4:00 pm Downtown Yonge is great for errands. Grocers, drug stores, and dry cleaning are all close by. Everything is ready to go.
- 5:00 pm It's the end of a long work day, but things in Downtown Yonge have just started to heat up – happy hour is here. Enjoy time unwinding with friends and colleagues after work.
- 7:00 pm First date, 25th wedding anniversary, dinner with friends – whatever the reason, Downtown Yonge is the place to meet for food and entertainment.
- 8:00 pm Catch the latest Broadway show or your favourite band.
- 11:00 pm Take a leisurely stroll back to your Downtown Yonge condo or hotel overlooking the city's bright lights. Living in Downtown Yonge is easy and accessible. Singles, couples, young parents, seniors and students can all relax and enjoy authentic urban living.
- 2:00 am Can't sleep? A number of retailers such as pharmacies, grocery stores, and convenience stores are open 24 hours a day at their Downtown Yonge location.



MOST ACCESSIBLE DESTINATION IN DOWNTOWN TORONTO.

Downtown Yonge is located at the heart of downtown Toronto, with easy access via subway, streetcar or private vehicle. For the 1.1 million Torontonians that take public transit – more than a fifth of Greater Toronto’s population – it’s a major destination.

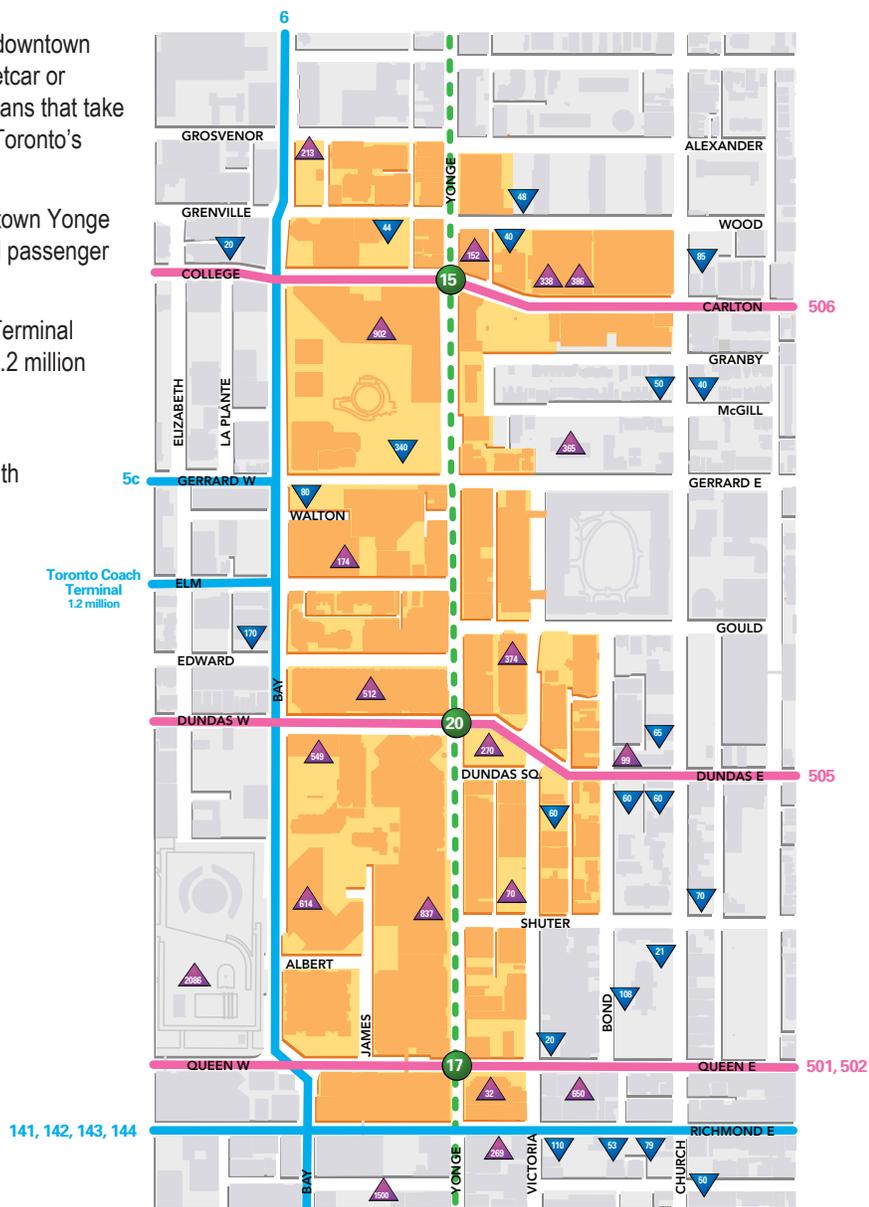
The three subway stations that serve Downtown Yonge – Queen, Dundas and College – see annual passenger traffic of more than 52 million people.

For inter-city transport, the Toronto Coach Terminal provides a regional transit hub that serves 1.2 million passengers every year.

For private vehicles, the district offers 6,414 parking spaces in Downtown Yonge itself with an additional 6,107 public parking bays within easy walking distance of the district. That’s 12,521 spaces available for visitors.

Access, Transit & Parking

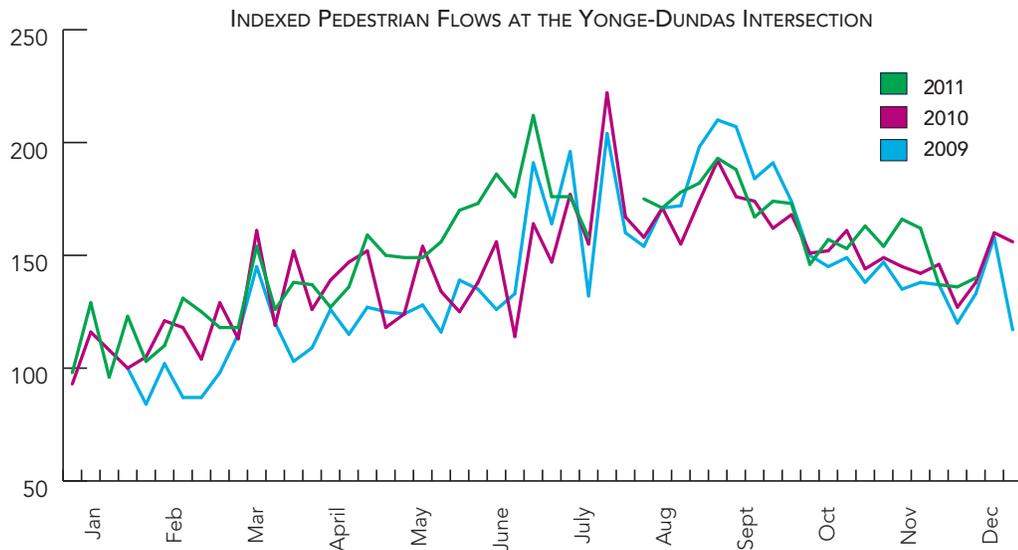
- Subway Traffic (million)
- Parking Garage
- Surface Parking
- Bus Route
- Streetcar Route
- Subway Route





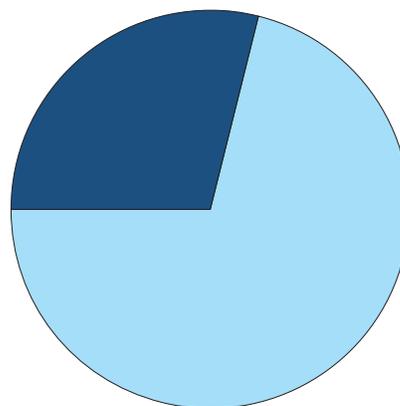
SOME OF THE HIGHEST PEDESTRIAN COUNTS IN CANADA

Downtown Yonge BIA rolled out its own pedestrian and vehicle counting system in the summer of 2011, after a two-year pilot project at the Yonge-Dundas intersection, that generated 24/7 counts at five major intersections along Yonge Street.



Source: Springboard (unaudited)
 Notes: -Total counts indexed to the first week of operation in 2009
 -No counts in Week 31 and 32, 2011 due to technical difficulties

SPLIT OF PEDESTRIAN AND VEHICLE TRAFFIC IN DOWNTOWN YONGE OCTOBER 2011



■ Vehicle
 ■ Pedestrian

Source: Springboard (unaudited)
 This report is provided for information purposes only. The information contained herein is obtained from sources we believe to be reliable. However, we do not assume any responsibility for inaccuracies. All data provided in this report are subject to change without notice.



SHOP.

Anchored by the Toronto Eaton Centre (consistently one of the top five performing malls in Canada), 10 Dundas Street East., the Shops at College Park, and Atrium on Bay, Downtown Yonge is a location of choice for retailers – and a destination of choice for shoppers. The district’s 700 retailers offer everything from contemporary fashion and clothing stores, to quirky and eclectic bistros and restaurants.

Retail vacancy rates have declined steadily throughout the district in the past 20 years to a low of under eight per cent in 2010. That’s partially thanks to a much higher retail spend in downtown Toronto than the rest of the city. In downtown Toronto, annual per capita spend on food and beverages is \$3,644 compared with the average of \$2,774 for the rest of the city.

The iconic and much-loved Maple Leaf Gardens re-opened to the public in December 2011, anchored by Loblaws. Cadillac Fairview has committed \$150 million to renovating and upgrading the Toronto Eaton Centre, which saw the opening of Joey restaurant, Forever XXI and the new Urban Eatery in September 2011. Sobey’s has also opened for business at 777 Bay Street. A new flagship store for high-demand retailer Harry Rosen and Panera Bread’s first downtown location are planned for 2012.

A GLANCE AT SOME KEY RETAILERS

Abercrombie & Fitch	Best Buy	Fcuk	Indigo	Mark’s Work	Style Exchange
Adidas	Birks	Femme de Carrière	Jack & Jones	Wearhouse	Sunrise Records
Aeropostale	Black’s	Foot Locker	Jacob	Melanie Lynn	Town Shoes
Aldo	Boathouse	Forever 21	Joe Fresh	Metro	The Bay
Apple	Brown’s	Future Shop	Joey	Nike Toronto	Urban Outfitters
Aritzia	Buffalo	Gap	Laura	Nine West	Victoria’s Secret
Armani Exchange	Canadian Tire	Guess	LCBO	Old Navy	Williams Sonoma
Banana Republic	Club Monaco	H & M	Le Chateau	Roots	Winners
Bath & Body Works	Coach	Harry Rosen	Levi’s	Sears	World’s Biggest
BCBG Maz Azria	Dynamite	HMV	Little Burgundy	Sobey’s	Bookstore
Bench	Esprit	Hollister	Loblaws	Sportcheck	Zara
	Extreme Fitness	Home Sense	Mango	Stuart Weitzman	

RETAIL VACANCIES IN DOWNTOWN YONGE
2001-2011





WORK.

An office located in Downtown Yonge enjoys all the benefits of downtown Toronto's financial district, at highly competitive rents. Plus, workers can shop, eat well, and enjoy the district's festivals and events. The solid and growing office sector in the Downtown North¹ and the Financial Core² is a captive market for retailers in the area.

About 17 percent of the office workers in downtown Toronto are located in Downtown Yonge offices. That's some 41,000 people who come into the district every day. For retailers, the sales potential is more than \$265 million for Downtown North workers, and a significant \$1.6 billion for workers in downtown Toronto as a whole. The majority of that spend goes to convenience goods, followed by eating and drinking, and retail merchandise.

The 34 million sq.ft. office market in downtown Toronto enjoys consistently high demand, with the Downtown North currently seeing a low 3.3 percent vacancy rate, and the Financial Core at 5.8 percent.

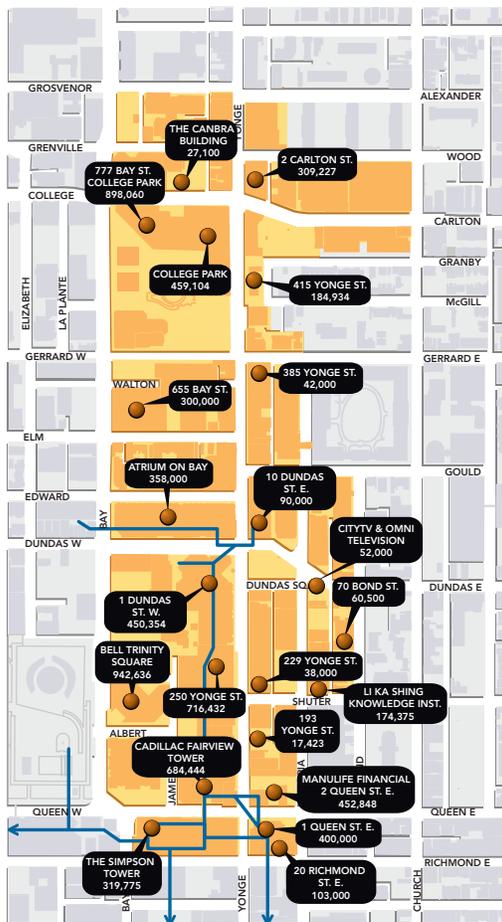
¹ Downtown North is the area bounded by Wellesley, Queen, Bayview and Bathurst.
² The Financial Core is the area bounded by Queen, Front, Victoria and Simcoe.

