



# City of Welland Brownfield Community Improvement Plan & Brownfield Strategy

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# Topics



- Community Improvement Planning
- Deliverables
- Recommendations
- Brownfields Community Improvement Project Area
- Stakeholder and Public Consultation
- Impediments to Brownfield Redevelopment
- Brownfield CIP Programs
- Municipal Leadership Strategy
- Marketing Strategy
- Final Steps

# Community Improvement Planning

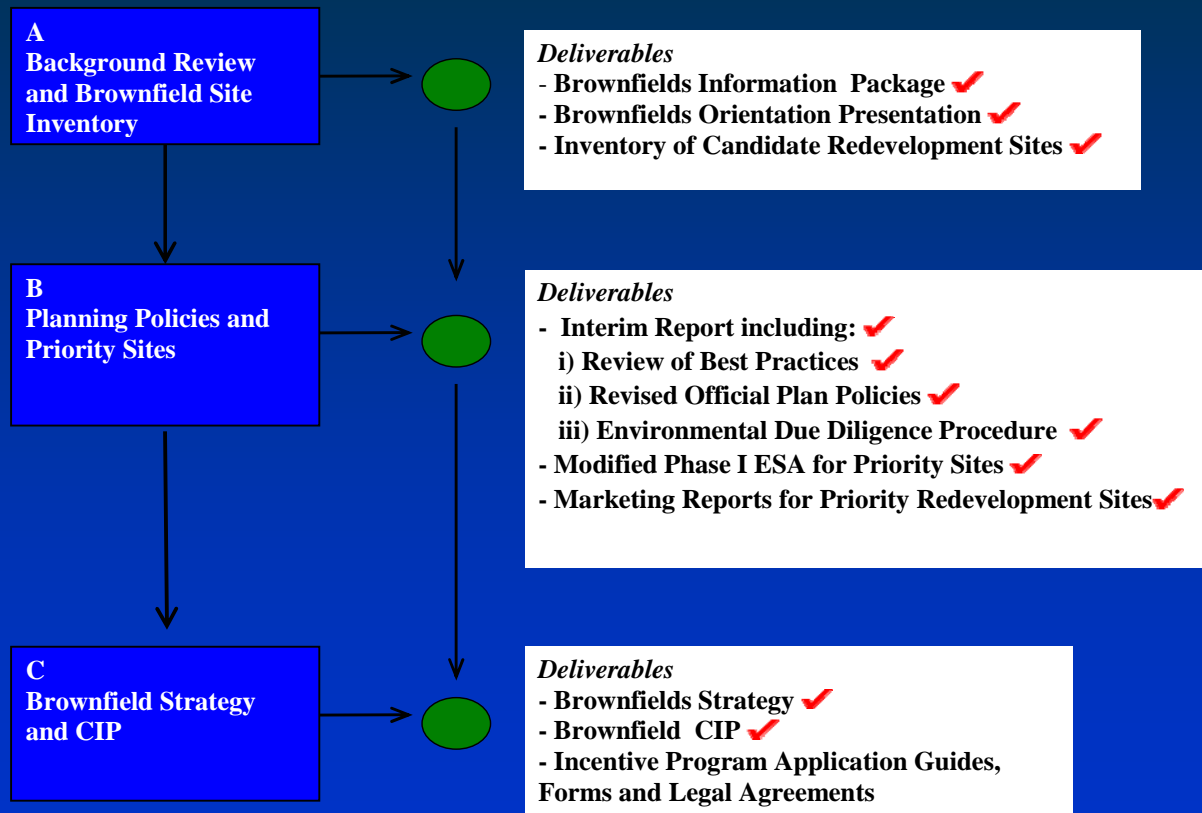


- Planning Act provides for preparation of a CIP in 'community improvement project area' (may be part or all of a municipality)
- Once City has an approved CIP, it may:
  - make grants/loans to owners, tenants or assignees to pay for cost of rehabilitating lands and buildings
  - offer municipal and education property tax assistance to pay for the cost of remediation (S. 365.1 of Municipal Act)
  - acquire, lease, sell, hold, clear, or otherwise prepare land for community improvement
- Changes to Planning Act on January 1, 2007
  - Grants and loans can now include cost of new construction for rehabilitation purposes and energy efficient buildings and retrofits
  - Municipalities can approve their own CIPs

