



GEORGINA

NOTICE OF PASSING OF A BYLAW TO ADOPT A COMMUNITY IMPROVEMENT PLAN THE CORPORATION OF THE TOWN OF GEORGINA

TAKE NOTICE that the Council of The Corporation of the Town of Georgina passed Bylaw Number 2025-0071 (CIP-1) to designate the Town of Georgina in its entirety as a Community Improvement Project Area and Bylaw Number 2025-0072 (CIP-2) to adopt a Community Improvement Plan on the **19th day of November, 2025**, pursuant to Section 28 of the *Planning Act*, R.S.O. 1990, c. P.13, as amended.

AND TAKE NOTICE that through the circulation and review of the proposed Community Improvement Plan, the Town received one written submission from the public. One verbal submission was made at the Council meeting held on October 22, 2025. No verbal submissions were made at the Council meeting held on November 19, 2025. Council considered Staff Reports DS-2025-0066 and DS-2025-0070, the effect of which helped Council make an informed decision.

The purpose of Bylaw Number 2025-0071 (CIP-1) is to establish the Town of Georgina in its entirety as a Community Improvement Project Area which enables the adoption and implementation of a Community Improvement Plan (CIP) townwide or for any part of the Town. The purpose of Bylaw Number 2025-0072 (CIP-2) is to enact a CIP for Housing and Economic Development that would apply townwide. The housing component of the CIP enables two specific programs to provide grants and financial incentives for the creation of Additional Residential Units (ARUs) that is enabled by the Federal Housing Accelerator Fund (HAF) Program. This initiative is intended to support the creation of a broader mix of housing types, including affordable and/or rental housing, by offering financial and procedural incentives that help reduce the cost and complexity of delivering new homes. A second component of the CIP relates to enabling economic development and establishing the ability for the Town to provide economic incentives townwide. No new incentive programs for economic development are proposed at this time.

The proposed Community Improvement Plan is exempt from approval by the Minister of Municipal Affairs and Housing. The decision of Town Council is final if a notice of appeal is not received on or before the last day for filing a notice of appeal.

The proposed Community Improvement Plan (Town File CI-2025-0001) is related to the adoption of Amendment No. 152 to the Town of Georgina Official Plan (Town File OPA-2025-0004) and the passing of Zoning Bylaw Number 500-2025-0009 (PL-5) (Town File ZBA-2025-0007) respecting the implementation of policies and regulations for Additional Residential Units (ARUs).

ANY APPEALS must be filed to the Ontario Land Tribunal (OLT) in respect of Bylaw Number 2025-0071 (CIP-1) and Bylaw 2025-0072 (CIP-2) by filing with the Clerk of the Corporation of the Town of Georgina no later than 4:30 p.m. on the **22nd day of December, 2025**. A notice of appeal must set out the reasons for the appeal and must be accompanied by a completed Ontario Land Tribunal "Appeal Form (A1)", a certified cheque or money order (currently in the amount of \$1,100 or \$400 for a private citizen, registered charity or non-profit ratepayers' association) payable to the Minister of Finance, and payment of the Town's Administrative Fee of \$352.00. A copy of "Appeal Form (A1)" is available on the Tribunal's website at olt.gov.on.ca/.

Bylaw Number 2025-0071 (CIP-1) and Bylaw 2025-0072 (CIP-2) are attached for your reference. Clarification can be obtained by contacting the Planning Policy Division by email at planning@georgina.ca.

Dated at the Town of Georgina this **2nd day of December, 2025.**



Mamata Baykar, Deputy Clerk
The Corporation of the Town of Georgina

NOTE: No person or public body shall be added as a party to the hearing of the appeal unless, before the plan was adopted, the person or public body made oral submissions at a public meeting or written submissions to the council or, in the opinion of the Ontario Land Tribunal, there are reasonable grounds to add the person or public body as a party.

THE CORPORATION OF THE TOWN OF GEORGINA
IN THE
REGIONAL MUNICIPALITY OF YORK

BYLAW NUMBER 2025 – 0071 (CIP-1)

BEING A BYLAW TO DESIGNATE THE ENTIRE TOWN OF GEORGINA
AS A COMMUNITY IMPROVEMENT PROJECT AREA

WHEREAS Section 28(2) of the Planning Act, R.S.O.1990, c. P.13 as amended provides that where there is an official plan in effect in a local municipality that contains provisions relating to community improvement in the municipality, the Council may, by bylaw, designate the whole or any part of an area covered by such an official plan as a community improvement project area;

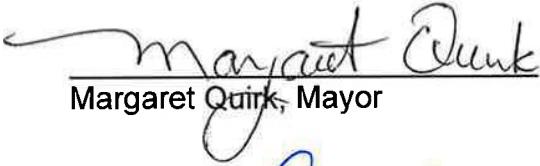
AND WHEREAS the Official Plan for the Town of Georgina contains provisions enabling the Council of The Corporation of the Town of Georgina to designate any portion of the municipality a Community Improvement Project Area by bylaw for the purposes of preparing and undertaking a Community Improvement Plan;

AND WHEREAS the Council of the Corporation of the Town of Georgina has deemed it appropriate to designate the Town in its entirety as a Community Improvement Project Area in accordance with Section 23(2) of the Planning Act;

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

1. THAT the entire Town of Georgina is designated as a community improvement project area pursuant to Section 28 of the Planning Act, as amended.

READ and enacted this 19th day of November, 2025.


Margaret Quirk, Mayor


Rachel Dillabough, Town Clerk

THE CORPORATION OF THE TOWN OF GEORGINA
IN THE
REGIONAL MUNICIPALITY OF YORK
BYLAW NUMBER 2025 – 0072 (CIP-1)

BEING A BYLAW TO APPROVE A COMMUNITY IMPROVEMENT PLAN FOR
THE DESIGNATED COMMUNITY IMPROVEMENT PROJECT AREA OF THE
ENTIRE TOWN OF GEORGINA

WHEREAS Sections 28 and 17 of the Planning Act, R.S.O. 1990, c. P.13, as amended, provide for the designation of a Community Improvement Project Area and for the adoption of a Community Improvement Plan;

AND WHEREAS Bylaw 2025 - 0071 (CIP-1) passed by the Town of Georgina designated the entire Town of Georgina as a Community Improvement Project Area;

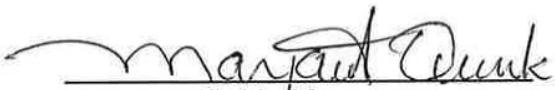
AND WHEREAS a Community Improvement Plan attached as Schedule 'A' has been prepared for the Community Improvement Project Area;

AND WHEREAS the Community Improvement Plan conforms to the Town of Georgina Official Plan;

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

1. THAT the Community Improvement Plan, attached hereto as Schedule 'A' and forming part of this Bylaw, is hereby adopted for the Community Improvement Project Area, being the entire Town of Georgina as described in Bylaw 2025-0071 (CIP-1).

READ and enacted this 19th day of November, 2025.


Margaret Quirk, Mayor


Rachel Dillabough, Town Clerk

Town of Georgina

Community Improvement Plan

November 2025



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Executive Summary

A Community Improvement Plan (CIP) is a planning and economic development tool permitted under the authority of the *Planning Act*, *Municipal Act* and *Development Charge Act*, that allows municipalities to offer financial incentives to stimulate private investment and promote revitalization within their communities. This CIP provides financial incentive programs to support the evolving social and economic needs, priorities and aspirations within the Town of Georgina. It is intended to support the Town's goals as expressed in a range of policies and strategies including the Provincial Policy Statement (2024), York Region's Official Plan (2022), the Town of Georgina Official Plan (2020), and the Town's 2025 Housing Needs Assessment.