Major Office Properties

- Sq. Ft of Office Space
- PATH System

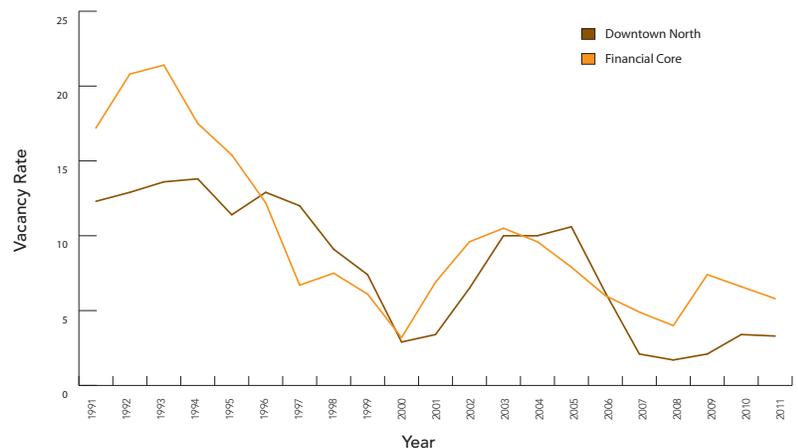
PATH connects to over 200,000 workers in financial core

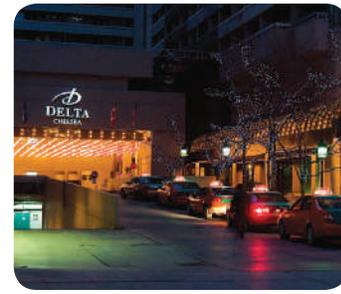
Toronto's system of subterranean walkways extends almost 30kms in total and reaches all the way to Atrium on Bay and 10 Dundas East. A recent report found that there are over 1,000 shops and services available along the PATH, which covers three million square feet of retail space. It is used by more than 100,000 pedestrians daily.



OFFICE VACANCY RATES

Source: Cushman Wakefield





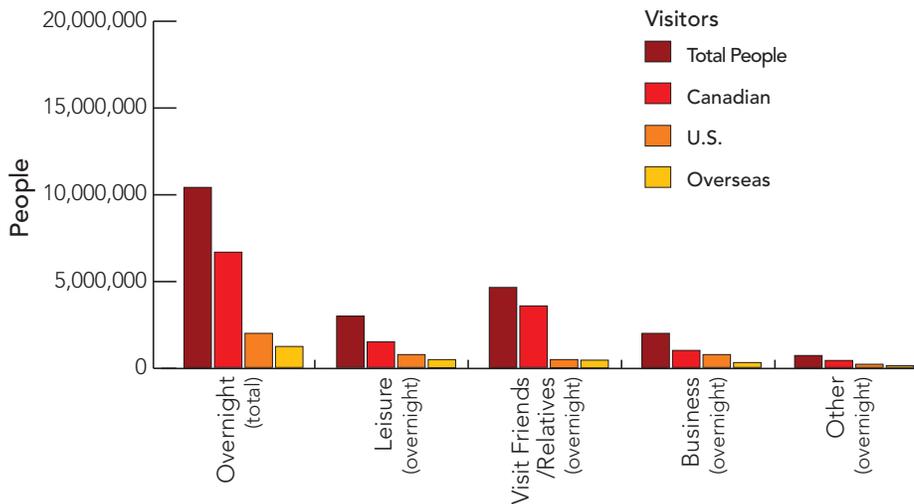
VISIT.

More than 10 million people overnight in Toronto every year – for pleasure, business or to visit friends and relatives. Around seven million are visitors from elsewhere in Canada. Toronto Eaton Centre is the city’s top tourist destination with some 52 million visitors annually. Exciting museums, art galleries, performing arts venues, cinemas, family restaurants, bars and pubs, events and festivals are all within easy reach. The direct economic spin-off from overnight tourism spending is almost \$2 billion yearly. Same day visits are 12.6 million annually.

In downtown Toronto, six new hotels - including the Ritz Carlton, Living Shangri-La, Trump, Four Seasons, Le Germain and Thompson hotels – have pushed the number of hotel rooms to 14,000 and 4,235 of these are in Downtown Yonge. Hotel occupancy rates remain consistently high, averaging 72 per cent in 2010, and are projected to remain at that level.

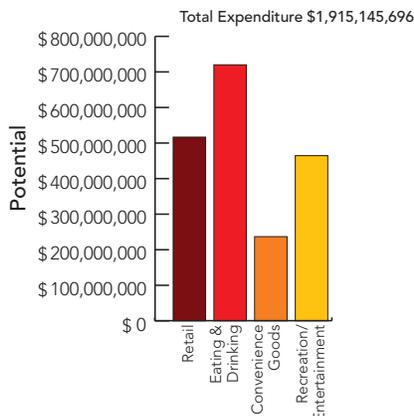
PERSON VISITS TO TORONTO

Source: Tourism Toronto, Ontario Tourism, 2010



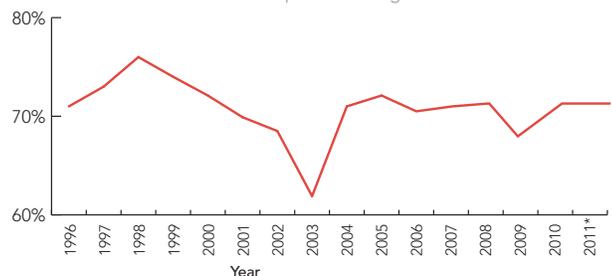
TORONTO OVERNIGHT VISITOR RETAIL POTENTIAL

Source: Tourism Toronto, Ontario Tourism, 2010



DOWNTOWN TORONTO HOTEL OCCUPANCY RATES

Source: pkf consulting



*forecasted



LIVE.

Some 130,000 residents live within a 20-minute walk of Downtown Yonge and it's a community that's growing fast. Downtown Yonge offers more than a retail hub: it's also a vibrant and diverse district that offers 24/7 activity. Residents are young and highly educated, with high household incomes and sophisticated tastes – and they demand a shopping experience to match. Downtown Yonge's mixture of urban grocers, home furnishing stores, new restaurants and a host of specialized retail does exactly that.

There are currently over 5,100 residential units recently completed in and around the Downtown Yonge boundary, and an additional 6,000 units are proposed, approved or under construction.

The rate of residential growth is very high, with over 32,000 more units proposed in Downtown Toronto – there will certainly be a need for retailers to service this demand.

FACTS & FIGURES

Source: Statistics Canada, Environics, 2011 estimates

Annual Population Growth Rate	2.8%
Annual Household Growth Rate	3.3%
Per Capita Income - 2009 downtown Toronto	\$47,425
Per Capita Income - 2009 Downtown Yonge	\$46,812
Average Age	30.8
Proportion Single	53.1%
University Educated - downtown Toronto	53.4%
University Educated - Downtown Yonge BIA	65.6%

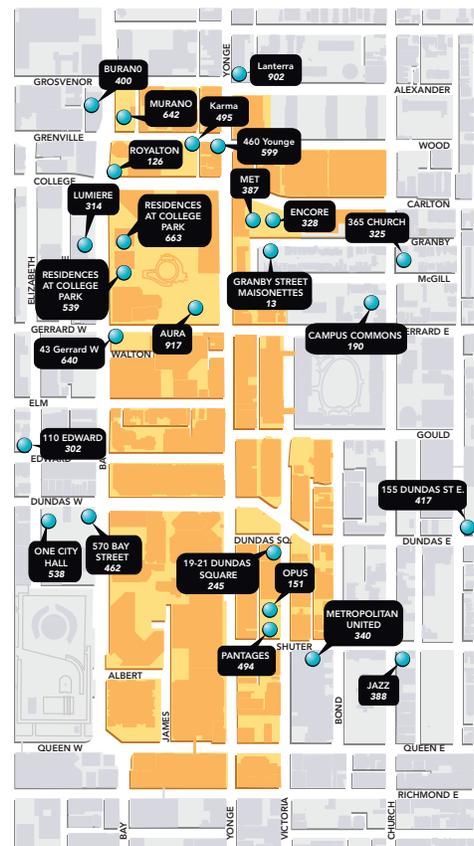
RECENT RESIDENTIAL PROJECTS

Source: Downtown Yonge BIA 2011

Name	Units	Population	Status
110 Edward Street	302	483	Proposed
365 Church Street	525	840	Proposed
155 Dundas Street East	417	667	Proposed
43 Gerrard W	640	1,024	Proposed
Lanterra	902	1,443	Proposed
460 Yonge	599	958	Proposed
570 Bay Street	462	739	Construction
19-21 Dundas Square	362	579	Approved
Karma	495	792	Approved
Metropolitan United	340	544	Complete
The Royalton	126	202	Complete
Pantages	494	790	Complete
Opus	151	242	Complete
One City Hall	538	861	Complete
Jazz	388	621	Complete
Residences at College Park North Tower	663	1,061	Complete
Residences at College Park South Tower	539	862	Complete
Met Tower 1	387	619	Complete
Encore at the Met	328	525	Complete
Granby Street Maisonettes	13	21	Complete
Compus Commons	190	304	Complete
Murano	642	1,027	Complete
Burano	400	640	Construction
Lumiere	314	502	Complete
Aura	985	1,567	Construction
TOTAL	11,202	18,287	

COMPLETE, APPROVED AND PROPOSED RESIDENTIAL PROJECTS AS OF 2011

Existing Residential units in and around Downtown Yonge





STUDY.

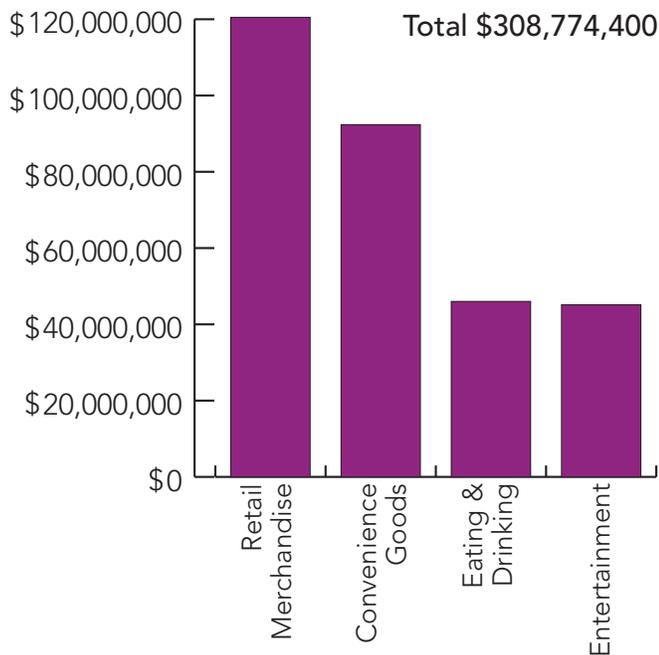
Students are an active part of both downtown Toronto and Downtown Yonge. Ryerson University's campus blends seamlessly into the wider district to create a vibrant, intellectual hub. The University of Toronto and George Brown College lie just outside the district, and there are numerous smaller educational institutions in Downtown Yonge offering courses in business, technology and ESL: the Information Technology Institute, Western Town College and the Centre Francophone.

The total number of full-time and part-time students within easy reach of Downtown Yonge is 115,000 and retail potential from student spending in the district exceeds \$308 million a year, mainly on retail merchandise and convenience goods.

New developments are being driven by educational institutions in Downtown Yonge. Ryerson University is developing the Ryerson Image Centre, which will house the Black Star Gallery - commemorating the photo agency of the same name - on Gould Street at Bond Street. The new Student Learning Centre is being planned for the legendary Sam the Record Man site on Yonge Street, which will include approximately 18,000 square feet of new retail space. As part of the Maple Leaf Gardens redevelopment in partnership with Loblaws, Ryerson will be developing a new sports centre.

