



Township of Mapleton Community Improvement Plan



Township of Mapleton Community Improvement Plan

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Table of Contents

| | | |
|------------|--|-----------|
| 1.0 | Introduction. | 1 |
| 1.1 | About | 1 |
| 1.2 | Mapleton Means Business. | 2 |
| 1.3 | What is a Community Improvement Plan? | 3 |
| 1.4 | Authority | 4 |
| 2.0 | Basis of the CIP. | 5 |
| 2.1 | Enabling Official Plan Policies | 5 |
| 2.2 | Background and Options Discussion Paper | 7 |
| 2.3 | Community & Stakeholder Consultation | 8 |
| 3.0 | Goals & Objectives | 9 |
| 3.1 | Overview | 9 |
| 3.2 | Goals | 10 |
| 4.0 | Community Improvement Project Areas. | 11 |
| 4.1 | Overview | 11 |
| 4.2 | Urban Centre CIPA. | 12 |
| 4.3 | Agricultural CIPA | 13 |
| 4.4 | Hamlet CIPA. | 14 |
| 4.5 | Industrial CIPA. | 15 |
| 4.6 | Licensed Home Child Care CIPA | 16 |
| 5.0 | Township Programs | 17 |
| 5.1 | Overview | 17 |
| 5.2 | Strategy for County Participation in the CIP | 18 |
| 5.3 | Township-wide Signage and Marketing Improvements | 19 |

6.0 Financial Incentive Programs20

| | | |
|------|--|----|
| 6.1 | Overview | 20 |
| 6.2 | General Eligibility Criteria | 21 |
| 6.3 | Availability | 23 |
| 6.4 | Design & Study Grant | 25 |
| 6.5 | Planning Application and Building Permit Fee Grant | 27 |
| 6.6 | Façade, Signage, and Property Improvement Grant | 29 |
| 6.7 | Building Improvement Grant | 32 |
| 6.8 | Accessibility Grant | 34 |
| 6.9 | Building Conversion/Expansion Grant | 36 |
| 6.10 | Major Redevelopment Tax Increment Equivalent Grant (TIEG) | 38 |
| 6.11 | Residential Conversion, Rehabilitation and Intensification Grant | 40 |
| 6.12 | Licensed Home Child Care Grant | 42 |
| 7.1 | Implementation Period | 44 |

7.0 Implementation.44

| | | |
|-----|-----------------------------------|----|
| 7.2 | Administration. | 45 |
| 7.3 | Financial Management. | 47 |
| 7.4 | Applying for Incentives | 48 |

8.0 Marketing.50

| | | |
|-----|-------------------------------|----|
| 8.1 | Target Markets. | 50 |
| 8.2 | Marketing Materials | 52 |

9.0 Monitoring53

| | | |
|-----|---------------------------|----|
| 9.1 | Purpose. | 53 |
| 9.2 | Frequency | 54 |
| 9.3 | Measures. | 55 |
| 9.4 | Reporting | 56 |
| 9.5 | Plan Amendments | 57 |

| | |
|--|-----------|
| 10.0 County Participation | 58 |
| 10.1 About the Programme | 58 |
| 10.2 Goals | 59 |
| 10.3 Priorities | 60 |
| 10.4 County Financial Incentive Programs | 62 |
| 10.5 Administration Process Summary | 65 |
| 11.0 Community Futures Loans | 66 |
| 11.1 Overview | 66 |
| 11.2 Wellington Waterloo Community Futures (WWCFDC) | 67 |
| 11.3 Saugeen Economic Development Corporation (SEDC) | 68 |
| 12.0 Conclusion | 69 |
| 13.0 Glossary | 70 |
| Appendix A | 71 |
| Wellington County Official Plan Land Use Schedules | 71 |

Figures

| | |
|--|----|
| Figure 1: Eligible Uses | 21 |
| Figure 2: Financial Incentive Program Availability Example | 24 |
| Figure 3: Jurisdictional Scan, Annual CIP Budget Allocation..... | 47 |
| Figure 4: Communications & Marketing Messages..... | 51 |
| Figure 5: Measures to be Evaluated in CIP Monitoring | 55 |
| Figure 6: Adapted Summary of Invest Well Programmes..... | 63 |
| Figure 7: Adapted Administration Process Summary | 65 |

1.0 Introduction

1.1 About

The Township of Mapleton Community Improvement Plan (CIP) is a Township-wide, strategic planning tool focused on making Mapleton a more inviting destination and ensuring that it is a business friendly community.

The initial Township of Mapleton CIP was published in 2017. In 2019, an update was made to integrate the Wellington County Invest Well Programme, include agriculture-related uses (i.e., farm stands), and capture a program aimed at residential conversion, rehabilitation and intensification.

Building on the 2019 publication, this 2025 update has been made to reflect the updated Wellington County Invest Well Programme (2023), and better support industrial development and childcare initiatives throughout the community.

Source: Township of Mapleton



1.2 Mapleton Means Business

The Township has undertaken several strategic planning initiatives in support of community and economic development in Mapleton, including an *Economic Development Strategy* (2013), *Municipal Cultural Plan* (2015), *Urban Design Guideline Strategy* (2017), and most recently, a *Strategic Plan* (2023). Several common themes and ‘action items’ emerged from these initiatives, with respect to improving the physical and economic status of Mapleton, including:

- Supporting new and existing local businesses,
- Promoting downtown revitalization, and
- Encouraging farm business opportunities.

Accordingly, this CIP has been developed to communicate to residents, business owners, visitors, and neighbouring communities, that Mapleton is committed to local revitalization and beautification, and supporting new and existing businesses.

This CIP demonstrates that “Mapleton means Business”.

1.3 What is a Community Improvement Plan?

A Community Improvement Plan (CIP) is a municipal planning tool, enabled by the *Ontario Planning Act*, that sets out programs and strategies for improving the built, economic, and social environment in designated areas of a municipality. Many municipalities across Ontario have prepared CIPs to achieve important community goals, such as:

- Facilitating and coordinating the transition of neighbourhoods and areas,
- Stimulating economic growth and development,
- Assisting property owners with repair, rehabilitation, and redevelopment projects, and
- Raising awareness of local needs and priorities.

Under Section 106 of the *Municipal Act*, municipalities are prohibited from directly or indirectly assisting local businesses by giving or lending money. However, having a CIP in place allows municipalities to provide financial assistance to private properties. Therefore, this CIP will allow the Township of Mapleton to stimulate local investment through the financial incentive programs identified in **Section 6.0 Financial Incentive Programs**.

1.4 Authority

The *Planning Act* is the primary piece of legislation that provides for the preparation of CIPs. Specifically, Section 28 of the Planning Act sets out:

- Types of projects/activities/works that are considered ‘community improvement’, which can include the redevelopment, rehabilitation, or other improvements to residential, commercial, industrial, and public buildings, structures, or facilities;
- A community improvement planning process whereby a municipality must first identify and adopt through by-law a designated ‘community improvement project area’, after which a ‘community improvement plan’ may be prepared and adopted by a municipal council. However, this may only be done where there are enabling policies in the municipality’s official plan (which is the case in the Township of Mapleton, as discussed in **Section 2.1 Enabling Official Plan Policies**);
- Tools that can be implemented once a municipal council adopts a ‘community improvement plan’, which include grants or loans to owners or tenants (with written consent of the owner) of land and buildings within the community improvement project area; and
- Eligible costs for which a municipality can provide such grants or loans, which may include costs related to development, redevelopment, construction and/or reconstruction projects for rehabilitation purposes or for the provision of energy efficient improvements.

In addition to the Planning Act, several other legislative documents provide the authority for municipalities to implement tools to assist with community improvement, including the *Ontario Municipal Act*. For additional information on any of the provisions for community improvement planning, the legislation identified above should be referred to. Worth noting, a more detailed discussion of legislative authority was provided in a Background and Options Memo, which informed this CIP, as discussed in **Section 2.2 Background and Options Discussion Paper**.

2.0 Basis of the CIP

2.1 Enabling Official Plan Policies

The *Wellington County Official Plan* sets out land use policies and provides direction for community improvement planning in the Township of Mapleton. The following is a review of policies from the Official Plan that enable the Township to prepare a CIP.

Official Plan Section 4.12.2 identifies the following objectives for community improvement:

- a. Promote the long term stability and viability of identified Community Improvement Project Areas by reducing land use conflicts and upgrading municipal services;
- b. Encourage coordinated municipal expenditures, planning and development activities within identified Community Improvement Project Areas;
- c. Stimulate the maintenance and renewal of private property;
- d. Enhance the visual quality of the community; and
- e. Foster local economic growth.

Official Plan Section 4.12.3 identifies the following criteria for the designation of a Community Improvement Project Areas:

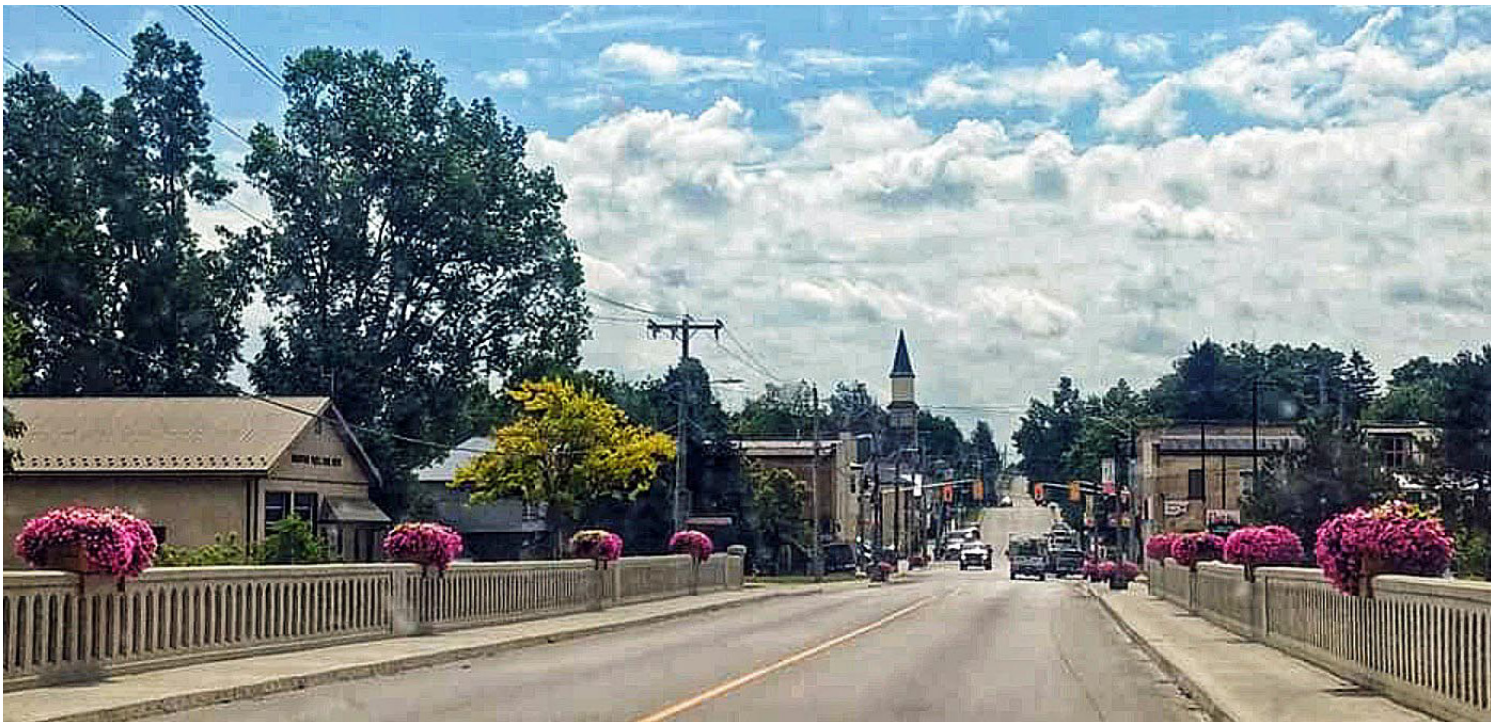
- a. A significant portion of the housing stock and other buildings are in need of maintenance, rehabilitation or redevelopment;
- b. Municipal services including sanitary sewer, storm sewer, water supply systems, roads, sidewalks, curbs, gutters, street lighting or parking facilities are inadequate and in need of repair;
- c. The supply of public open space or recreation facilities is deficient;
- d. There are conflicting land uses in the area;
- e. Within commercial areas, deterioration in the appearance of building facades, inadequate parking facilities or inadequate pedestrian access;
- f. A significant portion of the buildings are considered heritage resources;
- g. There is a need to remediate brownfields, improve the energy efficiency of buildings, or provide affordable housing; or
- h. There are other environmental, social or community development reasons that have been identified by a Council.