# Deliverables



✓ = Completed





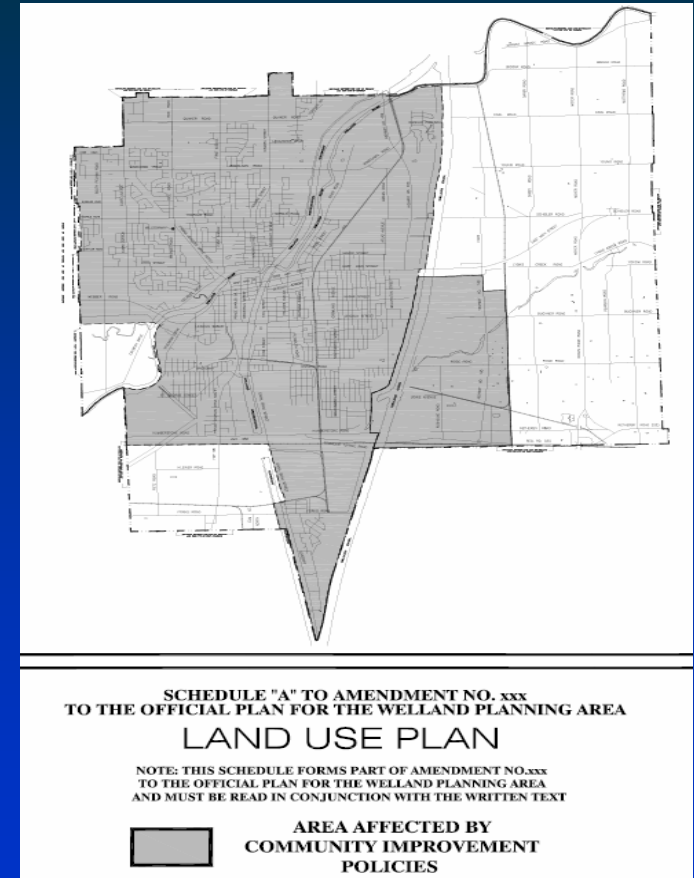
# Recommendations

- Adopt the Brownfield CIP;
- Endorse the Brownfield Strategy;
- Direct staff to undertake amendment to the DC By-law to implement the Development Charges Exemption Program;
- Direct staff to prepare Program Guidelines;
- Prepare necessary by-laws to designate the Community Improvement Project Area for the Brownfield CIP and adopt the Brownfield CIP

# Community Improvement Project Area



- Based on geographic distribution of existing and potential brownfield sites, prevailing trend in other municipalities that designate entire urban area for Brownfield CIPs, and consultation with City staff, recommended Community Improvement Project Area for Brownfields CIP is:



# Stakeholder and Public Consultation



- First Public Meeting held at beginning of process.
- Update Meeting held with staff, Liaison Committee and key stakeholders.
- Interviews (including questionnaire) with 9 key stakeholders from various sectors of the local brownfield redevelopment industry.
- Second Public Meeting to present Draft Brownfield CIP including incentive programs and municipal leadership strategy.
- Final Public Meeting under the Planning Act.

# Impediments to Brownfield Redevelopment in Welland



- Most significant to least significant:
  - Welland's overall image
  - Cost of environmental remediation
  - Cost of environmental site assessments
  - Time required for municipal planning approvals
  - Lack of public education and awareness
  - Lack of developer awareness of opportunities
  - Market conditions (low land values and lack of demand)
  - Lack of four lane road access to Welland
  - Lack of alternative remediation technologies
  - Inability to use Risk Based Remediation Approaches
  - Inadequate infrastructure



# Brownfield CIP Programs

- Proposed Financial Incentive Programs to address key impediments to brownfield redevelopment:
  - 1) Environmental Site Assessment (ESA) Grant Program
  - 2) Tax Assistance Program
  - 3) Rehabilitation Grant Program (TI based)
  - 4) Planning and Building Fees Refund Program
  - 5) Development Charge Exemption Program
- Note: To apply for and receive incentive programs 2)-5):
  - Phase II ESA must show that property is contaminated, and,
  - Applicant must file a Record of Site Condition (RSC) with MOE after remediation/risk assessment completed

# Environmental Site Assessment Grant Program



- Matching grant (50%) of study costs for a Phase II ESA, Remedial Action Plan or Risk Assessment of up to:
  - \$15,000 per study;
  - Maximum two (2) studies per property;
  - Maximum \$25,000 per property/project
- Phase I ESA must show property potentially contaminated
- Study must be on property that has potential for rehabilitation/redevelopment
- Program to be offered for 5 years, with option to extend for 5 years.



