



# GETTING DOWN TO BUSINESS



**A GUIDE TO STARTING OR EXPANDING YOUR BUSINESS IN KING**

**MARCH 2019**



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Welcome to King Township's guide for starting or expanding your business in King. These are exciting times in the growth and development of our community. Seneca College has just embarked on a \$100-million expansion project that will double the number of students on the King Campus, the new King City commercial plaza King Ridge Marketplace is open for business, and new commercial plazas are about to begin construction in Nobleton and Schomberg.

Join our community.

Be part of our economy.

New communities have increased the populations of our three villages, and with a median household income of \$194,451, demand for goods and services has never been higher.

King Township also benefits from significant commuter traffic, with average daily traffic of 32,000 vehicles passing through Dufferin and Keele Street, and Highway 27 serving as a major artery for commuters from the north.

It's never been a better time to be a business in King. And we want to make it as easy for you as possible. Whether you currently operate in King Township and are looking to expand or relocate, or are new to King, the goal of this guide is to ensure you are fully informed. Whether you are leasing or purchasing, we are committed to helping you through the process.

Use this guide to be informed about considerations and processes of starting or expanding a business in King. Once you are informed and have a sense of where your business will be located, put yourself into the hands of our [Economic Development Officer](#), who will walk you through the process every step of the way, and ensure its efficient, successful completion. You will have a single point of contact whose primary purpose is to drive business success in King.

I look forward to your ribbon cutting ceremony.

Mayor Steve Pellegrini





## PURPOSE OF GUIDE

Welcome to the King economy. With its exceptional location, prosperous population, and easy access to hundreds of thousands of employees, King Township is a savvy location for your business.



### Know the Lay of the Land

Because King is situated on the Greenbelt and Oak Ridges Moraine, some of the requirements in King Township are unique, but not insurmountable. There are also zoning by-laws, incentive programs and useful resources of which you need to be aware.



### Handy Links to More Information

The best way to use this guide is to **download the pdf** and follow the links to [economicKing.ca](http://economicKing.ca), where you can get even more information. Learn about your location and your business footprint. Understand fees and financial incentives, ensure compliance and find out how to leverage King's business community.



### Have a Successful Launch

This guide and [economicking.ca](http://economicking.ca) provide practical information that was developed specifically for King Township. It will ensure you are fully informed about the process of starting or expanding a business in King.



Your most important next step after reading this guide is to contact your [Economic Development Officer](#), who will work with you every step of the way to ensure you achieve your business objectives.

# PROCESS OVERVIEW



## Get off to a smart start

Properties in King have site specific zoning and permitted uses. If you have a sense of where you are hoping to locate your business, a smart first step is to make a preliminary enquiry with the Economic Development Officer, who will advise you if your prospective business is located in an area with financial incentives, whether the zoning and permitted use for your location is aligned with your intended business use, and if you require any planning approvals such as building permits, or a minor variance.



### Preconsultation Process

Any property owner has the right to request a modification to their property's zoning or permitted uses. If the outcome of your preliminary enquiry is that you need a change to zoning, or a change to permitted use, you will require a preconsultation meeting.

The preconsultation meeting is hosted by the Planning Department and may include representatives from various Township Departments or external agencies, as required. The preconsultation meeting allows you or your representative to present and discuss the proposal with relevant staff. This provides an opportunity for staff to outline the application process, provide preliminary comments, identify issues, and confirm information/materials that must be submitted in support of the planning application in accordance

with King Township's Official Plan policies for a complete application. You will be provided with a Preconsultation Letter within 10 business days of the meeting outlining the information and materials necessary to process the required planning application(s).





## STARTING & EXPANDING YOUR BUSINESS IN KING

### KNOW THE LAY OF THE LAND



#### IN A VILLAGE CORE

You may qualify for Community Improvement Plan funding. Review village design guidelines.



#### OUTSIDE A SETTLEMENT AREA?

Are you on the Oak Ridges Moraine or The Greenbelt? Review permitted use.



#### IN AN EMPLOYMENT AREA?

Review employment area design guidelines.



#### WHAT KIND OF ROAD?

Municipal, regional or adjacent to a provincial highway? Review your road's rules.

