



City of Pembroke

Community Improvement Plan Update

Council Presentation

October 7, 2025, 6:00 pm

Presenters

Nadia De Santi, MCIP, RPP – WSP Project Manager

Anita Sott, MCIP, RPP – WSP Deputy Project Manager / Senior Planner



Presentation Overview

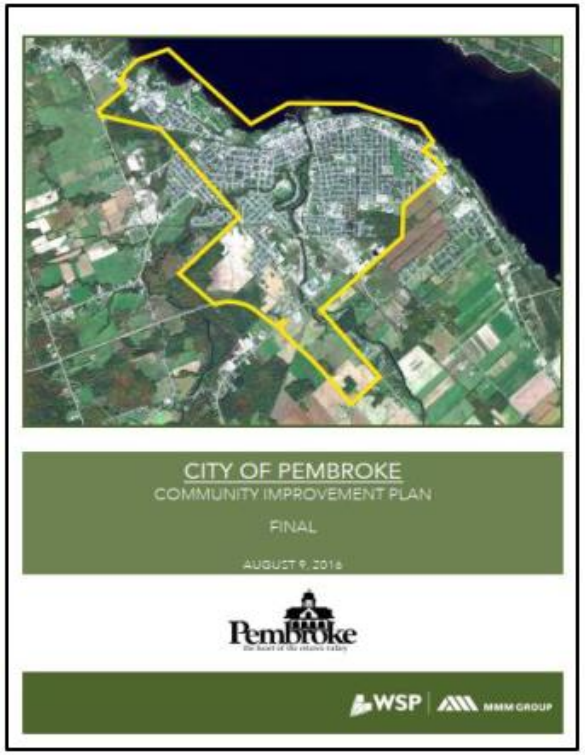
1. **What is a Community Improvement Plan?**
2. **Pembroke's Existing CIP + Successes**
3. **Project Purpose**
   - Work Plan / Community Engagement Program
4. **Preliminary CIP Update Recommendations**
   - Existing CIP Financial Incentive Programs
   - Potential New CIP Financial Incentive Programs
5. **Next Steps**

What is a Community Improvement Plan?

- Planning and economic development tool under the Ontario Municipal Act and Planning Act
- Provides a framework to achieve a wide variety of goals tailored to community needs and priorities
- Establishes financial incentive programs and eligibility criteria through which to provide private property owners with grants and tax rebates to realize community improvement projects
- Stimulates private sector investment in targeted areas
- Promotes revitalization and place-making to attract tourism, business investment, and economic development opportunities



Pembroke's Existing CIP + Successes



- Adopted August 9, 2016
- Community Improvement Project Area = entire municipality
- **10 existing Financial Incentive Programs** + Temporary COVID-19 Business Support Grant
- From 2016 to September 2025:
  - **Over $325,000 in grants awarded to over 50 business and property owners**
  - Directly supported projects with over $1.4M in construction value
- Most popular grants:
  - Downtown Heritage Façade Improvement Grant
  - Façade Improvement Grant
  - Accessibility Grant
  - Planning and Building Permit Fee Grant

Community Improvement Plan Update

Project Purpose

- Review the Community Improvement Project Area where the updated CIP will apply
- Review the available Financial Incentive Programs

Pembroke Community Improvement Project Area





Community Improvement Plan Update

Work Plan / Community Engagement Program

	Project Deliverables	Engagement Milestone
Stage 1 Background Review and Consultation Fall 2025	• Draft Background Report • Final Background Report	• Project Initiation Correspondence with MMAH • Initial Outreach to Indigenous Communities ★ Virtual Council Presentation
Stage 2 Draft Community Improvement Plan Fall 2025	• Draft CIP	• In-person Community Engagement – Present Draft CIP
Stage 3 Final Community Improvement Plan Winter 2025 / 2026	• Final Draft CIP • Final CIP	• Statutory Public Meeting – Present Final Draft CIP • Council Adoption Meeting – Present Final CIP



Preliminary CIP Update Recommendations

Existing CIP Financial Incentive Programs

Keep ✓	Combine ⇄	Remove ✗
Accessibility Grant*	Downtown Heritage Façade Improvement Grant / Façade Improvement Grant*	Affordable Housing Study Grant
Brownfield Property Tax Assistance Program		Project Feasibility Study Rebate
Downtown Housing Grant*		
Environmental Site Assessment Grant		
Planning and Building Permit Fee Grant*		
Tax Increment Equivalent Grant		

* With modifications recommended

Preliminary CIP Update Recommendations

Potential New CIP Financial Incentive Programs – Housing

Program	Purpose
Additional Residential Units (ARU) Grant	For 1 or more ARUs on the same property as a single detached, semi-detached, or townhouse dwelling (as permitted under the Planning Act)
Affordable Housing Grant	For new affordable residential units (rental or ownership) on the upper storeys of existing commercial / mixed use buildings or in a standalone residential building
Affordable Housing Development Charge Rebate Program	A rebate for development charges associated with new multi-unit residential developments that contain affordable rental units
Multi-Unit Housing Grant	For new multi-residential development consisting of 4 or more new dwelling units (rental or ownership)



Preliminary CIP Update Recommendations

Potential New CIP Financial Incentive Programs

Program	Purpose
Commercial / Industrial Property Improvement Grant	For interior / exterior improvements to commercial and industrial buildings and properties (e.g., interior retrofits, landscaping, paving, streetscape improvements)
Crime Prevention Through Environmental Design Grant	For installation of site security improvements (e.g., security cameras, lighting, fencing)
Energy Efficiency and Emergency Management Grant	For energy efficiency upgrades, and backup energy production during emergencies
Municipal Surplus Land Disposition Grant	To permit the sale / disposition of surplus lands owned by the City below market value
Sidewalk Patio and Pop-ups Grant	To use City sidewalks and on-street parking spaces to permit seasonal patios / pop-up retail spaces
Signage Improvement Grant	For commercial / industrial signage improvements, including for home-based businesses



Next Steps

October 2025

- Final Background Report
- Draft CIP

November 2025

- In-person Community Engagement – November 3, 2025 (time and format to be confirmed)
- Final Draft CIP

December 2025

- Statutory Public Meeting
- Final CIP

January 2026

- Council Adoption of Final CIP



Thank you! We look forward to working with you!

For more information, check out the project webpage for future updates at:

pembroke.ca/CIPGrants

City Contacts:

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