The Town has two key goals for this Community Improvement Plan:

- Increasing the supply of housing through funding Additional Residential Units (ARUs); and
- Supporting economic revitalization in business areas, rural areas, agricultural areas, and employment areas throughout the Town.

The Town has received funding through the federal Housing Accelerator Fund (HAF) to support a number of initiatives to increase housing in the Town. The creation of the Additional Residential Unit (ARU) CIP delivers on the joint goals of the HAF and the Town to create additional housing units and more diverse housing options across the entire Town of Georgina. ARUs allow for the addition of "gentle density" to lower density neighbourhoods. ARUs tend to be quick and comparatively inexpensive to build thus allowing the rapid development of additional housing in areas that are already supported by services and amenities such as roads, parks and schools. The goal of this portion of the CIP is to facilitate the development of 50 additional new ARUs over the three-year duration of the HAF program, and an additional 550 ARUs over a 10-year horizon across the entire Town of Georgina.

Additionally, the CIP is the basis for a new Economic Development CIP Framework. The townwide CIP establishes the goals and priorities for economic development. Existing programs are implemented through geographically specific CIP's. Program updates and potential new programs that can be implemented on a townwide basis to support economic development will be developed at a future date. Existing economic development programs will continue. The goal of this framework to encourage broader economic diversification and employment across the entire community including rural and agricultural areas.

1.0 Introduction

1.1 Background

The Town of Georgina (or “the Town”) is a lower-tier municipality within the Regional Municipality of York (“York Region”), with a current population of approximately 53,000 residents. By 2051, the Town’s population is projected to grow to 70,500, representing an increase of 17,500 residents. Accommodating this growth requires proactive planning and the removal of regulatory barriers to support a diverse range of housing options and economic opportunities.

To support transformative change in municipal planning and development processes, the Government of Canada introduced the Housing Accelerator Fund (“HAF”) in the 2022 Federal Budget. The program was designed to provide incentive-based funding to municipalities to facilitate housing delivery and encourage long-term systemic improvements in land use planning and approvals. The goal is to create more housing across communities in Canada. Georgina is one of these communities.

On January 27, 2025, the Government of Canada entered into a funding agreement with the Town following a successful HAF application. The Town will be awarded up to \$5,843,000 to implement various initiatives (Town’s Housing Action Plan) that will result in the construction of 210 additional homes by the end of 2027.

To implement the selected initiatives supported by the HAF, the Town of Georgina is enacting a Community Improvement Plan to support the development of ARUs. At the same time, the Town will build on its current Community Improvement Plans for economic development by establishing a Townwide framework for economic development. No new funding programs are being developed at this time. The existing funding programs will continue and be utilized until new funding programs are introduced and/or existing programs updated through a separate process.

This Plan is organized in the following sections:

1.0 Introduction: provides a general overview of this Plan and background context for the CIP programs in the Town of Georgina and outlines how public engagement has informed the development of this Plan. This section also provides an overview of the basis of this Plan, including the legislative authority.

2.0 Goals and Objectives: sets out a goal statement and objectives for an additional residential unit-focused CIP, which will assist with monitoring for results over the implementation period.

3.0 Community Improvement Project Area: describes the Community Improvement Project Area for the CIP.

4.0 Financial Incentive Programs – ARUs: introduces a set of incentive programs that may be implemented for housing.

5.0 Financial Incentive Programs – Economic Development: outlines the relationship of this Plan to the existing CIPs and Business Programs in the Town.

6.0 Implementation: outlines the Town's steps for executing this CIP.

7.0 Monitoring: outlines how the Town will track progress and respond to the results during the life of this Plan.

8.0 Glossary: related terms and definitions are provided to assist the reader in the interpretation and use of this Plan.

1.1.1 What is a Community Improvement Plan?

Community Improvement Plans (CIPs) are a sustainable community planning tool to revitalize areas of a community through programs, grants and incentives. Under the *Planning Act*, Community Improvement Plans can be undertaken for environmental, social or economic development reasons.

1.2 Supporting Housing Growth in Georgina

1.2.1 Missing Middle Housing and Additional Residential Units

Creating more housing in neighbourhoods and implementing ARUs are two (2) initiatives that address a key aspect of housing growth in Georgina. These initiatives increase housing by permitting low-rise housing unit types containing two or three residential units of a similar scale to single-detached dwellings, semi-detached dwellings and townhouses. These low-rise housing unit types are often referred to as Missing Middle Housing. The importance of the provision Missing Middle Housing and their contributions to the housing supply are not to be understated, as they are a valuable opportunity for increasing the supply of residential units in a manner that adds sustainable and gentle density to the Town's existing low-rise neighbourhoods. Permitting Missing Middle Housing increases both the variety and type of housing available in these areas, while maintaining the low-rise scale of the neighbourhood. Additional Residential Units (ARUs) have been identified as a priority to grow Missing Middle Housing options in Georgina while integrating with existing neighbourhoods.

ARUs can take a variety of built forms including both attached and detached from the principal dwelling on a lot. An attached ARU might be provided in on a separate level from the primary residence or as an addition. Detached ARUs are often referred to as tiny homes, garden suites, backyard homes, laneway homes, or coach houses. Both provincial policy and local municipal planning policy outline the form and housing unit types that ARUs can take in Georgina through current updates to the Official Plan and Zoning By-law. An overview of the applicable policies and basis for implementing ARU development is outlined in Section 1.3.

1.2.2 Housing Accelerator Fund Initiative

In the fall of 2024, Georgina submitted a successful reapplication to the Federal Government's Housing Accelerator Fund (HAF). The Town's successful HAF reapplication included two initiatives specifically focused on ARU development:

- **Initiative 7:** A comprehensive review and update of Zoning regulations to reduce barriers and streamline approvals for ARUs (currently underway).

- **Initiative 8:** The development and delivery of an incentive program to encourage ARU construction by homeowners.

Together, these initiatives aim to raise awareness of ARU opportunities and enhance their financial and regulatory feasibility. ARUs can typically be built more quickly and affordably than larger housing types, making them well-suited to meet immediate housing needs and provide diverse rental options. ARUs also support broader planning goals by integrating with existing communities, optimizing existing infrastructure, and reducing development pressure on agricultural lands.

Over the three-year duration of the HAF program, 50 additional new ARUs are to be created, and an additional 550 ARUs over a 10-year horizon. This total will be reached split across HAF Initiative 7 and 8 (spread over the two initiatives, the equivalent of 25 units each). Through this approach, Georgina is leveraging its existing built form to expand housing options and contribute to Town and Regional housing growth targets.

1.3 Supporting Economic Development in Georgina

The Town currently has several existing Community Improvement Plans related to accessibility, landscaping, facades, and heritage preservation for Business Improvement Areas of the commercial cores of the urban communities in the Town – Uptown Keswick BIA, Downtown Sutton, and Downtown Jackson’s Point. In addition to these plans an additional development fee waiver is applied to employment lands in the Town. These plans are fully outlined in Section 1.3.4 of this report. Funding is provided by the Town through the Town’s budget.

There is strong interest in extending the investment in economic development beyond the boundaries of the current CIPs. This includes areas outside of the traditional main street commercial areas as well as the rural areas of Georgina. This CIP establishes the framework for the townwide approach. Future work may incorporate updated and/or new financial incentive programs on a townwide basis.

1.4 Basis and Purpose of the Plan

1.4.1 Purpose

Housing

As part of the initiatives outlined in the Town of Georgina’s HAF application, the Town committed to creating a CIP to implement ARUs from a financial perspective which will further the creation of additional housing options.

- **Initiative 8:** The development and delivery of an incentive program to encourage ARU construction by homeowners.

