

7. ONTARIO'S MAIN STREET REVITALIZATION INITIATIVE
INITIATIVE DE REVITALISATION DES RUES PRINCIPALES DE
L'ONTARIO

COMMITTEE RECOMMENDATIONS

That Council:

- 1. Participate in the Ontario Main Street Revitalization Initiative and authorize the City Clerk and Solicitor to place the required By-law on the agenda of Council for enactment (Document 1) and delegate authority to the Mayor and City Clerk to sign the required Funding Agreement between the City and Association of Ontario Municipalities to receive \$856,069.96 from the Province (Document 2).**
- 2. Approve the project funding recommendations contained in this report.**
- 3. Delegate authority to the General Manager of Planning, Infrastructure and Economic Development to adjust funding as may be needed to support final project designs in accordance with the recommendations contained in this report.**

RECOMMANDATIONS DU COMITÉ

Que le Conseil :

- 1. Participe à l'Initiative de revitalisation des rues principales de l'Ontario et d'autoriser le greffier municipal et avocat général à ajouter le Règlement requis à l'ordre du jour du Conseil aux fins de promulgation (document 1) et à déléguer le pouvoir au maire et au greffier municipal de signer l'entente de financement requis entre la Ville et l'Association des municipalités de l'Ontario en vue de recevoir 856 069,96 \$ de la Province (document 2).**

- 2. Approuve les recommandations en matière de financement du projet contenues dans le présent rapport.**
- 3. Délègue le pouvoir au directeur général, Planification, Infrastructure et Développement économique, de modifier le financement selon les besoins en vue de soutenir les conceptions définitives des projets, conformément aux recommandations contenues dans le présent rapport.**

DOCUMENTATION/DOCUMENTATION

1. Director's report, Economic Development and Long Range Planning dated 15 June 2018 (ACS2018-PIE-EDP-0037).

Rapport du Directeur, Développement économique et planification à long terme, daté le 15 juin 2018 (ACS2018-PIE-EDP-0037).

**Report to
Rapport au:**

**Finance and Economic Development Committee / Comité des finances et du
développement économique
July 3, 2018 / 3 juillet 2018**

**and Council / et au Conseil
July 11, 2018 / 11 juillet 2018**

**Submitted on June 15, 2018
Soumis le 15 juin 2018**

**Submitted by
Soumis par:
John Smit,**

**Director / directeur de la direction Economic Development and Long Range
Planning / Développement économique et Planification à long terme**

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**Ward: CITY WIDE / À L'ÉCHELLE DE
LA VILLE**

File Number: ACS2018-PIE-EDP-0037

SUBJECT: Ontario's Main Street Revitalization Initiative

OBJET: Initiative de revitalisation des rues principales de l'Ontario

REPORT RECOMMENDATIONS

That the Finance and Economic Development Committee recommend Council:

- 1. Participate in the Ontario Main Street Revitalization Initiative and authorize the City Clerk and Solicitor to place the required By-law on the agenda of Council for enactment (Document 1) and delegate authority to**

- the Mayor and City Clerk to sign the required Funding Agreement between the City and Association of Ontario Municipalities to receive \$856,069.96 from the Province (Document 2).
2. Approve the project funding recommendations contained in this report.
 3. Delegate authority to the General Manager of Planning, Infrastructure and Economic Development to adjust funding as may be needed to support final project designs in accordance with the recommendations contained in this report.

RECOMMANDATIONS DU RAPPORT

Que le Comité des finances et du développement économique recommande au Conseil :

1. de participer à l'Initiative de revitalisation des rues principales de l'Ontario et d'autoriser le greffier municipal et avocat général à ajouter le Règlement requis à l'ordre du jour du Conseil aux fins de promulgation (document 1) et à déléguer le pouvoir au maire et au greffier municipal de signer l'entente de financement requis entre la Ville et l'Association des municipalités de l'Ontario en vue de recevoir 856 069,96 \$ de la Province (document 2).
2. d'approuver les recommandations en matière de financement du projet contenues dans le présent rapport.
3. de déléguer le pouvoir au directeur général, Planification, Infrastructure et Développement économique, de modifier le financement selon les besoins en vue de soutenir les conceptions définitives des projets, conformément aux recommandations contenues dans le présent rapport.

