



Town of Penetanguishene

Affordable and Sustainable Housing Community Improvement Plan

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Prepared by



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EXECUTIVE SUMMARY

The Town of Penetanguishene has been experiencing population growth and increasing challenges from rising housing costs –in ownership prices as well as more recent increases in mortgage carrying costs due to rapid increases in interest rates. The pressure on the ownership market has, in turn, put further pressure on the rental market. Research undertaken in July 2023 revealed that asking rents are now in the \$1,200- \$2,500+ per month range.

The need for housing that is affordable to residents is crucial to the community well-being and economic development of Penetanguishene. In order for a household to afford the 2022 CMHC average market rents of \$1,175 for a 2-bedroom, a household income of at least \$46,000 would be required¹. Proportionally higher incomes would be required to afford the current asking rents noted above. However, 44% of households in Penetanguishene earn less than \$60,000 per year, and 22% of households earn less than \$40,000 per year. There is therefore a growing, urgent need to meet the housing needs of Penetanguishene’s workforce, aging population, single and family households, ensuring an adequate social safety net.

Additionally, both the current Provincial Policy Statement, 2020 and proposed Provincial Planning Statement recognize the dire nature of climate change, and state that planning authorities shall support sustainability through energy conservation and efficiency, reduction of greenhouse gas emissions, and planning that prepares for the impacts of a changing climate. The Town’s Official Plan further encourages the design and development of communities that conserve energy and encourages new development to be consistent with sustainability principles. The Town’s Climate Change Action Plan (2018) attributes that the residential sector comprises 20% of the community’s Greenhouse Gas (GHG) emissions in 2015, the second largest emitter. The Town has also set on overall targeted GHG emission reduction of 6% by 2028.

As noted in Penetanguishene’s Official Plan Section 3.9.1., the Town encourages sustainable development that includes neighbourhood development, site and building design which maximizes energy efficiency and conservation, improves air quality, and mitigates climate change impacts. This includes water-efficient landscaping incorporating native species; the use of high efficiency appliances and fixtures; utilizing durable building materials that include recycled content, and/or are reused, and/or are extracted or manufactured regionally are used; employing low-emitting materials such as (paints and coating, carpets, and adhesives); and designing and orienting buildings to maximize daylight and views.

To meet both affordable and sustainable housing objectives there must be actions undertaken by federal, provincial, and municipal governments. The Town of

¹ This average rent number for the Midland area, released by CMHC annually, represents an average of all occupied rental units. It was identified as significantly lower than the rental rates currently available on the market today by research into current market rates as noted above, as well as by many project participants through the project’s engagement.

Penetanguishene seeks to achieve these objectives through an Affordable and Sustainable Housing Community Improvement Plan (CIP) with a focus on providing financial assistance to encourage new affordable and sustainable housing developments.

The proposed CIP will allow the Town to provide a variety of forms of assistance for affordable and sustainable housing including:

- Tax increment grants
- Offsetting of planning and building permit fees
- Building improvement, renovation, or accessibility grants and loans for both purpose-built rental housing and energy efficiency upgrades
- Grants for studies in support of the feasibility of new affordable and sustainable housing
- Grants for the development of Additional Dwelling Units
- A program to identify and offer surplus municipal lands for affordable and sustainable housing development.

Table 1: Community Improvement Plan Program Summary

Incentive Program	Payment Structure & Incentives	Eligible Costs
<p>Tax Increment Equivalent Grant Program (TIEG)</p> <p>To encourage the conversion of existing buildings or redevelopment of under-utilized sites for affordable housing, this program offers a reduction in the annual municipal property taxes derived from the increased assessment value generated by an eligible project.</p>	<p>Reduced property tax payment plan, 15 years.</p> <p>The amount of the grant is 100% of the annual tax increment over the agreed base assessment for 11 years, with the full taxed amounts will be phased in for the last 4 years.</p>	<p>Development costs related to the renovation or construction of affordable housing.</p> <p>Proponents will be required to commit to providing at least five (5) affordable housing units or 10% of affordable housing units within the projects being developed, whichever is greater, and result in an increase in the assessed value and taxes on the property involved.</p>
<p>Planning and Building Permit Fee Program</p> <p>To support and encourage investment in affordable housing units by waiving relevant municipal fees.</p>	<p>Elimination of required payment.</p> <p>100% of eligible fees.</p>	<p>Eligible municipal Planning applications, Building and demolition permit applications, and associated fees (levies, fees, etc.) payable to the Town.</p>

Incentive Program	Payment Structure & Incentives	Eligible Costs
<p>Renovations for Affordable Rental Housing Program</p> <p>A program for affordable rental housing of 5 units or more by offering financial assistance where modifications are needed to make their buildings accessible and/or to address critical repairs to improve safety.</p>	<p>Grant, up to \$15,000.</p> <p>For buildings designated under the Ontario Heritage Act, the maximum grant shall be maximum \$25,000.</p>	<p>Ramp and/or elevator installations; Urgent repairs to roofs, windows, balconies, or other areas that jeopardize safety; Critical furnace repairs or replacements that jeopardize the ability for a tenant to continue to live safely.</p> <p>Proponents will be required to not increase rental rates to cover costs of the renovations covered by this program.</p>
<p>Home Energy Program</p> <p>To support a repair/upgrade program for energy efficiency of homes.</p> <p>Owners will be required to complete a home energy assessment by a registered professional who will identify recommendations for improvements.</p>	<p>Up to \$25,000 provided as a grant for households at or below median income, and a loan for households above median income.</p> <p>For buildings designated under the Ontario Heritage Act, the maximum grant shall be a maximum of \$35,000.</p>	<p>Improvements identified through required assessment to increase energy performance, including: improvements to the building's electrical and mechanical systems; insulation; replacement of doors, windows, insulation, heating, and other similar building elements; installation of alternative energy generation such as rooftop solar panels or heat pump.</p>
<p>Affordable Housing Feasibility Study Program</p> <p>To determine the feasibility of the creation of affordable housing units or of including affordable housing units within a new development on under-utilized property or retrofit of an existing building. Proponents will be required to commit to</p>	<p>Grant, Lump sum</p> <p>50% of eligible costs up to \$10,000 grant</p> <p>Limited to a maximum of 5 applications per intake year/period.</p>	<p>Feasibility studies, such as financial studies, to develop affordable housing project. Other eligible studies include:</p> <ul style="list-style-type: none"> a) Site analysis; b) Target resident profiles; c) Unit sizing and mix recommendations; d) Amenity utilization analysis and recommendations; e) Parking utilization analysis; and,

Incentive Program	Payment Structure & Incentives	Eligible Costs
providing at least five (5) affordable housing units or 10% of affordable housing units.		f) Other studies, as determined by Town staff.
<p>Additional Dwelling Unit Program</p> <p>To provide financial assistance to offset the costs associated with creating new additional dwelling units or bringing existing units up to code.</p> <p>This program would align with Simcoe County requirements of maintaining affordability for a 15-year period.</p>	<p>Grant, Lump sum.</p> <p>\$10,000 per unit, up to a maximum of \$20,000 per development for affordable additional dwelling units.</p> <p>2-year pilot program of \$5,000 per unit, \$10,000 per property for those who don't meet affordability to incentive new dense, lower impact developments.</p>	<p>Building materials and labour costs required to construct the additional dwelling unit.</p> <p>Sanitary and water servicing.</p> <p>New or upgraded HVAC systems and plumbing works required under the Building Permit to facilitate construction of the additional dwelling unit.</p> <p>Upgrades to provide accessibility features and to meet the Fire and Building Codes.</p>
<p>Surplus Land Program</p> <p>To identify and prioritize the utilization of surplus municipal lands for developments that include the provision of affordable housing, and for lands where residential development is unfeasible, to prioritize the sale of the land to fund the reserve fund used to fund other CIP Programs.</p>	N/A	N/A

PLAN OUTLINE

This Plan is comprised of seven parts as described below:

Part 1: Definitions

Provides definitions for various terms that are used throughout this Plan. The definitions are provided to assist in the interpretation of the Plan.