STUDENT EXPENDITURE

Source: Student Monitor, adjusted for inflation, 2009



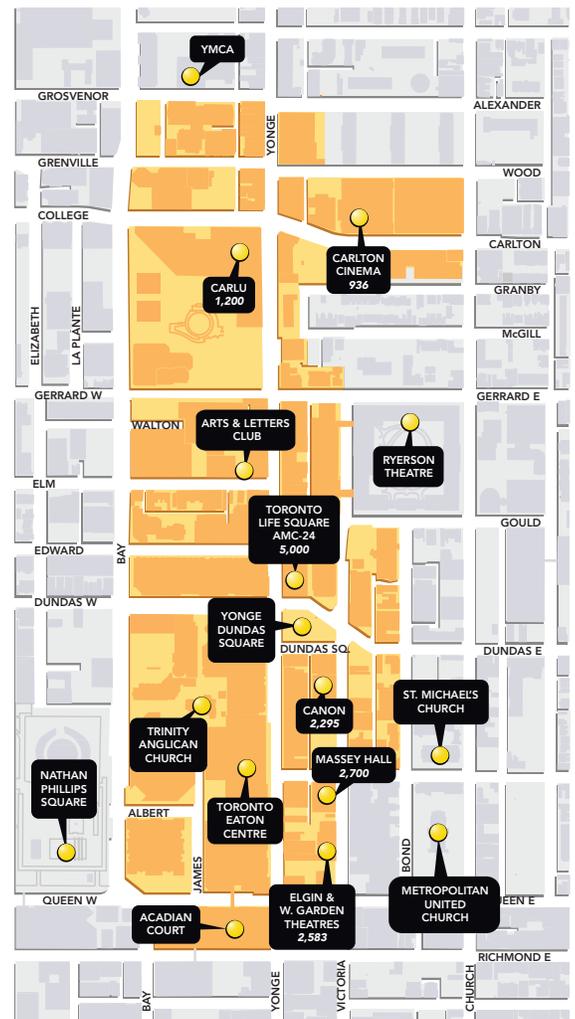


PLAY.

Downtown Yonge is the heart of Toronto's arts and culture scene. From major Broadway shows and headliner concerts, to annual festivals and events, to museums and exhibitions, Downtown Yonge draws crowds by day or night, weekday or weekend.

- Downtown Yonge's series of signature events is called Winter Magic, and is a celebration of the season throughout the district in November every year.
- Take a stroll along the quaint Elm Street during Ice, Wine and Dine, an evening of culinary delights, festive cocktails and live street entertainment.
- Enjoy free fun for kids of all ages at the annual KidzFest with activities, entertainment and rides at Yonge-Dundas Square.
- Join the crowd of locals and visitors for the annual holiday lighting festival, Illuminite.
- Stroll through Downtown Yonge and take in the festive shop windows competing in the BIA's popular Window Wonderland event, when retailers and Ryerson University retail management students team up in the spirit of the holidays.
- Get a shot of culture, cinema, art or comedy at events like Nuit Blanche, the Toronto International Film Festival and Just for Laughs.
- Tempt your tastebuds with special prix fixe menu selections as part of the Winterlicious and Summerlicious events.
- Enjoy a taste of the Toronto Caribbean Carnival, one of Toronto's summer highlights and the largest Caribbean festival in North America.
- In the mood for a parade? Wave and cheer at one of the annual parades that travels through Downtown Yonge.
- Spend winter evenings skating at Barbara Ann Scott Park or Devonian Lake.

THEATRE, ENTERTAINMENT, & OTHER VENUES



FACTS & FIGURES

Number of Theatre Seats – Downtown Yonge	7,578
Seating inside Carlton Cinema and AMC 24 Cinema	5,936
Additional Seats at Major Theatre Venues in downtown Toronto	11,661
Average annual attendance at the Elgin and Winter Garden Theatre	88,000
Number of events at Yonge-Dundas Square in 2010	291
Event specific average annual attendance at Yonge-Dundas Square in 2010 (in addition to daily pedestrian traffic)	Over 1 million
Attendance at Wintermagic (2011)	53,700



HOW THE DOWNTOWN YONGE BUSINESS IMPROVEMENT AREA WORKS FOR BUSINESS.

Downtown Yonge BIA has been proactively creating the right conditions for both business and retail growth for over a decade. Work continues in clean and safe initiatives, advocacy, streetscape improvements, and ongoing marketing of the district. All of this positions Downtown Yonge as Toronto's premier location for business, shopping and entertainment.

Here are just a few examples of how the BIA ensures a safe, clean and vibrant Downtown Yonge:

MARKETING, BRANDING & COMMUNICATIONS INITIATIVES

- The Winter Magic series of events transforms Downtown Yonge into a winter playground with dazzling holiday lighting installations, seasonal Winter Magic banners and five unique signature events. The annual events vary in theme, target audience and location and include Illuminite, Window Wonderland, Buskertainment, Kidzfest and Ice, Wine & Dine.
- Mobile Yonge is the way to connect with Downtown Yonge using a smartphone. The Downtown Yonge and Winter Magic iPhone applications provide users with event listings, business directories and GPS mapping of the area. Both apps can be downloaded from the Apple store.
- Seasonal banner programs provide members with the opportunity to showcase their brand on beautifully designed street banners, located throughout Downtown Yonge.
- Yonge Buzz is Downtown Yonge's bi-weekly newsletter that keeps members and the public up to date on district news, events and member spotlights. The newsletter is available both through email subscription and on the Downtown Yonge website.
- Downtown Yonge is very active in the use of social media to connect with members and the public. Twitter and Facebook accounts highlight BIA and member initiatives, area events and news.
- Every summer, the multi-lingual Downtown Yonge Discovery Team provides visitor services to the public. The team offers free walking tours and information about shopping, accommodation and entertainment in the district.
- Quarterly precinct meetings, hosted by Downtown Yonge, bring BIA members together to network and learn more about area development, events and initiatives.

SAFETY INITIATIVES

- Yonge Watch is the district's intelligence alert coordinated by the BIA to share safety and security information with its network of members, police and other stakeholders.
- Twenty dedicated officers from the Toronto Police Service walk the beat along the Downtown Yonge corridor.
- CCTV is used to enhance public safety, an initiative of the Toronto Police Service, supported by the BIA.

RETAIL RECRUITMENT

- The BIA plays an active role in connecting retailers looking for space in the district with landlords who have retail leasing opportunities.
- Resources for the retail sector include 24/7 pedestrian and vehicle counts generated by the BIA's own counting system; monthly updates of leasing opportunities throughout Downtown Yonge; and district-specific research.
- The BIA showcases Downtown Yonge as a retail destination annually at the International Council of Shopping Centres (ICSC) Toronto exhibition in the fall.



HOW THE DOWNTOWN YONGE BUSINESS IMPROVEMENT AREA WORKS FOR BUSINESS.

STREETSCAPE INVESTMENT

- Downtown Yonge and its partners have invested in new streetlights and sidewalks along Yonge Street over the past five years.
- A Public Realm Strategy has been developed identifying opportunities for improvement to the streetscape and site-specific projects designed to create a vibrant public realm throughout the district.
- An annual holiday lighting and decor spectacular, is held by the BIA, along with year-round improvements to the district's street lighting.
- The BIA ensures that the district's streetscape is well-maintained, from graffiti removal to broken street furniture.

CLEAN STREETS INITIATIVES

- The Clean Streets Team is dedicated to Downtown Yonge's high standard of cleanliness by clearing posters and sweeping litter, 364 days a year.
- Downtown Yonge's graffiti removal program works to keep both public and private property clear of graffiti in the district.
- A dedicated gum removal and power washing initiatives cleans Yonge Street sidewalks annually.
- The Clean Streets Team strives to find ever more environmentally-conscious ways to implement cleanliness initiatives in the district, such as using greener cleaning products.

OTHER INCENTIVES

- Special signage permissions are available in parts of Downtown Yonge to encourage vibrant signage - and a great incentive for landlords and retailers.
- Local political leadership, through the office of Councillor Kristyn Wong-Tam, assists businesses with questions about permits, licensing, signage applications and development approvals.

HOW DOWNTOWN YONGE STACKS UP

Compared with other North American downtowns, Downtown Yonge is a fast-growing, highly-populated node with highly-educated residents, many of who earn in upper income brackets. The proportion of home ownership is high relative to other North America cities, and per capita income is a draw for retailers and service-providers alike.

	Toronto	Montreal	San Francisco	Boston	Denver	Philadelphia	Seattle
Population 2010	44,427	19,266	56,296	26,835	9,075	35,173	23,251
Annual Growth Rate 2000 to 2009	2.5%	2.1%	0.8%	0.7%	4.1%	0.7%	1.9%
Households	26,495	11,352	29,669	11,435	6,019	18,597	14,540
Annual Growth Rate 2000 to 2009	1.8%	1.8%	0.6%	0.9%	4.1%	0.5%	2.3%
Per Capita Income	\$43,551	\$41,383	\$25,335	\$56,021	\$43,265	\$37,598	\$36,100
% Households \$100,000 +	16.0%	14.0%	7.6%	31.7%	18.2%	16.1%	12.6%
Number of Households \$100,000 +	4,239	1,589	2,815	3,840	1,038	3,010	2,221
University Educated	49.9%	52.3%	31.1%	56.2%	40.9%	60.9%	35.0%
Proportion Own Home	35.0%	18.0%	5.01%	24.94%	26.23%	23.59%	13.56%

Note: data is calculated for a 1km radius around the major downtown intersection in each city. Source: Statistics Canada, Environics, Claritas, 2010 & U.S. Census 2012 Claritas. Chart is in Canadian dollars.

We have done our best to ensure the accuracy of content and figures in this publication, however we accept no liability for errors. Please send all comments to bia@downtownyonge.com.

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TORONTO, ONTARIO, CANADA

2012

Retail Study

Prescott

Downtown Revitalization

Background Report



September 2012

Prepared by
Urban Marketing Collaborative

Retail Study

Prescott

Downtown Revitalization

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EXECUTIVE SUMMARY

Introduction

Urban Marketing Collaborative has worked closely with Project Leader – Sandra Lawn, Prescott retailers, business leaders, and volunteers to gather important data that will help to develop a comprehensive revitalization action plan. The following report provides the background information and analysis of the town of Prescott. The revitalization action plan will follow in a subsequent report.

Analysis

Based on the research conducted on Prescott, input from a September 5, 2012 workshop – held with key stakeholders including the municipality and residents – and the experience of J.C. Williams Group, a SWOT analysis was conducted in order to identify the key strengths, weaknesses, opportunities, and threats that can enhance or prevent Prescott from being a phenomenal town to live in and visit.

Strengths

- ▶ Prescott has several attractions that currently draw tourists to the area including its Shakespeare Festival, Fort Wellington, and the golf course.
- ▶ The town's historic presence is evident in its quaint buildings and historic landmarks such as the Clock Tower Square, which need to be maintained and further highlighted.
- ▶ Current pharmacy retailers, such as Shoppers Drug Mart, and an LCBO are located on King Street itself.
- ▶ Filled with friendly people, the residential area of Prescott is very attractive and is walking distance to the main retail strip (King Street). The town is also equipped with sports facilities such as a hockey arena.
- ▶ The town is situated in a great geographical location and its grid road system/sidewalks allow for easy navigation around the town.

Weakness

- ▶ The existing retail stores in Downtown Prescott have unattractive storefronts and lack product variety.
- ▶ The current food services and cafés appear to be in need of updating their buildings, menus, ambiance, etc.
- ▶ Rundown buildings and vacant retail stores add to the desolate atmosphere that is currently felt at certain times in Prescott.
- ▶ The lack of directional signage makes it difficult to navigate around the town.

- ▶ Local transportation to downtown is difficult due to the railway track that divides Prescott.
- ▶ The majority of Prescott's tourism activities take place during summer. The lack of year-round attractions means missed opportunities.
- ▶ There is a shortage of available accommodations for visiting tourists.
- ▶ On average, residents of Prescott have lower household income compared to the residents of Ontario; however, retirees who earn less income may have greater wealth.
- ▶ The town's low standard of upkeep has left the Downtown area untidy and unappealing.