BACKGROUND

Ontario is investing up to \$26 million in the Main Street Revitalization Initiative, which will be administered by the Ontario Association of Municipalities (AMO) and its rural arm, the Rural Ontario Municipalities Association (ROMA). As part of

the initiative, Ottawa is eligible to receive \$856,069.96 to fund qualifying main street projects citywide. The City would like to thank the Province for its generous contribution in support of Ottawa's small businesses.

The funding is to support capital improvements for energy efficiency, accessibility, aesthetics and marketability of small businesses and encourage strategic public investments in municipal and other public infrastructure within main street areas.

As of April 1, 2018, municipal governments can make investments that will support small businesses through activities undertaken to revitalize main streets. The City can identify work through an existing Community Improvement Plan or other municipal land use planning documents that involve the construction, renewal, renovation, redevelopment or enhancement in each of the following categories:

Implementation of priority financial incentives in existing Community Improvement Plans such as:

1. Commercial building façade improvements
2. Preservation and adaptive reuse of heritage and industrial buildings
3. Provision of affordable housing
4. Space conversion for residential and commercial uses
5. Structural improvements to buildings (e.g. Building Code upgrades)
6. Improvement of community energy efficiency
7. Accessibility enhancements

Funding of physical infrastructure such as:

1. Signage – wayfinding/directional and gateway
2. Streetscaping and landscape improvements – lighting, banners, murals, street furniture, interpretive elements, public art, urban forestation, accessibility, telecommunications/broadband equipment, parking, active

transportation infrastructure (e.g. bike racks/storage, cycling lanes and paths) and pedestrian walkways/trails

3. Marketing plan implementation – business attraction and promotion activities, special events

Municipalities can identify projects in one or both categories. More information about the Ontario Main Street Revitalization Initiative can be found at AMO's [website](#).

DISCUSSION

Municipal Requirements

To receive funding, the City must complete a number of tasks in the short term. It must pass a municipal by-law (Document 1) to permit the transfer of funds by authorizing the City to enter into the required funding agreement with AMO (Document 2). Staff recommend that the Finance and Economic Development Committee approve placing the required Municipal By-law and Funding Agreement attached to this report on the next Council agenda for enactment.

After the by-law has been approved by Council, the Mayor and Clerk will sign and return the funding agreement to AMO. For communication purposes, staff are to provide AMO with a list of projects to receive funding under Ontario's Main Street Revitalization Initiative. The City must also acknowledge funding by inviting the Province to participate in media events or announcements related to projects funded through the initiative.

Municipalities have until March 31, 2020 to spend the funds on eligible projects.

During this time, municipalities must earn interest on the funds so that they have more for the project later. Building on the success of the risk management framework established under the federal Gas Tax Agreement, municipalities only need to report initial upfront anticipated projects for 2018 and then once annually until all the funds are spent.

Municipalities will not have to complete audits. Instead, the program will use a risk-based approach that recognizes the municipality as a mature and accountable order of government. Under this framework and without exception, the municipal contact for the

Municipal Funding Agreement will be the Treasurer. In addition, AMO will audit approximately ten percent of municipalities annually to provide assurance to the Government of Ontario on their compliance.

Selection Process

The Province announced Ontario's Main Street Revitalization Initiative in January 2018. They released program criteria, including Ottawa's share of the funding in mid-March. On March 28, the Planning, Infrastructure and Economic Development Department conveyed this information to Council in a memo, which asked Members of Council to share project ideas with staff. Staff also shared the program details with the City's nineteen Business Improvement Areas (BIAs) and encouraged them to convey project priorities to their Ward Councillor. BIAs were consulted because they are comprised of local business people and property owners and are mandated to organize, finance and carry out improvements that promote economic development in their districts, including main streets.

After receiving inputs, Economic Development staff met with internal stakeholders to assess the proposals against the funding criteria. Staff measured the proposals against applicable land use policies and construction priorities.

A total of 17 proposals spanning 12 wards were received. Staff wish to thank all of the Ward Councillors and BIAs who submitted project ideas in support of the Ontario's Main Street Revitalization Initiative. Given the number and nature of the proposals, staff have decided to create two funding categories. The first category includes three large-scale projects that the City will design and implement. The second category provides direct support to BIAs to complete priority projects within their districts. Staff recommend that ten projects across seven wards receive funding.