The goal of this plan is to fund a portion of the cost of new residential units by adding new housing options in serviced communities and the rural/agricultural area of the Town.

Economic Development

This CIP establishes a townwide framework for economic development initiatives that will allow new programs and incentives to be implemented townwide rather than the existing localized frameworks. These new programs will be developed at a future date with the goal to diversify the types of economic development activities across the community that can be supported including in rural and agricultural areas as well as in the existing urban areas beyond the current boundaries.

1.4.2 Authority to Prepare this Plan

The legislative authority for the provision of a CIP and the programs outlined in this document are derived from the *Planning Act*, the *Municipal Act*, and the *Development Charges Act*. CIPs are one of many tools under the *Planning Act* that can support the development of a variety of housing forms, including additional residential units.

The process for developing and establishing a CIP is legislated in Section 28 of the *Planning Act*. The authority for the provision of financial incentives is provided by Sections 28(6) and (7) of the *Planning Act*, Section 106 of the *Municipal Act*, and Section 5(1) of the *Development Charges Act*.

The *Planning Act*, through O. Reg 299/19 (as amended by O. Reg. 462/24) provides a definition for “primary residential unit”. The *Planning Act* definition is as follows:

Primary residential unit means the primary residential unit in a detached house, semi-detached house or rowhouse where the house is situated on a parcel of land containing an additional residential unit.

This definition is used for the purpose of differentiating between a primary residence and an ARU in this CIP.

1.4.3 Enabling Policy

As part of this CIP, the Town of Georgina is implementing programs for the provision of incentives to encourage ARU development in their municipality. Provincial, regional, and local municipal policies were reviewed to establish the context for the component of this CIP.

The CIP is also establishing a framework to integrate Economic Development initiatives through Community Improvement Plan(s). Provincial, regional, and local municipal policies were reviewed to establish the context for the Economic Development component of this CIP.

1.4.3.1 Planning Act

Housing

The need for more and varied housing opportunities is a provincial priority to address Ontario’s housing shortage as evidenced in the *More Homes Built Faster Act*¹ (Bill 23), which received Royal Assent on November 28, 2022. Bill 23 aimed to address the

¹ *More Homes Built Faster Act*, 2022, S.O. 2022, c. 21 - Bill 23

provincial housing crisis by increasing housing supply and incentivizing the construction of 1.5 million homes by 2031.

Bill 23 incorporated Missing Middle Housing into the *Planning Act*. Section 35.1 was amended so that municipalities cannot pass Zoning By-laws to prohibit up to two (2) ARUs on an urban residential land parcel with a single-detached dwelling, semi-detached dwellings or townhouse dwellings (*rowhouse*). The Town has discretion to permit ARUs outside the Urban Area Boundary and on lands without full municipal services which has been done through Zoning By-law 600. Up to three (3) units are permitted within a single detached, semi-detached or rowhouse if there are no dwelling units in a separate building on the same lot. Alternatively, two (2) units are permitted to be in the existing primary dwelling and one (1) unit is permitted within a separate building on the same lot. The Town is updating its Zoning By-laws to implement these requirements of the Province.

Economic Development

The *Planning Act* incorporates requirements for municipalities to support economic development. This is achieved through two key areas: defining economic development as a matter of provincial interest (“the adequate provision of employment opportunities”) and defining “employment areas”. Employment areas are places in communities where more traditional employment uses (manufacturing, transportation logistics, warehouses) are located. Beyond this definition, municipalities are able to broaden how and where other economic development opportunities (rural communities, downtowns, highway commercial, institutional uses such as hospitals and schools) are located in their communities. The Town has identified its areas for job growth in the Official Plan and various Secondary Plans to the Official Plan.

1.4.3.2 Provincial Planning Statement (2024)

Housing

The Provincial Planning Statement (PPS) sets the policy foundation for regulating the development and use of land province wide. The PPS (2024) updated and synthesized policy direction from two other previous policy documents: the Provincial Policy Statement (2020) and A Place to Grow: Growth Plan for the Greater Golden Horseshoe (2019).

Section 2.1.6 of the PPS (2024) directs planning authorities to provide a diverse range of housing options and densities to meet current and future needs. Sections 2.2.1 and 2.3.13 further highlight the need for residential intensification by permitting new housing options and additional development in existing residential areas. Encouraging the development of ARUs in the Town of Georgina can further the priorities outlined by the PPS (2024).

For the first time, the PPS (2024) speaks to ARU in agricultural areas with specific policy requirements to implement this housing form in Section 4.3.2.5. In the previous Provincial Policy Statement (2020) ARUs, were intended to be accommodated within existing settlement areas only, rather than on agricultural land. The PPS (2024)

permits up to two ARUs on prime agricultural land, as long as one unit is attached or within the principal dwelling. Section 4.3.2.6 further clarifies that these ARUs do not include farm worker housing, which is already permitted as an agricultural use. The CIP will apply to the Town of Georgina, in its entirety, to enable new residential units on agricultural land as well as throughout the Town's existing communities.

Economic Development

The Provincial Planning Statement (PPS) also 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 Planning Statement sets the policy foundation for regulating the development and use of land across the province and provides direction on how to achieve province wide goals for the economy and employment.

Chapter 1 of the PPS provides a Vision. Included as part of the Vision, the PPS provides that:

A prosperous and successful Ontario will also support a strong and competitive economy that is investment-ready and recognized for its influence, innovation and diversity. Ontario's economy will continue to mature into a centre of industry and commerce of global significance. Central to this success will be the people who live and work in this province.

Employment policies are included in Section 2.8 of the PPS. Policy 2.8.1 states that planning authorities shall promote economic development and competitiveness by:

- a) *Providing an appropriate mix and range of employment, institutional, and broader mixed uses to meet long-term needs;*
- b) *Providing opportunities for a diversified economic base, including maintaining a range and choice of suitable sites for employment uses which support a wide range of economic activities and ancillary uses, and take into account the needs of existing and future businesses;*
- c) *Identifying strategic sites for investment, monitoring the availability and suitability of employment sites, including market-ready sites, and seeking to address potential barriers to investment;*
- d) *Encouraging intensification of employment uses and compatible, compact, mixed-use development to support the achievement of complete communities; and*
- e) *Addressing land use compatibility adjacent to employment areas by providing an appropriate transition to sensitive land uses.*

The PPS includes further policies addressing the protection and preservation of employment areas. In addition, Sections 2.5 and 4.3 of the PPS state that healthy, integrated and viable rural areas should be supported by promoting diversification of the economic based and employment opportunities and providing opportunities for economic activities in prime agricultural areas and rural areas.

1.4.3.3 York Region Official Plan

Housing

The York Region Official Plan 2022 (YROP) outlines policies across its seven chapters that support CIPs and the creation of diverse housing options. Chapter 4: *An Urbanizing Region* sets specific intensification targets for the Town of Georgina, identifying the need for an **additional 2,700 residential units by 2051**. Policy 4.1.10(d) explicitly recognizes ARUs and gentle density as mechanisms to achieve these targets.

Other chapters in the YROP reinforce support for ARUs by promoting:

- Compact and complete community development;
- Protection of agricultural and natural heritage lands;
- Efficient servicing and waste management; and,
- Active transportation and sustainable mobility planning.

Together, these policies make a strong case for ARU development and provide a regional mandate that supports incentives for these housing forms through targeted municipal programs such as CIPs.

Economic Development

The York Regional Official Plan 2022 (YROP) outlines various policies regarding supporting and growing the economy of the Region. The YROP recognizes that new economic growth is seen as a driver in complete communities and assists in facilitating creativity, supporting innovation and the creation a vibrant York Region. Furthermore, Policy 2.3.50 encourages local municipalities to foster an economic environment that supports businesses, grows employment and volunteer opportunities, and attract and retain talent by developing policies in their Official Plans, strategies, which may include implementing York Region's Economic Development Action Plan.