To support implementation, Official Plan Section 4.12.4 states that a local Council may:

- a. Prepare, adopt, and implement a community improvement plan(s) within a designated Community Improvement Project Area(s), pursuant to the Planning Act and the community improvement policies set out in this Plan;
- b. Provide public funds such as grants, loans and other financial instruments;
- c. Take advantage of federal and provincial funding programs which would benefit the community;
- d. Prepare and adopt a property standards by-laws;
- e. Co-operate with groups and organizations whose objectives include community improvement;
- f. Undertake other municipal actions, programs, or investments for the purpose of achieving the community improvement objected identified in Official Plan Section 4.12.2.

Finally, there are policies that enable Wellington County to participate in Mapleton's CIP. Official Plan Section 4.12.5 states that County Council may participate in a municipality's Community Improvement Plan, and make grants and loans to the Council of a lower tier municipality for the purposes of carrying out a Community Improvement Plan that has come into effect, on such terms as to security and otherwise as County Council considers appropriate.

Source: Township of Mapleton



2.2 Background and Options Discussion Paper

In June 2016, a *Background and Options Memo* was prepared as part of the initial development of the Mapleton CIP. The memo provided:

- A legislative review (summarizing Section 28 of the Planning Act and other relevant legislation);
- A review of the local policy framework (including Provincial, Wellington County, and Township planning documents);
- A discussion of other key documents, providing context for the CIP (including economic development plans/papers and strategic planning documents);
- A study area analysis (focusing on existing conditions, critical needs, and opportunities for improvement in the Township's key areas of economic activity);
- A summary of findings from community consultation events; and
- An overview of case studies of comparable CIPs.

The memo also provided options with respect to:

- Designating a Community Improvement Project Area;
- Identifying Municipal Leadership Programs;
- Identifying Financial Incentive Programs; and
- Other Implementation Options.

These options were presented to Township Council on June 28, 2016 to obtain input and seek confirmation to carry forward in the development of the CIP. The Background and Options Memo serves as a key basis for the Mapleton CIP. It should be referred to for a detailed discussion of the issues and options considered during the preparation of this CIP.

2.3 Community & Stakeholder Consultation

Several community consultation events and initiatives were undertaken as part of the development of the CIP. Phase One consultation events provided community insight on local economic development and planning needs, issues, and options to be addressed by a CIP. Phase Two consultation events allowed stakeholders to provide comments on the proposed Mapleton CIP programs prior to adoption by Township Council.

Since the onset of Mapleton's CIP development, community consultation events and initiatives included:

- A Phase One Stakeholder Workshop was held on February 17, 2016 to discuss issues and needs regarding improvements to private property;
- The Background and Options Memo was prepared during the spring of 2016, which identified a set of options for the development of a CIP, and the memo was finalized and made available to stakeholders and members of the public in June 2016 for review and comment;
- A Phase One Council Presentation was delivered in June 2016 to obtain input on the set of options in the Background and Options Memo;
- A Public Information Session was held on October 13, 2016 to share information about the project and obtain further input on the options for Mapleton's CIP;
- Recommended CIP programs were identified based on input from Council and the public, and were presented at a Phase Two Stakeholder Workshop on November 14th, 2016;
- A Phase Two Council Workshop was held on November 22, 2016 to discuss the recommended CIP programs; and
- Based on Council input, a memo outlining recommended CIP programs and implementation details was provided to the Ministry of Municipal Affairs and Housing on December 1, 2016 for information and review.

3.0 Goals & Objectives

3.1 Overview

To be eligible for financial incentives offered through the Mapleton CIP, an improvement project must support the goals and objectives set out below. For each of the goals and objectives, a number of measures have been identified in **Section 9.3 Measures**, for monitoring the Plan's effectiveness.

Source: Township of Mapleton



3.2 Goals

3.2.1 Goal #1: Mapleton as a Business Friendly Community

This CIP will help Mapleton be business friendly community. It will stimulate economic development and support the growth of new business opportunities in key areas of economic activity.

Objectives

- a. Increase the number of commercial, retail and mixed-use buildings/properties in the Urban Centres/Hamlets.
- b. Increase the number of farm businesses in the Agricultural area.
- c. Attract new investment to the Township.
- d. Support new business start-ups and expansions to existing businesses.
- e. Increase employment opportunities for residents.
- f. Retain and support existing businesses.

3.2.2 Goal #2: Mapleton as an Inviting Destination

This CIP will help make Mapleton an inviting destination. It will assist with revitalization and beautification efforts through physical and aesthetic improvements to public and private properties.

Objectives

- a. Implement aesthetic improvements to façades, signage, and landscapes.
- b. Implement functional improvements to buildings and property.
- c. Reduce the number of under-utilized or non-performing buildings and properties.
- d. Apply dedicated Township funds for improvements to community facilities and the public realm.
- e. Ensure that improvements are consistent with the Township's vision and goals for urban design.
- f. Implement signage that promotes Mapleton and contributes to a unique visitor experience.

4

4.0 Community Improvement Project Areas

4.1 Overview

In accordance with the *Planning Act*, the following Section identifies the Community Improvement Project Areas (CIPAs) that have been designated for the Mapleton CIP.

To achieve the goals and objectives of this CIP, three CIPAs have been identified, as described below. These lands have been adopted as such by by-law. In addition to the descriptions below, potential applicants should refer to **Appendix A**, to assist with interpretation.

Financial incentive programs identified in **Section 6.0 Financial Incentive Programs** may be available to registered owners, assessed owners, and tenants (with written consent of the owner) of lands and buildings located within the CIPAs, subject to several eligibility criteria.

4.2 Urban Centre CIPA

The Urban Centre CIPA includes commercial, retail and mixed-use buildings/properties in the Urban Centres of Drayton and Moorefield. Specifically, it includes the following, as identified on Schedules B4-1 and B4-2 of the Wellington County Official Plan:

- Lands designated Central Business District; and
- Lands designated Highway Commercial and located within the Township's 'Built Boundary'.

These areas have been included because they have the potential to be enhanced and improved through the development, redevelopment, and revitalization of private property. They have a significant concentration of existing businesses, and can accommodate new businesses.

Source: Township of Mapleton



4.3 Agricultural CIPA

The Agricultural CIPA includes agricultural land and buildings in the Agricultural area of Mapleton. Specifically, it includes the following, as identified on Schedule B4 of the Wellington County Official Plan:

- Lands designated Prime Agricultural.

These areas have been included because of the significance of agricultural operations to the local economy and because they have the potential to accommodate new and expanded farm businesses and help attract new visitors to the Township.

Source: Township of Mapleton



4.4 Hamlet CIPA

The Hamlet CIPA includes existing commercial buildings in the Hamlet Areas of Mapleton. Specifically, it includes the following, as identified on Schedules B4 and B4-3 of the Wellington County Official Plan:

- Lands designated Hamlet Area.

These areas have been included because they have the potential to be enhanced and improved through the development, redevelopment, and revitalization of private property. They have existing businesses, and may accommodate new businesses in the future.

Source: Township of Mapleton



4.5 Industrial CIPA

The Industrial CIPA includes industrial buildings/properties throughout Mapleton. Specifically, it includes the following, as identified on Schedules B4, B4-1, B4-2, and B4-2 of the Wellington County Official Plan:

- Lands designated Industrial; and
- Lands designated Rural Employment Area.

These areas have been included because they have the potential to stimulate new employment opportunities, associated with new industrial development.

Source: Township of Mapleton



4.6 Licensed Home Child Care CIPA

The Licensed Home Child Care CIPA includes existing residential buildings/properties throughout Mapleton. Specifically, it includes the following, as identified on Schedules B4, B4-1, B4-2, and B4-2 of the Wellington County Official Plan:

- Lands designated Residential; and
- Lands designated Prime Agricultural.

These areas have been included because they have the potential to accommodate new Licensed Home Child Care programmes to help attract, support and retain, working parents/guardians in the Township.

Source: Wellington County



5.0 Township Programs

5.1 Overview

The Mapleton CIP sets out a set of Township Programs, through which it can provide proactive and visible leadership in achieving the goals of the Mapleton CIP. By setting out a framework for Township-led improvement projects, this CIP helps coordinate and guide the expenditure of Township funds.

The following Township Programs have been identified as a means for the Township to participate in community improvement and to encourage private sector investment in the designated CIPAs. The Township may engage in any of the programs and initiatives outlined below as part of the implementation of this Plan, subject to the availability of Township funds and other resources. An indication of anticipated timing is provided as a target; however, by identifying the programs and anticipated timing below, the Township is in no way committed to implementing them during the life of this CIP.

5.2 Strategy for County Participation in the CIP

The Township (in partnership with Wellington County) should develop a Strategy for County Participation in the CIP. A Working Committee made up of Township and County staff could be organized to discuss options/develop a strategy for the County's participation, including:

- The County's goals, objectives, and policy framework for participation in local CIP programs;
- Options for County participation in certain Financial Incentives offered through the Plan; and
- Parameters for participation, such as the review/approval of applications, and agreement execution.

This is a high-priority Township program that should be implemented upon Council adoption of the CIP.

5.3 Township-wide Signage and Marketing Improvements

The Township should undertake a Township-wide Signage and Marketing Improvement Initiative, which would help promote Mapleton's brand and image, and to improve wayfinding and highlight destinations, including significant cultural resources and entertainment options, and a wide range of opportunities for buying local. Coordinated Township signage and wayfinding, local mapping, and web-based resources could be developed as part of this initiative. Additional initiatives may include preparing brochures, inserts, and advertisements for local and regional newspapers.

This is a medium-priority Township program that should be implemented within the 2-3 years of Council adoption of this CIP.

Source: Township of Mapleton



6.0 Financial Incentive Programs

6.1 Overview

The Township of Mapleton can provide financial assistance to eligible applicants within the designated Community Improvement Plan Area (CIPA). The purpose of the financial incentive programs is to provide support for physical improvements to privately owned lands and buildings, where such improvements will result in, or contribute to, the goals and objectives in **Section 3.0 Goals & Objectives**.

The Mapleton CIP identifies nine (9) financial incentive programs that may be available to eligible applicants:

1. Design and Study Grant
2. Planning Application and Building Permit Fee Grant
3. Façade, Signage and Property Improvement Grant
4. Building Improvement Grant
5. Accessibility Grant
6. Building Conversion and Expansion Grant
7. Major Redevelopment Tax Incentive Equivalent Grant (TIEG)
8. Residential Conversion, Rehabilitation and Intensification Grant
9. Licensed Home Child Care Grant

The Township may provide funding for any of the above incentive programs during the term of the CIP, subject to the availability of resources. Detailed information about how each of the incentive programs works is provided following the General Eligibility Criteria below.

6.2 General Eligibility Criteria

To be eligible for any of the financial incentive programs that may be offered by the Township, the following criteria must be met:

- a. The lands and buildings subject to an application must be located within a CIPA, designated by by-law for the purpose of the CIP. For more information on CIPAs, applicants should refer to **Section 4.0 Community Improvement Project Areas**. Township staff should also be consulted to confirm, prior to application submission.
- b. Only certain types of existing or proposed uses in each of the CIPAs will be eligible for financial incentives. Unless otherwise specified by this Plan, Figure 1 below will generally be used as a guide for determining the eligible uses within each of the CIPAs.

| CIPA | Eligible Uses (Existing or Proposed) |
|----------------------|---|
| Urban Centre CIPA | Commercial/Retail and Mixed Use |
| Agricultural CIPA | Farm Businesses, as permitted by Section 6.4.4 of the Wellington County Official Plan |
| Hamlet CIPA | Commercial/Retail |
| Industrial CIPA | Industrial |
| Home Child Care CIPA | Licensed Home Child Care |

Figure 1: Eligible Uses

- c. All projects must contribute to achieving one or more community improvement goals and objectives (as identified in **Section 3.0 Goals & Objectives**).
- d. All proposed projects must result in some level of improvement or rehabilitation over the existing conditions and will not simply represent a life cycle replacement.
- e. Unless otherwise specified, registered owners, assessed owners, and tenants (with written consent of the owner) of private land or buildings may be eligible for financial incentives.
- f. The total value of all grants provided to an owner/tenant shall not exceed the total value of eligible costs associated with the community improvement project works.