Part 2: Purpose, Goals and Objectives

Describes the rationale for the program and the objectives, within a financially viable framework.

Part 3: Needs Analysis and Methodology

Provides a summary of key demographics of the Town and an analysis of the existing housing stock and housing needs.

Part 4: Draft CIP Incentive Programs

Provides general eligibility requirements applicable to all proposed financial incentive programs and eligibility requirements that are applicable to specific financial incentive programs. Part 5 is an operative component of this Plan.

Part 5: Community Improvement Project Area

Describes the area in the Town of Penetanguishene to which the Plan applies.

Part 6: Implementation

Establishes policies to address how the Plan will be implemented. The administration policies are important for those interested in applying for incentives and should be read thoroughly. Monitoring the CIP programs and their effectiveness, including the experience of Applicants, is important to ensure that the programs achieve their intended goals. Monitoring will be used to update the Plan regularly.

Part 7: Appendices

Provide background information and documents to assist with understanding and interpreting the Plan.

PART 1: DEFINITIONS

Key definitions for the **Community Improvement Plan** are provided here and bolded throughout the document.

Affordable means a residential unit where the rent is no greater than 100 per cent of the average market rent and where the tenant is dealing at arm's length with the landlord. The average market rent is determined in accordance with the "*Affordable Residential Units for the Purposes of the Development Charges Act, 1997, Bulletin*". The CIP definition of affordability is subject to change pending further Provincial legislation, as is to be revisited on an annual basis.

Additional Dwelling Unit means a second and/or third dwelling unit in a single-detached house, semi-detached house, or townhouse, or the creation of a residential unit in an accessory building to the single-detached house, semi-detached house, or townhouse.

Applicant unless otherwise indicated, means a registered owner, assessed owner, or tenant of lands and buildings within the **Community Improvement Project Area** who has a right to apply for one or more financial incentive(s) in accordance with the policies of this Plan.

Base year means the municipal property tax assessment of a lot at the time of complete application submission.

Town means the **Town** of Penetanguishene.

Commencement year means the municipal property tax assessment of a lot after project completion and based on the date of the Municipal Property Assessment Corporation (MPAC) Supplementary Property Tax Assessment.

Community Improvement, unless otherwise specified, is as defined in accordance with its definition under Section 28 of the *Planning Act*.

Community Improvement Plan (CIP) unless otherwise specified, is defined in accordance with its meaning under Section 28 of the *Planning Act*.

Community Improvement Project Area (CIPA), unless otherwise specified, is as defined in accordance with its meaning under Section 28 of the *Planning Act*.

Sustainable means neighbourhood development, site and building design which maximizes energy efficiency and conservation, improves air quality, and mitigates climate change impacts, per Official Plan Section 3.9.1. This can include but is not limited to water-efficient landscaping incorporating native species; the use of high efficiency appliances and fixtures; utilizing durable building materials that include recycled content, and/or are reused, and/or are extracted or manufactured regionally

are used; employing low-emitting materials such as (paints and coating, carpets, and adhesives); and designing and orienting buildings to maximize daylight and views.

Tax increment means the difference between property tax assessment at the **Base year** and **Commencement year**.

Tax Increment Equivalent Grant (TIEG) means as provided for under Section 28(7) of the *Planning Act*. A **TIEG** is a grant equal to the full amount or a portion of the amount of municipal property taxes increase after a property is reassessed. The increase in taxes, or **tax increment**, is calculated by subtracting the municipal portion of property taxes before reassessment from the municipal portion of property taxes after reassessment. A municipality may provide any portion of the increment for any length of time their council deems appropriate.

The **tax increment** does not include any increase/decrease in municipal taxes due to a general tax rate increase/decrease or a change in assessment for any other reason.

PART 2: PURPOSE, GOALS AND OBJECTIVES

The purpose of this **Affordable** and **Sustainable** Housing **Community Improvement Plan** (“**CIP**”) is to assist in the development of **affordable** and **sustainable** housing in the **Town**. The **Town** of Penetanguishene recognizes that the long-term development of **affordable** and **sustainable** housing units will take different forms and will require a collaborative approach involving the participation multiple stakeholders.

One of the challenges to increasing the supply of **affordable** and **sustainable** housing is financial viability. Strategically targeted incentives can help to reduce some of the costs incurred thereby increasing the likelihood of **affordable** housing units being constructed. In this regard, a housing plan using a multi-stakeholder approach and employing a variety of housing initiatives is best positioned to addressing the **Town’s** forecasted need for **affordable** and **sustainable** housing.

The **Town** of Penetanguishene **Affordable** and **Sustainable** Housing **CIP** outlines its commitment to supporting the creation of new **affordable** and **sustainable** housing. It aims to expand opportunities by providing financial support and by leveraging federal and provincial **affordable** housing funds to provide financial incentive programs to private property owners, private developers and non-profit housing providers interested in developing **affordable** housing.

The **CIP** programs are open to eligible **affordable** and **sustainable** housing proposals throughout the **Town** of Penetanguishene in accordance with program requirements. Proposals may be submitted by:

- 1) Homeowners/renters
- 2) Builders/Developers
- 3) Landowners
- 4) Non-Profit Housing Providers/Operators, and/or
- 5) Other parties interested in developing **affordable** and **sustainable** housing within the **Town** of Penetanguishene.

Funding for the **CIP** programs will be reviewed annually during the **Town’s** budgeting process. Prior to applying, interested proponents of **affordable** and **sustainable** housing projects are required through a pre-consultation meeting to review this Plan and contact the **Town** to confirm project funding eligibility and availability of funding. Early engagement with the **Town** is highly recommended so that interested property owners and developers of **affordable** and **sustainable** housing can better understand the opportunities for funding and the program requirements. The authority to interpret and implement this Plan has been delegated to the Director of Planning and Community Development of the **Town** of Penetanguishene.

This **CIP** has been prepared with the provision of **affordable** and **sustainable** housing as a priority and supports the benefits of urban intensification. Additional residential units can create **affordable** and **sustainable** housing within existing neighbourhoods utilizing existing infrastructure.

The objectives of this **CIP** are as follows:

- a) To increase the supply of **affordable** and **sustainable** rental housing units throughout the **Town**;
- b) To support the building of complete communities;
- c) To support the existing housing supply;
- d) To support the development of **sustainable** buildings and neighbourhoods;
- e) To encourage a continuum of **affordable** housing options, including a diversity of housing units by size and number of bedrooms; and,
- f) To promote the construction of additional **affordable** dwelling units.

To ensure the objectives of this **CIP** are achieved, a monitoring and evaluation program will be implemented as part of this **CIP** including a regular report to **Town** Council and the community. **Applicant** feedback on the programs and their administration will also be included as part of the monitoring and evaluation process.