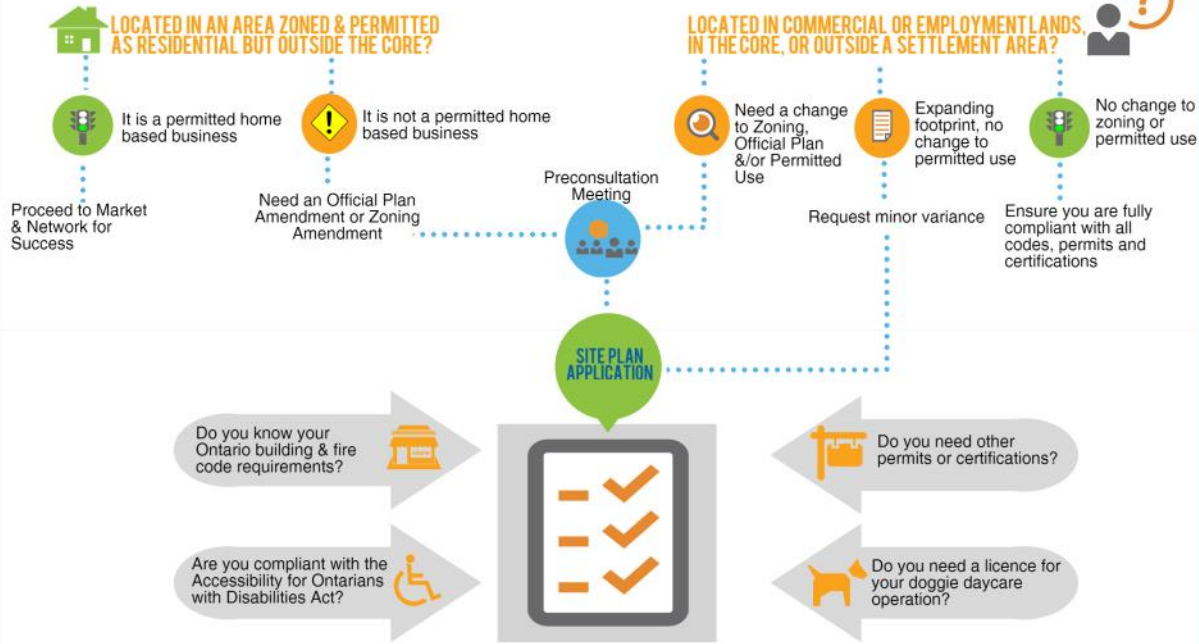


#### WHAT'S YOUR ZONING & PERMITTED USE?

Not all lands zoned commercial or employment have the same permitted use.

### MAKE A PRELIMINARY ENQUIRY

### LAND USE, PLANNING & DUE DILIGENCE



### OPEN FOR BUSINESS

### MARKET & NETWORK FOR SUCCESS

Join the Chamber of Commerce

Use the Library Business Centre

Connect with sector organizations

Learn about YSBEC resources

Find out if you qualify for wayfinding signage

Network within the community & on social media

Schedule a Grand Opening

Find out if you qualify for tourism marketing support

# WELCOME TO THE COMMUNITY



# THE LAY OF THE LAND





## A moraine runs through it



King Township is unique - the Oak Ridges Moraine runs through it, some of our lakes, rivers and streams are part of the Lake Ontario watershed, and some are part of the Lake Simcoe watershed. As such, some portions of King Township are governed by the [Toronto and Region Conservation Authority](#), and other portions are governed by the [Lake Simcoe Region Conservation Authority](#). The Conservation Authorities review development proposals that affect our watersheds.



## If it's green it stays pristine



66% of King Township is located on the Oak Ridges Moraine, and 33% is on Ontario's Greenbelt, which is an important factor in land use planning. Intensification is only permitted within village boundaries. New industrial uses on farmland and rural properties for the most part is discouraged and not permitted by all levels of land use planning authorities.



## Learn about Sustainable King

## Let it grow



King Township has a thriving agricultural sector, largely thanks to 7,000 acres of prime agricultural land in the Holland Marsh Specialty Crop Region. This farmland has an estimated annual contribution of \$1 billion to the Canadian economy. Areas outside of the marsh, known as highland farming, have cash crops, orchards, beef and dairy cattle, chickens, ducks and more.