Opportunities

- ▶ The Farmers' Market is a real opportunity to draw in residents and neighbouring towns if organized and marketed well.
- ▶ Additional accommodations in the Downtown area is an opportunity to attract more tourists.
- ▶ Prescott can further develop the Shakespeare Festival and initiate additional activities such as walking tours to gain more visitors. Packaged deals can be an attractive offering.
- ▶ The town's close proximity to the U.S. border gives it potential to attract touring from across the border.
- ▶ Country Road 2 runs through the heart of Prescott, offering opportunities to gain driving tourism.
- ▶ Specific retail stores have great potential to bring in customers to the area and add value to the whole Prescott experience:
 - The appliance store is a destination retailer
 - The wool store can further the community-feel
 - The cafés can link to Shakespeare festival attendees.
- ▶ The waterfront is a significant opportunity that could be further marketed and developed to include walkways, activities (e.g., power boating) and encourage touring from Quebec
- ▶ The older demographics should not be seen as a threat to position Prescott successfully. Prescott is an ideal location for those seeking a balanced lifestyle.

Threats

- ▶ The main threat facing Prescott is allowing for a continual decline due to complacency.
- ▶ Big box retailers in Brockville will service the needs of Prescott residents if there is not enough local retailers available to fill the void.

Potential Options

Building on the strengths of Prescott will help position and revitalize the town. Many other cities have revitalized their locations through such a focus. For example, Merrickville focused on its historical component, crafts, and antiques. Stratford refreshed its town through culture, festivals, and entertainment, and Del Ray Beach revitalized itself through food.

1.0 INTRODUCTION

1.1 Background and Project Understanding

Prescott is situated on the northern shore of the Saint Lawrence River in Leeds and Grenville United Counties in Ontario. The town is located close to the border of the U.S., with Ogdensburg, New York being its neighbouring border town. The town was founded in the early 19th century and contains a substantial history, as the Battle of the Thousand Islands during the War of 1812 was fought near the townⁱ. The town was an important shipping location in its earlier days and it is home to the Sandra S. Lawn Harbour. In later years, it was situated on the Canadian National Railway's route; the town lost the train station in the early 1960s. The closest station is in Brockville.

Urban Marketing Collaborative (UMC) has worked closely with Project Leader – Sandra Lawn, Prescott retailers, business leaders, and volunteers to obtain important data that has helped to develop a comprehensive background report that will inform the action strategy and recommendations. UMC was requested to look for ways to capitalize on strengths and eliminate weaknesses and as part of the final steps to integrate both the market and industry data with expert ideas to deliver an action plan in terms of prioritized steps in retail, commercial, and organizational recommendations.

1.2 Report Format

As a first step in assisting Prescott to develop a strategic action plan, UMC conducted fact-finding initiatives as part of the market analysis to identify the area's strengths, weaknesses, opportunities, and threats.

The fact-finding and analysis step is vital to the development of a customized and comprehensive Downtown revitalization action plan. Fact-finding includes general and specific demographic data and consumer profile data on the target markets for Prescott, Ontario.

The main fact-finding initiatives included the following:

- ▶ A review of published reports and statistics
- ▶ Trade area definition
- ▶ Demographic analysis of Prescott's trade areas
- ▶ Inventory and inspection of the businesses and services in Downtown on King Street
- ▶ An issues and opportunities review of the physical environment and urban design
- ▶ A summary of key findings and the implications for commercial businesses.

This section of the report summarizes the findings of these activities and provides background information from which the final strategic action plan was developed. This includes vision and strategy framework.

1.3 Trade Area Analysis

Trade Area Definition

The trade area is defined as the study area for the purpose of this report. The trade area defines the boundaries within which existing and future residents and workers will feed into the potential demand for shops and services from Prescott. In addition, a portion of the sales to Prescott businesses originates from outside of the delineated trade areas. This represents “in-flow” from areas outside the designated trade areas (e.g., tourists from Ottawa, Montreal, United States, etc.)

Different commercial businesses have different trade areas. Convenience retailers such as grocery stores and hardware stores would have smaller trade areas compared to destination retailers (e.g., appliance stores), which attract from further away. The major difference would be that visitors for convenience retailers frequent Downtown Prescott on a very regular basis, but destination retailers tend to attract from a larger area on a more infrequent basis.

This same trade area also defines the immediate competitive space where existing and future retail and food services will meet the immediate demand.

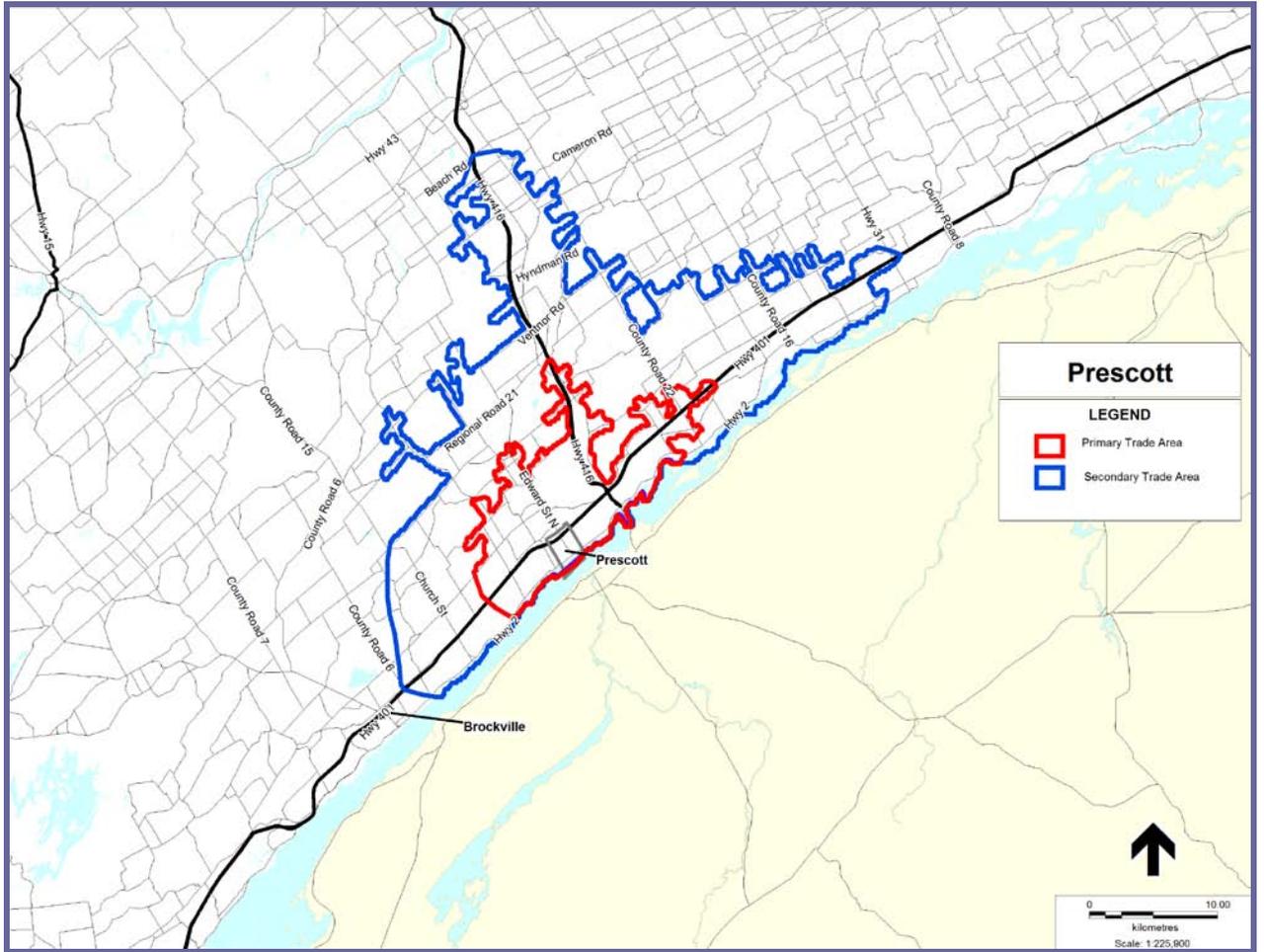
The trade areas selected are based on:

- ▶ A license plate survey done in the downtown area that provided resident postal codes
- ▶ Interviews with downtown retailers
- ▶ UMC experience with other communities
- ▶ Natural barriers to travel.

The trade areas were defined as follows:

- ▶ Primary Trade Area (PTA) – spans approximately a 15-minute drive from downtown Prescott
- ▶ Secondary Trade Area (STA) – represents a larger area, spanning a 30-minute drive time from downtown Prescott, excluding the primary trade area
- ▶ Total Trade Area (TTA) – represents an aggregate view of the primary plus the secondary trade areas

Downtown Prescott Trade Areas



2.0 CONSUMERS

2.1 Trade Area Population Characteristics

The following analysis is based on residents who consider this to be their primary residence.

The analysis compares the Primary Trade Area (PTA) to the Total Trade Area (TTA). The Prescott Census Subdivision (CSD) and Ontario data has also been provided as a benchmark for comparison.

Based on available Census data, Statistics Canada projects the population figures provided below for 2012 and 2019.

	PTA	STA	TTA	Prescott CSD	Ontario
POPULATION					
2012 (projected)	8,283	13,188	21,471	4,242	13,618,956
2019 (projected)	7,983	12,907	20,890	4,085	14,558,778
Annual growth rate (2004 to 2009)	-0.26%	-0.06%	-0.14%	-0.36%	1.18%
HOUSEHOLDS					
2012 (projected)	3,613	5,327	8,940	1,926	5,258,862
2019 (projected)	3,646	5,587	9,233	1,882	5,843,042
Annual growth rate (2004 to 2009)	0.38%	0.84%	0.64%	-0.04%	1.92%
Household Size					
Persons per Household	2.27	2.44	2.37	2.13	2.55
One Person	27.2%	19.5%	22.6%	36.3%	23.5%
Two People	39.7%	41.5%	40.8%	35.0%	31.6%
Three People	14.1%	15.4%	14.9%	13.1%	16.8%
Four to Five People	17.5%	21.3%	19.8%	14.0%	24.4%
Six + People	1.5%	2.2%	1.9%	1.6%	3.7%
Children at Home	49.6%	51.5%	50.8%	54.0%	64.4%
Household Type					
One Family Households	69.2%	76.7%	73.6%	59.4%	70.8%
Non-family Households	29.7%	22.1%	25.2%	39.1%	26.6%
Multiple-family Households	1.1%	1.2%	1.2%	1.5%	2.5%

CONSUMERS

	PTA	STA	TTA	Prescott CSD	Ontario
DEMOGRAPHICS					
Age					
< 10	8.2%	7.2%	7.6%	9.8%	9.7%
10 to 19	11.2%	12.7%	12.2%	11.3%	12.3%
20 to 29	10.2%	10.7%	10.6%	10.3%	14.2%
30 to 39	9.4%	8.9%	9.1%	10.7%	14.0%
40 to 49	14.8%	15.7%	15.3%	14.2%	15.0%
50 to 59	16.2%	15.8%	16.0%	14.8%	14.5%
60 to 69	14.3%	15.1%	14.8%	11.9%	10.3%
70 +	15.8%	13.9%	14.6%	17.1%	10.1%
<i>Median Age</i>	47.6	46.9	47.1	45.9	39.9
Marital Status*					
Single, Never Married	13.5%	12.7%	13.0%	15.2%	23.3%
Married, Common Law	64.5%	69.8%	67.8%	56.8%	60.8%
Separated, Divorced, Widowed	22.0%	17.5%	19.2%	28.1%	15.9%
Education Level*					
Less than High School	27.0%	26.3%	26.6%	31.2%	21.8%
High School Graduate	27.7%	26.1%	26.7%	27.6%	26.6%
College or Trades Diploma	33.2%	34.4%	33.9%	28.7%	26.3%
University, diploma or above	12.1%	13.3%	12.9%	12.4%	25.2%
Occupation*					
Trades, transport and equipment operators and related	24.0%	20.7%	22.1%	22.1%	13.8%
Management, Business, finance and administration	23.8%	22.0%	22.8%	21.5%	28.8%
Sales And Service	23.0%	22.5%	22.7%	26.4%	23.2%
Occupations unique to processing, manufacturing and utilities	8.5%	7.9%	8.1%	9.9%	6.9%
Health occupations	6.4%	7.5%	7.0%	5.8%	5.1%
Occupations in social science, education, government service and religion	5.0%	6.9%	6.1%	5.3%	8.2%
Natural and applied sciences and related	4.2%	4.7%	4.5%	6.2%	7.0%
Occupations unique to primary industry	2.0%	4.7%	3.5%	0.9%	2.3%