The monitoring program will include reporting back to **Town** Council on the following metrics:

- Number and type of new **affordable** housing units created through accessing the various incentives (including depth of affordability of units created).
- The types of households targeted with incentives (seniors, supportive, family, general/workforce **affordable**) and the number of units created by the private sector and the number of units created by the non-profit sector.
- The number of **affordable** housing units created due to the accessory dwelling assistance initiative.
- The number and type of renovations or building improvements completed using **CIP** incentives
- Whether the **CIP** assisted developments to access other government incentives (and if so which incentives/initiatives?).
- The number of new **affordable** housing units developed on municipally-owned lands.

PART 3: HOUSING NEEDS ANALYSIS AND CONSULTATION

HOUSING NEEDS ANALYSIS

A housing needs analysis was undertaken in the *Background Study & Best Practices Review*, presented to Council for information in November 2023, which examined the demographic trends of the **Town's** population, the current state of the housing market and growth projections for Penetanguishene. Key findings include:

- Penetanguishene's population is steadily growing and aging. As of 2021, the **Town's** median age was 52, significantly higher than the Ontario population median age of 40.4.
- There is a much higher percentage of people who identify as Indigenous (19.9%) in Penetanguishene, with the majority identifying as Métis.
- 44% of households earn less than \$60,000 per year after tax.
- 28% of households in Penetanguishene are experiencing unaffordable, unsuitable, and/or inadequate housing, with renters three times more likely to live in unaffordable dwellings than homeowners.
- Wait times for a rent-geared-to-income unit for a family or individual is more than 7 years.
- Average renter households can afford ownership price of approximately \$179,100 compared to 2023 average resale price of \$635,076 in North Simcoe.
- Average renter households can afford \$1,200 for rent but when searching on the market – rents range from \$1,800 to \$2,575 for two-bedroom apts.
- Current housing purchase prices are **3.5x**, and rental prices are **1.5x**, what the average Penetanguishene household can afford.

CONSULTATION SUMMARY

Various consultation activities were undertaken to assess the community's needs and priorities for **affordable** and **sustainable** housing. These included key informant interviews, the posting of a survey on the **Town's** website, and two Public Open Houses, which are described further below:

a) Stakeholder Interviews

- Stakeholders for the **Affordable** and **Sustainable** Housing CIP were identified by **Town** staff, which included relevant Government staff, Indigenous organizations, non-profit housing providers, local developers, and large public institutions and employers.
- Interviews were organized by subject matter and were held virtually between September and October 2023.

b) Public Survey

- Hosted online through Connect Penetanguishene website and promoted via **Town** website and social media.
- Available from mid-October to end of November 2023.
- Received 97 responses to questions around housing affordability and sustainability.

c) Public Open Houses

- Two public open houses were held at Penetanguishene Memorial Community Centre on November 23, 2023, with an afternoon and evening session.
- The Consultant team delivered a presentation with background information and facilitated discussion, with information boards and opportunity for comments.

KEY THEMES AND FINDINGS

The key themes and findings from the consultation activities are as follows:

- The top priority for the CIP is the increase of an **affordable** rental stock.
- Increasing issue of access to **affordable** housing in Penetanguishene across groups – rental units appropriate for short-term/seasonal and permanent workforce housing, larger units for families, seniors housing, and supportive housing.
- The right type of housing isn't **affordable** or available for those that need it – need most identified is for both 1 and 3+ bedroom units.
- Concern around additional support for the creation of **affordable** housing coming out of tax revenues.
- Coordination with County and Simcoe as well as other municipalities in Northern Simcoe should be considered to strengthen local approach to tackling problem of **affordable** housing.
- Greater clarity around timelines and costs for municipal approvals would help reduce risks and costs for developing both market and non-market housing.
- Priority for **Town** to study municipal land to determine if it is feasible for **affordable** housing development.
- Cost is the main barrier for those interested in upgrading their home to increase energy efficiency.
- Cost and complication were both major barriers for those interested in building an **Additional Dwelling unit (ADU)**.

PART 4: DRAFT CIP INCENTIVE PROGRAMS

Program Overview

The **Affordable** and **Sustainable** Housing CIP offers the following incentive programs:

Table 2: Overall Program Funding Eligibility

Program	Unit Type			Location*	
	< 5 units	5+ units	ADUs	Urban Area	Non/ Partially Serviced Areas
Renovations and Retrofits					
Renovations for Rental Housing Program	No	Yes	No	Yes	Yes
Home Energy Program	Yes	Yes	No	Yes	Yes
Additional Dwelling Unit (ADU) Program**	No	No	Yes	Yes	No
New Builds					
Tax Increment Equivalent Program	No	Yes	No	Yes	No
Planning and Building Permit Fee Program	Yes	Yes	Yes	Yes	No
Affordable and Sustainable Housing Feasibility Study Program	No	Yes	No	Yes	No
Additional Dwelling Unit (ADU) Program**	No	No	Yes	Yes	No
Surplus Land Program	Yes	Yes	No	Yes	No

*see Part 5 of document for **CIPA** map, including identified sub-areas

** **ADU** Program is funding for both renovations/retrofits and new builds so included in both categories

General Program Eligibility Requirements and Application Process

General Program Requirements

Applicants providing new or renovated, eligible **affordable** rental housing accommodation within the **Affordable** and **Sustainable** Rental Housing **CIPA** can apply to any or all of the grant or incentive programs offered subject to funding availability, meeting specific criteria, and satisfying the following:

- a) The subject property is located within the **Town** of Penetanguishene.
- b) The **Applicant** must be the registered owner of the land for which the application is being made or an agent authorized by the registered owner.

- c) The **Applicant**, property owner, assessed property owner or tenant of a property to whom the owner has assigned consent to receive assistance under the **CIP** is in good standing with regard to by-laws of the **Town** of Penetanguishene, property taxes, municipal fees and levies liable on the property. Assistance under the **CIP** will be refused or withdrawn for properties that are not in good standing with the **Town**.
- d) Prior to the disbursement of funds for any grant or incentive, **Town** Staff shall confirm that all the requirements of the grant or incentive program have been met and that funds are available.
- e) Retroactive improvements will not be eligible for grants, loans or incentives. Improvements and activities must not commence until an application has been approved in full by the **Town** of Penetanguishene and a **Community Improvement Plan** Incentives, Grant or Loan Agreement (Agreement) has been executed by both the registered owner and the **Town**.
- f) Similarly, at no time will financial support be provided on a retroactive basis to projects where eligible costs have been incurred prior to the adoption of the **CIP** by Council.
- g) Where grants/loans or incentives are approved, the total value shall not be greater than the total eligible project costs incurred.
- h) Individual condominium units are not eligible for grant/loan or incentive programs.
- i) Non-profit housing projects being built on leased land are eligible for grants/loans or incentives.
- j) Organizations that develop **affordable** housing and who access federal and provincial housing funds are eligible to stack those grants/loans or incentives with the **Town** of Penetanguishene **CIP** incentives.
- k) Community improvement works undertaken and completed that are associated with this Plan must be consistent with the project description contained in the application form and supporting materials, and with the Agreement. Should in the opinion of the **Town**, the works not be consistent with the original project description, the **Town** may delay, reduce, or cancel the approved incentive program benefits, and may require repayment of any of the incentive program benefits, at the discretion of the **Town**.
- l) Mobile homes are not eligible for funding under this **CIP**.
- m) All eligible projects shall not be used for tourist accommodation (for a period of less than 28 days) and to accommodate the travelling public.

Application Process

Pre-consultation

Applicants are required to pre-consult with **Town** staff prior to submitting a formal **CIP** application. The purpose of the pre-consultation meeting is to discuss the nature of the grant or incentive being requested and to confirm program eligibility, funding availability and application requirements including supporting documents, the proposed scope of work, cost, and project timing. Through the pre-consultation meeting, **Town** Staff will identify requirements for a complete application.