## Know the rules of the road

In addition to the local roads, King Township has 2 provincial highways and 12 regional roads running through it. Depending on whether your property is adjacent to a provincial highway, or is fronting on a regional road, you may have different snow clearing, sign and parking laws. For example, the Region of York controls signage on major intersections that are under the Region's jurisdiction and a regional permit is required to erect signage on or near a regional road or major intersection.

## We value heritage properties

You may be eligible for a Heritage Property Grant.

Eligible Projects: For the repair or maintenance of defined heritage attributes on properties designated by by-law under Part IV or V of the Ontario Heritage Act.

Grant for up to 50% of the project's cost or \$6,000.00, whichever is less.





## Partners in Prosperity



Within each of the three villages is an area designated as the village core. Properties located within the core may be eligible for the Financial Incentive Grant Program as part of the Community Improvement Plan. There are 7 financial incentives, including façade and signage improvement grants, landscaping grant and a building accessibility grant. Details and testimonials from participants are available at [economicKing.ca](http://economicKing.ca).

## It Takes a Village...or Three



Because commercial and residential growth objectives are focused within the boundaries of King Township's three main settlement areas King City, Nobleton and Schomberg, it is essential to know where the village boundaries are located. You can find maps of all 3 villages on [economicKing.ca](http://economicKing.ca).



## Welcoming & Walkable Workplaces



Each of the three villages has designated Employment Lands, and all three villages share the same [Employment Area Design Guidelines](#).

The goal of these guidelines are to attract and retain employees by achieving a high quality environment that is aesthetically pleasing and pedestrian friendly. Provide these guidelines to your designer or architect early on, as your development applications for employment lands will be reviewed in the context of these documents.

## We've Got the Look



Each of the three villages has its own set of Village Design Guidelines, which take into consideration compatibility to scale, massing and architectural character of existing buildings. Provide these guidelines to your designer or architect early on, as your development applications for lands within [King City](#), [Nobleton](#), [Schomberg](#) will be reviewed in the context of these documents.

**FACT:** The 2016 King Township Resident Survey indicated that 70.9% of residents would prefer shops and services to be housed in traditional or heritage style of buildings.





If your business is located in one of the village cores, you may be eligible for one or more financial incentives from the Community Improvement Plan.



### Façade & Signage Improvement Grant

- ⇒ **Eligible Projects:** Replacement or rehabilitation of signs; painting, restoration of original building materials; replacement/repair of architectural elements; treatment of materials for cleaning or durability
- \$ **Signage:** Grant up to 50% of the project’s cost or \$2,500, whichever is less
- \$ **Façade:** Grant up to 50% of the project’s cost or \$10,000, whichever is less. Grant can be increased to \$15,000 for corner lots.



### Landscaping Grant

- ⇒ **Eligible Projects:** Professional landscaping, permanent planters, tree planning, decorative fences, walkway improvements and public furniture
- \$ Grant up to 50% of the project’s cost or \$5,000, whichever is less



### Building Accessibility Grant

- ⇒ **Eligible Projects:** Automatic door installation, accessibility ramps or improvements to make a property barrier free
- \$ Grant up to 50% of the project’s cost or \$3,000, whichever is less



### Motor Vehicle & Bicycle Parking Grant

- ⇒ **Eligible Projects:** Installation or improvement of bicycle parking racks; various improvements to parking areas
- \$ Grant up to 50% of the project’s cost or \$5,000, whichever is less



### Property Conversion, Reuse and Repurposing Grant

- ⇒ **Eligible Projects:** Conversion of ground floor residential or vacant space to commercial space; conversion of upper storey to residential units; conversion of a building into a hotel/B&B; and conversion of ground floor space to suit new use



### Planning & Building Permit Fee Rebate

- ⇒ **Eligible Projects:** Projects that require planning applications or building permits
- \$ Rebate of 100% of planning and building permit fees, up to \$5,000



### Tax Increment Equivalent Grant

- ⇒ **Eligible Projects:** Development, redevelopment, major additions and infrastructure improvements which result in a significant property tax increase
- \$ Rebate of 100% of the amount of the property tax increase as a result of an eligible improvement project. Paid annually in decreasing amounts for up to 10 years until the property owner is responsible for the new tax assessment



# LAND USE PLANNING & DUE DILIGENCE





## Get into the Zone



Every property in King is governed by the zoning by-law and additional Provincial Plans and associate Acts. The zoning by-law regulates the use of the land and the location, height, massing and character of buildings and structures. Zoning works alongside the building code to determine any given property's permitted use. Lands zoned as commercial or industrial do not guarantee any permitted use - each zoning is different.