CONSUMERS

	PTA	STA	TTA	Prescott CSD	Ontario
Property Ownership					
Owned	75.7%	84.3%	80.8%	59.5%	72.8%
Rented	24.3%	15.7%	19.2%	40.5%	27.0%
Household Income					
< \$20,000	13.2%	9.3%	10.9%	19.7%	11.8%
\$20,000 to \$39,999	19.2%	15.8%	17.2%	22.5%	16.0%
\$40,000 to \$59,999	17.4%	17.8%	17.5%	17.8%	16.0%
\$60,000 to \$79,999	15.2%	14.8%	14.9%	15.3%	13.9%
\$80,000 to \$99,999	14.1%	14.3%	14.2%	9.7%	11.0%
\$100,000 +	20.9%	28.0%	25.1%	14.8%	31.3%
<i>Average Household Income</i>	\$70,352	\$80,295	\$76,277	\$57,418	\$98,440
<i>Median Household Income</i>	\$60,266	\$69,026	\$65,278	\$48,278	\$68,559
Mode of Transportation to Work					
Private Vehicle	93.0%	93.2%	93.1%	90.5%	79.8%
Walked	6.3%	5.1%	5.6%	9.0%	5.4%
Other (Public transit, taxi, motorcycle, bicycle)	0.6%	1.6%	1.2%	0.5%	14.8%

**Based on population 15 years of age and over;*

Source: Statistics Canada, Environics – 2012 Data Projections

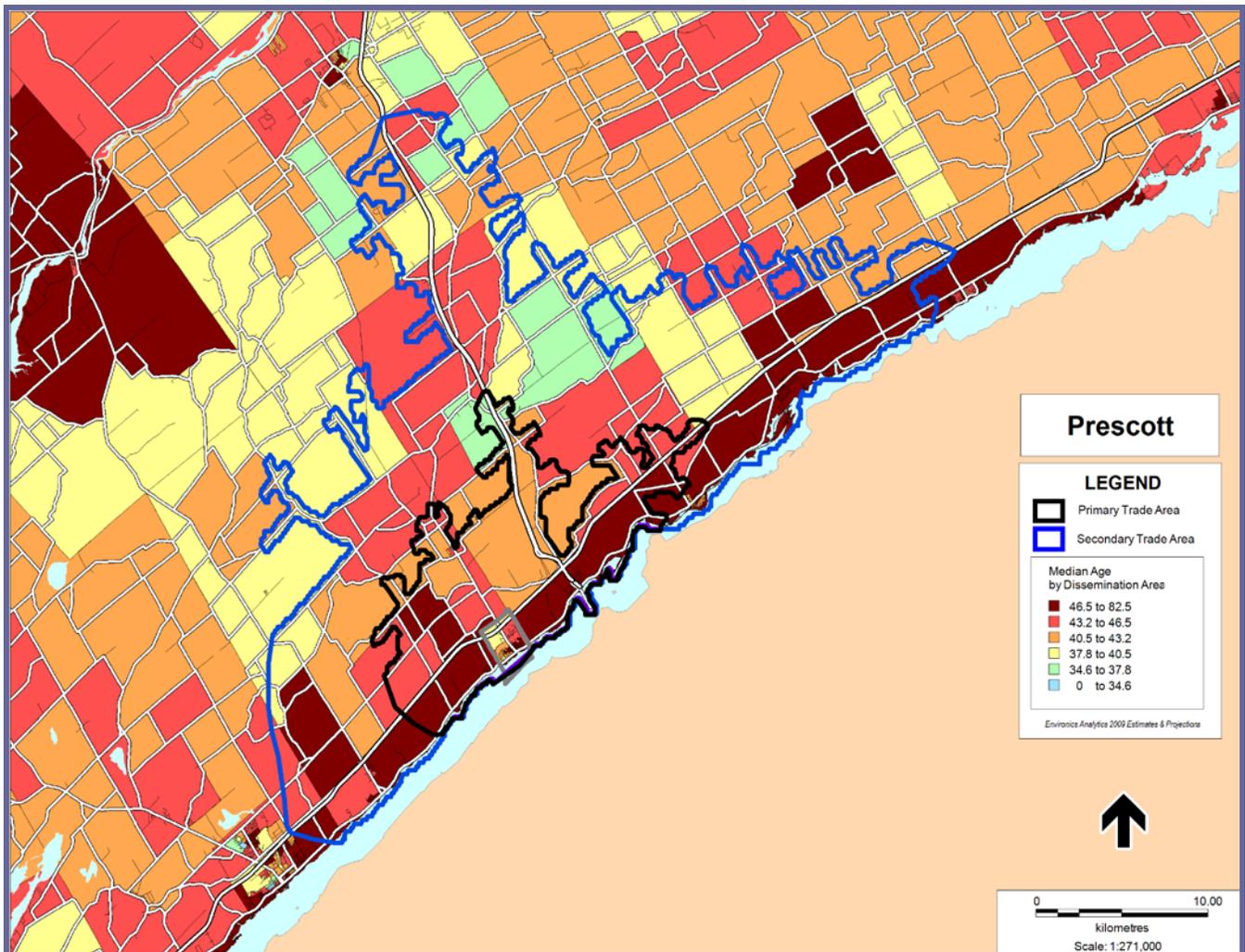
Summary

The commercial implications of the demographic analysis include the following:

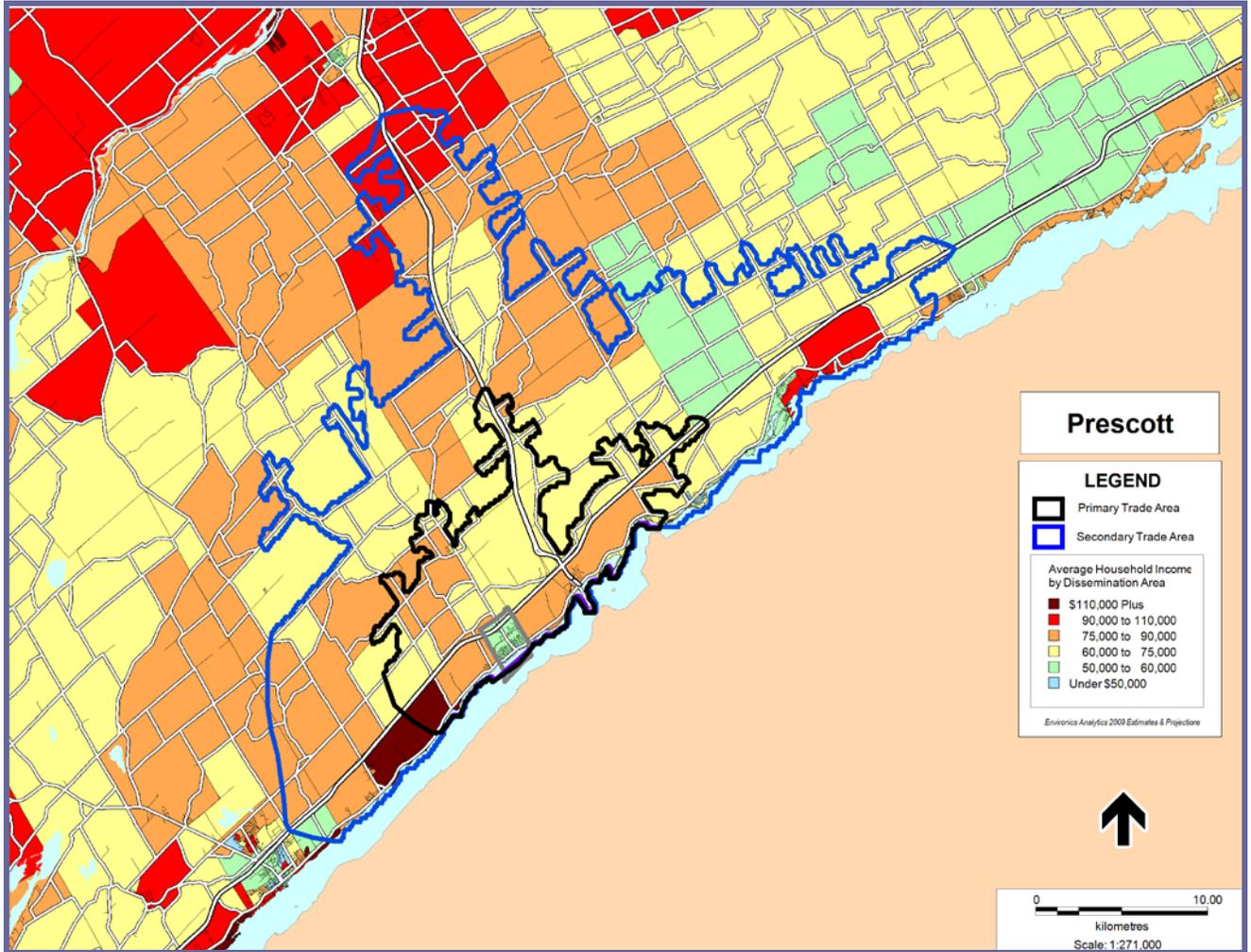
- ▶ Current projections for the 2012 population of the primary trade area (PTA) is 8,283 compared to only 4,242 in Prescott.
- ▶ The annual population of the region, including PTA, secondary trade area (STA), and Prescott has been on the decline over the period of 2004 to 2009.
 - This is typically explained by residents moving out of a region due to employment needs and/or an aging population.
- ▶ On average, household sizes in the PTA (2.27) are larger than those in Prescott CSD but smaller than the other trade areas; they also tend to have fewer children at home.
 - On average there are 2.55 persons per household in Ontario.
 - Smaller households typically indicates that there are fewer earners per household.
 - Just under one-half of PTA households have children (49.6%) compared to nearly two-thirds of Ontario's households (64.4%).
- ▶ The PTA (29.7%) and Prescott CSD (39.1%) have a greater percentage of non-family households compared to Ontario (26.6%). This could be attributed to the high percentage of rentals (24.3%; 40.5% respectively) in the PTA and Prescott CSD and potential group housing (e.g., senior homes). Home ownership was the highest in the STA where 84.3% of households were owned by the resident(s).
- ▶ Residents in the PTA and the STA skewed older than residents in Ontario
 - Nearly one-third of residents in the PTA (30.1%) and STA (29%) were 60 years old or above.
 - The median age in the TTA was 47.1, compared to Ontario's median of 39.9.
- ▶ There is a lack of diversity in the region with 1.5% to 3.4% of residents identified as visible minorities and on average 10% of residents stating they were born outside of Canada. This varies significantly from the 27.1% of Ontario's population who identify as visible minorities and the 32.1% who were born outside the country. This indicates that Prescott does not attract new Canadians.
- ▶ A greater percentage of residents in the trade area tend to be less educated on average compared to residents of Ontario.
 - Twenty-seven percent of PTA residents have less than a high school level of education versus 21.8% of Ontario residents and 31.2% of Prescott CSD residents.
- ▶ There is a mix of blue collar and white collar occupations represented by residents of the PTA. The largest percentage of residents are employed in the trades, transport or equipment operators and related occupation (24.0%), management, business, finance and administration (23.8%), or sales and service jobs (23.0).
 - There is a higher percentage of health-related occupations in the PTA (6.4%) and STA (7.5%) compared to in Ontario (5.1%).
- ▶ While the majority of residents make use of a private vehicle for travelling to work, a notable percentage of residents in the PTA (6.3%) and Prescott CSD (9.0%) said they walked; only 5.4% of residents in Ontario make walking their main means of transport to work.

- ▶ PTA residents enjoy a household income that is better than Prescott residents but still lower than their counterparts in the STA and especially in Ontario.
 - Average household income in the PTA (\$70,352) is 22.5% higher than in Prescott (\$57,418); but 39.9% lower than in Ontario. The latter can be due to cost of living differences as well as the types of occupations available in the specific trade areas.
 - While retirees earn less income, they may be classified as having greater wealth as they may have lower household expenses and greater savings, despite a current lower income.
- ▶ The high concentration of an older population in the area may be a result of retirees from Ottawa looking for a lower cost of living and a better quality of life; therefore a demand for condos would be a logical choice for this segment and a potential opportunity for Prescott.

Age Distribution



Income Distribution



2.2 Expenditure Analysis

The annual estimates of consumer spending by major category for the delineated trade areas are derived from the combination of (a) an analysis of income characteristics, and (b) an analysis of Statistics Canada Household Expenditure Data.

