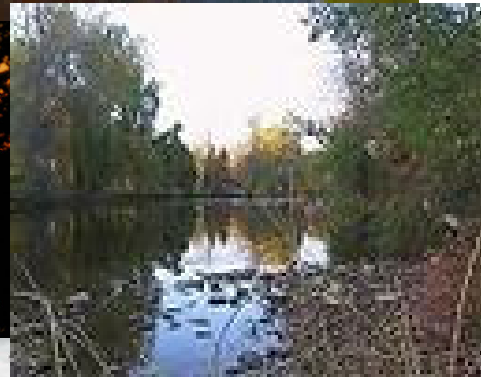
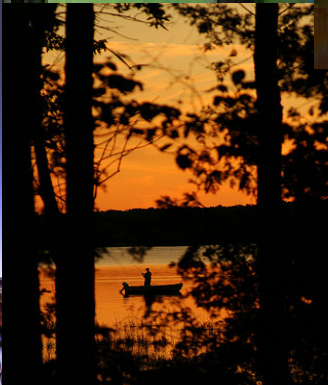
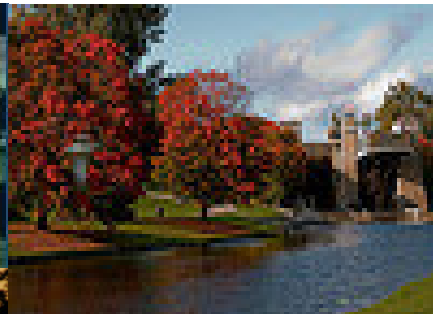
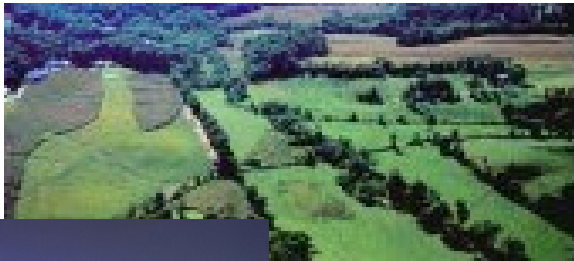


Heading Down the Road to the Future: Planning for the Future of Peterborough County & City

November 2009



PETERBOROUGH

**Social
Planning
Council**



A United Way
Member Agency

Heading Down the Road to the Future: Planning for the Future of Peterborough County & City

A review of:

- Planning Peterborough to 2031: How the Growth Plan for the Greater Golden Horseshoe Will Impact Peterborough
- Central Area Master Plan for the City of Peterborough
- Little Lake Master Plan
- The Eastward Extension of Highway 407: the range of benefits and challenges that this extension will bring to the Peterborough community.
- Peterborough Partnership Council on Immigrant Integration

November, 2009

The Peterborough Social Planning Council (PSPC) is a non-profit agency which works to build a strong community through research, community development and public education.

The Vision of the PSPC is:

“To be an organization that facilitates active, broad based citizen participation in shaping healthy communities in Peterborough County and City; acts as a catalyst for positive, sustainable social change; and promotes understanding that social justice is in everyone’s interest.”

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Introduction

Communities across the province are striving to build infrastructures that are:

- Meeting the needs of diverse populations (both culturally and economically diverse),
- Providing mixed land use,
- Reducing urban sprawl,
- Building more compact service hubs,
- Increasing the use of public transportation, and
- Sensitive to maintaining our environment and quality of life.

Peterborough is no exception and is planning for change with the overall goal of maintaining a high quality of life. Community partners are committed to building a future Peterborough County and City that is based on sound social and physical community planning principles.

In 2003, The Central Ontario Smart Growth Panel released its discussion paper – “*Shaping the Future.*” The document outlined draft advice on a long-term growth strategy for central Ontario. The panel recognized that managing growth is a complex undertaking. This draft advice was comprehensive in its approach, but it raised important questions that require further discussion and study.