The YROP also includes policies encouraging the support and promotion of the long-term prosperity and viability of the agri-food sector. Policy 5.1.20 encourages local municipalities to develop policies in their official plans, strategies and programs to support the agri-food sector, which may include advocating for agri-tourism, on-farm diversified uses and value added operations.

With regard to Community Improvement Plans, the YROP encourages local municipalities to utilize CIPs for the following:

- To promote redevelopment and improvements to built form and accessibility in Employment Areas;
- To encourage office and affordable housing within strategic growth areas to help improve economic activity and vitality;
- To promote brownfield site redevelopment (where appropriate); and,
- To conserve cultural heritage resources.

1.4.3.4 Town of Georgina Official Plan

Housing

The Town's Official Plan (2016) supports smart growth principles including:

- Limiting outward expansion;
- Protecting natural and agricultural lands; and,
- Building healthy and complete communities.

These goals align with the integration of ARUs as a gentle intensification strategy within existing urban areas. Relevant policies include:

- **Section 2.2.8.4** which calls for residential intensification to occur through infill development within Keswick, Sutton and Jackson's Point.
- **Section 2.2.12** which commits to building healthy communities through a mix of housing types, tenures, and affordable housing options.

ARU development aligns with these goals by supporting compact urban form, enabling infill development opportunities within established neighbourhoods, and increasing the diversity of housing supply.

Economic Development

The Town's Official Plan (2016) supports economic development with principles for the Plan that include:

- To encourage employment growth relative to residential growth so that people may both live and work in Georgina.
- To ensure that appropriate economic development is an important component of the future growth of Georgina.

These principles are implemented through the Secondary Plans for Keswick, Sutton/Jackson's Point, Pefferlaw, and the Keswick Business Park. The policies and land use plans are the basis to implement growth and provide financial incentives and programs. Typically CIP incentives and programs focus on priority areas; in the case of Georgina, this is the traditional main streets (limited to Uptown Keswick, Sutton, Jackson's Point).

Within the Town's Official Plan there are rural commercial and rural employment areas. Agricultural uses are also important components of the Town's economy. All of these areas provide opportunities for job growth and investment in new and existing businesses. Through future work, the Town may choose to create financial incentives for these areas.

Community Improvement

The Town of Georgina Official Plan enables the implementation of a Community Improvement Plan in Section 8.6.2: “a Community Improvement Plan may be developed, in accordance with the *Planning Act*, for particular areas in the Town that require rehabilitation, redevelopment, maintenance, and other forms of improvement”. Section 8.6.2 further identifies potential criteria for a Community Improvement Plan, including housing in need of redevelopment, provision of affordable housing and other environmental, social or economic development reasons.

The Town OP provides policies and direction related to Community Improvement within Section 8.6 of the Town OP. Regarding the development of a CIP the Town OP provides as follows:

8.6.2 A Community Improvement Plan may be developed, in accordance with the Planning Act, for particular areas in the Town that require rehabilitation, redevelopment, maintenance, and other forms of improvement. The following criteria shall be considered in identifying potential areas to be selected for the preparation of a Community Improvement Plan

The criteria provided within Section 8.6.2 allows a CIP to be developed in consideration of the provision of affordable housing, streetscape improvements, maintenance and/or rehabilitation and/or redevelopment of housing and other buildings within the Town, neglected waterfront locations and more. The subsequent policies establish that public engagement is required during the development of the Community Improvement Project Area (CIPA) and the CIP itself (8.6.3 & 8.6.4) to appropriately ensure that the needs of the community are met. The Town OP also provides direction regarding the phasing of improvements to avoid any unnecessary hardship on residents within the CIPA.

Finally, Policy 8.6.7 outlines how the implementation of community improvements may be achieved and establishes that grants and loans may be provided by the Town in conformity with the CIP, participation in provincial and federal programs which provide assistance is an asset, and that the CIP should ensure continued enforcement of the Town zoning and property standards, and the continued support of the existing Business Improvement Area.

1.4.3.5 Town of Georgina Zoning By-laws

Housing

The Town is regulated by Zoning By-law 500, which applies to the entire Town. It was originally approved by Town Council in July 1994. Since its adoption, Zoning By-law 500 has been amended periodically to address housekeeping matters, technical updates, and site-specific zoning provisions. The Town is currently undertaking a two-phase approach to bring Zoning By-law 500 into conformity with the Town OP. Further updates are being undertaken through the HAF initiatives to update Zoning By-law 500 to enable 3 and 4 unit housing types in various areas of the Town.

Zoning By-law 600 applies specifically to lands within the Countryside Area and was approved by Town Council on November 15, 2023, as part of Phase One of the Zoning

By-law update. The purpose of Zoning By-law 600 is, in part, to implement the policies and mapping of the Town OP in the Agricultural and Rural Area, remove the Countryside Area from applicability within Zoning By-law 500 and permit up to three (3) dwelling units on lots zoned Agricultural Protection or Rural-Countryside. Following its approval, Zoning By-law 600 was appealed to the Ontario Land Tribunal (OLT). The matters are still being addressed at the OLT and therefore Zoning By-law 600 is not yet in force and effect.

Zoning By-law 500: Section 5 of Zoning By-law 500 sets out general provisions that apply to all zones in the Town. These provisions establish baseline rules that support and connect the detailed regulations for individual zones, rather than applying to a specific land use. Section 5 also clarifies how accessory buildings, accessory apartments, and accessory uses are to be interpreted and implemented in Zoning By-law 500.

As part of the Housing Accelerator Fund initiatives, Zoning By-law updates are being prepared to implement ARUs in various areas of the Town. This work will permit ARUs in alignment with the *Planning Act* and O. Reg. 299/19 which stipulates the requirements of the Province regarding ARUs. ARUs will be permitted with only in single-detached dwellings, semi-detached dwellings, or townhouse dwellings, with a limit up to two ARUs per lot.

Zoning By-law 600: Town Council approved Zoning By-law 600 on November 15, 2023. Zoning By-law 600 has been appealed to the OLT and is therefore not currently in effect. However, since it has been approved by Town Council, it continues to reflect the Town's intended regulatory framework for the lands and remains relevant for planning considerations.

Section 6.2 of the By-law provides detailed provisions regarding the implementation of ARUs in the Countryside Area. It states that a maximum of three (3) dwelling units is permitted per lot, which may include:

- One (1) *additional dwelling unit* within a single-detached dwelling; and/or
- One (1) *additional dwelling unit* within a *detached building* on the same lot as a single-detached dwelling.

Subject to zone-specific restrictions, the following general provisions apply:

- An ARU is only permitted where a single-detached dwelling is a permitted use in the applicable zone.
- The lot must have frontage on a public street.
- A minimum of three (3) parking spaces must be provided on the lot, with a maximum of one (1) located within a garage.

For ARUs located within *detached buildings*, the following additional requirements apply:

- The *detached building* must comply with the minimum setback, lot area, and height requirements of Zoning By-law 600.

- The same driveway must be shared with the primary dwelling.
- A total of four (4) parking spaces must be provided on the lot, with only one (1) permitted within a private garage.

Proposed revisions to Zoning By-law 500 will determine a property owner's ability to create new ARUs and access the funds made available by this CIP. Property owners interested in this CIP are advised to review the zoning of their property to confirm the ARU permissions.

Economic Development

The Town of Georgina Zoning By-law 500 implements the economic development policies and land use strategy in the Official Plan. **Zoning By-law 500** identifies permitted land uses and sets out requirements concerning lot sizes and dimensions, building heights and other provisions to guide development within Georgina's urban areas. It contains general provisions that apply to all lands within the Town, as well as specific provisions that apply to individual zones. The Zoning By-law is an important tool to implement economic development and supports growth of jobs in the Town.