Application Submission

Following pre-consultation, the **Applicant** may submit a grant, loan, or incentive application. A complete application package will include a completed application form and supporting documentation as required by the **Town Staff** and indicated to the **Applicant** at the pre-consultation meeting. Supporting documentation may include, but is not limited to:

- a) Site plan and professional design study/architectural drawings;
- b) Specification of the proposed works, including a work plan for the improvements and construction drawings;
- c) Two cost estimates for eligible work provided by licensed contractors or consultants, as appropriate in the context of the grant or incentive program. This requirement is subject to the type of project being contemplated and may be modified at the sole discretion of staff.
- d) Declaration of any grants, loans, or incentives secured or conditionally approved for the project and/or property from all other sources to ensure that the total value of grants, loans, or incentives received is not greater than the cost total eligible project costs incurred.

Application Review

Once the required forms and documentation have been received, a review committee comprised of **Town Staff** will undertake a review of the proposal and application. The review committee may perform initial site visits and inspections of the building/property, as necessary.

The following applies at this stage:

- a) If the application meets the program requirements, the application will be accepted. By accepting an application for any of the grant or incentive programs, the **Town** does not guarantee program approval and/or funding.
- b) Only complete applications will be accepted for review by **Town Staff**.

Application Decision

Once the application has been accepted and the review completed, **Town Staff** will provide the **Applicant** with a notice of decision on the application.

The following applies at this stage:

- a) If an application has been approved, the **Applicant** will be required to execute an Agreement with the **Town**.
- b) If an application is refused, the **Applicant** may resubmit an application for reconsideration provided that any changes required have been made or that funding becomes available, whichever is the case.

Agreement

Applicants shall enter into an Agreement with the **Town** that is registered on title and binding on heirs, successors, and assigns.

Agreements may address, but are not limited to, the following matters:

- a) The number of units required to meet the definition of **affordable** housing and be maintained as **affordable**;
- b) The requirement that the **affordable** housing units shall not be used for tourist accommodation for less than 28 days, to accommodate the travelling public, short-term accommodation or for student housing;
- c) **Applicants** will be required to enter into an Agreement with the **Town**, which shall not be less than the minimum term specified in the grant or loan program, to ensure that the **affordable** rental units remain **affordable**, in accordance with the definition set out in this plan, for up to 15 years from the date of occupancy. If the units are no longer deemed to be **affordable**, the grants or loans, plus interest, will become payable to the **Town** in full;
- d) Acknowledgment that the **Applicant** will be required to provide annual statements and any necessary documentation to satisfy **Town** Staff that the dwelling units are and will continue to remain **affordable** for the term of the Agreement; and
- e) Improvements made to buildings or lands shall be made pursuant to a building permit and constructed in accordance with the *Ontario Building Code* and all applicable Zoning By-law requirements, Council approved design guidelines and any other necessary policies and approvals.

If a property is sold [or otherwise transferred], in whole or in part, before the original grant or loan period lapses, the original owner is not entitled to receive the remaining grant payments under the original Agreement. The new owner may receive the remaining payments subject to the circumstances and entering into an Agreement with the **Town**. The original owner may also be required to repay the **Town** for any grant payments made to the original owner prior to sale of the property.

Payment of Funds

If all the program requirements and Agreement requirements have been met to the **Town's** satisfaction the **Town** will issue payment of the approved grant or incentive in accordance with the general program eligibility requirements and the specific program eligibility requirements identified.

Administration

The **CIP** is being implemented through the policies of the **Town** of Penetanguishene Official Plan and s.28 of the *Planning Act* and s.106 and s.365.1 of the *Municipal Act*. It will be administered by the **Town** of Penetanguishene Planning and Community Development and the Finance Department. Support from the County of Simcoe may be provided to the **Town** to assist in the administration of the agreements.

A completed application form will be required for any person seeking financial assistance through this **CIP**. Application forms are available online, through the **Town's** website. Applications made for funding will be accepted, reviewed and a determination made until the funding budget is exhausted. In all cases, an Agreement will be required.

The application process will initially be a continuous, year-round process whereby the **Town** will accept applications at any time during a calendar year. When there is funding

available for financial incentives, it will be allocated on a “first-come, first-served basis.” The Town may opt to implement an application intake window process. Under this process, the Town will only accept applications during one or more specified timeframe(s) throughout the year, with a clear deadline for accepting applications.

CIP Programs: Focus Areas

The following sections set out the programs in the draft **Affordable and Sustainable Housing Community Improvement Plan**:

1. Tax Increment Equivalent Grant Program (TIEG)

The purpose of this program is to increase the overall number of purpose-built rental housing units throughout the **Town** by providing a grant that reduces the property tax increase that typically results from development and/or redevelopment projects.

This program provides payment relief equivalent to the incremental increase, or **tax increment**, in municipal property tax assessment resulting from property improvements to existing buildings or the development of new buildings for a period of up to fifteen (15) years.

Program Incentives

The **tax increment** shall be determined by the difference between the pre-and post-project completion municipal property taxes levied by the Municipal Property Assessment Corporation (MPAC). The **tax increment** is the portion eligible for relief under this program. To be clear, increased property assessment is not “eligible costs” but represents a basis for calculating the grant.

Eligibility

Eligible costs include development costs related to the renovation or construction of **affordable** housing.

Proponents will be required to commit to providing at least five (5) **affordable** housing units or 10% of **affordable** housing units within the projects being developed, whichever is greater. An eligible project must create result in an increase in the assessed value and taxes on the property involved. **Tax Increment Equivalent Grant** Program does not apply to the development of **additional dwelling units**.

Payment

The reduced payment schedule will be applied to property tax statements annually on the following conditions:

- 1) The project is complete.
- 2) Final building inspections have taken place.
- 3) An occupancy permit has been issued.
- 4) Confirmation that the units provided are in accordance with the proposal;
- 5) All deficiencies, if any, have been addressed; and,
- 6) Confirmation that property taxes are not in arrears.

The **Tax Increment Equivalent Grant** will be applied annually for a period of fifteen (15) years and will be equal to a percentage of the **tax increment** paid for the **Town's** portion on the property taxes, above what the cost of property taxes was prior to the site being developed. The full taxed amounts will be phased in for the last four years. The payment structure is as follows:

Year	% of Tax Increment
1 to 11	100
12	80
13	60
14	40
15	20

For mixed-use projects, the grant payable shall only apply to the residential component of the development.

The grant provided cannot exceed eligible costs, which may include:

- a) Demolition of buildings and structures, removal and disposal of materials and debris/abandoned infrastructure.
- b) Lot preparation, construction or improvement, or relocation of services.
- c) Capital expenditures for new building construction, and renovation, reuse, rehabilitation, alteration, and expansion of existing buildings to be retained on the property.
- d) Upgrades to provide accessibility features.
- e) Legal fees, consulting fees, and financing costs as they relate to the preparation of a complete application.

2. Planning and Building Permit Fee Program

The purpose of this program is to promote the development of purpose-built **affordable** rental housing by offsetting the costs associated with fees for planning and building applications at the **Town**.

This program would apply to property owners who undertake a purpose built **affordable** rental housing development or redevelopment project.

Program Incentives

This program will provide relief of the fees paid on planning and development applications for purpose built **affordable** rental housing. This would not include deposits the **Town** collects pursuant to the Municipal Costs Policy, to cover peer reviews or other costs related to application approval.