The panel’s vision was based on 3 principles:

1. Managing growth in a way that balances the goals of economic prosperity, environmental sustainability and social equity.
2. Leaving future generations an abundance of clean air, clean water and productive land.
3. Providing the means for all of our citizens to develop to the fullest extent of their capabilities.

These guiding principles are built upon the following values: sustainability; diversity; conservation; providing choices; equity and collaboration.

The Peterborough Social Planning Council commenced a study process in the spring of 2009 to explore the social impact of a number of significant policy changes and community change initiatives in relation to the future of Peterborough County and City. These included:

- The Eastward Extension of Highway 407: the range of benefits and challenges that this extension will bring to the Peterborough community.
- Planning Peterborough to 2031: How the Growth Plan for the Greater Golden Horseshoe Will Impact Peterborough
- Central Area Master Plan for the City of Peterborough
- Little Lake Master Plan
- Peterborough Partnership Council on Immigrant Integration

Executive Summary

The Methodology:

- A review of the following initiatives was undertaken:
 - Planning Peterborough to 2031: How the Growth Plan for the Greater Golden Horseshoe Will Impact Peterborough
 - Central Area Master Plan for the City of Peterborough
 - Little Lake Master Plan
 - The Eastward Extension of Highway 407: the range of benefits and challenges that this extension will bring to the Peterborough community
 - Peterborough Partnership Council on Immigrant Integration
- An overview of the demographics of the community was developed.
- A literature review was undertaken to look at trends around development and its impact on other communities.
- Focus groups were held with community stakeholders. The intent of these focus groups was to create discussion around what the social and economic challenges and opportunities will be around community change and effective development?

The Findings:

The Demographics indicate the following:

- The 2006 Census indicates that the population has increased to 133,080 for the City-County (including 74,900 City residents and 58,180 County residents).
- Peterborough City recorded a growth rate of 4.8% in comparison to 2.4% in 2001.
- The combined growth rate for Peterborough City-County was 5.73%.

The policy directions and community change initiatives that will impact on future planning include the following:

- According to “Planning Peterborough to 2031: How the Growth Plan for the Greater Golden Horseshoe Will Impact Peterborough” From 2006 to 2031, the City of Peterborough is forecast to grow by:
 - An additional 13,000 people to reach a total population of 88,000
 - An additional 1,300 jobs to reach a total of 42,000 jobs

- The “Central Area Master Plan for the City of Peterborough” objectives are as follows:
 - To confirm the priority functions of the Central Area,
 - To stabilize and strengthen the retail function of the Central Area;
 - To encourage new residential development, particularly in higher density or mixed-use forms in the Central Area
 - To promote the quality of life in Central Area neighbourhoods;
 - To foster pedestrian connectivity throughout the Central Area
 - To continue the program of improvements to municipal infrastructure
 - To promote the unique function of each Sub-area within the Central Area

- The “Little Lake Master Plan” is a comprehensive study of the waterfront, Otonabee River, and Little Lake. The goal of the consultation process was to assess current conditions, activity, uses and opportunities to develop a comprehensive plan for the Little Lake study area.

- The Peterborough Partnership Council on Immigrant Integration seeks to enrich the City and County of Peterborough by equipping them to attract, retain, and integrate new Canadians into an inclusive environment. Increasingly, the growth, vitality and quality of life offered by second and third tier Ontario communities—like those located in the Peterborough and the Kawartha region—will depend on their capacity to attract, take full advantage of, and accommodate ethnic, racial and religious diversity.

- The 407 Extension is expected to run across northern portions of Durham Region, and connect to Hwy 35/115, just before the two highways diverge. This is expected to have an impact on the ease of transportation accessibility between Peterborough and the Greater Toronto Area.

The Questions and Observations resulting from this study process that as a community we must consider in planning the future of Peterborough County and City.