Zoning By-law 600, currently under appeal, is a new Zoning By-law for the Countryside of Georgina. This By-law includes provisions for rural commercial and rural employment areas as well as agricultural uses. The By-law implements key priorities including expanding permitted uses in agricultural areas and allowing diversification of on-farm businesses.

1.4.4 Plans, Programs, and Initiatives – Economic Development

The Town of Georgina has several existing Community Improvement Plans that focus on economic development. These Plans are for the commercial and mixed-use areas of the historic downtowns areas of the urban communities in the Town. These programs have gone through several iterations since their inception of the Town's first CIP in 2014. These grants target the Business Improvement Areas of the Uptown Keswick BIA, Sutton BIA and Jackson Point BIA. Table 1 provides a high-level summary of the existing programs.

Table 1 – Current Town of Georgina Community Improvement Plans

CIP Name	General Description	Incentive Level
Façade Building Grant	Grants to promote the sensitive redesign of existing building façades to enhance the image of the area.	A grant of the less of up to a maximum of \$7,500 or 50 percent of the cost of improvement.
Heritage Building Grant	Grants to provide building owners with financial incentive to improve heritage building façades in a way that conserves significant historical features.	A grant of the less of up to a maximum of \$7,500 or 50 percent of the cost of improvement.

CIP Name	General Description	Incentive Level
Landscape Improvement Grant	Grants to create enhanced landscaping features such as pedestrian pathways, sustainable features, planters and other aesthetic improvements.	A grant of the less of up to a maximum of \$7,500 or 50 percent of the cost of improvement.
Accessibility Improvement Grant	Grants to improve accessibility in existing buildings in Uptown Keswick, Sutton, and Jackson's Point.	A grant of the less of up to a maximum of \$7,500 or 50 percent of the cost of improvement.

In addition to these programs and as a part of supporting economic development activities in the Town, the Business Concierge Program offers application fee rebates for the retention/creation of 5+ full-time jobs and creation of a minimum of 1,500 sq. ft. of institutional, office or industrial floor area. This program fee rebate is tiered in size based on the size of the proposed development.

Table 2 – Current Business Development Application Fee Grant

Development Tier	Requirements	Incentive Level
Tier One	<ul style="list-style-type: none"> Has the potential to create or retain 5-10 full-time jobs and/or; Results in the creation of a minimum of 1,500 - 5,000 sq. ft. of new floor area. 	50 per cent of the application fee up to a maximum of \$10,000 or 50 per cent up to a maximum of \$20,000 for multiple applications.
Tier Two	<ul style="list-style-type: none"> Has the potential to create or retain 11-25 full-time jobs and/or; Results in the creation of a minimum of 5,001 - 49,000 sq. ft. of new floor area. 	50 per cent of the application fee up to a maximum of \$15,000 and 50 per cent up to a maximum of \$30,000 for multiple applications. Eligibility: Industrial/Commercial/Institutional developments
Tier Three	<ul style="list-style-type: none"> Has the potential to create or retain 25+ full-time jobs and/or; Results in the creation of a minimum of 50,000 sq. ft. of new floor area. 	50 per cent of the application fee up to a maximum of \$15,000 and 75 per cent up to a maximum of \$50,000 for multiple applications. Eligibility: Industrial/Commercial/Institutional developments

These rebates assist with application fees associated with the following applications: minor variances, zoning amendments, official plan amendments, site plan applications, and/or industrial plan of subdivision/condominium.

During the COVID-19 pandemic the Town launched a series of short-term programs aligned with its CIPs. These included a technology grant and patio grants to support local businesses to continue operations safely and with minimal disruption. These programs were ended following the lifting of various COVID measures at the end of 2022.

1.4.4.1 ARUs and Funding

Finally, as part of the Town of Georgina successful Housing Accelerator Fund application, a new townwide CIP is being developed to support Additional Residential Unit development across the municipality. The goal of this grant is to support homeowners in adding gentle density across the municipality. This program is part of this CIP launch; the proposed townwide scope has helped support the desire to create a framework for townwide support for economic development.

The Town has not previously had a Community Improvement Plan dedicated to supporting the development of ARUs. Recognizing the growing housing challenges not only locally but also regionally and provincially, the Town identified that new incentives would be appropriate to support a significant increase in ARU creation. Coupled with forthcoming Zoning By-law updates regarding ARUs, these two initiatives will work together to support the creation of ARUs in the Town.

1.4.5 Town of Georgina Housing Needs Assessment (2025)

In May of 2025, the Town of Georgina completed and endorsed a Housing Needs Assessment (HNA) to determine what type of housing is most needed. The report highlighted affordability, a lack of rental housing, and lack of housing diversity as key challenges facing the municipality.

The HNA established that 32.3% of households in Georgina currently experience housing need in the form of lack of adequate and/or unaffordable housing. Renters are particularly impacted, with 40.4% of renter households paying more than 30% of their monthly income towards shelter costs. A review of the existing housing stock found a lack of purpose-built rental housing and overall low rental housing stock is contributing to high rental costs.

The HNA found that the Town of Georgina will need to add an additional 5,481 housing units between 2021 and 2041 in the form of a variety of housing options. 83% of all residential units in Georgina are single-detached homes. Population growth is expected to require an additional 1,577 new units of a variety of housing types.

Supporting the development of ARUs in Georgina can address the housing need in the community by creating new purpose-built rental developments, diverse housing types, and increase residential intensification.

1.4.6 York Region Economic Development Action Plan

The York Region Economic Development Action Plan (YREDAP) guides the work of York Region's Economic Strategy team. A new action plan is created every four years, aligned with the term of York Regional Council, and presented for review and approval.

Direction for the YREDAP is influenced by the YROP and other Council-approved strategic documents. The YREDAP reflects on the impacts of COVID within the Region and notes that the Regional government was able to leverage \$500,000 to support small businesses through Small Business Enterprise Centres and local CIPS. The actions in the 2024 – 2027 York Region Economic Development Action Plan are grouped under four pillars: Business, Innovation, Talent and Marketing & Awareness.

Pillar 1: Business Support

Business support is the primary mandate of the York Region Economic Development branch. York Region provides business support services including: business advisory services, economic research, attraction marketing and more. Regional staff are also responsible for the delivery of provincially mandated small business and entrepreneurship advisory services and programs in the Region's northern six municipalities via the York Small Business Enterprise Centre.

The major business support goal of the YREDAP is to strengthen York Region's business community through targeted business retention, expansion, and attraction initiatives. Actions to achieve this include delivering provincially mandated small business services and support to York Region's Northern Six municipalities through the York Small Business Enterprise Centre (YSBEC) and evolving and strengthening the Regional Foreign Direct Investment Partnership Program in collaboration with local municipalities.

Pillar 2: Innovation

The YREDAP supports the goal of fostering a culture of innovation that contributes to the prosperity and well-being of its residents and has seen significant success of innovation across various sectors. The primary goal of the innovation pillar is to foster an environment that supports entrepreneurship and innovation to drive economic advancement by being a catalyst and funder of innovation. Actions to achieve this include the administration of the York Region Innovation Investment Fund to attract and support transformational investments and drive innovation in the community and to foster industry collaboration and engagement with stakeholders to support the innovation network

Pillar 3: Talent

Competition for top talent has been a topic of discussion within all government levels and the business community for many years. The Workforce Planning Board of York Region, in its 2023 Workforce Trends in York Region labour market report, discovered six out of 10 companies found it very challenging to recruit candidates across all levels of roles. To assist the business community in acquiring talent the YREDAP seeks to facilitate the growth of a skilled workforce by consolidating resources that support talent attraction in key sectors, collaborate with local municipalities and tourism agencies to support placemaking initiatives across the Region, and considering housing needs through the Affordable Housing Implementation Plan.