- g. An applicant may be eligible for multiple grants during the term of this CIP if the total combined value of grants provided by the Township in any 24-month period shall not exceed \$10,000 per project and/or property (or the total value of eligible costs, whichever is less).
- h. Financial incentives will not be applied retroactively to works started prior to approval of applications and any application for costs incurred prior to the adoption of this CIP will not be considered eligible.
- i. The property owner must have no outstanding property tax arrears or any other outstanding municipal obligation on the subject property at the time of application or during the term of the grant.
- j. Applicants will be required to disclose all other funding sources, including governmental, private, or not-for-profit funding to support the project. These shall be taken into consideration in the review of applications and the value of incentives may be reduced.
- k. The proposed works will conform with all applicable policies, standards, and procedures, including (but not limited to) the Official Plan, Zoning By-law, Design Guidelines, in addition to being subject to a review and the issuance of necessary planning and development approvals and building permits pursuant to the Ontario Building Code.

In addition to these general eligibility criteria, a set of program-specific eligibility criteria must also be met, which are outlined in the description of financial incentives (below).

6.3 Availability

As discussed in **Section 4.0 Community Improvement Project Areas**, several CIPAs have been identified for the Mapleton CIP. The purpose of the CIPAs is to respond to unique needs, issues, and opportunities in certain areas of the Township. By identifying these CIPAs, Mapleton has created a flexible approach to community improvement, that will allow the Township to focus on multiple key economic areas during the implementation period.

However, given the large geographic area of the Township, and the number of businesses and property owners within the CIPAs that may wish to access financial incentive programs, not all CIPAs identified will be eligible for the various suites of financial incentive programs in each year of implementation. As outlined in **Section 7.2 Administration**, on an annual basis, Council will approve an implementation plan, which sets out:

1. Financial incentive programs that will be available within each of the CIPAs for that year, if any; and
2. A community improvement budget for financial incentives that have been put into effect for that year, if any.

Figure 2 on the following page provides an **example** of how the Township may determine how each suite of incentives will be made available in each CIPA annually to support the broader goals and objectives of the CIP, subject to the availability of resources.

| Incentive Program | Urban Centre CIPA | Central Business District | Other Existing Commercial Areas | Agricultural CIPA | Hamlet CIPA | Industrial CIPA | Licensed Home Child Care CIPA |
|--|-------------------|---------------------------|---------------------------------|-------------------|-------------|-----------------|-------------------------------|
| Design & Study Grant | | • | | • | • | • | |
| Planning Application and Building Permit Fee Grant | | • | | • | • | • | |
| Facade, Signage and Property Improvement Grant | | • | • | • | • | | |
| Building Improvement Grant | | • | | | • | | |
| Accessibility Grant | | • | • | | • | | |
| Building Conversion and Expansion Grant | | • | | • | • | | |
| Major Redevelopment Tax Increment Equivalent Grant | | • | | | • | • | |
| Residential Conversion, Rehabilitation and Intensification Grant | | • | • | • | • | | |
| Licensed Home Child Care Grant | | • | | | | | • |

Figure 2: Financial Incentive Program Availability Example
(to be determined annually through a CIP Implementation Plan)

6.4 Design & Study Grant

6.4.1 Purpose and Anticipated Benefits

- a. The Design and Study Grant may be available to eligible applicants for the completion of studies, plans, or designs that will investigate the site-specific potential of an improvement project.
- b. This program is intended to aid with initial background planning and design in support of development or redevelopment projects on eligible properties.

6.4.2 Value of Grant

- a. Where all eligibility requirements are fulfilled, a Design and Study Grant may be provided for up to 50% of the total cost to complete eligible studies, plans, or designs (identified below).
- b. The Township will provide a maximum of \$2,500 per project and/or property as part of a Design and Study Grant.

6.4.3 Eligibility Criteria

- a. Properties will be eligible for the Design and Study Grant if the proposed or potential use being investigated is in accordance with the table of eligible uses in **Section 6.2 General Eligibility Criteria** (Figure 1).
- b. All general eligibility criteria set out in **Section 6.2 General Eligibility Criteria** of this CIP must be met.
- c. The studies, plans, or designs must provide new site-specific information in support of a potential improvement project.
- d. Applicants receiving the Design and Study Grant may be eligible for additional incentive programs offered through this Plan in accordance with **Section 6.2 General Eligibility Criteria** (g).
- e. Agriculture-related uses (e.g. farm stands) which are open to the visiting public and which represent value added agricultural activity.

6.4.4 Eligible Costs

- a. The cost to complete any of the following types of studies, plans, or designs may be eligible for the Design and Study Grant:
 - i. Concept plans;
 - ii. Site plan drawings;
 - iii. Environmental studies;
 - iv. Structural analyses;
 - v. Evaluation of existing and proposed mechanical, electrical, and other building systems;
 - vi. Traffic Impact Assessments;
 - vii. Other site-specific studies or plans which may be required by the Township at the time of pre-consultation or site plan approval and as approved by the CIP Implementation Committee; and
 - viii. Any combination of the above.
- b. Eligible studies, plans, or designs must be completed by licensed and/or qualified professionals as deemed by the Township.
- c. The applicant must provide at least two quotes for the completion of the subject studies, plans, or designs at the time of a financial incentive application, or the applicant must provide an explanation as to why three quotes is not possible (i.e., extenuating circumstances, etc.).

6.4.5 Payment

- a. All completed studies, plans, or designs must comply with the description as provided in the grant application form.
- b. The grant will be provided upon successful completion of the approved study, plan, or design. The grant will be paid in a lump sum as a reimbursement of costs incurred.
- c. One electronic and one hard copy of the completed studies, plans, or designs shall be submitted to the Township for its review and retention.
- d. All completed studies will become the shared property of the Township and the successful applicant.

6.5 Planning Application and Building Permit Fee Grant

6.5.1 Purpose and Anticipated Benefits

- a. The Planning Application and Building Permit Fee Grant may be available to eligible applicants to offset the planning and building fees required by the Township.
- b. This program is intended to reduce the costs associated with improvements to private properties.

6.5.2 Value of Grant

- a. Where all eligibility requirements are fulfilled, a Planning Application and Building Permit Fee Grant may be provided to cover 50% of the eligible fees required by the Township in relation to a proposed project and/or property.
- b. The Township will provide a maximum of \$1,500 per project and/or property as part of a Planning Application and Building Permit Fee Grant.

6.5.3 Eligibility Criteria

- a. Properties will be eligible for the Planning Application and Building Permit Fee Grant if the proposed or existing use is in accordance with the table of eligible uses in **Section 6.2 General Eligibility Criteria** (Figure 1).
- b. All other general eligibility criteria in **Section 6.2 General Eligibility Criteria** of this CIP must be met.
- c. Applicants receiving the Planning Application and Building Permit Fee Grant may be eligible for additional incentive programs offered through this Plan in accordance with **Section 6.2 General Eligibility Criteria** (g).

6.5.4 Eligible Costs

- a. Costs associated with the following may be eligible:
 - i. Planning application fees required by the Township, including minor variances, site plans, and zoning by-law amendments; and
 - ii. Building or demolition permit fees required by the Township.
- b. Costs (i.e., hourly fees) associated with the processing of planning applications will not be eligible.

6.5.5 Payment

- a. All completed projects must comply with the description as provided in the grant application form.
- b. The grant will be provided upon successful completion of the project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

6.6 Façade, Signage, and Property Improvement Grant

6.6.1 Purpose and Anticipated Benefits

- a. The Façade, Signage, and Property Improvement Grant may be available to eligible applicants to assist with the financing of improvements to an existing building's façade or signage, or to assist with other eligible improvements to private property (i.e., parking and landscaping) and agriculture-related uses (e.g. farm stands) which are open to the visiting public and which represent value added agricultural activity.
- b. This grant is intended to promote aesthetic, accessibility, and functional improvements to buildings and properties, which otherwise may not occur due to cost premiums associated with these improvements.

6.6.2 Value of Grant

- a. Where all eligibility requirements are fulfilled, a Façade, Signage, and Property Improvement Grant may be provided for up to 50% of the eligible costs of façade, signage, and/or property improvements, or any combination thereof.
- b. The Township will provide a maximum of \$5,000 per project and/or property as part of a Façade, Signage, and Property Improvement Grant.
- c. The Township will provide a maximum of \$10,000 per project and/or property when the following criteria are met:
 - i. A building has multiple storefronts or street addresses;
 - ii. Building is on a corner lot, where façade improvements are proposed on both frontages; and
 - iii. The applicant is proposing to restore the building's heritage features.
- d. In any given year, subject to a recommendation by the CIP Implementation Committee, and approval by Council, a minimum total investment of \$1,500 may be required by an applicant to be eligible. In other words, the minimum value of a project shall be \$3,000, representing a \$1,500 contribution from the applicant and a \$1,500 contribution from the Township.

6.6.3 Eligibility Criteria

- a. Properties will be eligible for the Façade, Signage, and Property Improvement Grant if the existing or proposed use is in accordance with the table of eligible uses in **Section 6.2 General Eligibility Criteria** (Figure 1).
- b. All general eligibility criteria set out in **Section 6.2 General Eligibility Criteria** of this CIP must be met.
- c. Applicants receiving the Façade, Signage, and Property Improvement Grant may be eligible for additional incentive programs offered through this Plan in accordance with **Section 6.2 General Eligibility Criteria** (g).

6.6.4 Eligible Costs

- a. For a façade Improvement undertaking, improvements to the main façade of buildings are eligible. Where a side and/or rear wall is visible from a public street or public space, or fronts onto a laneway or parking lot, improvements to these walls may also be eligible. Eligible costs include the following:
 - i. Restoration or replacement of exterior building treatments, such as brickwork/cladding/siding;
 - ii. Restoration or replacement of cornices, eaves, and parapets;
 - iii. Restoration or replacement of windows, doors, and awnings;
 - iv. Restoration or replacement of exterior lighting;
 - v. Exterior painting;
 - vi. Chemical or another façade cleaning;
 - vii. Redesign/design of storefront, agricultural-related uses such as farm stands, signs or entrance modifications, including provisions to improve accessibility; and
 - viii. Such other similar improvements and repairs that may be necessary to improve the appearance of a building façade exterior.
- b. For a signage improvement undertaking, improvements to the main storefront sign of buildings and/or agricultural-related uses such as farm stand signs are eligible. Where a side and/or rear wall sign is visible from a public street or public space, or fronts onto a lane way or parking lot, improvements to these signs may also be eligible.

- c. For a property Improvement undertaking, improvements to the front yard of properties are eligible. Eligible costs include the following:
 - i. Addition of landscaping features (plants/green space, including sod, trees, vegetation, etc.);
 - ii. Addition of permanent landscaping elements such as fencing, benches, planters, and lighting;
 - iii. Addition of new parking/existing parking area upgrades for cars, motorcycles, and bicycles;
 - iv. Improvements to rear building entrances and rear parking areas;
 - v. Addition of walkways; and
 - vi. Such other similar improvements and repairs that may be necessary to improve a property.
- d. For façade, signage, or property improvements, the services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs; however, the maximum amount of a grant for such services shall not exceed 15% of the grant.

6.6.5 Payment

- a. All completed projects must comply with the description as provided in the grant application form.
- b. The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

6.7 Building Improvement Grant

6.7.1 Purpose and Anticipated Benefits:

- a. The Building Improvement Grant may be available to eligible applicants to assist with improvements to existing buildings that may otherwise be considered cost prohibitive.
- b. This program is intended to support improvements to private property to meet the current Building Code and to provide for safe and usable eligible uses.

6.7.2 Value of Grant

- a. Where all eligibility requirements are fulfilled, a Building Improvement Grant may be provided for up to 50% of the eligible costs of improvements.
- b. The Township will provide a maximum of \$5,000 per project and/or property as part of a Building Improvement Grant.
- c. In any given year, subject to a recommendation by the CIP Implementation Committee, and approval by Council, a minimum total investment of \$1,500 may be required by an applicant to be eligible. In other words, the minimum value of a project shall be \$3,000, representing a \$1,500 contribution from the applicant and a \$1,500 contribution from the Township.

6.7.3 Eligibility Criteria

- a. Properties will be eligible for the Building Improvement Grant if the proposed or existing use is in accordance with the table of eligible uses in **Section 6.2 General Eligibility Criteria** (Figure 1).
- b. All general eligibility criteria set out in **Section 6.2 General Eligibility Criteria** of this CIP must be met.
- c. Applicants receiving the Building Improvement Grant may be eligible for additional incentive programs offered through this Plan in accordance with **Section 6.2 General Eligibility Criteria** (g).