You can check your property's zoning using the maps at [economicKing.ca](http://economicKing.ca), then contact Economic Development to confirm your property's permitted use.

Some businesses that were already in operation when the zoning and Oak Ridges Moraine by-laws were enacted were grandfathered into the plan and are permitted to operate as legal non conforming use. Don't assume that since there is a commercial business next door, the property you are considering is zoned commercial. It is always best to confirm and check first!



## Get the Necessary Permits

If you are making modifications to your property, including increasing its footprint, adding parking, or changing its use, the types of permits you require will be determined as an outcome of your preliminary enquiry or preconsultation meeting. Permit fees vary depending on the type of permit required.



## It's a Dog's World

It is safe to say more than half of King households own at least one dog, if not more. King Township loves its dogs, and the only types of business that require a license are Kennels and Doggie Day Cares.

## And the Sign Says...

Part of the attractiveness of King Township is its respect for the environment. King's sign by-law was developed to balance the needs of local businesses with the preservation of the visual environment. Its policies align with design guidelines and a commitment to maintain aesthetically pleasing communities. In most instances, a permit is required to display a sign, and all signs must conform to size, quantity, location, and other restrictions.

Permits are issued for both temporary and permanent signs. Links to application forms can be found at [economicKing.ca](http://economicKing.ca).

Some signs do not require a permit. Common examples include but are not limited to A-frame (sandwich board) signs, provided that they are on your property and conform to size requirements and are removed at the end of the business day. Window signs are also permitted, provided that they do not exceed 25% of the combined window and door surface area of the building, as recommended by [Crime Prevention Through Environmental Design](#), whose goal is to create safer communities throughout Ontario.



# PLANNING DEPARTMENT

## FORMS & FEES

Following your preliminary meeting with Economic Development, and your preconsultation meeting if necessary, you will learn which Planning Applications are needed to proceed with your project. These are the most commonly used applications.



Preconsultation meeting



Minor Variance



Site Plan Approval



Zoning By-law Amendment



Official Plan Amendment

### Planning Department Application Fees - Effective January 1, 2019

APPLICATION	FEE
Minor Variance	\$1,217.50
Consent	\$4,443.50
Combined Applications	\$5,050.00
Site Plan Application—Complex	\$5,412.00 (\$0.50/m <sup>2</sup> of gross floor area, or for residential \$36.50/unit)
Site Plan Application—Simple	\$866.00
Oak Ridges Moraine SPD - Complex (New & Replacement Dwellings & Agricultural Buildings Joint Application Fee (PL/Eng)	\$2,089.00
Oak Ridges Moraine SPD - Simple (Additions & Small Accessory Structures)	\$757.50

Existing business looking to expand your footprint? You may qualify for an exemption in lieu of

Located in a village core? You may be





# ADDITIONAL PERMITS, LICENSES & APPLICATIONS

You may require additional permits, licenses or applications from departments other than planning. After your preliminary meeting with the Economic Development Officer, you will be advised which additional applications you may need to proceed with your project.


Contact your Economic Development Officer to know which ones you need.