Eligibility

The payment relief would apply to most fees related to development or redevelopment for:

- a) Official Plan Amendments;

- b) Zoning By-law Amendments;
- c) Minor Variances and Consents to Sever;
- d) Site Plan Control; and,
- e) Building and Demolition Permits.

Payment

The relief would be applied, pending the following conditions:

- 1) An agreement is signed that **affordable** housing units will be provided within two years of initial approval or execution of subdivision or site plan agreement, and if units are not built then fees can be incurred. **Town** staff may allow extensions to the prescribed time outlined above at their sole discretion; and
- 2) Confirmation that property taxes are not in arrears.

3. Renovations for Affordable Rental Housing Program

The purpose of this grant is to support a repair program for **affordable** rental housing by offering financial assistance to rental properties where modifications are needed to make their buildings accessible, or to address critical repairs to improve the safety of their buildings. This program is limited to **affordable** rental housing that provide five (5) or more units.

Program Incentives

The grant may cover eligible project costs incurred up to a maximum of \$15,000 in funding for the repair or renovation of rental housing. The Program will be administered as a grant. The grant will be registered on the title and forgiven after 10 years.

For any property that is designated under the Ontario Heritage Act, the maximum value of a grant shall be a maximum of \$25,000.

Eligibility

Eligible costs include:

- a) Ramp and/or elevator installations.
- b) Urgent repairs to roofs, windows, balconies, or other areas that jeopardize safety.
- c) Critical furnace repairs or replacements that jeopardize the ability for a tenant to continue to live safely.

In addition to the other program requirements, proponents will be required to commit to not increasing rental rates to cover the costs of the building repair/renovation that are covered by this program.

Applicants that have received funding from the Downtown CIP's **Affordable** Housing Program are not eligible for this program.

Payment

The grant will be paid on the following condition:

- 1) The project is complete.
- 2) Final building inspections have taken place.
- 3) An occupancy permit has been issued.
- 4) Confirmation that the units provided are in accordance with the proposal;
- 5) All deficiencies, if any, have been addressed; and,
- 6) Confirmation that property taxes are not in arrears.

At the discretion of staff, there may be opportunities to provide partial payment of a grant, during construction phases, prior to the completion of the project if **Applicants** can provide proof of need for funds to complete project's construction.

4. Home Energy Program

To support a repair/upgrade program for energy efficiency of homes up to \$25,000. For any property that is designated of the *Ontario Heritage Act* the maximum value of a grant shall be \$35,000.

Applicants will be required to complete a home energy assessment by a registered professional who will identify recommendations for improvements.

The program will be provided as a grant for households at or below median income, and as a loan for households above median income.

Eligibility

Eligible costs include improvements identified through required assessment to increase energy performance, including:

- a) improvements to the building's electrical and mechanical systems;
- b) insulation;
- c) replacement of doors, windows, insulation, heating, and other similar building elements;
- d) installation of alternative energy generation such as heat pump or rooftop solar panels.

Payment

The grant will be paid on the following condition:

- 1) The project is complete.
- 2) Final building inspections have taken place.
- 3) An occupancy permit has been issued.
- 4) Confirmation that the units provided are in accordance with the proposal
- 5) All deficiencies, if any, have been addressed; and,
- 6) Confirmation that property taxes are not in arrears.

At the discretion of staff, there may be opportunities to provide partial payment of a grant, during construction phases, prior to the completion of the project if **Applicants** can provide proof of need for funds to complete project's construction.

5. Affordable Housing Feasibility Study Program

The purpose of this grant is to support housing providers to evaluate the feasibility of developing **affordable** housing units and/or projects.

Program Incentives

A grant equal to 50% of the cost of studies or plans up to a maximum of \$10,000 in funding will be available. Note that this Program will be limited to a maximum of five applications per intake year/period.

Eligibility

This program will support the creation of **affordable** housing units. An eligible project must either determine the feasibility of including **affordable** units within a new development on a vacant or under-utilized property, or rehabilitation/retrofit of an existing building; or evaluate the potential of developing **affordable** housing projects.

Eligible feasibility studies include marketing or financial studies. Other eligible studies include:

- e) Site analysis,
- f) Target resident profiles,
- g) Unit sizing and mix recommendations,
- h) Amenity utilization analysis and recommendations,
- i) Parking utilization analysis, and
- j) Other studies determined in consultation with staff.

Proponents will be required to commit to providing at least five (5) **affordable** housing units or 10% of **affordable** housing units within the projects being developed, whichever is greater.

Payment

The grant will be paid on the following condition:

- 1) The study is complete; and,
- 2) Confirmation that property taxes are not in arrears.

6. Additional Dwelling Unit Program

The purpose of this program is to provide financial assistance to offset the construction costs associated with renovating an existing dwelling or accessory building to include a new **Additional Dwelling Unit** within the principal dwelling or an existing accessory building, or the renovation of an existing dwelling unit to bring it up to code. It also applies to homeowners who construct a new **additional dwelling unit** (detached) within an accessory building.

Eligible properties may receive a one-time grant to offset costs incurred to construct or renovate an **Additional Dwelling Unit** within a detached house, semi-detached house, or townhouse and/or within an accessory building or structure. The unit(s) must meet the definition of **affordable** housing in accordance with this program to be eligible for full funding under this program. At least one **additional dwelling unit** will be created.

Program Incentives

The grant may cover eligible project costs incurred up to a maximum of \$10,000 per unit or \$20,000 per property for the construction of:

- 1) an **additional dwelling unit** within a single detached, semi-detached or townhouse dwelling
- 2) the renovation of an existing **dwelling unit** to bring it up to current Building or other Municipal Codes or
- 3) an **additional dwelling unit** in a detached accessory building.
- 4) The Town will also be piloting a modified program for Additional units that do not meet the definition of **affordable**, which may be eligible for a maximum of \$5,000 per unit or \$10,000 per property in support of compact, **sustainable** development of **Town** land.

Eligibility

Eligible costs include:

- a) Building materials and labour costs* required to construct the **additional dwelling unit**.
- b) Sanitary and water servicing.
- c) New or upgraded HVAC systems and plumbing works required under the Building Permit to facilitate construction of the **additional dwelling unit**.
- d) Upgrades to provide accessibility features and to meet the Fire and Building Codes.

An Agreement will be registered on the title and the **additional dwelling unit** must remain **affordable** for up to 15 years, matching the County of Simcoe's Secondary Suites program eligibility. In addition, the following special requirements also apply:

- a) The home must be the principal owner-occupied residence of the **Applicant**.
- b) The **affordable** housing units shall not be used for tourist accommodation for a period of less than 28 days, to accommodate the travelling public, short-term accommodation or for student housing.
- c) Short-term rental (STR) units shall not be permitted within any residential unit on the property.

*requires work to be completed by a qualified contractor, with quotes for services approved by the **Town** in advance of work being completed.

Payment

This funding payment will be paid on the following condition:

- 1) The project is complete.
- 2) Final building inspections have taken place.
- 3) An occupancy permit has been issued.
- 4) Confirmation that the units provided are in accordance with the proposal
- 5) All deficiencies, if any, have been addressed; and,
- 6) Confirmation that property taxes are not in arrears.

7. Surplus Land Program (SLP)

This program is to identify and prioritize the utilization of surplus municipal lands for developments that include the provision of **affordable** housing, and for lands where residential development is unfeasible, to prioritize the sale of the land to fund the reserve fund used to fund other **CIP** Programs. This will work to achieve the goals of the **Town's** Official Plan and the objectives of this Plan. This program will identify municipally owned lands that are determined to be surplus to the needs of the **Town** or County and that will be subsequently offered through a Request for Proposal (RFP) process for development purposes. It will support the development of **affordable** purpose-built rental housing by permitting housing providers to acquire, purchase, and/or lease municipal property at a reduced or no cost for **affordable** housing development.