6.7.4 Eligible Projects and Costs

- a. Eligible costs for the Building Improvement Grant include the following:
 - i. Structural repairs to walls, ceilings, floors, and foundations;
 - ii. Interior restoration and design;

- iii. Repair/replacement/installation of building infrastructure, such as roofing, windows, and doors;
 - iv. Repair/replacement/installation of plumbing, electrical, HVAC, and fire protection systems;
 - v. Weatherproofing; and
 - vi. Any other improvements that may bring a building up to code, or address health, safety, or risk management issues.
- b. The services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs; however, the maximum amount of a grant for such services shall not exceed 15% of the grant.

6.7.5 Payment

- a. All completed projects must comply with the description as provided in the grant application form.
- b. The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

6.8 Accessibility Grant

6.8.1 Purpose and Anticipated Benefits

- a. The Accessibility Grant may be available to eligible applicants to assist with the removal of barriers and increase accessibility for people with disabilities in Mapleton. This includes Agriculture-related uses (e.g. farm stands) which are open to the visiting public and which represent value added agricultural activity.
- b. This program is intended to support improvements to private property to meet the Ontario's accessibility laws and standards.

6.8.2 Value of Grant

- a. Where all eligibility requirements are fulfilled, an Accessibility Grant may be provided for up to 50% of the eligible costs of improvements.
- b. The Township will provide a maximum of \$3,000 per project and/or property as part of an Accessibility Grant.

6.8.3 Eligibility Criteria

- a. Properties will be eligible for the Accessibility Grant if the proposed or existing use is in accordance with the table of eligible uses in **Section 6.2 General Eligibility Criteria** (Figure 1).
- b. All general eligibility criteria set out in **Section 6.2 General Eligibility Criteria** of this CIP must be met.
- c. Applicants receiving the Accessibility Grant may be eligible for additional incentive programs offered through this Plan in accordance with **Section 6.2 General Eligibility Criteria** (g).

6.8.4 Eligible Projects and Costs

- a. Eligible costs for the Accessibility Grant include the installation of:
 - i. Ramps;
 - ii. Elevators;
 - iii. Lifts;
 - iv. Automatic door openers; and
 - v. Any other improvements that improve accessibility and remove barriers, as approved by the Township.
- b. The services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs; however, the maximum amount of a grant for such services shall not exceed 15% of the grant.

6.8.5 Payment

- a. All completed projects must comply with the description as provided in the grant application form.
- b. The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

6.9 Building Conversion/Expansion Grant

6.9.1 Purpose and Anticipated Benefits

- a. The Building Conversion/Expansion Grant may be available to eligible applicants to assist in the conversion of existing unused or underused space into new eligible uses. Additionally, this program will assist with the expansion of existing eligible uses.
- b. The purpose of this program is to support an increase in non-residential assessments.

6.9.2 Value of Grant

- a. Where general eligibility requirements (Section 6.2) are fulfilled, a Building Conversion/Expansion Grant may be provided for up to \$20 per square foot of converted or expanded floor space.
- b. The Township will provide a maximum of \$8,000 per project and/or property as part of a Building Conversion/Expansion Grant.
- c. In any given year, subject to a recommendation by the CIP Implementation Committee, and approval by Council, a minimum total investment of \$2,000 may be required by an applicant to be eligible. In other words, the minimum value of a project shall be \$4,000, representing a \$2,000 contribution from the applicant and a \$1,500 contribution from the Township.
- d. Applicants receiving the Building Conversion/Expansion Grant may be eligible for additional incentive programs offered through this Plan in accordance with **Section 6.2 General Eligibility Criteria** (g).

6.9.3 Eligibility Criteria

- a. Properties will be eligible for the Building Conversion/Expansion Grant if the proposed or existing use is in accordance with the table of eligible uses in **Section 6.2 General Eligibility Criteria** (Figure 1).
- b. All general eligibility criteria set out in **Section 6.2 General Eligibility Criteria** of this CIP must be met.
- c. Applicants receiving the Building Conversion/Expansion Grant may be eligible for additional incentive programs offered through this Plan in accordance with **Section 6.2 General Eligibility Criteria** (g).

6.9.4 Eligible Costs

- a. The Building Conversion/Expansion Grant may be provided for the construction and renovation costs related to the following types of projects:
 - i. Conversion of unused or underused building space into new eligible uses; and
 - ii. Expansion of existing eligible uses to increase the gross floor area.
- b. The Grant will also apply to the adaptive re-use of derelict structures.
- c. The services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs; however, the maximum amount for such services shall not exceed 15% of the grant.

6.9.5 Payment

- a. All completed projects must comply with the description as provided in the grant application form.
- b. The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

6.10 Major Redevelopment Tax Increment Equivalent Grant (TIEG)

6.10.1 Purpose and Anticipated Benefits

- a. The Major Redevelopment TIEG program will provide a grant to eligible property owners, which is equivalent to a percentage of the Township portion of a property tax increment that is incurred because of an improvement project.
- b. The purpose of the Major Redevelopment TIEG is to stimulate investment by effectively deferring part of the increase in property taxation because of adaptive reuse, building rehabilitation, and retrofit works.

6.10.2 Value of Grant

- a. Where a proposed project satisfies the eligibility requirements, a Major Redevelopment TIEG may be provided on approved applications as follows:
 - i. Grants will be provided for a period of 5 years.
 - ii. In year one, a grant that is equivalent to 100% of the Township portion of the tax increment will be provided to a property owner.
 - iii. In year two, a grant that is equivalent to 80% of the Township portion of the tax increment will be provided to a property owner.
 - iv. In year three, a grant that is equivalent to 60% of the Township portion of the tax increment will be provided to a property owner.
 - v. In year four, a grant that is equivalent to 40% of the Township portion of the tax increment will be provided to a property owner.
 - vi. In year five, a grant that is equivalent to 20% of the Township portion of the tax increment will be provided to a property owner.
- b. To determine the suitability of the Major Redevelopment TIEG, the Township's treasurer will attempt to estimate the total potential value of the grant prior to submitting an application for the program.
- c. The estimate will consider current assessment value, total anticipated investment, and the potential reassessment based on completing the approved community improvement works.
- d. Applicants should refer to the definition for Tax Increment provided in the Glossary of this CIP to further understand how grant values will be calculated.

6.10.3 Eligibility Criteria

- a. An applicant must be a registered owner/assessed owner of private property located within a CIPA. Tenants are not eligible for the Major Redevelopment TIEG.
- b. Only those projects that are anticipated to generate an increase in assessment will be eligible.
- c. Properties will be eligible for the Major Redevelopment TIEG if the proposed use is in accordance with the table of eligible uses in **Section 6.2 General Eligibility Criteria** (Figure 1).
- d. Applicants receiving the Major Redevelopment TIEG may be eligible for additional incentive programs offered through this Plan in accordance with **Section 6.2 General Eligibility Criteria**.
- e. The general eligibility criteria set out in **Section 6.2 General Eligibility Criteria** (g) of this CIP also apply.

6.10.4 Eligible Projects and Costs

- a. For a Major Redevelopment TIEG, the following types of costs will be eligible:
 - i. Demolishing buildings;
 - ii. New development;
 - iii. Adaptive reuse, building rehabilitation, and retrofit works;
 - iv. Upgrading on-site infrastructure including water services, sanitary sewers and stormwater management facilities;
 - v. Constructing/upgrading of any off-site improvement that is required to fulfill any condition of a development/planning approval (including Site Plan Control) for the development, redevelopment, adaptive reuse or rehabilitation of the building and/or property;
 - vi. Such other similar costs that may be necessary for the redevelopment, adaptive reuse or rehabilitation of the building and/or property.

6.10.5 Payment

- a. All completed projects must comply with the description as provided in the grant application form.
- b. The value of the Major Redevelopment TIEG is determined and provided to a property owner following the reassessment of the property by MPAC.

6.11 Residential Conversion, Rehabilitation and Intensification Grant

6.11.1 Purpose and Anticipated Benefits

- a. The Residential Conversion, Rehabilitation and Intensification loan or grant program may be available to eligible applicants to assist in the renovation of existing residential units and construction of new residential units within and near the Downtown core of the urban centres within the CIPA.
- b. The purpose of this program is to support an increase in the residential population living in and around the Downtown of the urban centres.

6.11.2 Value of Grant

- a. Open to owners of properties within the CIPA. Township provides a grant equal to 50% of the cost to rehabilitate existing residential units and/or constructing new residential units on the basis of \$10 per sq. ft. of habitable floor space rehabilitated/constructed, to max grant of \$5,000 per unit, a max of 4 units per property/project. Total max is \$20,000.
- b. Grant can be used for rental or ownership units. If ownership, grant may apply to buildings that fall under the Condominium Act.

6.11.3 Eligibility Criteria

- a. Properties will be eligible for Residential Conversion, Rehabilitation and Intensification loan or grant if the proposed or existing use are in accordance with the table of eligible uses in **Section 6.2 General Eligibility Criteria** (Figure 1).
- b. All general eligibility criteria set out in **Section 6.2 General Eligibility Criteria** of this CIP must be met.
- c. Applicants receiving the Residential Conversion, Rehabilitation and Intensification loan or grant program may be eligible for additional incentive programs offered through this Plan in accordance with **Section 6.2 General Eligibility Criteria** (g).

6.11.4 Eligible Costs

- a. The Residential Conversion, Rehabilitation and Intensification loan or grant program may be provided for the construction, rehabilitation, and renovation costs related to the following types of projects:
 - i. Renovations to existing residential units in mixed use buildings (which include commercial/residential, commercial/institutional and other mixed uses containing a commercial use);
 - ii. Conversion of excess commercial and vacant space on upper stories of commercial and mixed-use buildings to residential units;
 - iii. Residential intensification; and
 - iv. Infilling of vacant lots with new residential units.

6.11.5 Payment

- a. All completed projects must comply with the description as provided in the grant application form.
- b. The grant will be provided upon successful completion of the approved project. The grant will be paid in a lump sum as a reimbursement of costs incurred.

6.12 Licensed Home Child Care Grant

6.12.1 Purpose and Anticipated Benefits

- a. The Licensed Home Child Care Grant may be available to eligible applicants to assist with improvements to existing buildings that may otherwise be considered cost prohibitive.
- b. This program is intended to support improvements to private property to meet the requirements of a Licensed Home Child Care Provider, as defined by Wellington County Home Child Care and the Ministry of Education.

6.12.2 Value of Grant

- a. Where all eligibility requirements are fulfilled, a Licensed Home Child Care Grant may be provided for up to 50% of the eligible costs of improvements.
- b. The Township will provide a maximum of \$2,000 per project and/or property as part of a Licensed Home Child Care Grant.

6.12.3 Eligibility Criteria

- a. Properties will be eligible for the Licensed Home Child Care Grant if the proposed or existing use is in accordance with the table of eligible uses in **Section 6.2 General Eligibility Criteria** (Figure 1).
- b. All general eligibility criteria set out in **Section 6.2 General Eligibility Criteria** of this CIP must be met.
- c. The improvement(s) must be in support of an application to become a Licensed Home Child Care Provider through Wellington Home Child Care (licensed by the Ministry of Education).
- d. Applicants receiving the Licensed Home Child Care Grant may be eligible for additional incentive programs offered through this Plan in accordance with **Section 6.2 General Eligibility Criteria** (g).

6.12.4 Eligible Projects and Costs

- a. Eligible costs for the Licensed Home Child Care Grant include the following:
 - i. Repair/replacement/installation of fire protection systems;
 - ii. Repair/replacement/installation of indoor play space, outdoor play space, sleeping/resting area, eating area, and diapering/toileting area;
 - iii. Any other improvements that may bring a building to meet minimum legal requirements of a home child care agency, as regulated by the Ministry of Education.
- b. The services of a professional engineer, architect, or planner to design and implement the project will also be considered eligible costs; however, the maximum amount of a grant for such services shall not exceed 15% of the grant.

6.12.5 Payment

- a. All completed projects must comply with the description as provided in the grant application form.
- b. The grant will be provided upon successful completion of the approved project and receipt of proof of application to become a Licensed Home Child Care Provider through Wellington Home Child Care. The grant will be paid in a lump sum as a reimbursement of costs incurred.

7.0 Implementation

7.1 Implementation Period

It is anticipated that the CIP will be implemented over a 10-year period, ending December 31, 2036. Council may extend or reduce the implementation period, as deemed appropriate or necessary, subject to an amendment of the CIP.

Source: Township of Mapleton



7.2 Administration

7.2.1 Township Council

Township Council will,

- a. Delegate its responsibility for approving or refusing applications for financial incentive programs to the CIP Implementation Committee.
- b. Contribute to the overall administration of the CIP (subject to the Township's priorities and the availability of resources/funding) as follows:
 - i. Determining which of the CIP financial incentive programs will be put into effect in any given year during the implementation period, if any, and,
 - ii. Identifying (as part of the annual budgeting process) a community improvement budget for financial incentives that have been put into effect for that year, if any, in accordance with **Section 7.3 Financial Management** of this CIP.