Smart Growth/Expansion

- Is the Peterborough region likely to see a significant rise in population in the near future due to these significant policy and community change initiatives?
- Working on the assumption that the area will see a rise in population, what physical and social infrastructures do we need to have in place in order to support appropriate and positive development?
- If Peterborough follows a Smart Growth model, including restrictions on expansion and land use, what does this mean for the region, in terms of building an appropriate social and physical infrastructure?
- After pursuing a policy of smart growth and restricted land use a number of other North American municipalities experienced dramatic impacts such as a rise in traffic congestion and real estate prices. How can we avoid this from happening in our community?
- What impact could a smart growth policy in Peterborough have on real estate and rental prices? Could such an increase lead to middle/upper income residents moving to adjacent communities (Lindsay/Norwood/Lakefield) for more affordable housing?
- Would the current physical infrastructure (sewage, roads) and its social infrastructure (social and human service delivery) need to be remodelled/rebuilt in order to accommodate smart growth? How much will this cost? What form of funding would be used?
- Will enhanced transportation systems lead to Peterborough becoming a bedroom community? What impact will increased commuter activity have upon housing trends in Peterborough? Will gentrification of traditionally lower-income neighbourhoods occur?

Jobs/Employment

- How many Research & Development/IT jobs can the Peterborough area attract?
- How long could it take to transform Peterborough from its traditional manufacturing base (GE/Quaker Oats) to a more knowledge-based employment model? What level of investment and planning would be required for the transition?
- Will the changes in transportation services (the expansion of Highway 407 and the GO bus) cause labour migration to or from the Peterborough region?
- What incentives/opportunities are there for young people and graduates of Trent and/or Fleming to remain in the area?

Ethnicity and Diversity

- What support systems for newcomers (i.e.: immigrant services, ESL programs) are required to ensure a quality of life for new immigrants in the community?
- Is Peterborough today prepared/willing for any significant influx of immigrants/cultural diversity? What planning is necessary to facilitate a changing demographic/community composition?

Who We Are Today:

Peterborough Region: Demographic Highlights

Introduction

The significant policy changes and community change initiatives in relation to the future of Peterborough County and City include:

- The Eastward Extension of Highway 407: the range of benefits and challenges that this extension will bring to the Peterborough community.
- Planning Peterborough to 2031: How the Growth Plan for the Greater Golden Horseshoe Will Impact Peterborough
- Central Area Master Plan for the City of Peterborough
- Little Lake Master Plan
- Peterborough Partnership Council on Immigrant Integration

These community change initiatives present numerous opportunities and challenges for the Peterborough region. It is necessary to look at where the community currently stands in terms of demographic factors such as population, ethnicity, and average income. Using the available demographics a more detailed picture of the community begins to emerge. By having a sense of where the community is, and has been, we can begin to get a better idea of where the community is going. In addition, the demographic data also gives a better sense of the challenges facing the community.

Population

- The 2006 Census indicates that the population has increased to 133,080 for the City-County (including 74,900 City residents and 58,180 County residents).
- Peterborough City recorded a growth rate of 4.83% in comparison to 2.4% in 2001.
- The combined growth rate for Peterborough City-County was 5.73%.
- The median age of the population in the City-County was 43.6 years, as compared to the provincial median of 39.
- The proportion of adults age 45 and older is increasing within the County. In general with the exception of children under the age of 14 and seniors, the County of Peterborough has not grown at the same rate as the rest of the Province.
- The actual number of individuals between the ages 25-44 has been reduced by 4.75% (or 1500 individuals).

Ethnicity & Diversity

- Only 2.24% of the population of the County self-identified themselves as being from a visible minority. In 2006, only 0.14% could not speak English or French.
- Less than half of the population of the province have lived here for three generations or more and 34% of the population are first generation.
- However in Peterborough County, 72.3% of the population of Peterborough are third generation and only 11.5% are first generation.
- The percentage of visible minorities in Peterborough is 2.5%, for a total of 3,210 people.
- This number is much lower than the provincial average (22.8%), but it is expected to increase over time.
- The total number of people in Peterborough County self-identifying as aboriginal in 2006 was 4,145.
- Ten percent of individuals over the age of 15 have activity limitations. Thirteen percent of all Ontarians have disabilities.

