



Administration and Operations Committee Report

To: The Chair and Members of the Administration and Operations Committee
From: Brandon Webb, Research and Marketing Economic Development Officer
Date: July 16, 2024
Report #: RPT - 0389 - 24
Subject: Community Improvement Plan Application CIP-24-04 – 19 Broadway Street West
Purpose: For Approval

Recommendation

THAT Community Improvement Plan Application CIP-24-04 from the tenant of 19 Broadway Street West, Paris for signage improvements be approved to a maximum amount of \$1,200.00.

AND that the Chief Administrative Officer be authorized to execute the Community Improvement Plan Agreement for CIP-24-04.

Strategic Plan Priority

Strategic Priority 3 - Economic Resilience

Impacts and Mitigation

Social Impacts

N/A

Environmental Impacts

N/A

Economic Impacts

The application is eligible for \$1,200.00 in funding under the Downtown Paris Community Improvement Plan.

Report

Background

Through Section 28 of the Planning Act, Council has established Community Improvement Plans and Design Guidelines for the downtown core areas of Burford, Paris, and St. George. Community Improvement Plans give Council the ability to approve several different grants to support businesses and property owners within the cores to make property improvements. These plans were amended in July of 2022 to ensure the programs were running effectively.

As of this report date, 60 Downtown projects have been approved by Council (not including this application), 48 projects have been completed, 7 are in progress and 5 applications have been withdrawn.

The application is being presented directly to the Administration and Operations Committee meeting as quorum was not achieved for the Community Improvement Plans Committee held of July 15.

Analysis

Community Improvement Plan application CIP-24-04 for 19 Broadway Street West was received in July. A location map of the property has been provided as Attachment 1.

The application is from the tenant of a unit located at 19 Broadway Street West, Paris. The application is for the Signage Improvement Grant. The Signage Improvement Grant is meant to assist businesses with the costs of installing new signage for business tenants or property owners. The grant covers 50% of costs related to new signage installation up to \$3,000.00

The project will replace the existing signage that is present on the façade of the business. The scope of this project is to replace the material of the signage with no work being done to the canopy itself. This project reflects a rebranding of the existing business that has been operating since 2021 from a baked goods store to a candy/sweets store.

The application aligns with the Council approved Economic Development Strategy and Action Plan 2024 to 2027, specifically Theme 3: Future-proof the downtowns to create vibrant, mixed-use community cores and is an opportunity to support businesses prior to the reconstruction of the Grand River Street North in 2025.

Summary and Recommendations

The completed application was reviewed by the interdepartmental Community Improvement Plan review team and deemed consistent with the applicable Community Improvement Plan guidelines and recommended for approval.

Attachments

Attachment 1 – Property Map – 19 Broadway Street West
Attachment 2 – Current Signage and Proposed Artwork

Reviewed By

Melissa Connor, General Manager of Strategic Initiatives

Copied To

Zach Gable, Director of Economic Development and Tourism

By-law and/or Agreement

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|---|----|
| By-law Required | No |
| Agreement(s) or other documents to be signed by Mayor and /or Clerk | No |