7.2.2 CIP Implementation Committee

The CIP Implementation Committee will,

- a. Consist of Township staff representatives from:
 - i. Economic Development;
 - ii. Planning;
 - iii. Building;
 - iv. Public Works; and
 - v. Finance.
- b. A staff person with expertise on site-specific matters may also be consulted to assist with the review and evaluation of applications. The Committee shall also be authorized to retain other qualified professionals as required.
- c. Be responsible for:
 - i. Reviewing and evaluating applications for financial incentives;
 - ii. Approving or refusing applications for financial incentive programs;
 - iii. Marketing the CIP, in accordance with the Marketing Plan set out in **Section 8.0 Marketing**;

- iv. Monitoring the CIP, in accordance with the Monitoring and Evaluation Plan set out in **Section 9.0 Monitoring**, and providing annual reports to Council and citizens with respect to the costs and benefits of the CIP;
- v. Making recommendations to Council with respect to:
 - i. Financial Incentive Programs to be put into effect in any given year; and
 - ii. Identifying an annual community improvement budget for financial incentives.

7.2.3 Administration of Financial Incentives

- a. The Township may put into effect any number of the financial incentives identified in this Plan during the implementation period, subject to the availability of Township funds and other resources.
- b. Annually, the CIP Implementation Committee may make recommendations to Council with respect to the administration of financial incentives.
- c. Applications for financial incentives will be received on a first come, first served basis to the limit of the available funding for that year.
- d. Applications will be evaluated in a timely manner, in accordance with:
 - i. General eligibility requirements, as outlined in **Section 6.2 General Eligibility Criteria**;
 - ii. Program eligibility requirements, as outlined in each of the grant program details (**Section 6.4 to 6.10**);
 - iii. Application requirements, as outlined in **Section 7.4 Applying for Incentives**; and
 - iv. A Council approved budget.
- e. In cases where the CIP Implementation Committee refuses an application for financial incentives, all applicants will have the right to appeal the decision to Township Council. If a decision is appealed, a staff report will be prepared for Council detailing the Committee's decision. The applicant can appear at Council to detail their appeal.

7.3 Financial Management

- a. As part of the annual Township budgeting exercise, Council will provide approval for an implementation plan that sets out:
 - i. Financial incentive programs that will be available within each of the CIPAs for that year, if any; and
 - ii. A community improvement budget for financial incentives that have been put into effect for that year, if any.
- b. Since applications will be received and evaluated on a first come, first served basis, the provision of any grant incentive shall be to the limit of the available funding for that year.
- c. During the implementation period of this Plan, Council will determine if funding and incentive levels are necessary or warranted to ensure that the CIP functions properly in respect of the goals objectives (as set out in **Section 3.0 Goals & Objectives**), targets (as set out in **Section 9.0 Monitoring**), and the Township's financial circumstances.

According to the *Corporation of the Township of Mapleton Budget Book (2023)* the Township has maintained a \$20,000 commitment towards the Community Improvement Plan, annually since 2023.

As outlined in Figure 3 below, in comparison to the annual CIP budget allocation of nearby and/or similar communities, the Township's annual investment in the community improvement plan is quite low. To maintain a competitive position across the County and surrounding area, the Township should consider increasing annual CIP budget allocation, as resources allow.

| Municipality | Annual CIP Budget (2024, unless noted otherwise) |
|-------------------------------|--|
| Township of Mapleton | \$20,000 |
| Township of Centre Wellington | \$118,000 |
| Town of Erin | \$30,000* |
| Guelph-Eramosa Township | \$150,000 |
| Town of Minto | \$50,000 |
| Township of Puslinch | \$37,740 |
| Township of Wellington North | \$36,665 |

*Based on 2025 Budget Allocation

Figure 3: Jurisdictional Scan, Annual CIP Budget Allocation

7.4 Applying for Incentives

7.4.1 Application Process

The following is a summary of the process for the submission, evaluation, and approval of Financial Incentive Program applications:

- a. Applicants must meet with one or more members of the CIP Implementation Committee for a pre-consultation meeting, prior to submitting an application, to confirm requirements for a complete application.
- b. Applications must be submitted in accordance with the requirements outlined in **Section 7.4.2 Application Requirements**.
- c. The CIP Implementation Committee will evaluate all applications and supporting materials. Applicants will be notified if their submission is incomplete.
- d. Based on the evaluation of complete applications, a decision will be made with respect to the approval or refusal of an application.
- e. For applications that are approved, a Financial Assistance Agreement will be prepared and executed.
- f. Any program commitments may be cancelled if work does not commence within six months of approval of an application, or if a project is not undertaken or completed in accordance with the Financial Assistance Agreement.
- g. When projects are completed, a statement with supporting invoices and proof of payment shall be submitted to the Township. Following this, the work will be inspected by the Township and, if approved, notice of completion will be issued and the financial assistance will be initiated.
- h. Upon completion of a community improvement project, the Township reserves the right to inspect any properties/buildings, or to audit final costs at the owner's expense.
- i. Funding approval will lapse if a notice of completion is not issued within twelve months of the date of execution of the Financial Assistance Agreement.
- j. The CIP Implementation Committee may grant an extension for community improvement works following receipt of a written request by the owner setting out the reasons for the extension and providing a new date of completion.
- k. Should the applicant fall into default of any of the requirements of the incentive program or other requirements established by the Township, incentives may be delayed, reduced, or cancelled. Applicants may be required to repay benefits to the Township.

7.4.2 Application Requirements

Applications for financial incentives offered through the CIP must include:

- a. One (1) copy of a completed and signed application form.
- b. One (1) copy of all supporting documentation, as determined by the CIP Implementation Committee at a pre-consultation meeting, which may include (but is not limited to):
 - i. Good quality photographs of the existing condition of the buildings and property;
 - ii. Past/historical photographs and/or drawings (where available);
 - iii. Specifications of the proposed project, including design drawings prepared by a design professional (if available) or sketches, renderings, and/or elevation drawings illustrating the proposed improvements;
 - iv. Two (2) detailed independent contractor estimates for each component of the proposed eligible work, or two estimates covering all the components of the eligible work;
 - v. A statement with respect to how the proposed project meets the overall goals and objectives of the CIP; and
 - vi. Any additional requirements as determined by the CIP Implementation Committee.
- c. The Township is not responsible for any of the costs associated with the preparation of a CIP financial incentive application.

8.0 Marketing

8.1 Target Markets

The following is meant to be a guide for the Township of Mapleton to market the CIP and promote the programs available during implementation. The Marketing initiatives will help the Township communicate opportunities available by means of the CIP.

8.1.1 Primary Target Markets

The following have been identified as the primary market targets of the CIP:

- a. Property owners and operating businesses (i.e. tenants) located within the Mapleton CIP CIPAs;
- b. Potential investors in the community; and
- c. Local Realtors.

8.1.2 Secondary Target Markets

In addition to primary target markets, there may be other secondary marketing considerations that will apply, including but not limited to:

- a. Business associations, which can serve as an information source about the CIP and its programs;
- b. The public; and
- c. Township Council, who will receive annual reports on program take-up and on-the-ground results.

The communications and marketing messages to be conveyed to each of these market segments are outlined in Figure 4 below.

| Target Market | Communications / Marketing Messages |
|---|---|
| Property Owners and Operating Businesses in the CIPAs | <p>The CIP can help finance projects improvement projects to private property.</p> <p>The CIP can multiply the value of private investment.</p> <p>There is an efficient CIP application and approvals process.</p> <p>The CIP can help achieve strategic business development goals.</p> |
| Potential Investors in Community | The CIP is just one more way in which the Township of Mapleton is actively encouraging local investment and job growth. |
| Realtors | <p>The CIP enhances the attractiveness of properties in the CIPA/ Sub- Areas.</p> <p>Realtors can help spread the word about the opportunities of the CIP.</p> |
| Business Associations | Business Associations can help spread the word about the opportunities of the CIP, which will benefit their members. |
| Public | The Town is actively encouraging investment and job growth through the CIP, in alignment with its overall economic development goals and strategies. |
| Council | <p>Extent to which the CIP is achieving the goal statement and objectives identified in Section 3.0 Goals & Objectives.</p> <p>Need for changes/revisions to the CIP programs.</p> |

Figure 4: Communications & Marketing Messages

8.2 Marketing Materials

The following are communications materials that the Township may develop to promote the CIP and the related opportunities:

- a. A section on the Township's web site devoted to the CIP, including information on financial incentives the application process.
- b. An information package that would be sent to both property-owners and tenant businesses in the CIPAs.
- c. Presentations could be tailor made to business associations and other groups to communicate the opportunities available through the CIP.
- d. Information displays could be provided at local community events, conferences, and at municipal buildings, to broadly promote the CIP.
- e. Annual progress reports could be prepared to outline the success of the CIP over the period of one year and to serve as case studies for future applicants.

The Township may also identify target businesses and properties where improvements would be most desirable, and arrange short visits with owners/managers, to ensure awareness and encourage take-up.

These activities may be undertaken as part of the initial launch of the new CIP program, and repeated annually or every few years as 'reminders' of the CIP opportunities.

9.0 Monitoring

9.1 Purpose

The following provides a strategy for the annual monitoring of the results of the CIP, and specifically the uptake and success of financial incentive programs.

The purpose of the following monitoring strategy is to:

- a. Track funds provided by the CIP to owners and tenants of land located within the Mapleton CIPAs.
- b. To evaluate whether the programs are achieving the goals and objectives set out by the CIP.
- c. Determine whether program adjustments are required.
- d. Provide the basis for reporting the results of the CIP, and specifically the uptake and success of financial incentive programs, to Township Council.

The Township's monitoring strategy is based on the goals and objectives in **Section 3.0 Goals & Objectives** of this CIP. A set of measures has been identified to assist in determining whether the individual objectives of the CIP are being achieved during the implementation period — as outlined in **Section 9.3 Measures**.

9.2 Frequency

Collection of data related to financial incentive applications and proposed/completed projects should be on-going during the implementation of this Plan. An evaluation of the measures outlined in **Section 9.3 Measures** should be completed on an annual basis.

Source: Township of Mapleton



9.3 Measures

Figure 5 below provides several measures that may be used as the basis for evaluating whether the individual objectives of the CIP are being met. Each of the measures identified has different implications in terms of what specifically should be collected, how frequently the data should be collected, and how frequently the data should be reported. Additional measures may be identified during the implementation of the CIP.

| Goals | Objectives | Measures |
|---|--|--|
| Goal #1: This CIP will help Mapleton be a business friendly community. It will stimulate economic development and support the growth of new business opportunities in key areas of economic activity. | a. Increase the number of commercial, retail and mixed-use buildings/properties in the Urban Centres/Hamlets. b. Increase the number of farm businesses in the Agricultural area. c. Attract new investment to the Township. d. Support new business start-ups and expansions to existing businesses. e. Increase employment opportunities for residents. f. Retain and support existing businesses. | i. Number of businesses applying for funding through the CIP and being approved/not approved. ii. Number of new businesses established in the CIPAs. iii. Number of expansions to existing businesses in this CIPAs. iv. Number of jobs that are reinforced/supported through CIP projects. v. Number and value of incentives provided, leverage effect of these incentives and their return on investment. |
| Goal #2: This CIP will help make Mapleton an inviting destination. It will assist with revitalization and beautification efforts through physical and aesthetic improvements to public and private properties. | a. Implement aesthetic improvements to façades, signage, and landscapes. b. Implement functional improvements to buildings and property. c. Reduce the number of under-utilized or non-performing buildings and properties. d. Apply dedicate Township funds for improvements to community facilities and the public realm. e. Ensure that improvements are consistent with the Township's vision and goals for urban design. f. Implement signage that promotes Mapleton and contributes to a unique visitor experience. | i. Number and type of improvements to buildings and properties (public and private) supported by the CIP. ii. Visualization of building and property improvements with “before” and “after” documentation for private and public properties. iii. Number and value of incentives provided, leverage effect of these incentives and their return on investment. iv. Number of vacancies and change in vacancy rate on a year to year basis. v. Change in assessment base for CIPAs on a year to year basis. |

Figure 5: Measures to be Evaluated in CIP Monitoring

9.4 Reporting

An annual report should be prepared to highlight the successes and achievements of the CIP. The report will be presented to Township Council for consideration. The report may recommend adjustments/amendments to the Plan, as discussed below.