Households, Families & Caregiving

- The total number of households in Peterborough City-County increased from 49,645 in 2001 to 53,580 in 2006. That is an increase of 7.9% in that period.
- The average household size in Peterborough County (including the City) is 2.4 which is similar to the City of Peterborough whose average size is 2.3.
- The most prevalent household type in the County-City in 2006 continues to be the couple family (married or common-law including same sex couples).
- In 2006, one-person households accounted for 24.8% in comparison to 24.1% in 2001 and 19.1% in 1981. One-person households account for a greater percentage of households in the City (29.4%) than the County (16.9%).

Housing

- In total there are 53,580 private dwellings occupied in the Census Division of Peterborough. This breaks down into 31,210 in the City of Peterborough and 22,370 in the County.
- Seventy three percent of these dwellings are single-detached houses.
- Between 2001 and 2007 the average cost of a single family residential unit has risen from \$137,681 to \$227,110 – a 64% increase.
- Historically, Peterborough average house prices climbed from \$45,602 in 1981 to \$227,110 in 2007.
- Apartments in buildings with fewer than five storeys accounted for 10.9% of the apartment stock. Apartments in buildings with five or more storeys provided 4.8% of the housing stock.
- The vacancy rate for privately initiated apartment buildings remained at 2.8 % for the third straight year.

- In current dollars, average rents more than doubled between 1981 and 2006. The average rent for one bedroom apartments rose from \$257 to \$697.
- Of Peterborough's tenants households, 51.5% spent more than the benchmark 30% of income on housing, the highest in a sample of 27 municipalities in Ontario; 33% spent more than 40% of income on rent.

Income

- The median incomes for Peterborough documented by Statistics Canada for 2005 are below those of the Province of Ontario. The median income of Peterborough City and County households is \$45,356, or \$6,782 below the Ontario median. The median income for just the City of Peterborough is a bit lower, at \$42,349.
- Seventeen percent of the households in the County (including the City) had income less than \$20,000. Thirteen percent of the households had income over \$100,000.
- Twenty thousand, four hundred and sixty (20,460) households in the 2006 census were identified as low income. For those identified as non-family persons (15+), 13,165 individuals were considered low income.
- Almost 1 in 10 people in the City and County live in poverty. This level is somewhat higher in the City of Peterborough (12.6%) compared to the combined City and County (9.1%), while rates in the province are in between (11.1%).
- Among some particular groups, poverty levels are much higher than the general population.
 - Among lone parent families, 19.3% are low income after tax.
 - For female lone parent families the number is even higher, at 21.5%.
 - Among female lone parents with children under 6 years of age, a disturbing 62% are low income.
 - Among single adults, 28% in the City and County are low income, and 32% are low income in the City alone.