Pillar 4: Marketing & Awareness

The YREDAP also seeks to promote the Region as a top location for business, innovation, and talent in the GTA and Canada. Investments will be made into the 'York Link' digital marketing platform for high-impact economies-of-scale business investment, growth promotion, and talent attraction to achieve this goal.

The YREDAP recognizes that the pillars and goals noted above will only be achievable through partnerships with a variety of stakeholders, including the Town of Georgina. Collaboration between stakeholders is an essential tool to assist the Region in leveraging expertise and resources to realize the fulfillment of the YREDAP.

1.4.7 Town of Georgina Corporate Strategic Plan (2023-2027)

The 2023-2027 Corporate Strategic Plan (CSP) is a living document that serves to support and improve the quality of life of the Georgina community members, businesses and visitors. The CSP is an overarching document that shapes all other planning documents such as the Official Plan and ultimately CIPs. The CSP is a document that can adapt and evolve to changing circumstances, such as legislative changes or unforeseen events. Flexibility is built into this Plan to ensure that it remains responsive to the needs of both the community and the administration.

The CSP features the following mission statement:

To promote a high quality of life for our community through the delivery of exceptional services, inclusive engagement and a commitment to support a thriving economy and sustainable environment.

To achieve this mission, the CSP has provided the following goals:

- Delivering Service Excellence
- Ensuring Balanced Growth
- Diversifying Our Local Economy
- Creating a Vibrant, Healthy and Safe Community for All
- Advancing Environmental Sustainability

More detailed actions are provided under each goal. For example goals related to diversifying the local economy include supporting Georgina's tourism sector and supporting investment attraction, job creation, business retention and expansion, including within the agricultural sector. The CSP also provides actions related to investing in community amenities and spaces and supporting the creation of a healthy and inclusive community.

To support implementation of the CSP, staff have developed an implementation plan that articulates high-level timelines, resource requirements and corporate performance measures for each strategic initiative that will be updated on an annual basis. These annual reports will highlight achievements and evaluate progress of the actions.

1.4.8 Town of Georgina Economic Development and Tourism Strategy

The Town of Georgina is anticipated to experience significant growth in the next 25 years, with the population set to increase by over 17,500 to 70,500. Due to this the Town commissioned the undertaking of the Georgina Economic Development and Tourism Strategy 2024 (GEDTS) to build a plan to develop a strong and sustainable economy within the Town. The ultimate goal of the GEDTS is that the Town will have a reputation of a community that is “open for business” while retaining its unique lifestyle attributed to its small-town feel and with a diverse agricultural sector.

Significant engagement of the community was conducted during the development of the GEDTS to develop various goals which would support the overall economy of the Town and bolster the Town’s tourism industry. A major goal of the GEDTS is to facilitate the creation of lively downtowns and public gathering spaces. To achieve this the Town states it will continue to promote to the BIAs opportunities related to the Town’s CIP grants. The GEDTS also states that the Town will conduct a review of the current CIP funding model to ensure it is adequately funded to support the various Community Improvement Projects within the Town and the place making initiatives. To further support the creation of downtowns the Town is going to continue to source grants that fund necessary infrastructure improvements.

1.5 Community Engagement Informing this CIP

1.5.1 Stakeholder Engagement

As part of this process, for both the ARU CIP and Economic Development Framework, efforts to elicit feedback from stakeholders and residents on the proposed programs and frameworks were undertaken.

1.5.2 Open House

An in person open house was held on the ARU CIP as well as the Economic Development Framework on Thursday October 9th and it was attended by Town and consulting staff. Poster Boards were presented outlining the CIP Area, scope and goals of the CIP as well summaries of the proposed programs and funding levels. This session was lightly attended, and comments were captured for consideration.

On Wednesday October 13th a virtual open house was held. The same material was presented at the virtual session as the in-person session.

1.5.3 Statutory Public Meeting

The Statutory Public Meeting was held on October 22nd where the ARU CIP as well as the Economic Development Framework were presented to council.

From both the open houses and the statutory meeting a feedback matrix was developed and responses to specific and general questions and comments were submitted to the town for consideration before making final alterations to the CIP and accompanying materials.

2.0 CIP Goals and Objectives

2.1 Housing

The goals of the housing component of this CIP are to encourage gentle density and new housing options within the Town of Georgina by providing incentives to homeowners to create ARUs. Gentle density was identified as a priority for housing growth not only in Georgina but across York Region. This form of development most often occurs in urban areas where existing services, infrastructure and amenities are in place while not overwhelming the built environment with disproportionate development sizes. ARUs in the rural and agricultural area are also important to support housing for farmers and the family farm.

The Accessory Residential Unit (ARU) CIP Program will provide a one-time grant to help offset project costs for:

- the construction of an (interior) accessory residential unit within an existing principal dwelling unit or as an addition thereto;
- the construction of an (exterior) accessory residential unit within an existing or new detached accessory structure; and,
- renovate a currently non-complying ARU – this grant is less than the grant for units proposed to be built.

This grant is intended to support a greater mix and size of housing types in the Town, and the increased availability of affordable rental housing accommodation.

2.2 Economic Development

The goals of the economic development component of this CIP are to:

- support job growth and investment in Georgina;
- support implementation of the Georgina Economic Development and Tourism Strategy;
- support the rural and agricultural economy; and
- support investment and development within the Keswick Business Park.

The economic development programs will be updated in the future and where appropriate implemented across the entire Town. This framework will allow broader economic development opportunities to be supported across Georgina. The existing localized economic development programs are continuing within specific program areas, geographies and eligibilities. These programs have been described in Tables 1 and 2 of this CIP. However, the availability of programs and funding should always be reviewed with the Town to ensure the most up to date information.

For Georgina, having a framework that is townwide creates flexibility moving forward while aligning with the current and future goals of the Town to grow its economy and achieve its goal to be a community that is “open for business” while retaining its small-town feel.

3.0 Community Improvement Project Area

The Town of Georgina Official Plan (Section 8.6.1) permits the entire Town to be designated a Community Improvement Project Area. The entire Town is the Community Improvement Plan Project Area which provides the Town with the broadest opportunities for achieving its goals. The Community Improvement Plan Project Area is mapped in **Appendix A**. There are still eligibility requirements specific to each program as provided for in this document and the economic development programs in related documents.

4.0 Financial Incentive Programs - ARUs

4.1 Program Overview – Additional Residential Units

This CIP provides financial incentives in the form of an Additional Residential Unit (ARU) CIP Program, which can provide 50% of project costs up to \$30,000 to create new residential units. A second program, the ARU Renovation Incentive program which can provide 50% of project costs up to \$15,000 for the renovation of unit to meet OBC standards.

Please see the Town's website for existing economic development program details and updates on the new economic development CIP program timelines

4.2 General Program Eligibility – Additional Residential Units

All incentive programs are subject to the following general requirements as well as the program-specific requirements. To qualify for any financial incentive, applicants must achieve all of the General Eligibility Requirements, in addition to the specific requirements for each program. These requirements are not exhaustive, and the Town of Georgina reserves the right to include other requirements and conditions as deemed necessary on a property specific basis.

General Eligibility Requirements include:

1. A complete application including but not limited to detailed work plans, drawings (as applicable), cost estimates and contracts, applicable reports, and any additional information as required by the Town. Required plans and studies will be outlined during a pre-consultation meeting with Town staff.
2. Eligible applicants must be either the owner of the property, an agent for the owner of the property, or the tenant of a property to whom the owner has provided written consent for the application. The applicant must enter a CIP agreement with the Town.
3. The applicant will have to complete the online application and submit relevant documents for the specific CIP program.

