



Report n° ECDEV2025-001

Date: 12/02/2025

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Subject: [Click here to enter text.](#)

Nature/Goal

The purpose of this Report is to present the final revised Community Improvement Plan (CIP) and Community Improvement Project Areas (CIPA) for Council's consideration and enactment of the respective By-laws. It is recommended that the 2017 CIP (By-Law No. 2017-01) be repealed and replaced with the revised 2025 CIP and CIPA by way of the By-laws attached to Report n° ECDEV2025-001.

Directive/Previous policy

N/A

Department's recommendation

WHEREAS Sierra Planning and Management was awarded a contract further to RFP 2023-042 for the creation of a new Community Improvement Program; and

WHEREAS the draft of the newly created City of Clarence-Rockland Community Improvement Plan was presented to Council at the Council Regular meeting on December 11, 2024;

WHEREAS the draft of the City of Clarence-Rockland Community Improvement Plan was presented at a statutory public meeting on January 15, 2025;

WHEREAS Official Plan Amendments have been submitted to the City of Clarence-Rockland and the United Counties of Prescott and Russell and will be reviewed at a statutory public meeting on February 26, 2025;

BE IT RESOLVED THAT the Committee of the Whole recommends that Council approves the City of Clarence-Rockland Community Improvement Plan (CIP) developed by Sierra Planning & Management (SPM) and corresponding by-laws be enacted with Report No. ECDEV2025-001.

ATTENDU QUE Sierra Planning and Management a obtenu un contrat suite à la demande de propositions 2023-042 pour la création d'un nouveau programme d'amélioration communautaire ; et

ATTENDU QUE l'ébauche du nouveau plan d'améliorations communautaires de la Cité de Clarence-Rockland a été présentée au Conseil en comité plénier le 11 décembre 2024 ;

ATTENDU QUE l'ébauche du plan d'améliorations communautaires de la Cité

de Clarence-Rockland a été présentée lors d'une réunion publique statutaire le 15 janvier 2025 ;

ATTENDU QUE des modifications au plan officiel ont été soumises à la Cité de Clarence-Rockland et aux Comtés unis de Prescott et Russell et qu'elles seront examinées lors d'une réunion publique statutaire le 26 février 2025.

IL EST RÉSOLU QUE le comité général recommande au conseil d'approuver le plan d'amélioration communautaire (PAC) de la Cité de Clarence-Rockland élaboré par Sierra Planning & Management (SPM) et que les règlements correspondants soient promulgués avec le rapport no ECDEV2025-001.

Background

In 2022, the City of Clarence-Rockland adopted a new Economic Development Strategy and Action Plan. The role of Economic Development for the City of Clarence-Rockland involves generating sustainable conditions for economic growth and enhancing the well-being of the community. The economic development strategy recognizes business service excellence as one of three strategic directions. A key priority of this strategic direction is to lead the way in business retention and expansion for the growth of the local economy.

As part of the 2023 budget, RFP (2023-042) was developed to move forward with the renewal of the city's Community Improvement Plan (CIP). The goal of this project was to identify community priority areas that would allow for and support development and revitalization, allowing the municipality to direct capital project investments in a strategic manner.

Following the City's established Request for Proposals process, Sierra Planning and Management (SPM) was awarded the contract for the Community Improvement Plan project.

Discussion

The development of a new CIP program for the City of Clarence-Rockland will help to revitalize targeted areas and encourage community change in a coordinated manner. The new Community Improvement Program will:

- Build and expand upon the city's previous CIP program (2017-2022).
- Align with the city's strategic priorities.
- Support commercial core areas in Rockland and beyond.
- Explore the need and opportunity for support to rural areas.

Over the course of the project steps were taken to ensure that the new CIP program would be developed to produce opportunities for the municipality to provide incentive-based programs as an economic development tool.

The following tasks were completed, leading up to the creation of the draft of the newly developed CIP Program.

- Field review
- Background & policy review
- Best practice review
- Real estate market analysis
- Implementation of public engagement strategy

Through the implementation of the project's public engagement strategy there was opportunity for key stakeholders, business community and residents to provide feedback that would assist in the creation of the new Community Improvement Program. The engagement process entailed:

- CIP website updates
- Municipal Council & staff interviews
- Online survey that received responses from:
 - o 32 - Property owners
 - o 13 - Tenant businesses
 - o 5 - Developers
- Virtual stakeholder session that had sixty participants registered

Further opportunities for comment on the draft CIP program were provided at the regular Council meeting on December 11, 2024, and a statutory public meeting on January 15, 2025. Written comments were also received from the Ministry of Municipal Affairs and Housing. Comments received have been considered in the drafting of the final Community Improvement Plan (CIP) and Community Improvement Project Areas (CIPA)

As we are now at the final stage of the development of the city's new CIP program the benefits of the CIP program are clear:

- To encourage private sector investment and strengthen the economic base.
- To leverage public investment to draw private sector investment for community benefit
- To help advance municipal priorities, plans and strategies (e.g. Economic Development and Tourism)
- Enhance the visual appearance of Community Improvement areas.
- To revitalize targeted areas and encourage community change in a coordinated manner.
- To redevelop brownfield sites.
- To ensure the maintenance of the existing building stock.
- To foster improvements and ensure high standards of site development throughout the City of Clarence-Rockland.

The new CIP provides for a change to the CIP area from the city's previous Community Improvement Program and will now have a city-wide CIPA (Community Improvement Program Area). The CIP update will deliver new municipal assistance programs and will put forth eight program streams:

- Façade Improvement Grant
- Signage Improvement Grant
- Landscaping Improvement Grant
- Building Renovation Grant
- Planning Application Grant
- Environmental Site Assessment (ESA) Grant
- Tax Increment Equivalent Grant (TIEG)
 - o Stream A: Brownfield Remediation
 - o Stream B: Commercial Core Development
- Development Charge-Related (DC) Grant

More detailed information on the new CIP program and the eight program streams, along with the expected outcomes of the program, are provided in the Community Improvement Plan final version attached to this report.

Consultation

N/A

Recommendations or comments from committee/ other departments

N/A

Financial impact (expenses/material/etc.)

Implementation and funding to support the first year of the CIP have been incorporated into the 2025 operating budget. Further financial resources will be incorporated into subsequent budget deliberations and work plan approval process throughout the life of the CIP.

Legal implications

N/A

Risk management

N/A

Strategic implications

The Economic Development Department continues to work towards supporting the strategic directions of the City of Clarence-Rockland Strategic Plan (2024-2028). The revised CIP program is aligned with the strategic directions of: Balanced Growth and Community Cohesion.

Supporting documents

By-law 2025-19 Adoption of the CIP