## Building Department

-  Building Permit Application
-  Letter of Agent Authorization
-  Sewage System Information Request
-  Permit to Connect—Sewers & Drains
-  Zoning Inquiry Request Form



## Engineering & Public Works

-  Entrance Permit
-  Site Alteration






## Clerks Department

-  Kennel & Doggie Daycare Licence
-  Noise Exemption

## Finance Department

-  Tenant Application for Water & Sewage Service
-  Tenant Cancellation for Water & Sewer Service

## By-law Enforcement

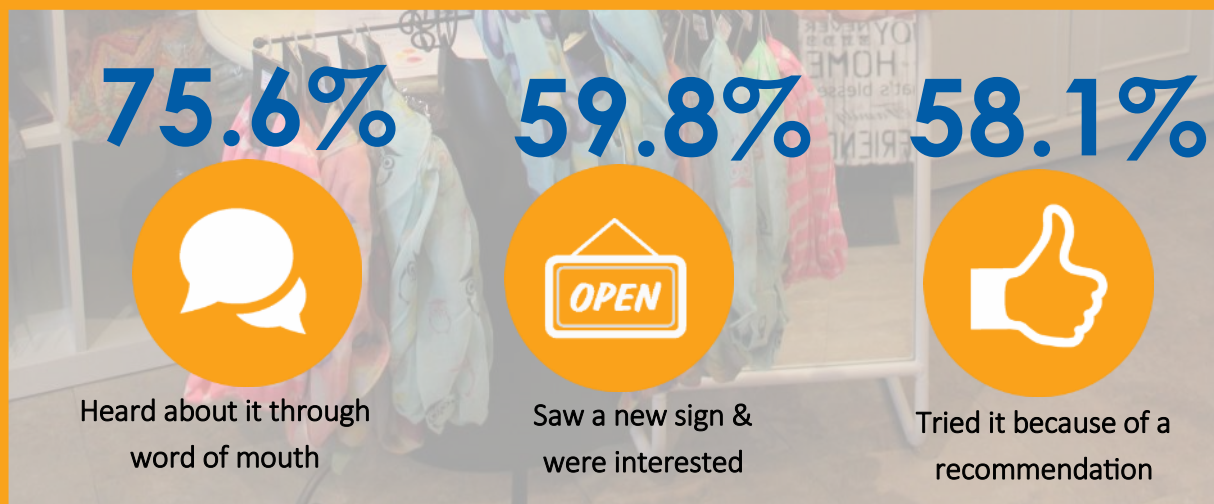
-  Sign Permit Application - Permanent
-  Sign Permit Application - Temporary
-  Sign Variances & Prohibited Signs
-  Sign Related Fees
-  General Sign Inquiries



# 2016 KING TOWNSHIP RESIDENT SURVEY



## TOP 3 REASONS FOR TRYING NEW BUSINESS







# MARKETING & NETWORKING



## Get off to a Smart Start

Book a Grand Opening and the Mayor will perform your Ribbon Cutting Ceremony.

You will receive a free article in the local newspaper, King Weekly Sentinel. Invite snap'd Aurora and York Region MediaGroup to increase your media visibility.

Invite members of your community and plan to have sample or demonstrations of your products.



## Sponsor Local Teams

Sponsor local teams. King Township has very active hockey and soccer leagues.

Your community will reward you.

## Get noticed

### Get Social

If you are a retail or service business, become active in social media and get to know the local community forums on Facebook.

Make some noise and follow your Mayor, Councillors and Economic Development Officer on Facebook and twitter. They will retweet your tweets and support your business.



## Participate

King Township has an engaged and active community, with multiple special events taking place throughout the year.

Learn about the special events in your location and how your business can become a part of them.

## Join the Chamber



Benefit from networking and workshops. Get listed in the Business Directory.

## Use the Business Centre



Leverage the excellent on line Business Resources at the King Township Public Library Business Centre by getting your library card.



## Connect with Local Organizations

In the equine industry? Learn about Headwaters Horse Country.

On the Holland Marsh? Be part of the Holland Marsh Growers association.

Landscaping or Horticulture? Learn about King Township's horticultural societies.

Arts or Culture? Join Arts Society King.

## Network

## Get Promotional Support

If you are a tourism or hospitality business, you may be eligible for a listing and promotion on the King Township tourism website, ExperienceKing.ca.



## Hone Your Skills



Learn about YSBEC resources.

## Join Arts Society King





# WAYFINDING & TOURISM DESTINATION SIGNAGE



King is home to several unique agricultural and tourism destinations for residents and visitors, many of which are hidden away in the rolling hills and scenic countryside. To help find these locations, the Township has launched a Wayfinding & Tourism Destination Signage Program.