The amount of consumer spending is a function of many influencing factors such as income, household size, debt, and age. Of all the influencing factors, income is the most important because the more money people make, the more able and likely they are to spend. While the relationship between income and expenditures is strong, it is not a direct proportional relationship. As income rises (in real terms), a greater share of the income is spent on services, vacations, investments, and other non-consumable items.

The table on the following page provides a breakdown of major spending categories and sub-categories. Annual expenditure per household in 2010 for the trade areas is shown in this table.

Annual Consumption Expenditure per Household

	Primary Trade Area	Secondary Trade Area	Total Trade Area	Prescott CSD	Ontario
FOOD SERVICES					
Food purchased from restaurants	5.4%	5.6%	5.5%	5.1%	5.1%
Alcohol served on licensed premises	0.8%	0.8%	0.8%	0.7%	0.8%
CONVENIENCE AND GROCERY					
Food purchased from stores, household supplies	17.9%	17.8%	17.8%	19.0%	17.5%
Alcohol purchased from stores	1.8%	1.9%	1.9%	1.8%	1.6%
Health and beauty supplies	3.4%	3.5%	3.4%	3.6%	3.1%
SERVICES					
Dry-cleaning and alterations	0.4%	0.3%	0.3%	0.4%	0.5%
Personal care services	1.4%	1.4%	1.4%	1.3%	1.4%
Package travel tours	1.5%	1.7%	1.7%	0.9%	1.3%
Professional services - dental, doctor	1.4%	1.4%	1.4%	1.3%	1.5%
Other services - photography, gardening, maintenance, etc.	1.2%	1.2%	1.2%	1.2%	0.9%
RETAIL					
Furniture, appliances and home furnishings	6.1%	6.4%	6.3%	5.6%	5.7%
Women's wear (14 years and over)	3.6%	3.8%	3.7%	3.0%	4.1%
Men's wear (14 years and over)	2.6%	2.6%	2.6%	2.7%	2.7%
Home entertainment	2.2%	2.0%	2.1%	2.5%	1.8%
Computer equipment	1.0%	1.0%	1.0%	1.0%	1.2%
Children's clothing and accessories	0.9%	1.0%	1.0%	0.7%	1.0%
Reading materials	1.0%	1.0%	1.0%	1.0%	1.0%
Sporting goods	0.6%	0.6%	0.6%	0.6%	0.5%
Garden supplies	1.5%	1.6%	1.6%	1.3%	1.4%
Cameras and accessories	0.5%	0.5%	0.5%	0.5%	0.5%
Toys	0.4%	0.4%	0.4%	0.4%	0.4%
Electronic games	0.2%	0.2%	0.2%	0.3%	0.2%
Clothing material, yarn, and thread	0.1%	0.1%	0.1%	0.1%	0.1%
Artists' and craft materials	0.1%	0.1%	0.1%	0.1%	0.1%
OTHER					
Entertainment - live sports, performing events, museums, etc.	0.8%	0.8%	0.8%	0.7%	1.0%
Charities - money	1.8%	2.0%	1.9%	1.5%	2.0%
Shelter	41.5%	40.2%	40.7%	42.7%	42.5%

- ▶ Resident expenditure habits are very similar to their counterparts in Ontario; however, there are a few differences as seen from the table above.
 - For example, approximately 3.6% of PTA residents' total expenditure is spent on women's wear compared to 4.1% of the total expenditure by Ontario residents.
 - PTA residents also spent 6.1% of expenditure on furniture, appliances and home furnishings compared to 5.7% of the budget of Ontario residents

The average household income in the PTA is almost one-third (29%) lower than the average in Ontario and 8% lower than that in the TTA. However, expenditures in relation to income for each region will vary. The proportion that is allocated to certain goods and services – that local residents spend proportionately more, proportionately about the same, and proportionately less of their budgeted expenditures on – are highlighted in the following chart.

This analysis has been done for both the Primary Trade Area and the Total Trade Area comparative to the proportionate spend of Ontario residents.

Proportionately More On	
Primary Trade Area	Total Trade Area
<ul style="list-style-type: none"> ▶ Electronic games ▶ Garden supplies ▶ Clothing material, yarn and thread ▶ Food purchased from stores, household supplies 	<ul style="list-style-type: none"> ▶ Children's clothing and accessories
Primary Trade Area and Total Trade Area	
<i>Retail</i>	
<ul style="list-style-type: none"> ▶ Furniture, appliances and home furnishings ▶ Health and beauty supplies ▶ Food and alcohol purchased from restaurants/stores ▶ Toys ▶ Sporting goods 	
<i>Leisure</i>	
<ul style="list-style-type: none"> ▶ Home entertainment ▶ Clothing material, yarn and thread ▶ Garden supplies ▶ Reading materials ▶ Package travel tours ▶ Other services – photography, gardening, maintenance, etc. 	

Residents of the PTA and the TTA spend proportionately more of their income on leisure products such as home entertainment, reading materials, package travel tours, etc. They also like outdoor

hobbies such as gardening and package travel tours and spend proportionately more on sporting goods products.

For their income, these residents also tend to spend proportionately more on a variety of retail categories such as: furniture, appliances and home furnishings, health and beauty supplies, toys, sporting goods, and purchasing food from restaurants and alcohol from stores or restaurants.

Residents in the TTA also spend proportionately more of their budget on children’s clothing and accessories compared to the proportionate expenditure of Ontario residents.

Proportionately Same On	
Primary Trade Area	Total Trade Area
<ul style="list-style-type: none"> ▶ Children’s clothing and accessories 	<ul style="list-style-type: none"> ▶ Food purchased from stores, household supplies ▶ Alcohol served on licensed premises ▶ Artists’ materials, handicraft and hobby-craft kits and materials
Primary Trade Area and Total Trade Area	
<ul style="list-style-type: none"> ▶ Men’s wear (14 years and over) ▶ Personal care services ▶ Professional services (e.g. dentist) ▶ Charity donations 	

Residents of the PTA and the TTA spend the same as Ontario counterparts on men’s wear, personal care and professional services, and charitable donations.

Proportionately Less On	
Primary Trade Area	Total Trade Area
<ul style="list-style-type: none"> ▶ Artists’ and crafts materials 	<ul style="list-style-type: none"> ▶ Electronic games
Primary Trade Area and Total Trade Area	
<ul style="list-style-type: none"> ▶ Women’s wear (14 years and over) ▶ Cameras and accessories ▶ Computer equipment ▶ Entertainment - live sports, performing events, museums, etc ▶ Dry-cleaning and alterations 	

Residents of the PTA and the TTA spend proportionately less of their income on women’s wear and live entertainment, amongst other things.

3.0 COMMUNITY

3.1 Retail/Commercial Supply

An audit of the existing retail/commercial businesses in Downtown Prescott (on King Street, between Edward and George Street) was conducted in July 2012 to understand the current commercial situation in the area. The area studied is depicted on the map below, and is comprised of all ground-level commercial use.



Summary

Salient findings and implications from the retail audit include the following:

- ▶ There were 71 commercial businesses audited in Downtown Prescott in the demarcated area.
- ▶ The total commercial square footage is approximately 153,210 square feet.
- ▶ Businesses tend to be clustered on the western side of downtown Prescott, on King Street, between Centre and George Street.
- ▶ There are very few apparel and accessories stores in the area, accounting for only 3,600 square feet or 2% of the total retail space.
- ▶ Drug stores account for 6.8% of the total retail space with two stores:
 - There is a Shopper's Drug Mart at the intersection of George Street and King Street.
- ▶ Personal services account for only 6% of the total number of commercial businesses and 4% of total commercial space.

- ▶ The number of professional services (i.e., dental office, insurance companies, etc.) dominate downtown Prescott, accounting for 15% of the total commercial space and 21% of the number of retailers in the area.
- ▶ Three-out-of-five banks are located on the eastern end of downtown Prescott.
- ▶ Restaurants account for 7% of the total square footage of commercial businesses. Despite the scenic view of the lake, only one restaurant (The Red George Public House) has an accessible view.
- ▶ There is an LCBO near the intersection of George Street and King Street.



View of water from the amphitheatre

- ▶ There is a high vacancy rate with at least one-quarter of the total number of businesses remaining out of business. There are 18 vacant properties that account for approximately 34,000 square feet of retail space.
 - Most of the vacant properties detract from the existing retail in the area, presenting the commercial strip as extremely un-lively.
 - The majority of the vacancies (12 out of the 18) are found on the eastern end of Prescott, on King Street between Edward and Centre Street.



Vacant stores in Prescott are highly visible

In general, while there are some strong retail operations, existing retailers lack the flair that makes for an exciting retail experience. This, in combination with a relatively high level of vacancies and varied levels of storefront maintenance, makes Downtown Prescott retail less attractive and interesting than other small communities.

Downtown Prescott Commercial Audit

	Number of Businesses		Square Footage	
	Number	% of Total	Total	% of Total
RETAIL MERCHANDISE	15	21%	45,600	30%
Apparel and Accessories	3	4%	3,600	2%
Home	3	4%	19,600	13%
Electronics and Appliances	1	1%	15,000	10%
Home Furnishing	2	3%	4,600	3%
Leisure and Activity	5	7%	6,400	4%
Toy and Hobby	4	6%	3,400	2%
Pets	1	1%	3,000	2%
General Merchandise	4	5%	16,000	10%
General Merchandise	3	4%	14,500	9%
Florist	1	1%	1,500	1%
CONVENIENCE- FOOD AND DRUG	5	7%	18,800	12%
Convenience Store	2	3%	5,800	2.1%
Drug Store	2	3%	10,000	6.8%
Specialty Food/ Alcohol	1	1%	3,000	2.1%
EATING AND DRINKING	9	13%	18,300	12%
Café	1	1%	1,000	1%
Fast Food	4	6%	3,800	2%
Restaurant	3	4%	10,000	7%
Bar	1	1%	3,500	2%
SERVICES	24	34%	36,250	24%
Personal Services	4	6%	5,400	4%
Beauty	2	3%	2,000	1%
Other Services	2	3%	3,400	2%
Professional Services	15	21%	23,550	15%
Commercial Banks	5	7%	7,300	5%
TOTAL OCCUPIED COMMERCIAL	53	75%	118,950	78%
VACANT COMMERCIAL	18	25%	34,260	22%
TOTAL COMMERCIAL	71	100%	153,210	100%

Source: Environics, Statistics Canada

Images of Downtown Prescott



3.2 Prescott Attractions

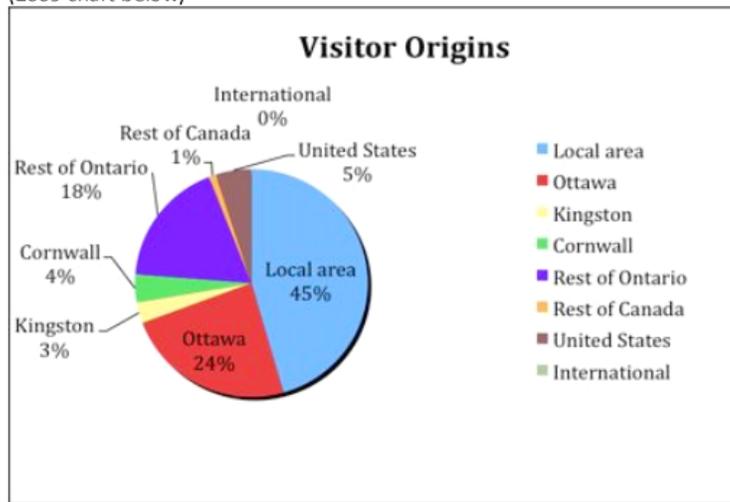
3.2.1 St. Lawrence Shakespeare Festival

The St. Lawrence Shakespeare Festival occurs in July and August each year. It is held at the base of the waterfront in a small, outdoor amphitheater. In 2012, attendance was at 5,597 people, the highest recorded to-date.

Year	Attendance
2007	3,393
2008	3,827
2009	4,327
2010	4,693
2011	n/a
2012	5,597

Seniors (29%) and adults (27%) accounted for over one-half of attendees in 2010; students, children, seasonal guests, and others accounted for the rest. In prior years, adults accounted for the majority of attendees but there has been a shift over the past five years as increasingly more seniors attend the festival. Attendees primarily come from the local area; Ottawa or the rest of Ontario is the secondary source of attendees.

(2009 chart below)



Source: St. Lawrence Shakespeare Festival

Trends noted in 2010 include increased website advance sales, increase in Sunday series attendance rates, and a decrease in off-site sales.