The Surplus Land Program may consider and outline matters such as, but are not limited to, a list of candidate municipal properties to be managed and updated periodically, identification of property conditions, ranking of each property by municipal priority, development potential, applicable development criteria for the successful proponent such as the number of **affordable** units to be achieved, and others, as appropriate.

PART 5: COMMUNITY IMPROVEMENT PROJECT AREA

The entire **Town** of Penetanguishene is identified as a **Community Improvement Project Area (CIPA)**. The proposed **Town** of Penetanguishene **Affordable** and **Sustainable** Housing **CIPA** is shown below. This Schedule forms part of this Plan.

Within the **CIPA**, the serviced Urban area (pink area) and partially/unserviced Rural area (beige area) are shown. **CIP** Program eligibility that aligns to these areas is discussed in Part 4 of this document.

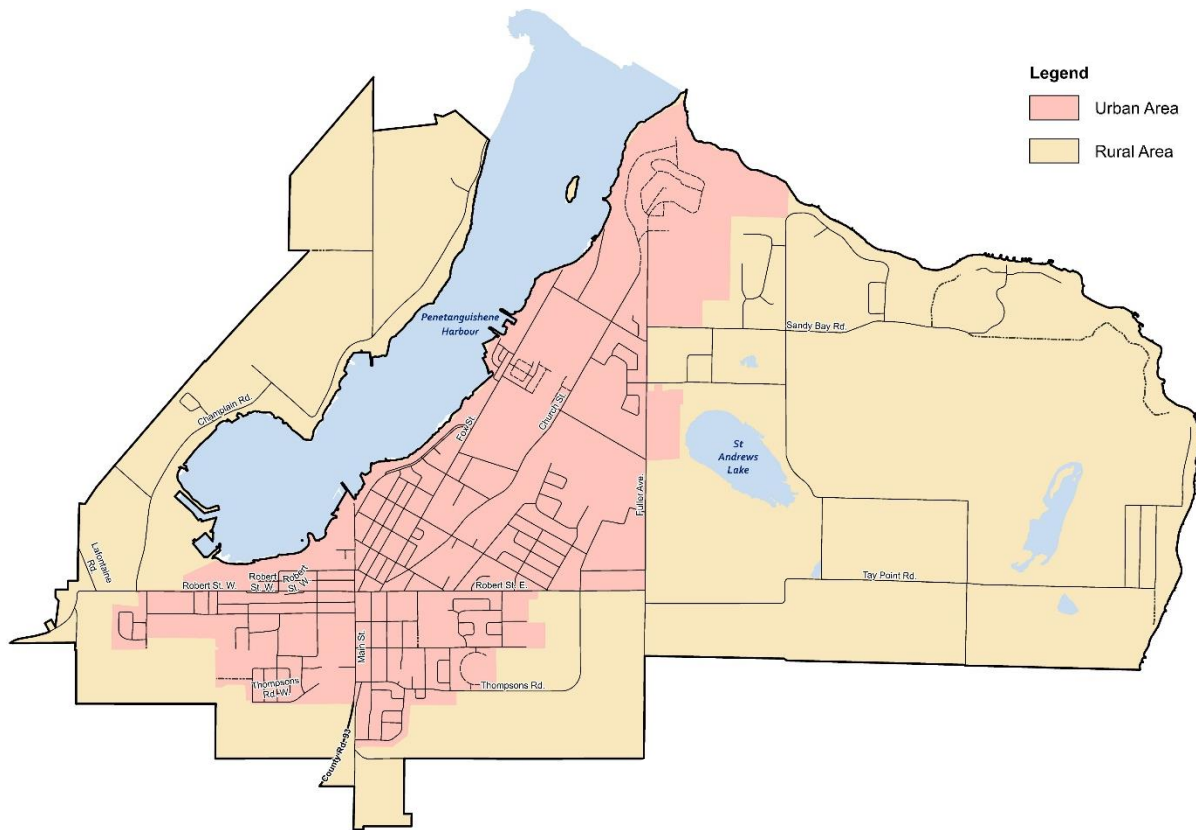


Figure 1: Map of Community Improvement Project Area

PART 6: IMPLEMENTATION

CIP Duration

The **Community Improvement Program** timeframe of implementation shall be limited to an initial 10-year period, commencing 2024 through to the end of 2034.

Notwithstanding this, the period of administration associated with disbursements to successful **CIP** program **Applicants** may occur outside of the implementation period, if necessary. Council also has the right to extend, revise or alter the **CIP** beyond the initial ten-year horizon, subject to the objectives of Council.

Council reserves the right to limit funding for individual applications/projects if, in their opinion, it would unduly limit the availability of funding for other projects seeking funding throughout the budget year.

Budget

An annual budget for the **CIP** will be approved by Council and included in a reserve fund to support the **Affordable** and **Sustainable** Housing **Community Improvement Plan**. This will be used to fund the building improvement and renovation for purpose-built rental housing grant, the feasibility studies for **affordable** and **sustainable** housing grant and the **additional dwelling unit** grant described in the incentive programs.

Relief awarded for the *Planning Act* application fees, Building Permit application fees and other municipal fees/levies will be absorbed in the respective departments as lost revenue. This loss may be required to be budgeted in the Reserve Fund.

Property tax relief granted through the **Tax Increment Equivalent Grant** will be absorbed by the **Town** as lost revenue, initially, but would be recouped over time in the form of overall increased tax assessment and economic activity that otherwise may not have been realized without the incentives.

Council to approve annual allocations from revenue received from the sale and/or lease of municipal property through the Surplus Land Program or other surplus land sales will be allocated to the reserve fund to support this Plan.

Default and Termination of Funding

Recipients of program assistance from the **Town** of Penetanguishene who are deemed by the **Town** to be in default of the requirements of the program for ongoing program support, will receive notice of intention to terminate program assistance. At the discretion of Council, **Applicants** will be provided with an opportunity to remedy the default. Should such remedy not be forthcoming within a period stipulated by Council, program assistance will be terminated.

Portability of CIP Grant or Loan

A **CIP** grant or loan may be transferred to a new owner of the subject property prior to the **CIP** grant or loan being advanced provided that the Owner acknowledges that, in order to remain eligible for the **CIP** grant or loan, the **Town** must be advised in writing 60 days in advance of the change of ownership and any new Owner must enter into the Agreement on the same terms and conditions as originally required by the **Town**, at the **Town**'s sole discretion.

Co-operation with the County of Simcoe

The **Town** of Penetanguishene will participate with the County of Simcoe to further the policies of this Plan. This includes, but is not limited to, entering into partnerships with the County, where appropriate, to achieve the desired outcomes of this Plan.

Annual Statements

Applicants may be required to provide a statement to the **Town** of Penetanguishene annually (Annual Statement) related to the terms of any Agreement. The Annual Statement shall include all necessary documentation to satisfy **Town** Staff that the dwelling units continue to remain rental units and that the rental price meets the **Town** of Penetanguishene's definition of **affordable**.

Applicants who do not complete the Annual Statement or who do not maintain the units as **affordable** for the duration that an Agreement is in effect are ineligible for any additional incentive programs for any other properties they may own. **Applicants** may also be required to repay any grant or incentive that has been received from the **Town**. Any required repayment may be collected via property taxes.

