
Policy title:	Downtown Incentives	Date adopted:	April xx, 2024
Policy number:	P-DEV-16-C	Effective date:	April xx, 2024
Policy owner:	Strategic Growth and Investment	Last amended:	N/A

Purpose

- 1 This policy establishes incentives aimed to accelerate redevelopment and revitalization in Airdrie’s downtown.

Scope

- 2 This policy applies to properties and businesses in Airdrie’s downtown, unless otherwise specified.

Policy

Funding

- 3 The City uses funds from the Downtown Revitalization Reserve to fund the downtown incentives, or as Council otherwise determines.
- 4 The City Manager may use funds restricted in the Downtown Revitalization Reserve to achieve these incentives or to retain the level of service provided for administrative support displaced by these incentives.

Limitations

- 5 If the value of the applications exceeds the limited funds available for the incentives, the City Manager may prioritize certain incentives based on the value of the proposed development to the Council’s *Airdrie Downtown Redevelopment Plan*.
- 6 To be eligible for an incentive,
 - (1) property taxes and municipal utility bills for the property are current and paid in full;
 - (2) the property is not subject to an unresolved enforcement order, such as a stop order; and
 - (3) the applicant is not a party to a legal dispute with the City.
- 7 Despite section 6, the City Manager may make an exception to this limitation where a subject property has significant development barriers, the City finds an exception is justifiable based on review of the associated risks and the City’s likely return on investment.

- 8 Incentives may only be provided for work not yet completed and cannot be applied retroactively.

Administration

- 9 The City Manager is responsible for:
- (1) advertising the incentives in this policy;
 - (2) establishing administrative policies and procedures to support this policy;
 - (3) receiving and reviewing incentive applications, unless otherwise specified;
 - (4) preparing contracts with the recipient of funds granted by this policy; and
 - (5) annually reporting to Council on the Downtown Incentives.
- 10 The City Manager must establish eligibility criteria, limitations, and application requirements, in addition to any set in this policy, and may refer to the purpose of this policy and the *Placemaking Principles* accepted for information, at the November 16, 2020 Council meeting, in determining the criteria.
- 11 The City Manager has the discretion to:
- (1) approve, approve with conditions, or deny applications;
 - (2) determine any terms and conditions for incentive recipient contracts; and
 - (3) grant full or partial incentive amounts.
- 12 For clarity, a decision on a downtown incentive is not a decision of the Subdivision Authority or Development Authority.
- 13 The City Manager's decisions within this policy are final and cannot be appealed.

Parking Structure Subsidy

Incentive

- 14 The City may subsidize the construction costs of above or below grade parking structures at a rate identified by the City Manager and annually approved by Council.

Purpose

- 15 The purpose of the *Parking Structure Subsidy* is to achieve greater development density by mitigating the costs of the structured parking needed to maximize development yield.

Eligibility

- 16 New development or redevelopment on properties located within the CRL boundary are eligible for Parking Structure Subsidy, if the structure supports a development that achieves a floor area ratio of 2.50 or greater.

Façade Improvement Grant

Incentive

- 17 The City may subsidize the cost to a property owner or tenant to enhance their existing non-residential building by improving the visual aesthetic of a property and provide benefit to the pedestrian realm.

Purpose

- 18 The purpose of the Façade Improvement Grant is to provide financial support for the beautification and improvement of private properties and buildings in the downtown.

Eligibility

- 19 Existing non-residential properties or tenants located in the Downtown are eligible for the Façade Improvement Grant, subject to other requirements as determined by the City Manager.

Beautification Grant

Incentive

- 20 The City may subsidize the cost to a property owner or tenant to make fixed or temporary improvements that add vibrancy to their businesses and buildings.

Purpose

- 21 The purpose of the Beautification Grant is to improve the curb appeal of businesses, enhance the pedestrian experience, and better the quality of life for residents by creating spaces that are welcoming and enjoyable to use.

Eligibility

- 22 Existing non-residential properties or tenants located within the Downtown are eligible for the Beautification Grant, subject to other requirements as determined by the City Manager.

Patio Grant

Incentive

- 23 The City may subsidize the cost to assist downtown businesses with the development of new or improved patios.

Purpose

- 24 The purpose of the *Patio Grant* is to support the creation of an attractive, lively, and pedestrian-friendly downtown streets.

Eligibility

- 25 Existing food and beverage establishments located within the Downtown are eligible for the Patio Grant, subject to other requirements as determined by the City Manager.

Activation and Collaboration Grant

Incentive

- 26 The City may financially support businesses, groups, or non-profit organizations who are creating initiatives, events, or programs that activate and draw visitors and residents into the downtown.

Purpose

- 27 The purpose of the Activation and Collaboration Grant is to provide financial support for the animation of public or private spaces and enhancement of existing or new collaboration or community partnerships.

Eligibility

- 28 The Activation and Collaboration Grant is available to an initiative, program or event physically taking place within the Downtown. The organizer must be a licensed Airdrie business, registered not-for-profit or public institution OR a group/organization working with or actively supporting a local Airdrie not-for-profit or group, subject to other requirements as determined by the City Manager.

Downtown Business Organization Support Fund

Incentive

- 29 The City may provide funding and in-kind support for up-to five years for the establishment of one organization to represent downtown businesses and property owners.

Purpose

- 30 The purpose of the Downtown Business Organization Support Fund is to provide seed funding for the creation of a self-sustaining organization to provide activation and programming of the Downtown.

Eligibility

- 31 The City Manager is responsible for developing any eligibility criteria for Downtown Business Organization, as required.

Environmental Site Assessment Grant

Incentive

- 32 The City may reimburse some or all eligible reasonable costs of a Phase I or Phase II Environmental Site Assessments (ESA).

Purpose

- 33 The purpose of the Downtown Environmental Site Assessment Grant is to reduce the cost for preliminary environmental investigations (i.e. ESAs) where required, for a new development or redevelopment project.

Eligibility

- 34 Properties located within the CRL boundary are eligible for the Environmental Site Assessment Grant, subject to other requirements as determined the City Manager.

Expedited Development Permit Reviews

Incentive

- 35 The City commits to provide an expedited level of service and certainty for development decision timelines for new development and redevelopment projects within the CRL boundary.

Purpose

- 36 The purpose of the expedited development permit reviews is to issue a decision on a development permit application for new developments within 10 business days of determining that the application is complete, subject to the City Manager's discretion.

Eligibility

- 37 Expedited development permit reviews are provided for development permit applications for a new development within the CRL boundary, that have completed a robust pre-application process and received approval from the City Manager.

Definitions

- 38 The words in this policy have the same meaning as defined in the *Land Use Bylaw*, unless defined otherwise.
- 39 In this policy,
- (1) “City Manager” means the Chief Administrative Officer of the City of Airdrie, or their delegate;
 - (2) “City of Airdrie” or “City” means the municipal corporation of the City of Airdrie, or the areas contained within the City’s municipal borders, as the context requires;
 - (3) “CRL boundary” or “CRL area” means the Community Revitalization Levy area, identified within Bylaw B-64/2022; and
 - (4) “Downtown” means the Downtown Revitalization area, identified within the boundaries of Our Core Strategy.

Relevant legislation

- Bylaw B-01/2022 - *Our Core Strategy: Airdrie’s Downtown Revitalization Plan*
- Bylaw B-64/2022 - *Airdrie Downtown Community Revitalization Levy Area Plan*

Appendices

None.

History

Date adopted / Motion number: [TBD]

Council amendments: N/A

Administration reviews: N/A

Date rescinded: N/A