3.2.2. Fort Wellington NHS

Fort Wellington is one of Prescott's premier historical sites, which drew 15,367 visitors in 2012 up to August 21. This is a significant increase from previous years and is linked in part to the celebrations related to the war of 1812. The Fort provides booked tours as well as self-guided tours of the Fort. Nearly two-thirds of visitors come to the Fort during special occasions such as Canada Day, Garrison Weekend, Loyalist Days, Car Show, etc.

The majority of visitors to Fort Wellington based on a small dataset in 2007 were:

- ▶ From Ontario or the regional area (60%)
- ▶ Typically middle aged individuals with an average age of 40
- ▶ Visited the Fort for the first time
- ▶ Travelled without children (parties of 2)

Breakdown of Fort Wellington Visitors by Type

Year	Total	Casual	Groups	Spec. Events
2007	10,846	4,340	3,110	3,396
2008	15,928	3,931	2,798	9,119
2009	15,239	4,395	2,094	8,750
2010	11,414	3,805	1,573	6,036
2011	12,904	3,484	2,452	6,968
2012 (as of Aug. 21)	15,367	3,589	1,778	10,000

Road signs, friends and relatives, and travel guides were important sources of information that led visitors to the Fort in 2007.

3.2.3 Farmers’ Market

The Farmers’ Market is a source of traffic for the town of Prescott. It currently draws a rough estimate of 50–120 people per hour on Tuesdays, Thursdays, and Saturdays, with Saturday being the busiest day (see pedestrian counts).

The Farmers’ Market currently has 22 registered vendors. A large portion of the vendors (32%) sell produce while approximately one-fourth of the vendors (23%) sell gifts and crafts. Baked goods vendors account for 18% of the vendors.

Type of Goods	# of Vendors	% of Total
Produce	7	32%
Miscellaneous	6	27%
Baked Goods	4	18%
Craft	3	14%
Gift	2	9%
Total	22	100%

Produce vendors in the Farmers’ Market are not residents of Prescott (living outside the CSD), and only two-out-of-four baked goods vendors are from the Town. Miscellaneous vendors included items like dog treats. Of the vendors who are residents of Prescott, they tend to sell crafts, gifts, and books.

The Town waived the Farmers’ Market registration fee (\$75) this year to attract more participating vendors and increase their marketing of the Farmers’ Market. While the attendance rate remains low (11 vendors were present at the market on Saturday August 28), it has significantly improved from past years, when as few as three vendors would show up.

The Farmers' Market lacks vendors who sell frequently purchased "needs" products such as proteins, which include meat, fish, and cheese and bakery items such as bread.



Site of the Farmers' Market



Prescott's main clock-tower is a historic site which sits near the location of the Farmers' Market

3.3 Agriculture industry

Agriculture is a key industry in Leeds-Grenville. Over 1,300 farms operate in the county, accounting for 2.3% of the total number of farms found in Ontario. Based on the farm cash receipts of their main commodities, the industry group is broken up into:

- ▶ 47% in dairy operation
- ▶ 14% in egg production
- ▶ 7% in corn
- ▶ 5% in farm cattle and calves.
- ▶ 27% other

A total of 137 fruit producers are in the county providing the following fruits:

- ▶ 58% grow apples
- ▶ 17% grow farm strawberries
- ▶ 7% grow raspberries.
- ▶ 18% other

There are 109 vegetable producers in the county providing the following vegetables:

- ▶ 53% grow sweet corn
- ▶ 47% grow farm tomatoes, green beans, wax beans and green peas

Leeds Grenville County's agriculture industry could be a source of vendors for the Farmers' Market.

3.4 Pedestrian Traffic

Pedestrian traffic was monitored at three of the town’s major intersections on King Street at George Street, Centre Street, and Edward Street.

King Street and George Street Intersection

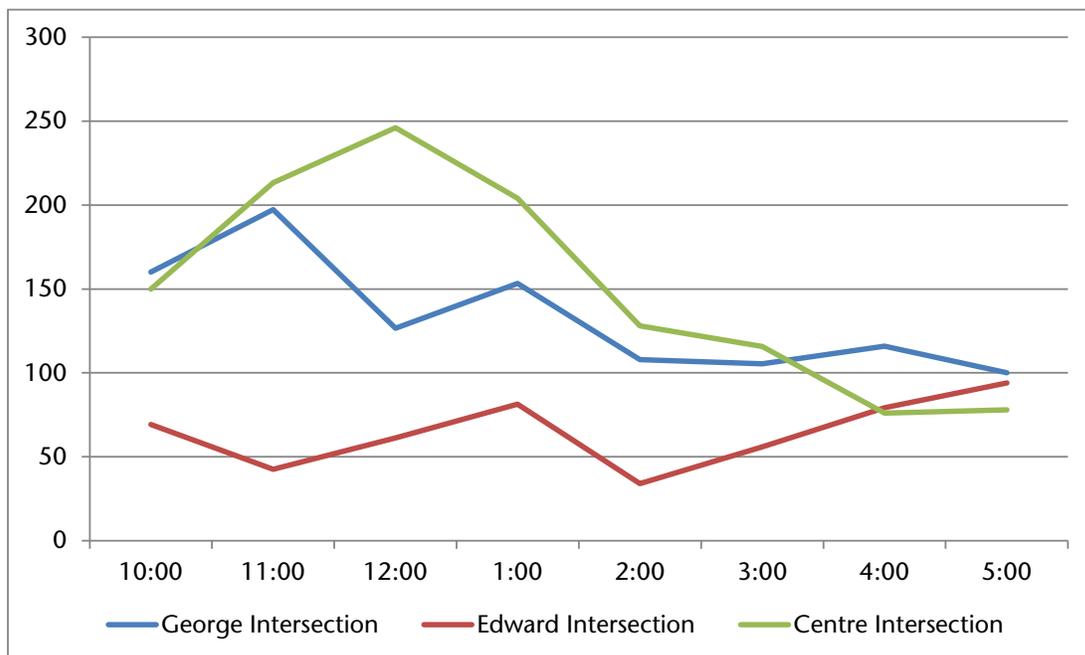
A total of 1,067 pedestrians passed through the King and George intersection between 10:00 a.m. and 5:00 p.m.; this averages out to 133 pedestrians per hour. The northwest corner, where the Royal Bank of Canada is situated had the fewest pedestrians. There was also greater traffic at the intersection during the morning hours than the late afternoon. Pedestrian counts ranged from a high of 197 people at 11:00 a.m. to a low of 100 people at 5:00 p.m.

King Street and Centre Street Intersection

A total of 1,211 pedestrians passed through the King and Centre intersection between 10:00 a.m. and 5:00 p.m.; this averages to 151 pedestrians per hour. The King and Centre intersection is the location of the Farmers’ Market, attracting a significant number of pedestrians. Pedestrian counts ranged from a high of 246 people at 12:00 p.m. to a low of 76 people at 4:00 p.m.

King Street and Edward Street Intersection

A total of 518 pedestrians passed through the King and Edward intersection between 10:00 a.m. and 5:00 p.m.; this averages to 65 pedestrians per hour. Edward Street is directly connected to highway 401, a major Ontario highway. Pedestrian counts ranged from a high of 94 people at 5:00 p.m. to a low of 34 people at 2:00 p.m.



Farmers’ Market Pedestrian Traffic

The number of pedestrians at the Farmers’ Market ranged from a high of 118 people on Saturday to a low of 54 people on Thursday. An average of 102 people was present on Saturdays and 66 people were present on Tuesdays and Thursdays.

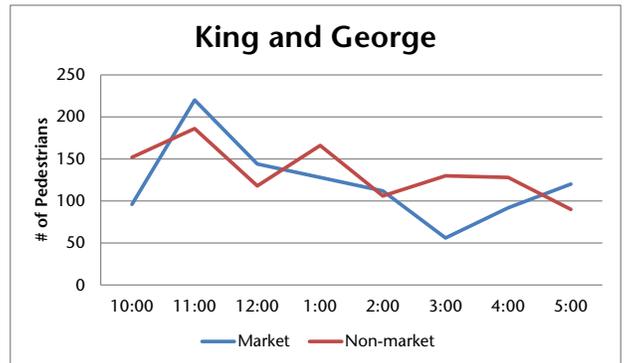
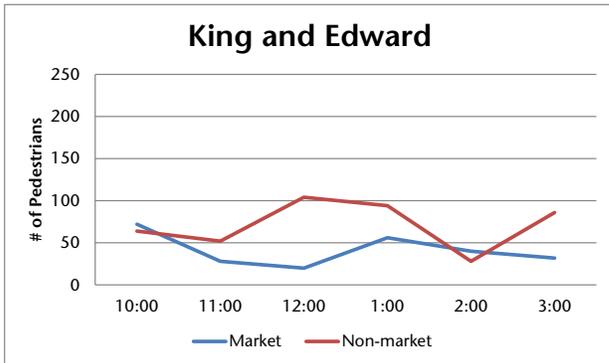
Note: Data was collected over three days.

Effects of Farmers’ Market on Pedestrian Traffic

There were fewer pedestrians at both the King and George intersection and King and Edward intersection during market days over non-market days.

- ▶ At the King and George intersection, an average of 135 pedestrians passed through the intersection per hour on a non-market day, versus 121 pedestrians per hour on a market day.
- ▶ At the King and Edward intersection, an average of 71 pedestrians passed through the intersection per hour on a non-market day, versus 41 pedestrians per hour on a market day.

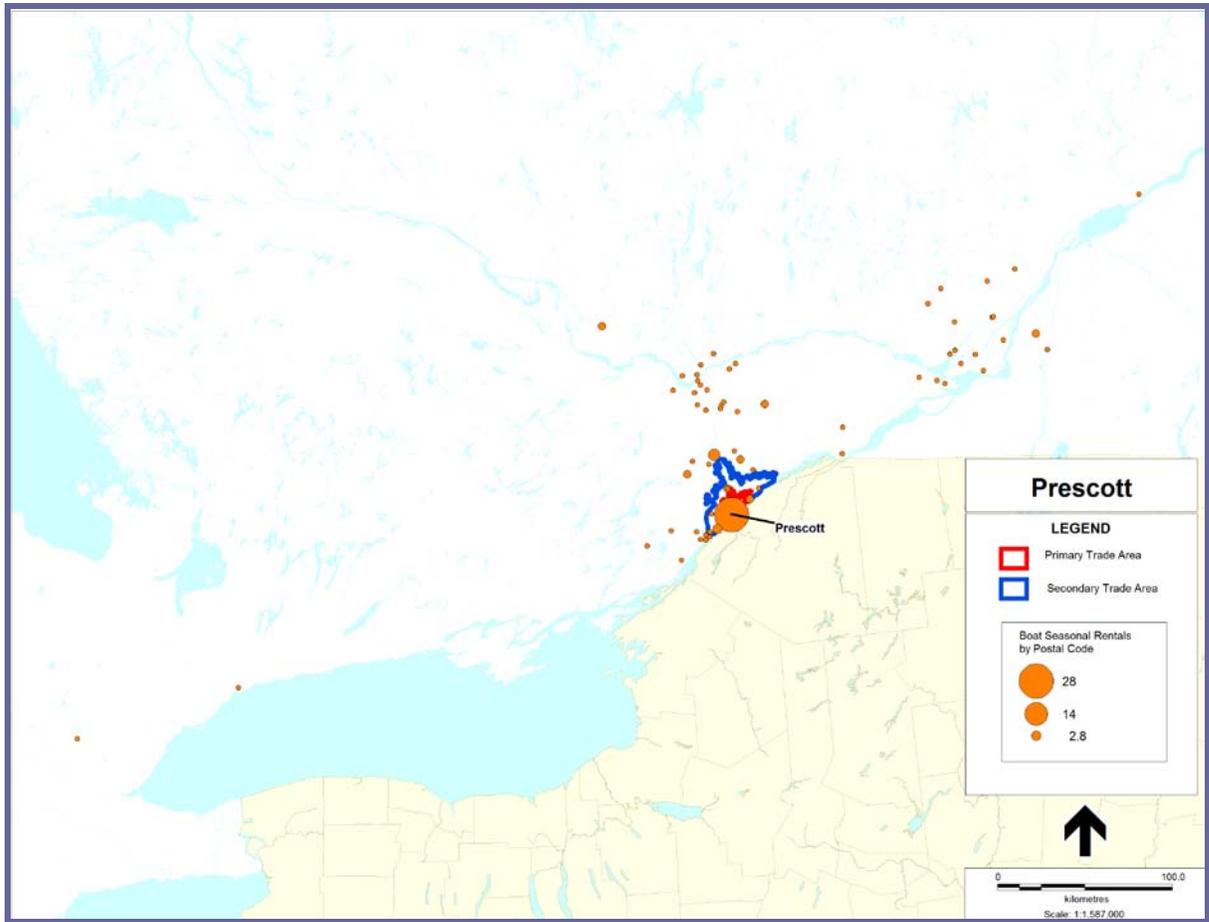
However, pedestrian traffic for the King and George intersection peaked during the morning hours of market days, suggesting there is some positive influence from the Farmers’ Market. Similar patterns were not observed for the King and Edward intersection potentially indicating the influence of the Farmers’ Market has been extending westward only.