Monitoring and Evaluation

Monitoring shall be undertaken on an ongoing basis, which will provide data and information to support the annual reporting on the **CIP** programs to Council and the public.

Records of all applications received, and incentives provided shall be maintained.

Town Staff shall undertake the following activities to support the development of baseline data for the **CIP**:

- a) Prepare an inventory of vacant lands, which may be updated from time to time; and,
- b) Prepare an inventory of assessment values, as determined by MPAC, for properties within the **CIPA** at the time of the submission of an application.

Town staff shall monitor the following data points to evaluate the impact of the programs of this **CIP**:

- a) Total amount of committed funds to the **CIP**.
- b) Total number of applications received.
- c) Number of successful applications (overall take-up of each program).
- d) Total amount (in dollars) of public funds provided.

- e) Estimated total amount (in dollars) of private-sector investment that resulted.
- f) Qualitative assessment of projects works (pictures, etc.).
- g) Number of **Affordable** Residential Units created.

In addition to the above, Table 4 outlines specific monitoring variables that will also be used.

Table 4: CIP Program-Specific Monitoring Variables

	Incentive Program	Monitoring Variables
1	Tax Increment Equivalent Grant Program (TIEG)	<ul style="list-style-type: none"> 1) Estimated total amount (in dollars) of the tax increment and resultant relief provided. 2) Estimated total amount (in dollars) of construction works undertaken. 3) Number and type of affordable housing units created. 4) Estimated increase in assessed property value, as provided by MPAC.
2	Planning and Building Permit Fee Program	<ul style="list-style-type: none"> 1) Estimated total amount (in dollars) of the relief provided. 2) Estimated total value (in dollars) of fee forfeited/waived. 3) Number of applications submitted. 4) Number of applications approved. 5) Category of application submitted. 6) Category of application approved. 7) For approved Applicants, provide a description of the development undertaken. 8) Number and type of units created.
3	Renovations for Rental Housing Program	<ul style="list-style-type: none"> 1) Estimated total amount (in dollars) of the grant provided. 2) Estimated total value (in dollars) of works undertaken / construction. 3) Type of work(s) undertaken as part of the project. 4) Number and type of units renovated.
4	Home Energy Program	<ul style="list-style-type: none"> 1) Estimated total amount (in dollars) of the grant provided. 2) Estimated total value (in dollars) of works undertaken / construction. 3) Type of work(s) undertaken as part of the project. 4) Number and type of units renovated.
4	Affordable Housing Feasibility Study	<ul style="list-style-type: none"> 1) Estimated total amount (in dollars) of the grant provided. 2) Estimated total value (in dollars) of works to be undertaken / construction. 3) Type of work(s) undertaken as part of the project. 4) Number and type of units assessed.

5	Additional Dwelling Unit Program	<ol style="list-style-type: none"> 1) Estimated total amount (in dollars) of grant funding provided. 2) Estimated total value (in dollars) of works undertaken / construction. 3) Type of work(s) undertaken as part of the project. 4) Total number of ADUs constructed.
6	Surplus Land Program	<ol style="list-style-type: none"> 1) Total number of properties sold or leased. 2) Estimated total amount (in dollars) of the properties sold or leased. 3) Number of proponents who have acquired a property. 4) Number and types of units created on the sold/leased property.

Town staff will report annually to Council with respect to individual program uptake, required updates to program/project funding, grant disbursement and the associated value of private sector investment supported.

Evaluating and Updating the CIP

Based on monitoring and review, **Town** staff will complete a comprehensive review in Year 5 to assess the effectiveness of the plan and its programs. Based on this review, adjustments to the **CIP** may be undertaken.

Amending the CIP

Minor and technical amendments consisting of the correction of typographical errors and amendments to administrative details of specific programs may be made without Council approval. In addition, Council may discontinue any of the programs described in this Plan without amendment to the Plan.

Major changes to the provisions of the **CIP** requiring a formal amendment to the Plan include the following:

- a) Changes to the boundary of the geographic area subject to the **CIP**.
- b) The addition of new programs of financial assistance operationalized within this **CIP**.
- c) An extension to the approved term (duration) of the **CIP**.
- d) Changes in the eligibility criteria for access to program support under this **CIP**.

Marketing Plan

A Marketing and Communications Plan has been developed to promote the opportunities and incentives available through the **Affordable** and **Sustainable** Housing **CIP**, once it has been adopted by Council, and has been included in this document as Appendix 2.

The program and activities outlined in the marketing and communication plan will be monitored and evaluated and may be adjusted as needed. Amendments or adjustments to the Marketing and Communications Plan may be made without amendment to the **CIP**.

PART 7: APPENDICES

Appendix 1: Legislative Context

The Planning Act

1.1. Matters of Provincial Interest

Section 2 of the *Planning Act*, R.S.O. 1990, c. P.13 requires that Planning authorities, “in carrying out their responsibilities under the *Planning Act*, shall have regard to, among other matters, matters of Provincial interest.” Included as a matter of Provincial interest are:

- (e) the supply, efficient use and conservation of energy and water*
- (j) the adequate provision of a full range of housing, including affordable housing...*
- (q) the promotion of development that is designed to be sustainable, to support public transit and to be oriented to pedestrians*
- (s) the mitigation of greenhouse gas emissions and adaptation to a changing climate.*

1.2. Additional Residential Units

On November 28, 2022, Bill 23, the *More Homes Built Faster Act* received Royal Assent. Among the changes made to the *Planning Act*, Section 16(3) now requires that the Official Plan not contain policies that would prohibit the use of:

- (a) two residential units in a detached house, semi-detached house, or rowhouse on a parcel of urban residential land, if all buildings and structures ancillary to the detached house, semi-detached house, or rowhouse cumulatively contain no more than one residential unit;*
- (b) three residential units in a detached house, semi-detached house, or rowhouse on a parcel of urban residential land, if no building or structure ancillary to the detached house, semi-detached house, or rowhouse contains any residential units; or*
- (c) one residential unit in a building or structure ancillary to a detached house, semi-detached house, or rowhouse on a parcel of urban residential land, if the detached house, semi-detached house, or rowhouse contains no more than two residential units and no other building or structure ancillary to the detached house, semi-detached house or rowhouse contains any residential units.*

The above provisions only apply to parcels of urban residential land. Such parcels of land are within settlement areas and are served by municipal water and sanitary services.

Sections 16(3.1) and (3.2) further stipulate that Official Plans and Zoning By-laws may not require more than one parking space to be provided and maintained in connection with these residential units, except for the primary dwelling unit, nor specify a minimum floor area for them.

Changes to Section 42 of the *Planning Act* about Parkland exempt additional dwelling units from parkland dedication. Specifically, Section 42(1.3) provides that a By-law passed under Section 42 of the *Planning Act* does not apply to a second or third residential unit in a detached house, semi-detached house or rowhouse, or a building or structure ancillary to a detached house, semi-detached house or rowhouse.

Bill 23 also amends the *Development Charges Act* to exempt additional (i.e., second and third) residential units from development charges

1.3. Community Improvement

The legislative authority to prepare an Affordable and Sustainable Housing CIP is established under Section 28 of the *Planning Act*. The authority to provide financial incentives is provided by Section 106 or Section 365.1 of the *Municipal Act* and Sections 28(6) and 28(7) of the *Planning Act*.

The process for developing and establishing a CIP is provided for in Section 28 of the *Planning Act*, with “community improvement” defined in Section 28(1). For greater certainty, Section 28(1.1) of the *Planning Act* states that “community improvement” includes the provision of affordable housing.