4. All proposed projects must be within the designated CIPA, as presented in **Appendix A** of this CIP and be consistent with the goals and objectives as presented in the CIP and the eligibility criteria.
5. No outstanding tax arrears can exist at the time of application and throughout the duration of the incentive benefit prior to payment of any funds.
6. Community improvement works associated with an incentive program application must be in accordance with the Town's Official Plan, and Zoning By-law, the Ontario Building Code (OBC) (there must be no outstanding Building Code issues or open Building Code permits for other work), Town policies, procedures, standards, and guidelines in order to be receive final funding payment.
 - 6.1. Other works that are being undertaken on the property that have an existing building permit are allowed under this program, but staff must be satisfied that these other works do not relate to the incentive project.
 - 6.2. In the case of the Renovation Incentive Program, an initial inspection of the site is required to determine the specific OBC requirements that need to be met to be eligible for the grant.
7. All work must align with the approved project details, supporting materials, and the CIP Agreement. If the completed work differs from the original proposal, the Town may delay, reduce, cancel, or request repayment of the incentive, at its discretion.
8. Eligible projects are generally only considered to include improvements in comparison to existing features. The incentive programs do not cover routine maintenance activities.
9. The applicant must disclose all other potential funding sources and/or insurance claims which have been applied to related to the improvement of the land or building of which the incentive program is being applied for. If the property has outstanding liens held against it, it will not be eligible for funding until those liens are removed.
10. Applications for improvements that were initiated prior to Council adoption are not eligible for the CIP incentive programs.
11. Multiple applications for the same property are permitted unless otherwise stated in the specific program details. The intent of providing this flexibility is to allow applicants to phase in components of their projects over time, should it be necessary. However, a funding commitment in one year does not guarantee funding in future years. Applications may be declined if the proposed work or a portion thereof was already funded previously.
12. Improvements to private property may begin after a pre-consultation meeting has been held with the Town; however, applicants proceed at their own risk, as funding is not guaranteed until the application is formally approved and a CIP Agreement is executed by both the applicant and the Town. Retroactive funding for work completed prior to the pre-consultation will otherwise not be eligible.
13. Applicants will be required to provide cost estimates from licensed contractors with itemized breakdowns or submit itemized receipts for all eligible expenses.
14. Incentive programs may be used individually or combined, as outlined in the CIP.

15. Short-term rental accommodation properties are not eligible for the ARU incentive programs. Any unit that receives funding and is found to be a short-term rental will have the funding cancelled and the funds paid to that point will be returned to the Town.

4.3 Additional Residential Unit Incentive Programs Plans



Additional Residential Unit Creation Incentive Program

Purpose:

The Additional Residential Unit (ARU) Program provides a grant to help offset project costs for:

- the construction of an (interior) additional residential unit within an existing principal dwelling unit or as an addition thereto; and,
- the construction of an (exterior) additional residential unit within an existing or new detached accessory structure.

This grant is intended to support a greater mix and size of housing types in the Town, and the increased availability of affordable and/or rental housing accommodation.

Program Details:

The ARU Grant Program provides a one-time grant of 50% of the total eligible project cost per eligible project up to a maximum of \$30,000, or whichever amount is lesser.

Eligible Projects:

Only on properties in compliance with the location and regulatory use permissions established in the Official Plan and Zoning By-law for additional residential units.

For the construction of:

- an additional unit within, or as an addition to, an existing principal dwelling unit that is 5 years in age or older at time of complete application;
- an ARU within an existing or new detached accessory structure, or for a prefabricated additional residential unit placed on the property.

The property owner shall not be in arrears of any property taxes, local improvement charges or any other arrears or charges from the Town, Region or the Province.

Grant Payment

- Payment process and terms to be finalized.

Program Specific Eligibility Requirements

Applications submitted to the Town for funding prior to the adoption of this CIP will not be eligible for the grant under this program.



Additional Residential Unit Renovation Incentive Program

Purpose:

The Additional Residential Unit (ARU) Program provides a one-time grant to help offset project costs for:

- renovate a non-compliant ARU to comply with the OBC through a building permit application.

This grant is intended to ensure ARUs comply with the OBC and provide suitable housing.

Program Details:

The ARU Grant Program provides a one-time grant of 50% of the total eligible project cost per eligible project up to a maximum of \$15,000, or whichever amount is lesser.

Eligible Projects:

Only on properties in compliance with the location and regulatory use permissions established in the Official Plan and Zoning By-law for additional residential units.

For the renovation of:

- an ARU within, or as an addition to, an existing principal dwelling unit that is 5 years in age or older at time of complete application; and,
- an ARU within an existing or new detached accessory structure, or for a prefabricated additional residential unit placed on the property.

The property owner shall not be in arrears of any property taxes, local improvement charges or any other arrears or charges from the Town, Region or the Province.

Grant Payment

- Payment process and terms to be finalized.

Program Specific Eligibility Requirements

Applications submitted to the Town for funding prior to the adoption of this CIP will not be eligible for the grant under this program.

5.0 Financial Incentive Programs – Economic Development

No new programs are being created at this time. Existing Town programs will be used. Information on these programs can be found through the Town's website for:

- Uptown Keswick BIA;
- Sutton BIA; and,
- Jackson's Point BIA.

Separate information is available for the Business Development Grant fee rebate through the Town's website.

6.0 Implementation

6.1 Implementation Guidance

1. The CIP will launch upon adoption of the CIP by Town Council for ARUs.
2. Existing economic development programs will continue as previously approved by Town Council. Applicants should refer to and follow the requirements of those programs.

6.2 Administrative Roles and Responsibilities

6.2.1 Administration of the CIP - ARUs

This CIP will be implemented by the Town of Georgina and particularly by the Plan Administrator, a staff role.

This CIP will require the allocation of resources and staff time for successful implementation. Dedicated staff time will be allocated to respond to inquiries about the CIP and process applications.

Staff duties include, but are not limited to:

- Intake and review of applications;
- Decisions on approval of the grant made by the Plan Administrator;
- Preparing any required by-laws and/or agreements;
- Liaise with York Region as required;
- Administer grant payments for approved projects;
- Track progress of approved projects and financial health of the CIP;
- Create and maintain performance indicators for the CIP; and,
- Market the annual budget for CIP Incentive Programs.

Applicants are required to provide all necessary information for a complete application to the Plan Administrator.

6.3 Program Process and Requirements - ARUs

6.3.1 Submission of a Complete Application - ARUs

1. Programs are available on a first-come, first-served basis based on the available budgeted dollar to the program for a particular year.
2. Arrange a pre-consultation meeting with Town staff (the Plan Administrator) to review proposed works to ensure works are eligible for funding. CIP works are not to commence prior to this pre-consultation meeting as the project will then be ineligible for funding.
3. Provide a complete application to the Plan Administrator. A complete application shall include completed and signed application forms, and all supporting materials as required by the Plan Administrator. The Town is not responsible for any costs incurred by the Applicant during the application process, including costs associated with preparing the materials which are required by the Town as part of a complete application.
4. All sources of additional funding or incentives must be declared at the time of application submission. The Plan Administrator is entitled to make decisions for incentive reductions based upon any declared funding or incentive.
5. The Plan Administrator is delegated the approval authority and will evaluate all applications and supporting materials.
6. Should the application be approved, a CIP Agreement will be required, which will outline the terms, duration, requirements, default, and any other provisions of the incentive program. This agreement will be between the Town and the applicant and may be registered on the title of the property at the Town's discretion.
7. Should the Plan Administrator require additional information, plans, studies, or any additional works related to the proposed project and incentive program application, the requested information and/or works must be adequately provided and/or undertaken prior to approval of the application.
8. Upon approval and/or completion of community improvement works, the Town, under direction of the Plan Administrator, reserves the right to audit the costs associated with any of the works described by the approved application. If an external audit is required, it will be undertaken at the expense of the applicant.
9. Upon approval and/or completion of community improvement works, the Town reserves the right to inspect any properties/buildings that are associated with an incentive program application offered within this Plan. Inspections would be carried out by the Plan Administrator.
10. Should the applicant fall into default of any of the General Eligibility Requirements or fail to meet the detailed requirements of the incentive programs or any other requirements of the Town under direction of the Plan Administrator 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 Plan Administrator in consultation with the Director of Development Services.