Funding Allocations

After careful consideration, staff recommend the following funding allocations. The allocations are based on project cost estimates and will be refined during the detailed design stage that will take place this summer. For this reason, it is recommend that Council provide delegated authority to the General Manager, Planning, Infrastructure and Economic Development to adjust City-led project funding as required, provided that the intent of the recommendations of this report are maintained. Detailed information for

City-led projects 1 and 3, including concepts and a list of key project items, are included in Document 3.

City-led Projects (\$648,000)

1. Ward 6 – Stittsville (\$200,000): Stittsville Main Street enhancements supported in the Stittsville Main Street Community Design Plan (CDP). Stittsville Main Street is also designated Traditional Main Street in the Official Plan. For more information about the project, refer to Document 3.
2. Ward 12 – Rideau-Vanier (\$98,000): Montreal Road public information displays (PID). This project aligns with the Montreal Road District Secondary Plan, which identifies transit facility improvements as a priority. Montreal Road is also designated Traditional Main Street in the Official Plan. Further, the project aligns with Ottawa's Smart City Strategy 2.0, which supports innovative government services that help to improve the lives of residents.

The PIDs (digital screens) will provide user-friendly service information about schedules, routes, traffic updates and more. By providing real-time information and estimated times of arrival via cellular networks, the bus stop displays will offer convenient options to customers and improve their experience at major transfer points by reducing wait times and informing route choices.

The City will coordinate the purchase and installation of up to seven PID stations at bus shelters on Montreal Road between North River Road and St. Laurent Boulevard. Installation of the PIDs will be coordinated with the Montreal Road renewal project occurring in 2019.

3. Ward 16 – River (\$350,000): Merivale Road enhancements supported in the Merivale North Secondary Plan. Merivale Road (north) is also designated Traditional Main Street in the Official Plan. For more information about the project, refer to Document 3.

Agreements with BIAs (\$190,000)

1. Ward 12, ByWard Market (\$12,000): York Street Plaza tourist kiosk. Supporting land use policies:
 - Design Priority Area (Official Plan)
 - Rideau/Arts Precinct Public Realm Plan
 - Central Area Secondary Plan

2. Ward 14, Bank Street (\$35,000): Power box wraps, commemorative plaques, lamp post banners and flags. Supporting land use policies:
 - Design Priority Area (Official Plan)
 - Designated Traditional Main Street (Official Plan)
 - Centretown Secondary Plan

3. Ward 14, Somerset Village (\$20,000): Hanging arms for banners and planters. Supporting land use policies:
 - Designated Traditional Main Street (Official Plan)
 - Centretown Secondary Plan (Bay Street to Bronson Avenue)

4. Ward 15, Wellington West (\$55,000): Wayfinding, distinctive crosswalk, media box, landscaping, street paver upgrades. Supporting land use policies:
 - Designated Traditional Main Street (Official Plan)
 - Wellington West Community Design Plan
 - Wellington West Secondary Plan

5. Ward 15, Westboro Village (\$8,000): Branded street signs. Supporting land use policies:
 - Designated Traditional Main Street (Official Plan)

- Richmond Road/Westboro Community Design Plan
 - Richmond Road/Westboro Secondary Plan
6. Ward 17, Glebe (\$20,000): Gateway signage, park improvements and cycling facilities (parking). Supporting land use policies:
- Designated Traditional Main Street (Official Plan)
7. Ward 21, Manotick (\$40,000): Gateway features, signage, planters and benches. Supporting land use policies:
- Design Priority Area (Official Plan)
 - Manotick Secondary Plan

Contingency Fund for BIA-led Projects

An \$18,069.96 contingency fund will be established to pay for permits, inspections and other related costs. Any remaining funds will be applied to City-led public realm projects planned in 2019.

Next Steps

If the recommendations of this report are approved, Planning, Infrastructure and Economic Development staff will complete detailed designs and set out construction timelines for City-led projects. This work will take place over the summer so that projects may be constructed in 2019, in time to meet the Province's timelines for implementation (March 2020).

Staff will also notify the successful BIAs, who will be required to enter into funding agreements with the City to carry out proposed projects. Staff from Economic Development will prepare the funding agreements using an existing template designed to support BIA-led projects within the right of way (ROW). These agreements stipulate auditing requirements that are in line with those identified by the Province.