Source: Township of Mapleton



9.5 Plan Amendments

As a result of the monitoring and evaluation of the Township of Mapleton CIP, amendments to the Plan may be required. The following summarizes when Plan amendments are and are not required:

- a. An amendment to the CIP will not be required to:
 - i. Reduce funding levels for the financial incentive programs; or
 - ii. Discontinue or cancel any of the programs identified.
- b. An amendment will be required to the CIP or implementing by-laws to:
 - i. Extend the implementation period of the CIP;
 - ii. Add any new financial incentive programs;
 - iii. Modify the eligibility criteria related to financial incentive programs offered; and
 - iv. Modify the geographic area (i.e., the CIPAs) to which financial incentive programs apply.

Amendments to this CIP will be passed by Township Council under the Planning Act. The Township of Mapleton will also be required to pre-consult with the Ministry of Municipal Affairs and Housing on any amendments to this CIP.

10.0 County Participation

10.1 About the Programme

In 2018, Wellington County approved its first ever County-wide Community Improvement Programme, known as the Invest Well Programme. This Programme established a framework that allows the County to provide financial support to local municipal Community Improvement Plan (CIP) grant and loan programmes aimed at promoting revitalization, rehabilitation, development, redevelopment and other forms of community improvement in Wellington. The County's Invest Well Programme works together with the Member Municipal Community Improvement Plans (CIPs) to promote community improvement across Wellington.

On November 12, 2019, By-law Number 2019-096, being a By-law to adopt Amendment No. 1 to the Community Improvement Plan (CIP), was approved, incorporating the Invest Well Programme into the Mapleton CIP.

In 2023, the Invest Well Programme was reviewed and updated, to reflect emerging policy changes, incorporate lessons learned through five years of implementation, and address any incentive programme gaps and issues. The following sections highlight key components of the Programme, however the *Wellington County Invest Well Programme (2023)* document should be referred to for complete and detailed information.

10.2 Goals

The County has identified the following three goals for the Invest Well Programme, which will guide the County's financial participation in the Township of Mapleton CIP:

Goal # 1: Investing Comprehensively

To support smaller scale building and property improvement projects, as well as larger scale development, redevelopment, and adaptive reuse projects.

Goal #2: Investing Strategically

To support community improvement projects that directly and strongly support one or more of the County's long-term planning and economic development priorities.

Goal #3: Investing for Performance

To support community improvement projects that best meet performance criteria that are reflective of the County's long-term planning and economic development priorities.

10.3 Priorities

The long-term planning and economic development priorities for the County Invest Well Programme are drawn from key County and Provincial policy documents. These priorities have been developed to help ensure that County funding for community improvement projects is directed to projects that help create environmentally and economically sustainable and well-designed communities that will further attract people, jobs, and investment to Wellington. The priorities are listed below with the first three priorities being more general in nature, and the last three priorities being more specific and targeted.

Priority #1: Use Land Strategically

The strategic use of land focuses on enhancing and intensifying the existing property fabric within built-up areas of the County and using existing infrastructure more efficiently. The emphasis is on redevelopment, infill, and intensification opportunities, and the integration of active transportation opportunities. The strategic use of land also focuses on targeting certain types of land uses, building types, employment sectors, and businesses.

Priority #2: Improve Buildings and Infrastructure

Physical, structural, and aesthetic improvements to existing commercial, industrial, and mixed-use buildings contribute to the overall beautification and revitalization of built-up areas. Improvements to on-site infrastructure (i.e., electric power supply distribution, water supply and sewage disposal systems) and the provision of publicly accessible spaces and active transportation opportunities will also enhance and sustain unique and vibrant places to live, work, play, and invest.

Priority #3: Diversify the Economy

Building a stronger, more diversified economy and creating more high-quality local jobs is a top priority for the County. There is a need to diversify and cultivate new economic opportunities in strategic areas where Wellington has existing strengths – such as downtowns, industry/manufacturing, culture, tourism, healthcare, and agriculture – to create a diverse, prosperous, and resilient economy. Particular emphasis should be placed on innovative agriculture and agri-business uses and industrial/manufacturing employment uses.

Priority #4: Provide Affordable Housing

Across Wellington, there is a need to increase the housing stock, including a range of housing types and affordable housing options, especially in downtown areas. Rental housing includes upper floor apartments in mixed-use buildings, with easy access to jobs, shops, and recreation. Focusing on this priority will help meet the needs of households at varying income levels. The County aims to be proactive and assist in accommodating the affordable housing needs of all residents and the broader labour force within the County.

Priority #5: Promote Tourism

Tourism is important to Wellington County as it helps diversify the economic base, creates jobs for all ages, and provides customers for local businesses. By building on the existing tourism appeal and resources, and enhancing local tourism experiences, facilities, and services, visitors to the county can be encouraged to stay longer, meaning higher spending and more economic activity.

Priority #6: Incorporate Sustainability

It is important that community improvement projects that help the County achieve the five long-term planning and economic development priorities listed above also incorporate a well-designed built form that supports energy conservation and efficiency, reduces greenhouse gas emissions, and adheres to green building standards to help mitigate the impacts of climate change. Development that is consistent with the County's Green Legacy Building Standards will make development more sustainable.

10.4 County Financial Incentive Programs

This new Invest Well Programmes contain incentive programmes offered by the County of Wellington (upper tier) to the Local Municipalities (lower tier) in Wellington for the purposes of financially supporting the incentive programmes contained in Local Municipal CIPs. If Local Municipalities in Wellington wish to receive funding from the County to support incentive programme applications approved under their CIPs, they must apply to the County for funding under the new Invest Well Programmes

Figure 6 below, adapted (i.e., simplified, for reference purposes) from the *Wellington County Invest Well Programme* (2023), summarizes basic programme details for each of the Invest Well Programmes. Section 6 of the Programme should be referred to for additional information, including general programme requirements, and basic details for each incentive programme including the program purpose, description, and requirements.

| Programme | Description | Eligible Projects |
|--|--|--|
| 1: Study Grant Program | Grant equal up to 100% of cost of an eligible professionally prepared study to a maximum of \$10,000 per study, and maximum of two (2) study grants per project. | Proposed projects that would be eligible to apply for a Minor or Major Activity Grant, but applicants must clearly demonstrate a legitimate intention to improve, renovate, adaptively reuse, and/or develop/ redevelop the property. |
| 2: Minor Activity Grant Programme | Grant equal to 50% of cost of eligible projects approved under non-Tax Increment Equivalent Grant (TIEG) Local Municipal CIP Programmes, to a maximum grant of \$20,000 per project. | <p>Improvement/expansion of existing commercial, industrial, institutional, and mixed use buildings/ properties.</p> <p>Creation of new affordable housing units.</p> <p>Improvement/expansion of existing agricultural buildings or construction of new agricultural buildings for the purpose of accommodating agricultural manufacturing, value added farm products, on-farm diversified uses, or new/innovative farm related agriculture and agribusiness uses.</p> <p>Corresponding improvements identified as eligible within a Minor Activity Grant Programme in a Local Municipal CIP for which a Minor Activity Grant Programme application has been approved by the Local Municipality.</p> <p>Other improvements that may be deemed eligible by the County.</p> |

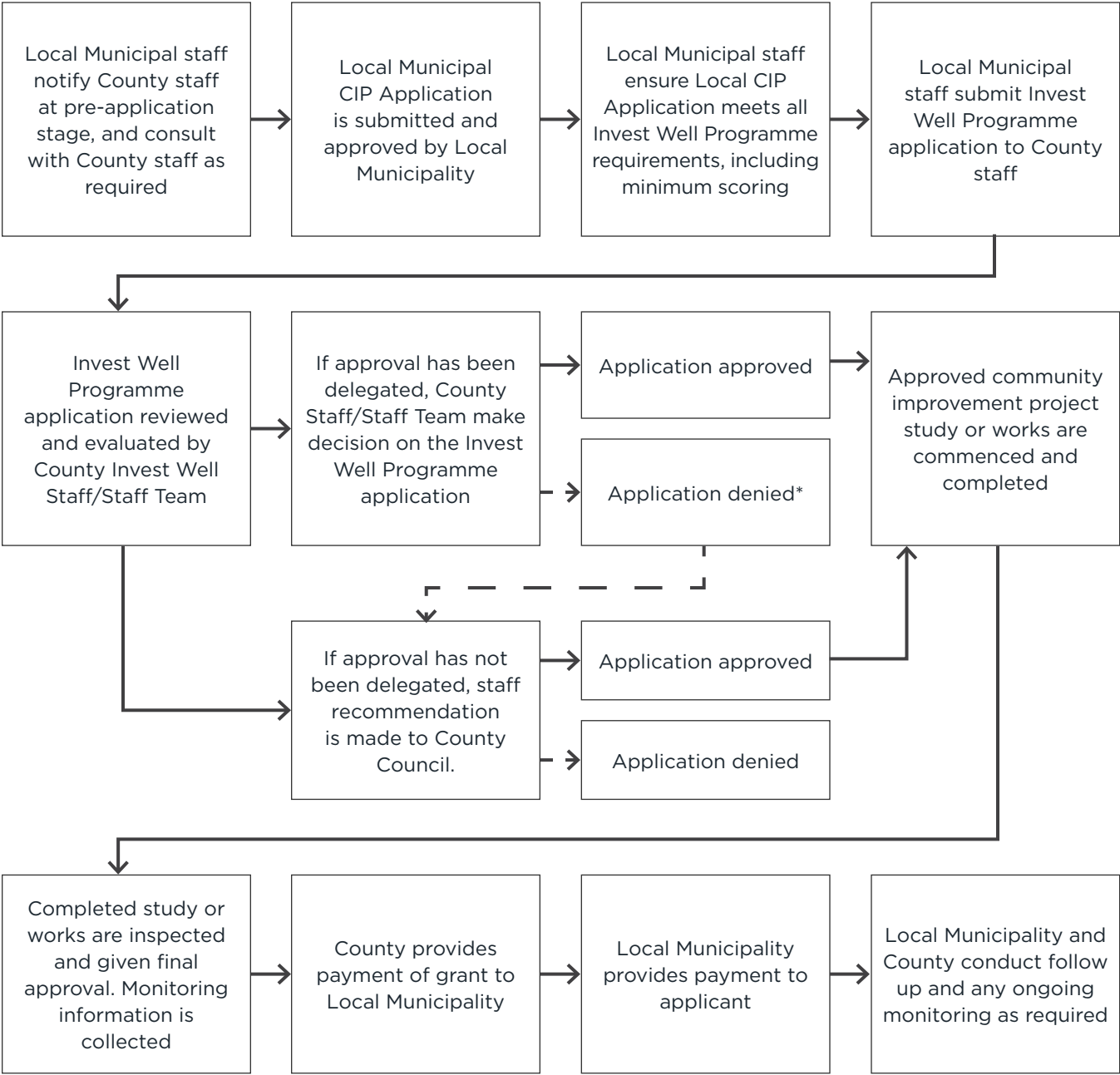
Figure 6: Adapted Summary of Invest Well Programmes

| Programme | Description | Eligible Projects |
|--|---|--|
| 3: Major Activity Grant Programme | Annual County grant for up to 5 years after project completion (Grant equal to 100%, 80%, 60%, 40% and 20% in Years 1, 2, 3, 4 and 5 respectively). | <p>Building rehabilitation/retrofit/renovation, conversion, expansion and intensification of existing commercial, industrial, institutional and mixed use buildings.</p> <p>Redevelopment and infill on vacant and underutilized properties for new commercial, industrial, institutional and mixed use buildings.</p> <p>Creation of new affordable housing units (conversion or new construction);</p> <p>Improvement/expansion of existing agricultural buildings, or construction of new agricultural buildings for the purpose of accommodating agricultural manufacturing, value added farm products, on-farm diversified uses, or new/innovative farm related agriculture and agri-business uses.</p> <p>Corresponding major improvements that are identified as eligible within a TIEG Programme in a Local Municipal CIP for which a TIEG application has been approved by the Local Municipality.</p> <p>Other improvements that may be deemed eligible by the County.</p> |

Adapted Summary of Invest Well Programmes (Continued)

10.5 Administration Process Summary

Figure 7 below, adapted (i.e., simplified, for reference purposes) from the *Wellington County Invest Well Programme* (2023), summarizes the process by which Invest Well Programme applications will be received, evaluated, and approved by the County.



**Where County staff or the County Team decide not to approve an Invest Well Programme application, the local municipality has the right to appeal the decision to County Council.*

Figure 7: Adapted Administration Process Summary

11

11.0 Community Futures Loans

11.1 Overview

It is often the case that a property owner wishes to improve his/her building but does not have the cash flow to cover the required matching funds of a Community Improvement Plan. This can result in lack of uptake of the programme and a property which remains in a poor state. To remedy this and further enhance the County Invest Well Programme, the two local Community Futures organizations have committed to providing additional business funding and support.