11. The Town may discontinue any of the CIP programs at any time; however, all applicants with approved incentive program benefits will continue to receive the benefits in accordance with the terms outlined in the CIP, subject to fulfilling any requirements and agreements and subject to available funding as approved by Council or the designated approval authority.
12. Any program commitments may be cancelled if work does not commence within one year of the approval of an application, or in accordance with the agreement with the Town.
13. The Director of Development Services has the discretion to alter agreed upon terms of the Town.

6.3.2 Payment - ARUs

Improvement works may begin after a formal pre-consultation meeting has been held with the Town; however, applicants proceed at their own risk, as funding is not guaranteed until the application is formally approved and a CIP Agreement is executed by both the applicant and the Town.

The Town will require submission of itemized receipts for all eligible materials and work completed, prior to the release of any grant funds.

Payment of the financial incentive, in accordance with the CIP Agreement, will be provided to the applicant upon successful completion of the approved work.

Payment of the financial incentive is contingent upon:

1. Fulfilling all terms of the CIP Agreement;
2. Compliance with the Zoning By-law and the Building Code;
3. Final Inspections and Occupancy have been granted;
4. Confirmation in writing that the unit is not a short-term rental;
5. Payment of all property taxes during the incentive implementation; and,
6. Final Building Code inspection and closing of the building permit for the project.

6.3.3 Combining Funding and/or Grants - ARUs

Additional financial incentives may be secured for the same project from other government agencies, non-profit groups, or other agencies and associations. The amount, duration and provider of the incentives, including conditional approvals, must be declared to the Town as a condition of grant payment.

Where the value of all other incentives, combined with the ARU incentive, is greater than total project costs incurred, the value of the ARU incentive will be decreased proportionately to ensure that all incentives provided for the project do not exceed total project costs incurred. The applicant may submit more than one ARU application per property. There will be a limit of one incentive per unit created.

The total cumulative value of the Town's ARU incentive(s) claimed shall not exceed 50% of total project costs up to \$30,000 per unit excluding other incentives per ARU.

Other potential municipal incentives may be stacked with the ARU CIP incentives as long as eligibility criteria for all programs are met.

6.4 Marketing and Communications - ARUs

The Town of Georgina will ensure there is general awareness of the programs and to support strong uptake. The Town already hosts a webpage dedicated to the CIP programs.

Additional methods the Town will employ include, but are not limited to, the following:

- Regular posts on the Town's website about the programs with links to the webpage
- Social media posts that celebrate the success of new CIP projects upon completion
- Creation of a digital and print flyer to be distributed via email and mail to interest groups including:
 - Local residents – to raise awareness of residential property owners
 - Local builders – to raise awareness in the construction industry
 - Local realty companies – to raise awareness for new buyers

7.0 Monitoring and Evaluation Strategy - ARUs

7.1 Purpose

Monitoring of this CIP will be conducted. The purpose of monitoring and evaluation is to provide guidance about the success of the Plan and its individual programs. Council will determine annual funding for financial incentives and Town programs based on the results of the Monitoring and Evaluation Strategy.

Monitoring and evaluation will inform:

- Program participation, performance and municipal budget allocation and funding formula to provide the basis for decisions regarding program design and funding.

The Town could undertake a comprehensive review of the CIP every 5 years to determine the overall effectiveness and relevance of CIP programs, policies, procedures, process and funding.

For the HAF funding, two annual reports are required per the terms of the agreement. These reports are related to use of HAF funds and building permit data. These reports will be used to monitor the ARU CIP implementation.

7.2 Reporting

Monitoring and evaluation of programs should include data collection and indicator development to track applications received, projects funded, and outcomes, as well as to measure the effectiveness of programs and the CIP. Monitoring shall be an ongoing,

continuous aspect of implementing the CIP and provide support for reporting on the CIP to Council and the public.

Comprehensive records of all applications received, and incentives provided should be maintained. The following data or information should be reported by staff on an annual basis at a minimum:

- applications received for each program, approval or denial, reasons for approval or denial, and the location of properties involved;
- value of funds granted and the programs under which funds were granted;
- construction value of each project awarded fundings through the CIP;
- timing of project completion;
- number of new housing units; and,
- site photos, plans and other materials related to projects awarded funding.

The above data shall be used to assess the impact of the CIP funding. Performance indicators should be derived from the data to track the effectiveness of the CIP and assess its programs relative to goals and objectives. Performance indicators should be based on the desired end results and key activities set out in the Town's Strategic Plan and Council Official Plan.

The following are the desired end results:

- Meet housing targets outlined by the Region of York Official Plan and the Town of Georgina Official Plan;
- Meet the CMHC housing target requirements as outlined in the HAF agreement;
- Achieve job growth, investment, and revitalization of Uptown Keswick BIA, Sutton BIA, and Jackson's Point BIA.

7.3 Plan Adjustments / Amendments

This Plan will be reviewed from time to time to ensure that it is current and adequately reflects existing Town policies and priorities, as well as regional and provincial policies. Monitoring and applicant feedback regarding the Plan and its programs may also lead to amendments to the financial incentive program descriptions and terms.

7.3.1 Minor CIP Amendments

Minor revisions to the CIP will not require Council approval or amendment where:

- Made in accordance and to ensure consistency with the *Planning Act*, *Municipal Act*, other applicable legislation;
- Made to ensure consistency with terminology, definitions, schedules, policies or regulations established in the Town's Official Plan and Zoning By-laws; and
- Made to clarify or better define program requirements, including evaluation criteria and eligible project costs.

Such minor changes will be provided to the Minister of Municipal Affairs and Housing for information purposes only.

7.3.2 Substantive CIP Amendments

Formal amendments to the CIP will be required in accordance with Section 28 of the *Planning Act* where substantive changes are made, including but not limited to:

- Addition of new goals, objectives or new CIP programs

7.3.3 Cancellation of CIP Programs

The individual incentive programs contained in this CIP can be activated, deactivated, reduced or discontinued by Town Council without amendment to this Plan.

8.0 Glossary of Terms

The following definitions are provided to assist in the interpretation of this CIP. The Town of Georgina shall have the sole discretion in interpreting the provisions and meaning of words used in this Plan.

Administrator / Plan Administrator means one or two Town's staff members assigned by Council, who are primarily responsible for ensuring that the responsibilities of the Plan Administrator(s), as set out herein, are fulfilled.

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

Additional Residential Units (ARUs) are self-contained living units with their own kitchen, bathroom and sleeping areas

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.

CIP Agreement means an agreement executed between the Town and an applicant, to outline the terms and conditions for payment of an approved grant and prepared in accordance with the policies of this Plan.

Community Improvement Plan (CIP) means this Plan, as adopted in accordance with Section 28(4) of the *Planning Act*.

Community Improvement Plan Area (CIPA) means the geographic area which this plan covers and incentives are available, a map of this area is available in Appendix A.

9.0 Appendices

Appendix A – Community Improvement Project Area