If a BIA decides to forego funding, staff will distribute the surplus to successful BIAs based on a percentage of project value. Staff will permit BIAs to modify proposals to fit within the funding allocations if they remain in line with the Province's funding

guidelines. BIAs will be given several weeks to firm up their project design and quotes. Following this, staff will provide the Province with a list of projects that will be funded through Ontario's Main Street Revitalization Initiative.

Once funding agreements are in place, ROW staff will coordinate reviews, issue permits and prepare any agreements needed in support of works within the public road allowance (construction, license of occupation, encroachment, etc.) to be implemented or maintained by a BIA. Staff will work with the BIAs to ensure that proposals meet City standards (safety, accessibility, compatibility, etc.). Staff will draw on the contingency fund to pay for any City permits, inspections or related fees that may be incurred by the BIA. In accordance with current practices, BIAs will be responsible for maintaining works in the ROW that are not ordinarily assumed by the City.

Budget Considerations

Maintenance requirements for City-led projects will be identified after detailed designs have been completed. Any maintenance funding resulting from the projects will be reflected in the 2020 budget.

RURAL IMPLICATIONS

Staff recommend that the Manotick BIA receive \$40,000 in support of proposed village enhancements.

CONSULTATION

Staff shared Ontario's Main Street Revitalization Initiative guide with members of Council and BIAs. Councillors and BIAs were encouraged to submit project ideas to staff for consideration.

COMMENTS BY THE WARD COUNCILLORS

This report relates to a funding initiative that will benefit multiple wards. City-led projects were designed in consultation with the affected Ward Councillors. All three of the Ward Councillors selected to receive funding have expressed support for the projects proposed within their wards.

LEGAL IMPLICATIONS

There are no legal impediments to approving the recommendations in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with this project.

ASSET MANAGEMENT IMPLICATIONS

The information documented in this report is consistent with the City's [Comprehensive Asset Management \(CAM\) Program](#) objectives. Participating in the Ontario Main Street Revitalization Initiative as outlined, assists to fulfil the City's obligation to deliver quality services to the community, in a way that balances service levels, risk, and affordability.

As business cases are developed, their analysis recommendations will demonstrate delivery of the plans in a way that balances service levels, risk, and affordability.

FINANCIAL IMPLICATIONS

Pending Council approval, a new internal order will be established with \$856,070 of expenditure authority, 100% funded by provincial revenues.

ACCESSIBILITY IMPACTS

Staff will include a condition in the funding agreement between the City and BIA requiring that any works proposed within the public road allowance meet provincial accessibility standards.

ENVIRONMENTAL IMPLICATIONS

The improvements being funded through Ontario's Main Street Revitalization Initiative will enhance the public realm, making it more attractive for pedestrians, cyclists and transit users, which supports the City's environmental goals.

TERM OF COUNCIL PRIORITIES

This project addresses the following Term of Council Priority:

Economic Prosperity, Transportation and Mobility, Environmental Stewardship, Healthy and Caring Communities.

SUPPORTING DOCUMENTATION

Document 1 Municipal By-law Authorizing Municipal Funding Agreement (attachment)

Document 2 Municipal Funding Agreement (attachment)

Document 3 Stittsville Main Street and Merivale North Project Details

DISPOSITION

Once approved, the City Clerk and Solicitor will place the implementing by-law on the Agenda of Council and submit the signed agreement and authorizing by-law to AMO.