Participating businesses are eligible for up to four (4) individual signs, and may participate on one (1) Billboard sign (if available).

Directional signs can be located up to 5km in travelled road distance away from your business, and situated approaching intersections to assist drivers with changing directions. Billboard signs will be situated at locations chosen by the Township to maximize exposure and proximity to participating businesses. When applying, you may indicate preferred locations for signage, however alternative locations may be suggested during review of the application.

There is a one-time fee of \$200 + HST per directional sign requested, and a one-time fee of \$500 + HST for participation on available billboard signs.

## Eligible Businesses

- |                       |                              |
|-----------------------|------------------------------|
| Bed & Breakfast       | Winery                       |
| Cultural attractions  | Natural Attractions          |
| Brewery or Distillery | Sports & Recreation Facility |
| Children's Day Camp   | Golf Course                  |
| Apiary                | Equestrian Facility          |
| Orchard               | Vegetable and/or Fruit Farm  |
| Tree Farm             | Nursery/Garden Centre        |
| Farm Tour             |                              |



See if your business is eligible.



Read the full program policy



Apply



**Breakfast Sandwich**  
 Served daily until 11am  
 Make it a *Combo* with a Coffee or Juice & Ha

---

**Egg & Cheese**  
 On an English Muffin

**Bacon, Egg and Cheese**  
 On an English Muffin

**Grab 'n' Go Hashbrown**

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**Sandwiches**  
 Make it a *Combo* with choice of Fries or Bag of Chips & Canned Pop

---

Egg Salad, Tuna Salad, Ham and Cheese, and Assorted Cold Cuts

# CHECKLIST





# CHECKLIST

Use this checklist in conjunction with the guide contents and [economicking.ca](http://economicking.ca) to get off to a smart start.

## STEP 1 - Be Informed About Your Location

- Are you on the Oak Ridges Moraine?
- Are you on the Greenbelt?
- Are you governed by the Toronto Regional Conservation Authority or the Lake Simcoe Region Conservation Authority?
- What is your Zoning?
- What is your Permitted Uses based on your current zoning?
- Do you qualify for financial assistance from the Community Improvement Plan?
- Is your property a designated heritage property or on the registry?
- If within a village, have you reviewed the village design guidelines?
- If in an Employment Area, have you reviewed the design guidelines?





# CHECKLIST

## STEP 2 - Land Use Planning & Due Diligence

- Are you in a location where a business is permitted?
- Do you know what your building code classification is?
- Are you planning to change the way the premises are being used?
- Are you expanding your footprint?
- Do you need a minor variance?
- Do you need a change to zoning?
- Do you need to change the permitted use?
- Have you made a preliminary inquiry?
- Do you need a preconsultation meeting?
- Do you need a Building Permit or other types of permits?
- Are you operating a dog grooming or daycare operation and need a License?
- What are your sign laws? Do you need a Sign Permit?
- Do you know the fees and charges you may be subject to?
- Are you compliant with the [Ontario Building Code](#)?
- Are you compliant with the [Fire Code](#)?
- Are you compliant with the [Accessibility for Ontarians with Disabilities Act](#)?
- Do you need to be licensed by the [Alcohol and Gaming Commission of Ontario](#)?
- If serving food, do you have a [Food Handler's Certificate](#)?
- Do you need to be compliant with [York Region Public Health](#)?
- Do you need the Building Department to grant you occupancy?



# CHECKLIST

## STEP 3 - Market & Network for Success

- Will you join the [King Chamber of Commerce](#)?
- Do you know about the [York Region Small Business Enterprise Centre](#)?
- Do you know about the business resources at the [King Library](#)?
- If you are an equine organization, will you join [Headwaters Horse Country](#)?
- Are you a tourism or hospitality organization? You may be eligible for promotion by [Experience King](#), [Experience York Region](#), or [York Durham Headwaters Tourism](#).
- Do you qualify for wayfinding signage?
- Have you requested a [ribbon cutting](#)?





# WELCOME to KING



Contact your Economic Development Officer to make a preliminary inquiry.



905.833.4016



[ecdev@king.ca](mailto:ecdev@king.ca)



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