# Tax Assistance Program

- Freeze municipal (City and Regional) property taxes for up to 5 years and provincial (education) property taxes for up to 3 years.
- Eligible property - Phase II ESA shows property does not meet provincial standards
- Eligible costs:
  - Environmental remediation, risk management and site monitoring
- MOF approval required for education tax assistance
- Tax assistance is not assignable – terminates upon change of ownership
- Program to be offered for 5 years, with option to extend 5 years.



# Rehabilitation Grant Program

- Up to 90% of increase in municipal (City and Region) property taxes resulting from project paid to the developer in form of an annual grant for up to 10 years
- Eligible costs:
  - Cost of environmental remediation and/or risk management
  - Demolition and building rehabilitation and retrofit works
  - Energy efficiency
  - Up-grading on-site and off-site infrastructure Grant level dependant on LEED standard achieved
- Rehabilitation Grant starts after Tax Assistance ends
- Grant is assignable
- Program to be offered for 10 years

# Rehabilitation Grant Program



## Brownfields Rehabilitation Grant Level

Year	No LEED Certification	LEED Certification	LEED Silver	LEED Gold	LEED Platinum
1	70%	80%	80%	80%	90%
2	60%	80%	80%	80%	90%
3	60%	70%	70%	80%	90%
4	50%	70%	70%	80%	90%
5	50%	60%	70%	80%	90%
6	50%	60%	70%	80%	90%
7	40%	50%	60%	80%	90%
8	30%	50%	60%	80%	90%
9	20%	40%	60%	80%	90%
10	20%	30%	60%	80%	90%
<b>TOTAL</b>	<b>450</b>	<b>590</b>	<b>680</b>	<b>800</b>	<b>900</b>

# Planning and Building Fees Refund Program



- City provides refund of:
  - 100% of planning application fees;
  - 100% of demolition permit fee;
  - Between 50% and 100% of building permit fee depending on LEED standard achieved:
    - 50% if no LEED Certification;
    - 65% if LEED Certified;
    - 75% if LEED Silver;
    - 90% if LEED Gold
    - 100% if LEED Platinum
- Fees paid at time of application refunded upon building completion and substantial occupancy
- Program to be offered for 5 years, with option to extend for 5 years.

# Development Charge Waiver Program



- Exemption from paying up to 75% of the City development charge on brownfield projects.
- Exemption from paying up to an additional 25% of City development charges for projects that incorporate Smart Growth principles.
- Region has passed a similar program for Regional development charges (75%-100% exemption).
- Exemption will be applied at the time development charges are paid, i.e., building permit issuance
- Program to be offered for 5 years, with option to extend for 5 years.



# Municipal Leadership Strategy

- Proactive Municipal Leadership Strategy to:
  - Provide more support and leadership on brownfield projects;
  - Communicate development opportunities and incentive programs to developers and real estate professionals;
  - Improve the overall image of Welland.
- Municipal Actions
  - Acquisition of key sites;
  - Proactive tax sales
  - RFPs for development proposals on failed tax sale properties
  - Active participation in public-private partnerships and pilot projects
  - Establish brownfield coordinator role



# Marketing Strategy

- Marketing Strategy important to success of CIP
- Proactive and regular marketing of City's brownfield incentive programs and redevelopment opportunities
- Target Audience includes brownfield market makers both inside and outside Welland:
  - Property owners, developers and potential end users;
  - Support professionals (environmental, legal, planning, real estate, etc...)
- Comprehensive multi-media campaign including:
  - Brownfields CIP Programs Information Brochure
  - Marketing Profiles of Top Ten Redevelopment Sites
  - Redevelopment success stories and general marketing information
  - Web site materials
  - Presentations to brownfield market makers
  - Attendance by staff and elected officials at brownfield conferences
  - Media releases



# Final Steps

- Council passes by-law adopting CIP and CI project Area
- Prepare program guides, application forms and legal agreements
- Implement CIP Programs, including Marketing Strategy