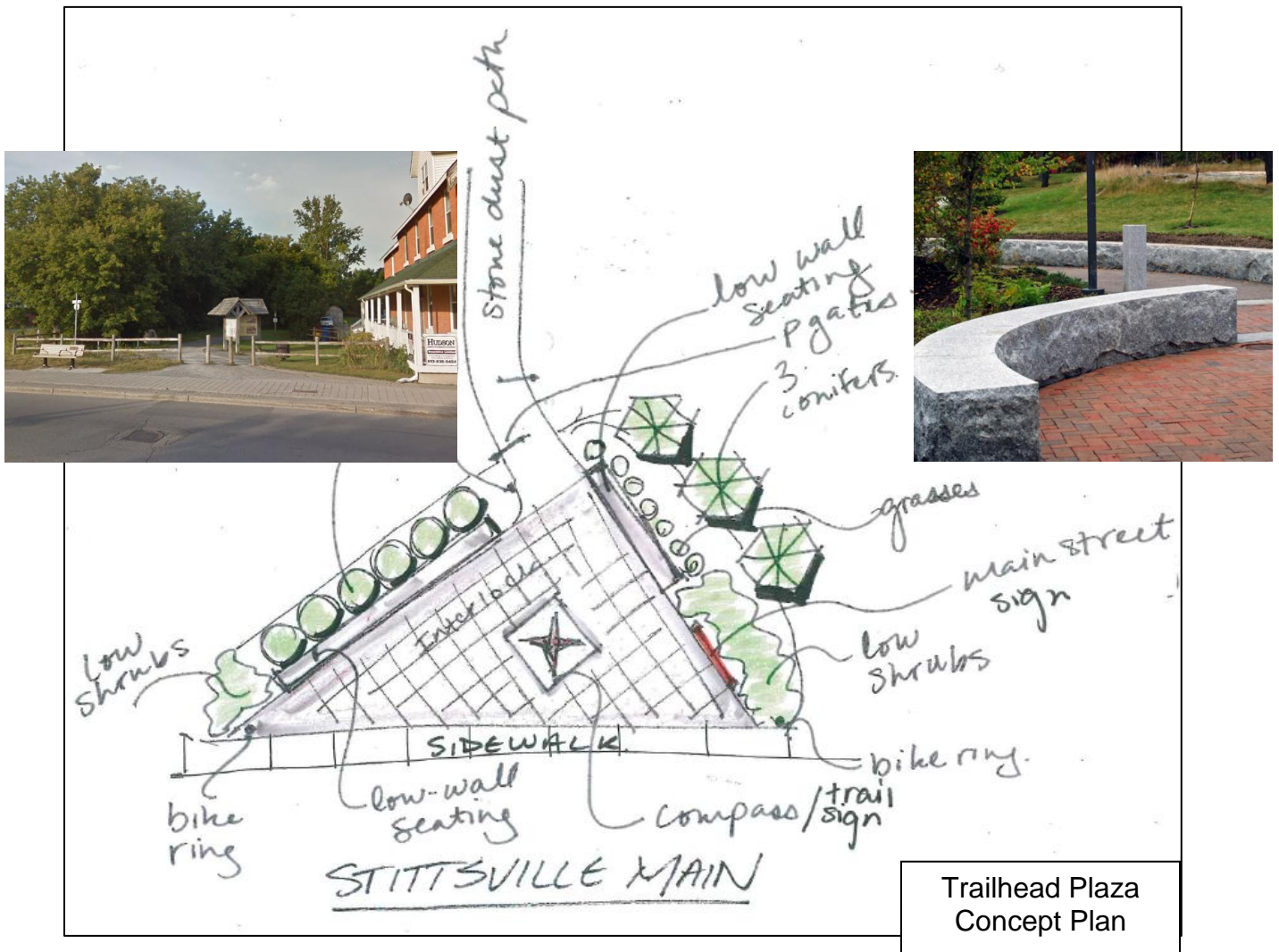
Document 3: Stittsville Main Street and Merivale Road Project Details

Stittsville Main Street Project Concept: Trailhead Plaza at Stittsville Main Street.



Proposed Location:

West side of Stittsville Main Street south of Abbott Street at the entrance to the Trans Canada Trail.



Trailhead Plaza
Concept Plan



New Street Furniture – Various Options



Benches on new concrete pads



Pole banners/flag holders/basket holders



Bike rings in strategic cycling locations



Waste receptacles – village centre



Flag poles (various locations)

Stittsville Main Street: Project Description

Project includes a new trailhead piazza located at the western entrance of the Trans-Canada Trail on Stittsville Main Street and other main street improvements. Estimated project cost is \$200,000 and includes standard design, engineering, construction and contingency fees.

