

# Downtown Brantford Revitalized

Incentives supporting a vibrant business community



# About Brantford

The City of Brantford, Ontario is a community of 100,000 residents located in the heart of southern Ontario and situated on the banks of the picturesque Grand River, one hour west of Toronto. With its diverse manufacturing sector and growing post-secondary presence, Brantford is transforming itself to meet the opportunities of the new economy. Offering metropolitan amenities with a charming small town feel, Brantford is a lively community brimming with historic neighbourhoods in Ontario's economically dynamic Greater Golden Horseshoe.



Harmony Square



Dalhousie Street

## Downtown Brantford Urban Growth Centre

Downtown is a mixed-use, amenity-rich, commercial, residential and civic-oriented area easily accessed by a public transportation system. It is a vibrant commercial and employment centre that is compact and walkable. Downtown is an organized business community through the Downtown Brantford BIA. It is a networked and cohesive entrepreneurial community, working closely with the growing post-secondary institutions within its midst.

## Live, Work, Play and Learn

Bike to work. Walk to lunch. Downtown Brantford is a quaint city centre with pleasant older neighbourhoods surrounding an architecturally rich core. The City features acres of parks and miles of trails along the picturesque Grand River. Downtown is also conveniently located within minutes of highways 403 and 401. Support services and market access for your employees and/or customers is easily available in one of southern Ontario's most affordable and attractive business centres.

# Why Open Your Business in Downtown Brantford?

## Smart and Sustainable Growth

Downtown Brantford is the perfect choice for business to locate in a vibrant, liveable and revitalized community with a favourable business climate and the right balance of resources. Brantford boasts commercial rents, housing and construction costs that are among the most attractive and affordable in southern Ontario. Local utility rates are lower than other nearby locations and the water supply is among the purest and most plentiful in the province. The Brantford area supports a diversified economy defined by low unemployment, providing a stable environment for new investment. Downtown Brantford is increasingly characterized by a stable core employment of "Eds and Meds" – stable medical and educational jobs, alongside the civic functions of government and the courts. Brantford's urban growth model has successfully managed to create a balance between economic vitality, affordable housing, quality municipal services and parks and green spaces, while planning for future growth - all within an hour's drive of Toronto. The combination of parks, cultural activities, youthfulness, cleanliness and the juxtaposition of beautiful historic and modern architecture in Downtown Brantford contribute to an overall atmosphere of quality, energy and vitality.



## Downtown Enhancements

- Laurier /YMCA Recreational Complex – 130,000 sq. ft. of state of the art recreational services (2017)
- Transformation of Market Square – a 300,000 s.f University Community Centre with new library and food court
- Harmony Square – the hub for special events and downtown dining
- Revitalized Public Library – new façade with revamped main floor (2017)
- Aggressive Capital Plan for improvements to roads and municipal services
- Victoria Park / George Street – renewing our heritage district for the future
- Conestoga College expansion in downtown
- GO Bus Service arriving fall 2016



Brantford Farmers Market – Since 1848

# Downtown Brantford Incentive Programs

Brantford's approach to downtown revitalization is to foster economic diversity in the downtown. We support local entrepreneurship, business clusters such as food retailing, post-secondary expansion, streetscape renewal, and heritage preservation through our downtown incentives programs. The City's Planning staff works closely with clients to accommodate their needs. Following is a range of program options individually tailored to fit the needs of applicants through various stages of development.

## Downtown Business Performance Grant

Targeted for commercial, office, mixed-use and retail, this grant program is intended to assist applicants by providing financial incentives to stimulate redevelopment, renovation and improvement to buildings in the downtown. Allocated to projects over \$100,000, the grant can range from up to 25% of the project total.

## Façade Grant

For commercial, office, mixed-use and retail, this grant is targeted to projects under \$100,000. It is intended to assist property owners and tenants with financing front façade improvements within the Downtown CIP area by providing a maximum grant of \$7,500 per street address.

## Design Grant

Intended to assist applicants hire skilled professionals specializing in architecture or accredited design, this grant can be applied for prior to submissions for a Downtown Business Performance or Façade grant. The City of Brantford will fund up to 50% of the professional service design fees to a maximum grant of \$2,000.

## New Business Grant

Aimed at new businesses, this grant is reserved for improvement measures including an exterior sign, awning, outdoor patio, lighting, décor, landscaping and other property enhancements. The objective is to assist start-ups by issuing a grant up to 50% of the costs ranging between \$500-2,500 for property improvements and immediate façade upgrades. Once established, the new business is also eligible to apply for a Façade or Downtown Business Performance Grant.



Carnegie Building/George Street

## Development Charges

Relief from Development Charges is offered in the former Downtown CIP/BIA area.

## Parking Exemption Area

Relief from normal parking requirements is offered in Parking Exemption Areas 1, 2 and 3 as described in the Zoning Bylaw.

## Cash-in-Lieu for Parking

There is provision for taking cash-in-lieu. A By-law enables the owners of properties within the defined area to enter into written agreements with the City of Brantford to make a cash-in-lieu payment for off-street parking and the loading spaces for all new developments, redevelopments or changes of use that are unable to meet the normal requirements.

## Brownfields Community Improvement Plan

The Brownfields CIP is a toolkit with a variety of solutions for brownfield properties. Go to [www.brantford.ca/BCIP](http://www.brantford.ca/BCIP) for further details.

## Brantford Brownfields Financial Tax Incentive Program

The Brantford Brownfields Financial Tax Incentive program (BFTIP) provides tax assistance for the rehabilitation and redevelopment of brownfield properties. The BFTIP will allow successful applicants to obtain rebates on the municipal and school portion of property taxes paid on remediated brownfield properties. The Brantford BFTIP is designed to work in conjunction with the provincial version of the Brownfield Financial Tax Incentive Program. The contributions are outlined on the city's website.

## Development Charge By-law - Brownfields

The remediation of select brownfield properties may be eligible for credits under Brantford's Development Charges By-law.

## Infrastructure Upgrades

The City of Brantford Environmental Services Department is offering a grant program to help offset the cost of upgrading private lead water service and private sanitary sewer laterals in the CIP area.



The Downtown Brantford Urban Growth Centre is 134 hectares in size



Brantford is 1 hour west of Toronto

# We Can Help

For more information  
please contact The City of Brantford  
Planning Department  
519-759-4150

*"Brantford's Downtown Grants Program is straight forward and easy to use both as a contractor and property owner. We have always appreciated Planning Staff's supportive nature from the project's initial inquiry to the project's successful close. Their vision and commitment to the downtown is exciting and worth being a part of."*

*Paul McCaig, Paulsan Construction Inc.*

*"As a new restaurant on a tight deadline to open, the downtown grant was the easiest part of the whole process of opening our business."*

*Jenna Garbedian, The Works Gourmet Burger Bistro*



*The Downtown Grants are an important partnership between the BIA and the City to encourage investors and our members to revitalize our Downtown.*

*Keri Korfmann - Chairperson,  
Downtown Brantford BIA  
and owner of Tim Hortons*

*"On behalf of Whitehall Apartments, we would like to thank the City of Brantford for the facade grant. We used this grant to improve the curb appeal of our building. The grant made us feel as if we had the support from the City of Brantford to achieve a common goal of improving the Downtown."*

*Robert Kelava Vice-President Whitehall Residential*