Section 28(2) of the *Planning Act* requires municipalities with an Official Plan to have policies related to Community Improvement within the Official Plan. This provision of the Act is a requirement in order to establish a Community Improvement Project Area.

PROVINCIAL POLICY STATEMENT

The Provincial Policy Statement provides policy direction on matters of provincial interest related to land use planning and development. As a key part of Ontario’s policy-led planning system, the Provincial Policy Statement sets the policy foundation for regulating the development and use of land. It also supports the provincial goal to enhance the quality of life for all Ontarians.

Part IV of the Provincial Policy Statement includes a Vision. Included as Part of the Vision, the Provincial Policy Statement provides that “*Planning authorities are encouraged to permit and facilitate a range of housing options, including new development as well as residential intensification, to respond to current and future*

needs.” The Vision of the Provincial Policy Statement further encourages “*land use patterns [that] promote a mix of housing, including affordable housing...*” Furthermore, Section 6 of the Provincial Policy Statement defines affordability for both ownership and rental housing.

Housing policies are included in Section 1.4 of the PPS. Policy 1.4.3 states that planning authorities should provide for a mix of housing options and densities, which includes establishing and implementing minimum targets for affordable housing that aligns with the applicable housing and homelessness plans. Furthermore, planning authorities shall permit and facilitate all housing options and all types of residential intensification, including additional dwelling units and redevelopment, while promoting efficient use of land and infrastructure, transit-supportive development, and a compact built form.

The Affordable and Sustainable Housing Community Improvement Plan will work towards implementing an appropriate range and mix of housing options that include affordable housing.

SIMCOE COUNTY OFFICIAL PLAN (OFFICE CONSOLIDATED, 2023)

The County of Simcoe Official Plan (CSOP) is the long-range, community planning document used to guide the physical, economic, and social development of Simcoe County. It contains objectives, policies, and mapping that implement the County’s approach to managing growth, growing the economy, protecting the natural environment, resources, and agricultural land, and providing infrastructure. Local policies are required to conform with the CSOP. The current CSOP was adopted by Council on January 22nd, 2013, and declared by LPAT to be in full force and effect on December 29th, 2016.

The CSOP contains policies that support housing supply through intensification and redevelopment, promoting a range of housing types and a mix of affordable housing to meet the needs of residents of all ages and incomes. It further directs local municipalities to plan for mixed-use settlements that are healthy and sustainable. The CSOP also sets out a minimum annual affordable housing target of 10% for all new housing units created each year. The County acknowledges the importance of affordable housing to the health and long-term vitality of the community and encourages local municipalities to support the provision of affordable housing through a variety of methods such as reductions in municipal fees and development charges, permissive zoning standards, infill and intensification, implementation and monitoring programs, and housing first policies in local official plans that consider surplus municipal lands for affordable housing development.

TOWN OF PENETANGUISHENE OFFICIAL PLAN

The Town of Penetanguishene's Official Plan defines the community's vision for long-term growth and development in the Town. To support this vision, the Plan contains goals, objectives, and policies to guide growth and development and promote a good quality of life for the citizens of Penetanguishene while considering important environmental, economic, cultural, and social factors. While the Official Plan is intended to be a long-term document helping to guide growth until 2031, it is generally viewed as a "living document" that may change as the Town evolves and the plan is reviewed regularly.

The Town's Official Plan contains policies that support a full range of housing forms, types, and sizes to meet anticipated demand and demographic change; and to encourage affordable housing through a minimum affordable housing target of 10% in all new developments. The Town's Official Plan contains policies related to community improvement, the creation of CIP project areas and CIPs, and the preparation and adoption of a CIP. Furthermore, the Town's Official Plan supports and encourages sustainable neighbourhood development standards and green site design and building in new developments.

Appendix 2: Marketing Plan

Marketing Goals

- 1) To share information broadly on the Affordable and Sustainable Rental Housing Community Improvement Plan
- 2) To target information and outreach to specific audiences and potential recipients of CIP funding.
- 3) To gain feedback on CIP programs and their administration through the implementation of the CIP.

Target Audiences

The following have been identified as the target audiences of the Affordable and Sustainable Housing Community Improvement Plan:

- 1) Homeowners/renters
- 2) Builders/Developers/Providers/Landowners
- 3) Real Estate Professionals/
- 4) Non-Profit and Co-operative Housing Providers/Operators
- 5) Homebuilders Associations
- 6) The public

Marketing Program

The following communication and marketing materials may be developed by the Town to promote the CIP and other related information:

- 1) the Town's website and media – promotion of the CIP on the Town's website and social media, as well as newspaper and local radio ads with easily accessible information on the details of the programs, eligibility, and process.
- 2) Press Releases – specific advertisements to introduce the CIP to business owners and the public. The press releases would inform and redirect interested parties to the website for more information.
- 3) Periodic Council Updates and annual progress reports to Council – regular updates to be provided to Council on the implementation phase and successes, as well as specific opportunities available through the CIP. The annual report will be used to outline the success of the CIP over the course of the year and will be helpful in the further evaluation of the program as time progresses.
- 4) Information package – an information package with details of the programs would be sent to property owners and tenant businesses. Also, information displays to be set up strategically at local events within the community at specific times during the year, and throughout municipal buildings to encourage broad promotion of the CIP.
- 5) Introductory and follow-up meetings with members of the real estate and development industry, non-profit and co-operative housing providers to provide information on the program availability and requirements and obtain feedback on how they could be improved, if necessary.

Table 5: Key Marketing Messages to be Conveyed to Target Markets

	Target Market	Key Messages
1	Council	<ul style="list-style-type: none"> • Providing a diversity of housing types, including attainable and rental housing has been identified as strategic actions for the Town of Penetanguishene. • The Official Plan encourages the design of homes and neighbourhoods that are energy efficient which reduces greenhouse gas emissions and combats the impacts of climate change. • Discuss the extent to which the Affordable and Sustainable Housing CIP will achieve the goals identified in Council's Strategic Plan.
2	Homeowners/ renters Non-Profit Housing Builders/ Developers/ Providers Midland, Penetanguishene & District Builders Association	<ul style="list-style-type: none"> • This CIP will provide the Municipality with a tool to offer financial incentives for affordable housing units/projects, such as refunding or reducing planning, building, and/or other development-related fees, offering a Tax Increment Equivalent Grant to eligible properties within the CIP area, and offering surplus municipal properties for affordable housing development at market-value or at a reduced rate. • Opportunities to create affordable housing may include new development, redevelopment of underutilized properties or conversion from non-residential uses, additional dwelling units and renovation of existing purpose-built affordable housing buildings. • This CIP will encourage the diversification of the housing stock and support economic development by encouraging stability in the housing market. • It will also encourage development, redevelopment and retrofits that are sustainable and accessible through a variety of incentive-based programs.
3	Real Estate Professionals	<ul style="list-style-type: none"> • The CIP will expand the options of property owners to earn extra income from their properties. • It will also increase the value and attractiveness of properties and support the achievement of complete communities.
4	Southern Georgian Bay Chamber of Commerce	<ul style="list-style-type: none"> • The CIP is an important tool to help in the provision of affordable housing to members of the community and prospective employees looking to relocate to the Town for work. • The Chamber of Commerce can assist in providing information to its members about the CIP which may of interest and beneficial its members.
5	General Public	<ul style="list-style-type: none"> • The incentives available through the CIP will encourage a diversity of housing options and provide for sustainable and affordable housing development throughout the Town.