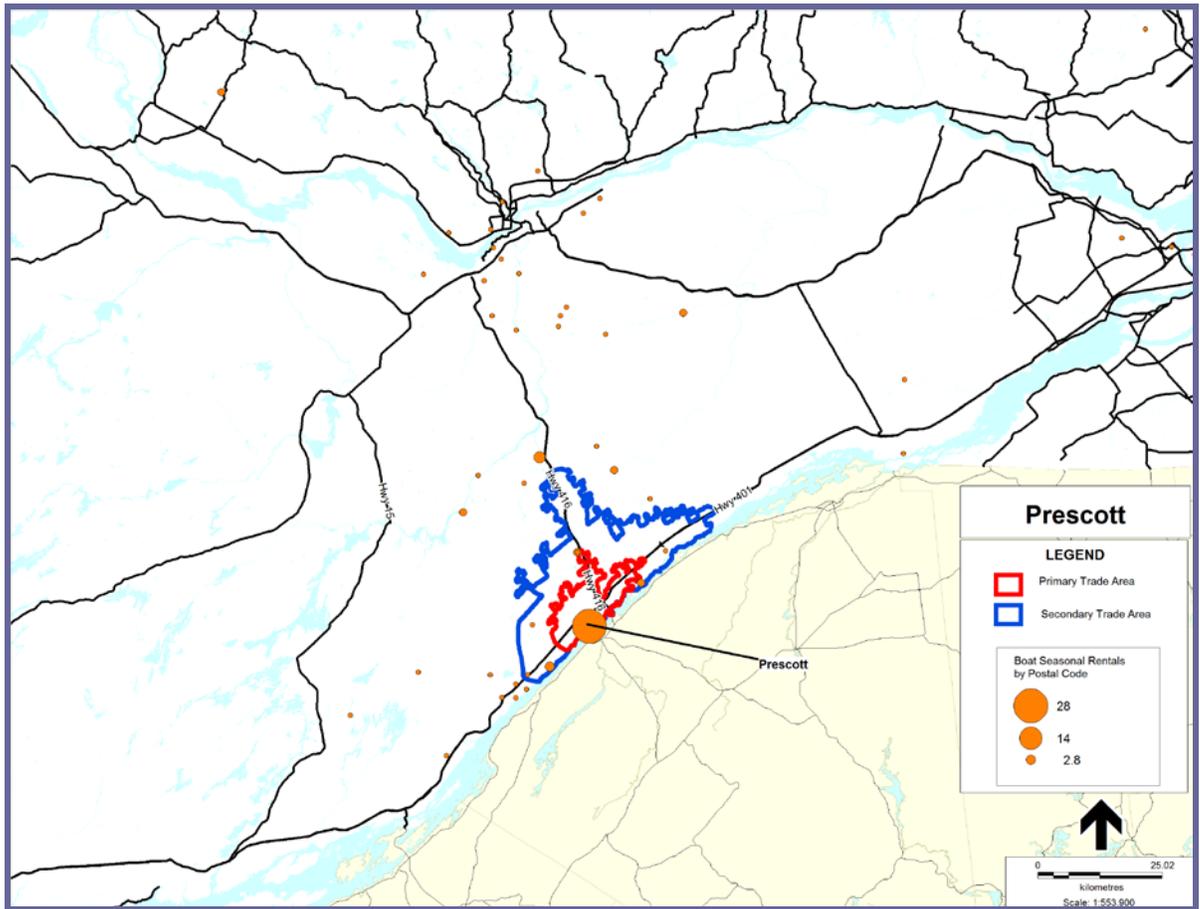
3.5 Boat Traffic

Visitors who rented boats and passed through the Prescott waterways, originate from both Ontario and Quebec. The following map depicts the boat rental traffic with 28 rentals from residents of the secondary and primary trade areas.

Seasonal Boat Rentals



Select zoomed view of Seasonal Boat Rentals



4.0 COMPETITION

4.1 Prescott

Competition in Prescott is minimal, limited to general merchandise retailers such as Canadian Tire and Giant Tiger, and smaller food service operators (e.g., Tim Hortons). There is little new commercial/retail north of Churchill Road in Prescott. Most stores are priced in the low to medium price range and provide a traditional offering.

4.2 Brockville

The PTA has one-third of the population as the Town of Brockville (23,354 peopleⁱⁱ). In addition, Brockville has a 3.1%ⁱⁱⁱ vacancy for its overall retail space, compared to 22% on the main retail strip of downtown Prescott. Brockville has 1,157 businesses (including retail, commercial, and manufacturing)^{iv}. The competition faced by Prescott from Brockville is mainly in the form of well-known big-box retailers (e.g., Walmart) and Brockville's downtown shopping, which provides a variety of shopping options from 13 antique stores to smaller apparel and footwear retailers. In order to compete with Brockville, Prescott must differentiate its offering and provide a unique experience to its visitors and residents.

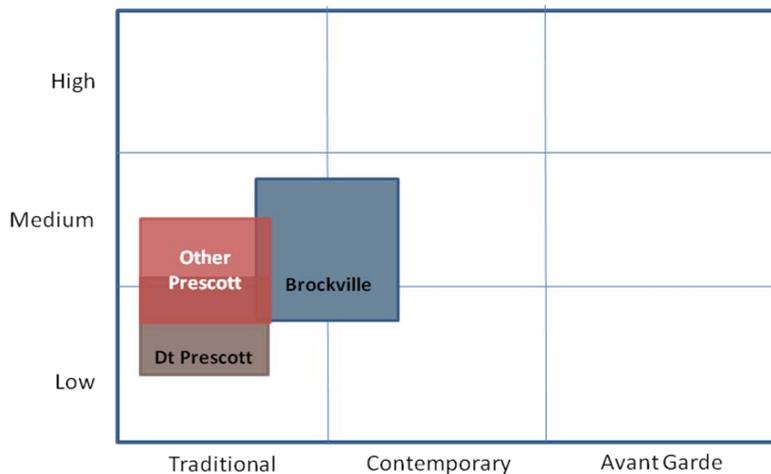
4.3 Ogdensburg, NY

There is some outflow of retail sales across the border to the U.S. given the proximity of Ogdensburg, NY to Prescott, ON. Canadians have been making 12.3% more overnight business trips to the United States during the first quarter compared to 2011. Meanwhile Americans made 7.1% more business trips, indicating a greater outflow from Canadians; Americans spent slightly more than Canadians \$254 per night vs. \$207.

The main reason for Americans to travel north was for pleasure. Overnight trips for pleasure during the first quarter of 2012 increased by 5.8% from the first quarter of 2011. New York, Washington and Michigan were the top three states of origin for all overnight travel. Canadian pleasure trips to the United States was up 9.9% with Florida, New York and Washington being the top destinations visited by Canadians.

Competitive Positioning

Downtown Prescott is currently geared towards low-mid income residents who are interested in a more traditional lifestyle. Brockville services the needs of a wider range of mid-income residents to whom traditional and contemporary lifestyles are appealing.



5.0 CASE STUDY: MERRICKVILLE

History

The town of Merrickville was very run down in the 1960s. They had lost their train station and everyone left town to shop either in Smith Falls or Ottawa. The canal and the locks in Merrickville were always an attraction but the rest of the commercial district was run down with lots of vacancies. The following changes happened that helped improve the town overall:

- ▶ With better transportation it became feasible for people to live in Merrickville and commute to Ottawa.
- ▶ A good antique shop was opened by a retired military person.
- ▶ The Sam Jakes Inn was renovated and turned into a conference centre with the idea of attracting meetings from Ottawa.
- ▶ A Christmas shop opened.
- ▶ The large hardware store was converted to Larkspur Lane – a collection of antiques shops.
- ▶ The restaurant Baldachin opened.
- ▶ The retailers started doing their own store promotions e.g., Christmas promotions to generate business.
- ▶ A number of artists came to Merrickville to set up studios (not necessarily in downtown).

The combination of these businesses and influences started the momentum that has resulted in Merrickville becoming a very successful destination.



Merrickville Today

The downtown still competes with outflow to Smith Falls and Kemptville, which both have more substantial retail offerings and are less than 20 minutes away. The appeal of Merrickville is that it is “everyone’s home town.” It includes many long standing businesses as well as an array of new retailers who have been drawn to the shoppers in downtown. The retail base is a combination of gift shops, home furnishings, and apparel/accessories as well as some basics such as food and pharmacy. Many of the retailers are focused on providing an offering that is unique. There are virtually no chain operators.

While the canal is a very important draw, attracting tourists and boaters from Eastern Ontario and Quebec, the downtown also has a range of festivals and events that connect well with the retailers. A couple of examples include:

- ▶ The antique car show – the men show off their cars and their wives go shopping giving this event the subtitle of “cruise and shop” show
- ▶ Christmas In Merrickville – this event started as a retailer event with late night opening for retailers spearheaded by the Christmas Shop but has become a major event with a focus on presenting Christmas in a small town.

The two major organizations that have contributed to the success of downtown include the Chamber of Commerce and the Village.

The Village established an economic development strategy in 2011, outlining the community’s strengths, weaknesses, as well as future plans.

The strategy report identifies Merrickville’s distinctive retail service as an important component of the municipal economy. In particular, the local artists are a major contributor to the retail sector, adding a unique local flavour to the shopping experience. Many of the community’s artists have their own retail store that both showcases their artwork and demonstrates their work process. Other artists sell their art through local galleries and studios.

The tourism sector is an important player in the local economy. While there are a number of successful businesses in the Village, many are small businesses, and the business turnover rate is significant. In addition, Merrickville’s heavy reliance on the volatile tourism industry makes its economy very fragile and poses an economic development threat. Another one of Merrickville’s weakness outlined in the report is the community’s fragmented retail sector; inconsistency in retail operating hours further contributes to the list of issues.

To address Merrickville’s retail weaknesses, the strategy report suggests for the community to focus on providing more consistent and extended retail hours as well as offering more unique retail stores. The community should further promote tourism and ensure stability by encouraging local

CASE STUDY: MERRICKVILLE

retailers and restaurants to participate in “Local Flavours,” an event held by Frontenac Arch Biosphere Region, to bring together local retailers and consumers. The report further emphasizes on attracting talents in the professional and technical industry to reduce the dependence on tourism industry and diversify its economic sectors. Merrickville also plans to partner with regional communities to capitalize on its unique strengths.



Retail in Merrickville

There are 40 commercial businesses found in downtown Merrickville. The majority of the retail operations (32.5%) are specialty or hobby-related (e.g., books, art supplies, etc.) and art galleries.

One-fifth of the commercial operations are in the food sector. A total of eight fast food/ dine-in restaurants are located in downtown Merrickville. In addition, three general merchandise stores and a grocery store are conveniently located in downtown.

There are two small-scaled accommodations located in the heart of downtown to meet the needs of tourists. A number of bed and breakfast locations are found throughout Merrickville.

The remaining commercial operations include three apparel and accessory stores, four professional services, an auto goods and services store, as well as a home furniture store.



Lessons for Prescott

- ▶ The importance of creative active retailers cannot be underestimated. These retailers are not likely to be chains but creative individuals who are interested in living in Prescott. Renewal of retailers is really important since there is always turnover.
- ▶ Festivals and events need to have some kind of a connection to retail so that retailers see the benefit of increased traffic.
- ▶ The area of the arts and home décor seem to have greater opportunity than apparel especially in filling some of the large spaces.
- ▶ There are no quick fixes. Merrickville is an overnight success after 20 years. The village did not undertake major development projects; they worked on making the environment better.

ⁱ Wikipedia: www.wikipedia.com

ⁱⁱ; Brockville website: www.brockville.com

ⁱⁱⁱ Brockville website: www.brockville.com

^{iv} Economic Development Office, Planning Department, FP Markets, DBIA; Brockville website: www.brockville.com