

Ilderton Community Improvement Plan Evaluation Guide



The following evaluation guide was created to provide a consistent framework for the evaluation of grant and funding applications under the Ilderton Community Improvement Plan (2013). The following criteria was developed based on the contents of the Ilderton Community Improvement Plan which is in conformance and references the strategic direction highlighted in the Middlesex Centre Strategic Plan (2012), the Middlesex Centre Official Plan (2017) and the Master Plan for Downtown Ilderton, *Retooling Downtown Ilderton* (2012).

When completing an application for proposed funding under the Ilderton Community Improvement Plan, please consider the following checklist as a guide to understand the criteria that staff will be considering when reviewing applications. The following list is not intended to be exhaustive.

1. The project area:

The project is located within the boundaries of the Ilderton Community Improvement Plan.

The proposed project is located on a brownfield site.

2. Application

The applicant has not previously received funds under the Community Improvement Plan.

A detailed cost analysis has been included with the application.

The application includes a detailed timeline for completing the project.

An implementation plan has been included with the application.

The applicant has met with staff from Middlesex Centre to discuss the project.

3. Alignment with Strategic Direction

Has the proponent considered Middlesex Centers' strategic direction? If so, does the application satisfy any of the following proposed outcomes established in the Ilderton Downtown Master Plan.

Realizing economic development opportunities: Middlesex Centre will proactively create and promote the best environment for opportunities, education and awareness. Does the application consider how the project will generate economic development?

Capitalizing on Middlesex Centre's location and advantage: Middlesex Centre will address the challenges of bordering a large urban centre while maintaining a unique identity. Does the applicant support and promote the unique identity of the CIP area?

Promoting local commercial and retail growth and sustainability: Middlesex Centre will position locally owned and operated businesses as regionally competitive, reducing reliance on neighboring enterprises. Does the application promote local business or help to protect it?

Expanding local employment options: Middlesex Centre will grow its local economic base and opportunities by promoting and nurturing human and social capital. Does the application provide an opportunity to increase economic and social capital?

Realizing downtown potential: Middlesex Centre is committed to sustainable land use-development. Does the applicant exemplify efforts to consider sustainability into the project proposal?

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Based on the application type submitted, the following criteria will be reviewed.

A) Facade and Signage Improvements

- The project incorporates modifications for creating barrier free access.
- The project includes the installation of new signs and/or the replacement of existing signs.
- The project includes painting, cleaning and the overall restoration of the building's exterior, including masonry work.
- The project incorporates landscaping that is intended to improve the overall façade.
- The project includes repairs to windows and doors.
- The project includes the replacement of exterior architectural features.
- The project includes the installation and replacement of exterior lighting.
- The project includes alterations to awnings and other entrance features.
- The proposed project modifications are dire to maintaining the integrity of the building.
- The proposed changes will increase the square footage of commercial or industrial space.
- The applicant is requesting professional design services as part of the application.
- The changes will lead to an increase in employment opportunities.

B) Development Charge Grant Program

- The development is zoned as a commercial use.
- The development is zoned as an industrial use.
- The development is zoned as medium density residential.
- A building permit has been submitted.
- The proposed changes are expected to result in an increase the square footage of new commercial or industrial space.
- The changes will lead to an increase in employment opportunities.

C) Property Tax Increment Equivalent Grant Program

- The development is zoned as a commercial use.
- The development is zoned as an industrial use.
- The development is zoned as medium density residential.
- The project is expected to result in an increase in the current value assessment