The two Community Futures (CFs) organizations in Wellington County are Wellington Waterloo Community Futures Development Corporation and Saugeen Economic Development Corporation. They are non-profit organizations mandated to support businesses by providing loans, business coaching and training workshops to encourage entrepreneurship and stimulate economic activity in rural communities. As part of a network of 268 organizations across Canada, they also provide community planning and economic development support. The Community Futures contribution is an innovative and practical funding partnership as it can act as the catalyst to encourage business owners to invest in their property improvements. The Invest Well Programmes encourage this kind of coordination and enables the Community Futures to contribute loans to supplement a project outside of the contribution by the Local Municipalities and the County. Businesses that were previously unaware of the Community Futures fleet of services may then, through the Local Municipal CIP Programmes and the County Invest Well programmes, be stimulated to receive business advice or education.

11.2 Wellington Waterloo Community Futures (WWCFDC)

For those businesses located in Mapleton, Centre Wellington, Erin, Guelph Eramosa and Puslinch that have received formal written approval of a Local CIP programme application by the Local Municipality, the specific programme offered by the Wellington Waterloo Community Futures Development Corporation is as follows:

A Business Development Fund to assist commercial and/or industrial projects related to the County's Invest Well priority three: improve buildings and infrastructure. If approved to receive grant funds from a Local Municipal CIP, the applicant will automatically be approved to receive funding to put towards upfront and/or matching costs related to the approved grant. The funds will be loaned at a 3% rate on a 5 year term.

Terms

- Proof of Municipal CIP approval;
- Unsecured Business Loans up to \$20,000;
- 3% Interest Rate;
- Simple Application Process;
- Flexible Repayment Terms; and,
- Personal Guarantee Required.

Requests over \$20,000 must be approved by WWCFDC and secured. For further information, please visit www.wwcf.ca

11.3 Saugeen Economic Development Corporation (SEDC)

For those businesses located in Wellington North and Minto that have received formal written approval of a Local CIP programme application by the Local Municipality, the specific programme offered by the Saugeen Economic Development Corporation is as follows:

A Business Improvement Loan Fund to provide 50% of the matching funds required for a commercial and/or industrial revitalization project. The Fund would assist with:

- Small business equipment purchases/upgrades;
- Leasehold and façade improvements; and,
- IT needs including: Computers/Software/Websites/POS Systems.

Terms

- Proof of Municipal CIP approval;
- Unsecured Business Loans up to \$20,000;
- 5% Interest Rate;
- Simple Application Process;
- Flexible Repayment Terms; and,
- Personal Guarantee Required.

A further loan of 50% matching funds are available for residential improvements related to affordable housing and for infrastructure improvements up to \$20,000 at an interest rate of 5%. The funding would be based on municipal approval and require a personal guarantee. Requests over \$20,000 must be approved by SEDC and secured. For further information, please visit www.sbdcc.ca

12

12.0 Conclusion

The CIP is a Township-wide planning document, that is intended to improve Mapleton’s economic health. Through establishment, update, and continued implementation of this Plan, the Township of Mapleton demonstrates it’s commitment to encouraging local investment, revitalization and beautification, and working with property owners and tenants to support economic development.

Property owners and tenants who are interested in the programs identified within this CIP or who require additional information should contact the Township of Mapleton CIP Implementation Committee for more information.

13.0 Glossary

The interpretation of this Plan rests solely with the Township of Mapleton. To assist in interpretation, the following definitions shall apply.

Agriculture-related use refers to small scale commercial and industrial uses, directly related to a farm operation and located in proximity to said operation (e.g., roadside farm stand).

CIP Implementation Committee refers to the designated committee (or Council), appointed to review applications and make decisions regarding financial incentives in accordance with the policies of this plan.

County refers to the Corporation of the County of Wellington, unless otherwise noted.

Eligible applicant refers to registered owners, assessed owners, and tenants (i.e., with written consent of the owner) of private land or buildings within the Community Improvement Plan Areas, who meet all mandatory criteria.

Eligible costs may include costs related to environmental site assessment, environmental remediation, development, redevelopment, construction and reconstruction of lands and buildings for rehabilitation purposes or for the provision of energy efficient uses, buildings, structures, works, improvements or facilities, in accordance with Section 28 of the *Planning Act*.

Farm business refers to small scale businesses that provide value-added products from the farm and may be permitted in accordance with the Wellington County Official Plan. Examples of farm businesses are provided in Section 6.4.4 of the Wellington County Official Plan.

Licensed Home Child Care refers to child care provided in the home of a child care provider that has an agreement with a licenced agency (i.e., Wellington County Child Care, licensed by the Ministry of Education).

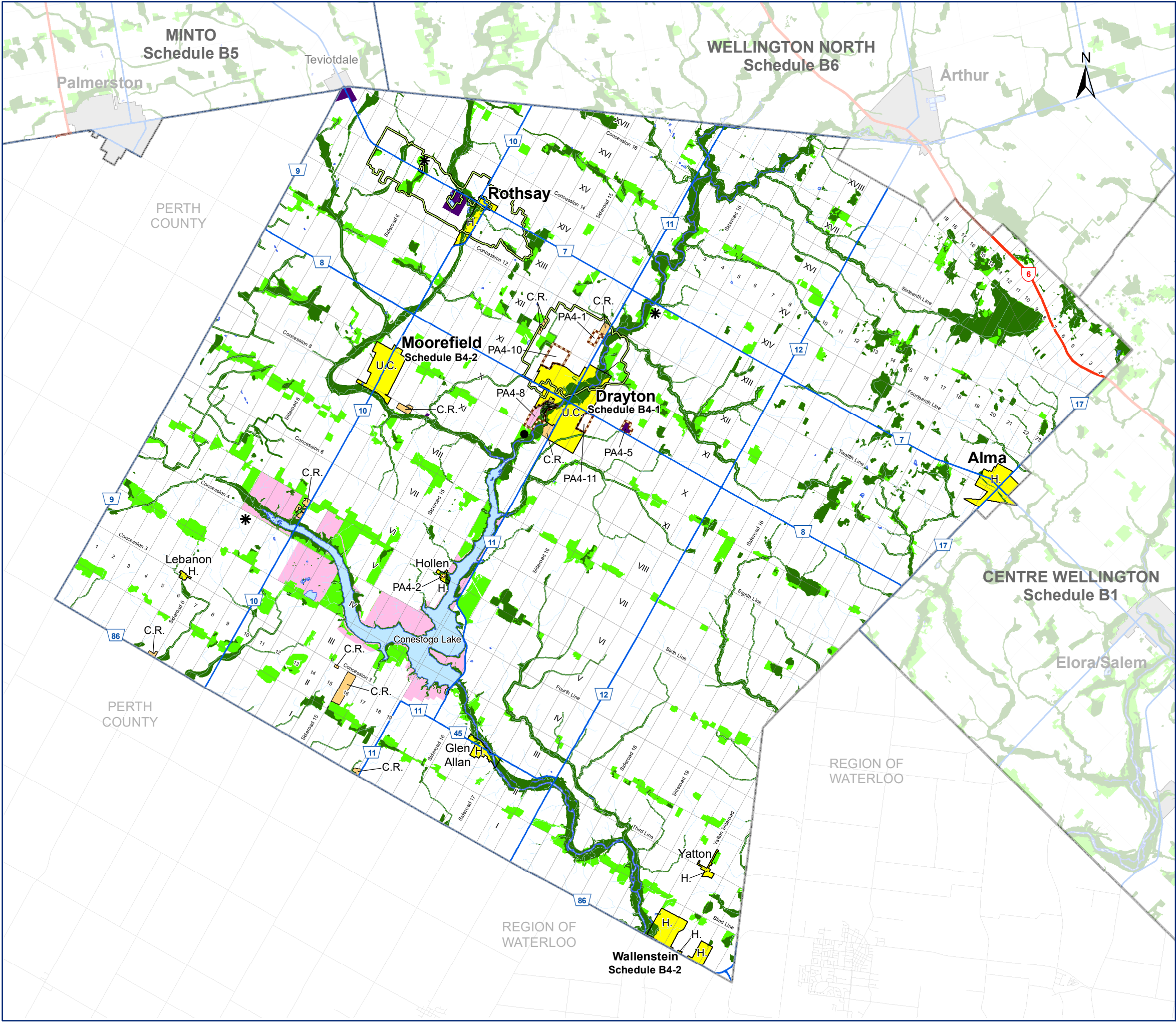
Mixed-use refers to any combination of commercial uses (e.g., retail, personal services, restaurants, etc.), offices, institutional uses, and/or residential users, if there are commercial uses at grade.

Tax increment refers to an increase in taxes, which is calculated by subtracting the Municipal portion of property taxes before assessment from the Municipal portion of the property taxes after reassessment. The tax increment does not include any increase/decrease in Municipal taxes due to a general tax increase/decrease or a change in assessment for any other reason.

Township refers to the Corporation of the Township of Mapleton.

A Appendix A

Wellington County Official Plan Land Use Schedules



Land Use

MAPLETON

The Greenlands System

- Core Greenlands
- Greenlands
- Earth Science ANSI

The Rural System

- Prime Agricultural
- Hamlet
- Recreational
- Rural Employment Area
- Country Residential
- Policy Area

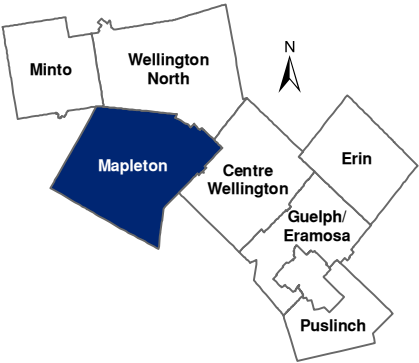
The Urban System

- Primary Urban Centre

Other

- Bobolink Habitat Area
- Trans Canada Trail
- Landfill Site
- Waste Water Facility
- County Roads
- Provincial Highways
- Waterbody
- Watercourse

Mineral Aggregate Resources are identified on Schedule D of the Official Plan. Licensed Aggregate Operations are identified on Appendix 2 of the Official Plan



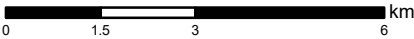
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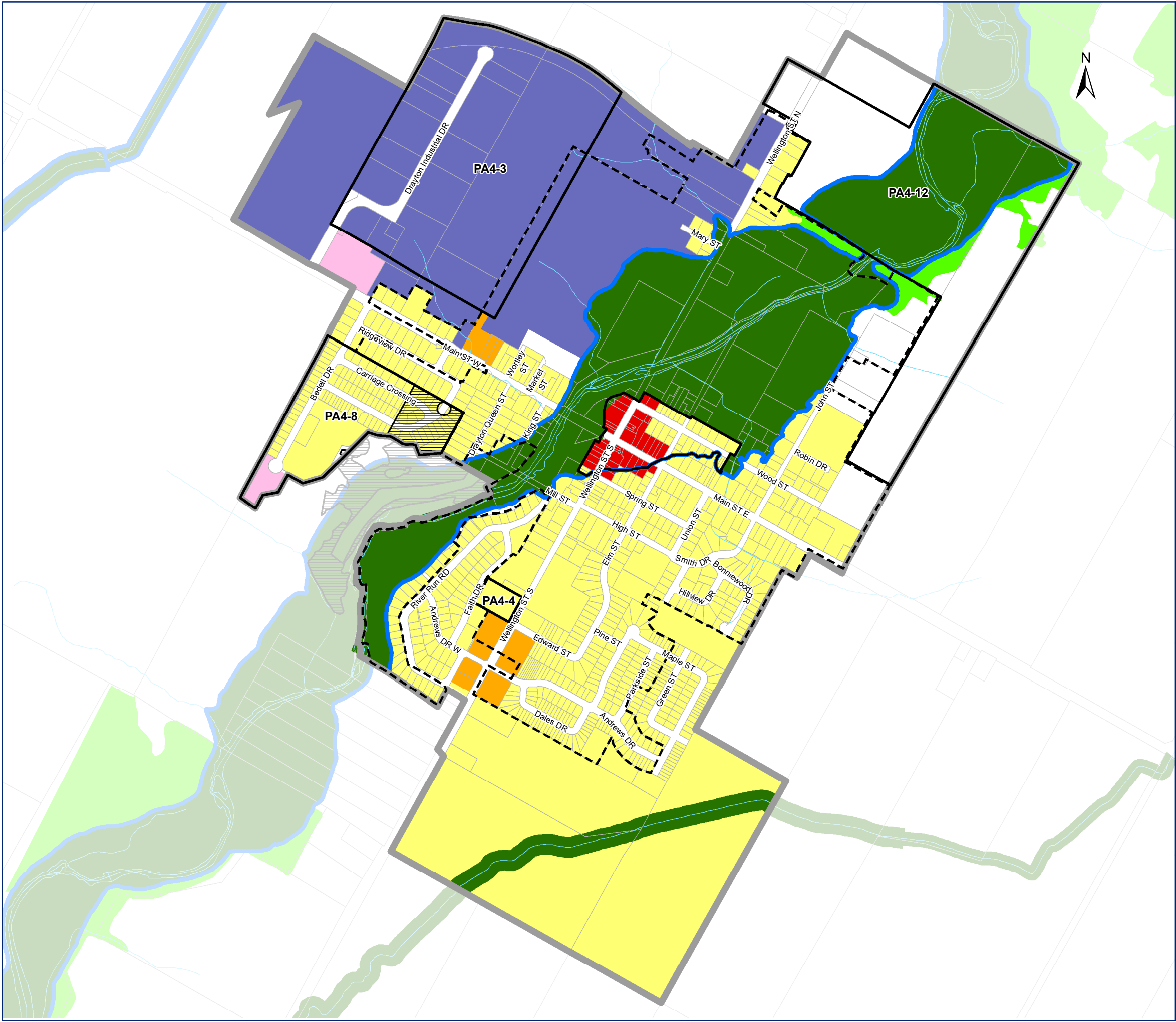
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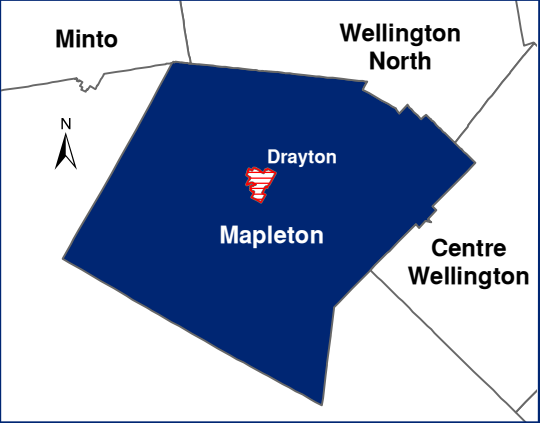
Land Use