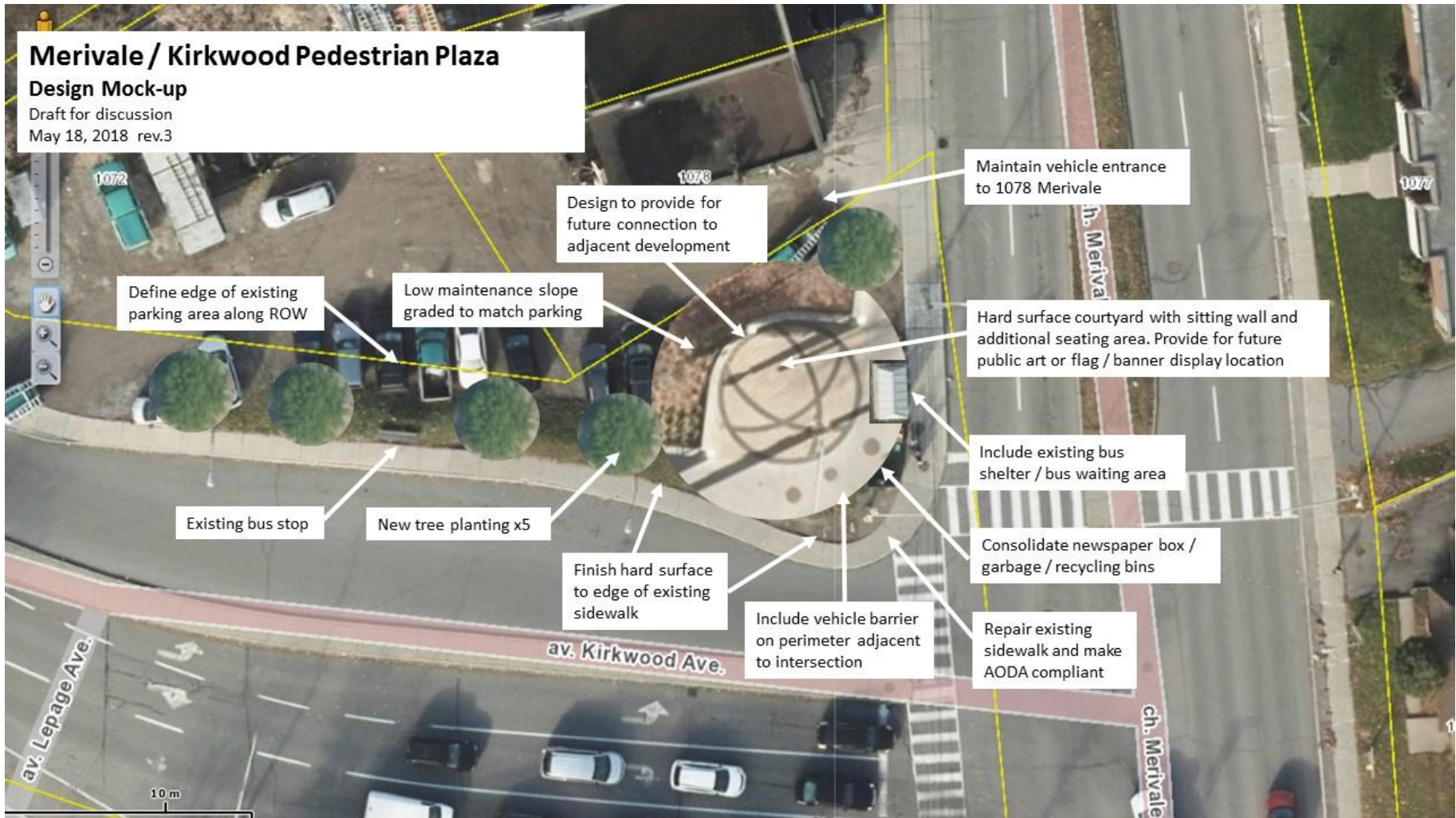
The proposed trailhead piazza includes:

- New and upgraded seating
- New landscaping
- New pavers
- Upgraded signage and wayfinding
- Upgraded cycling facilities (parking)

Additional improvements including:

- New and upgraded benches
- New bike rings in strategic locations
- Other components as determined through the design process

Merivale Road Project Concept



Merivale Road Project Details:

Project includes a new pedestrian plaza located at the northwest corner of Merivale Road and Kirkwood Avenue and other main street improvements. Estimated project cost is \$350,000 and includes standard design, engineering, construction and contingency fees.

The proposed plaza includes:

- Hard surface courtyard with sitting wall and bench seating
- Provision for future public art location and flag/banner display area
- Provision for connection to future abutting development
- New trees and landscaping
- Upgraded sidewalk along the perimeter of the plaza
- Vehicle barrier adjacent to intersection
- Bus shelter, newspaper box, garbage/recycling receptacle
- Other components as determined through the design process