DRAYTON

MAPLETON

Legend

- Residential
- Central Business District
- Highway Commercial
- Industrial
- Recreational
- Future Development
- Policy Area
- Special Policy Area
- Core Greenlands
- Greenlands
- Regional Floodline
- Bobolink Habitat Area
- Built Boundary
- Urban Centre Boundary
- Waterbody
- Watercourse

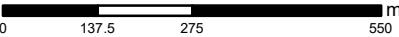


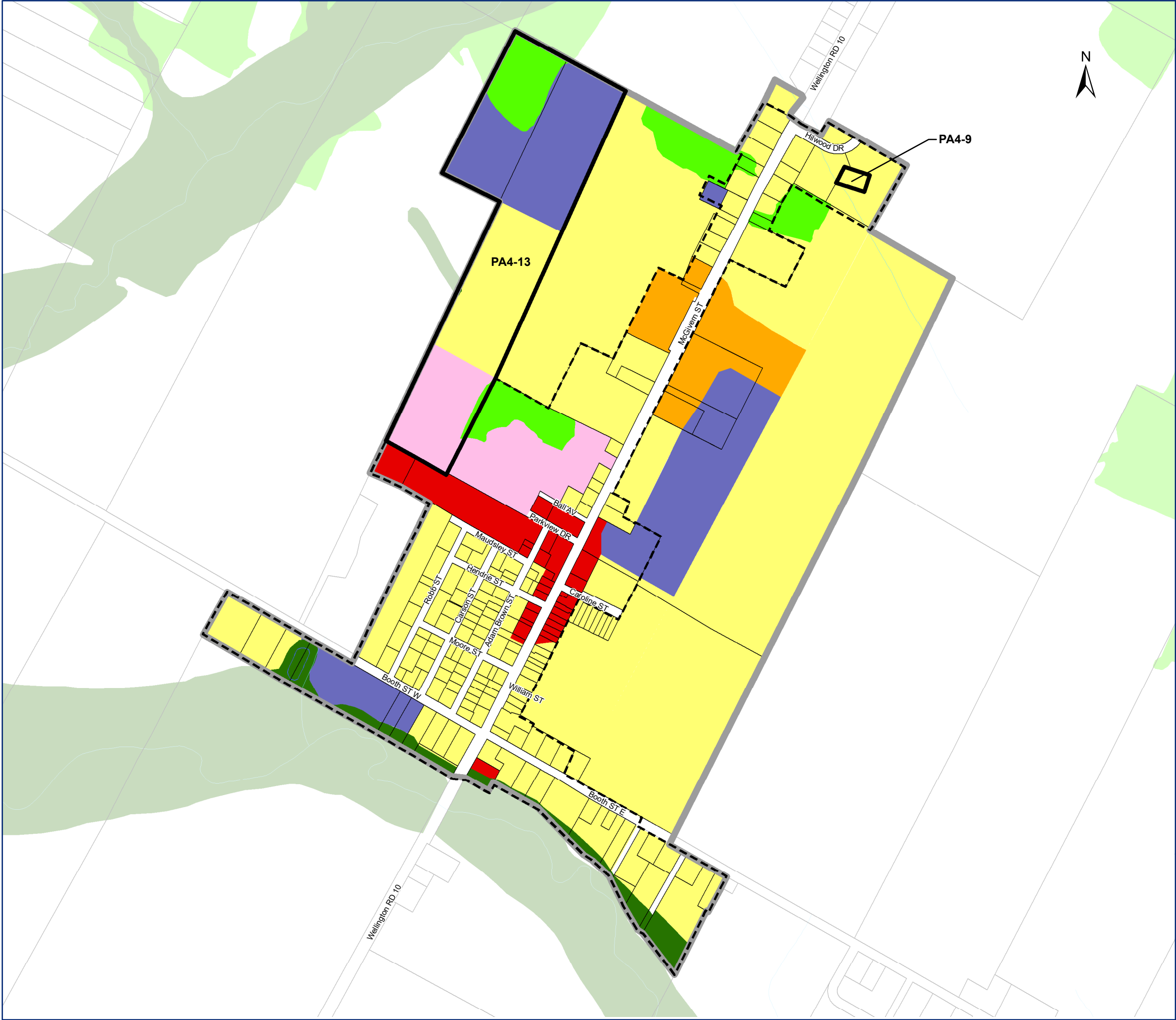
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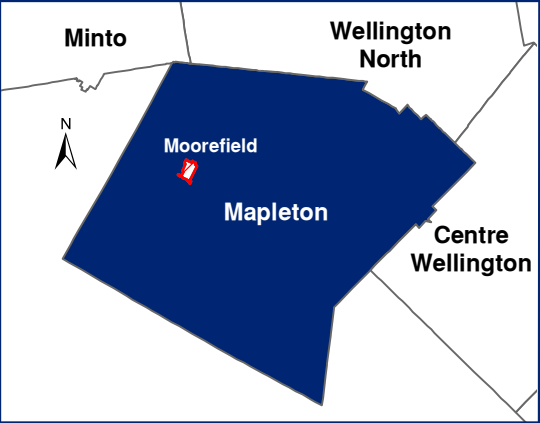
Land Use

MOOREFIELD

MAPLETON

Legend

- Residential
- Central Business District
- Highway Commercial
- Industrial
- Recreational
- Future Development
- PA Policy Areas
- Core Greenlands
- Greenlands
- Built Boundary
- Urban Centre Boundary
- Watercourses

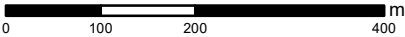


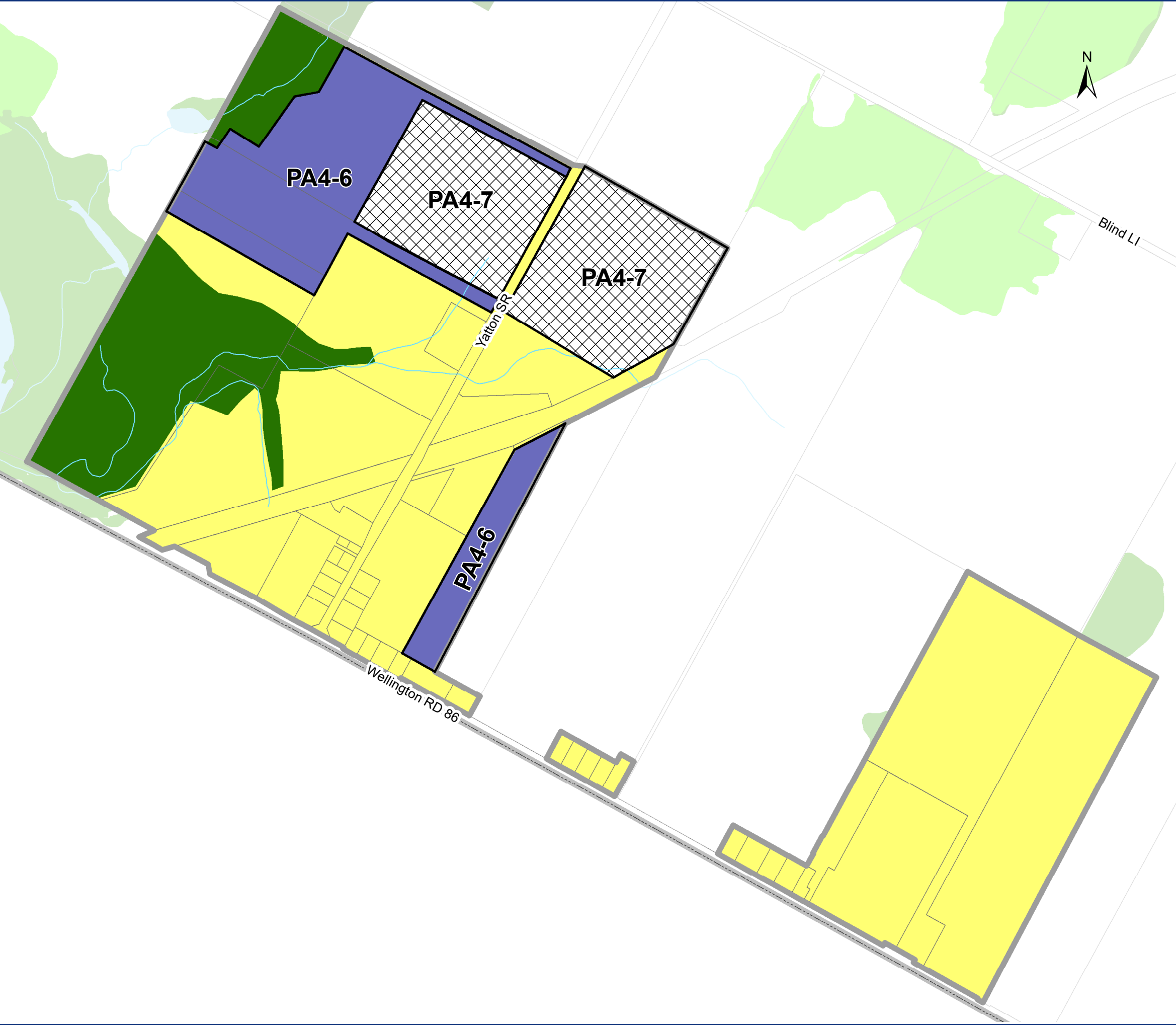
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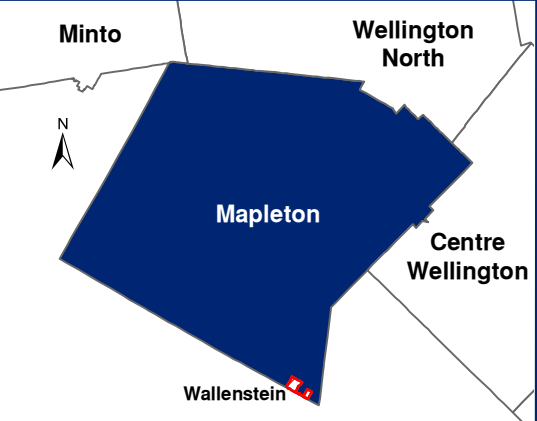
Land Use

WALLENSTEIN

MAPLETON

Legend

- Residential
- Industrial
- Future Development
- Policy Area
- Core Greenlands
- Hamlet Boundary
- Watercourse



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