Source: Peterborough Profile 2008, Peterborough Social Planning Council

Peterborough County Population Pyramids – Present and Future Growth Projections

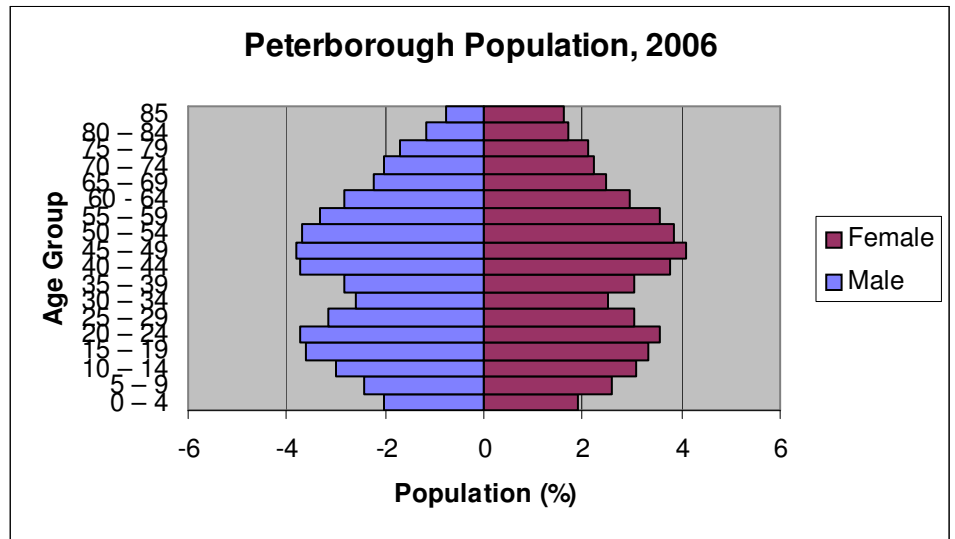
Currently (2006) those aged fifty and beyond seem to be following a growth pattern in our community. Both 2006 counts and 2011 projections indicate a move toward a more “stationary” population pyramid (graph of % of population for both males (shown as negative % for illustration purposes only) and females). The bases of the pyramids (the 0-4 category and 5–9 category specifically) appear to be shifting to a more similar width to the population of the reproductive ages. Traditionally, this indicates a stable population. However, by 2016 the base of the pyramid is narrower than the reproductive age population indicating a decreasing population trend. Generally speaking a low birth rate indicates a well-developed community. Low birthrates are usually the result of good family planning, access to birth control, financial planning, education, etc. While low death rates (indicated in the pyramids' convex sides) are traditionally due to good and accessible medical care, nutrition, education, etc.

Ultimately what all three pyramids point to is an increasing dependency ratio in Peterborough. The dependency ratio is an age-population ratio of those typically not in the labor force (the *dependent* part) and those typically in the labor force (the *productive* part). A decline in birthrates indicates that we as a community will need to attract new populations to Peterborough to support stable and continued growth in our community.

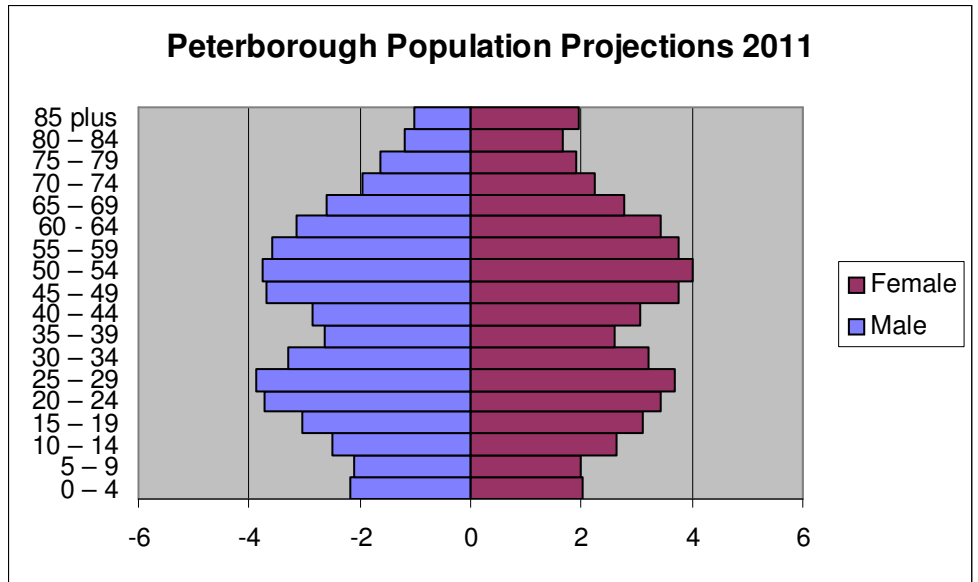
The following pyramids and tables were assembled using 2006-2016 estimates: MapInfo Estimates & Projections Canada NOT Statistics Canada 2006 census counts.

Note: When preparing the estimated projections of population and households, MapInfo Canada, used the recommended Statistics Canada post-censal estimates of net undercoverage from the 1996 Census coverage evaluation survey. MapInfo Canada, made undercount adjustments to the 2001 base population that conform to the likely distribution of the population missed in the 2001 Census

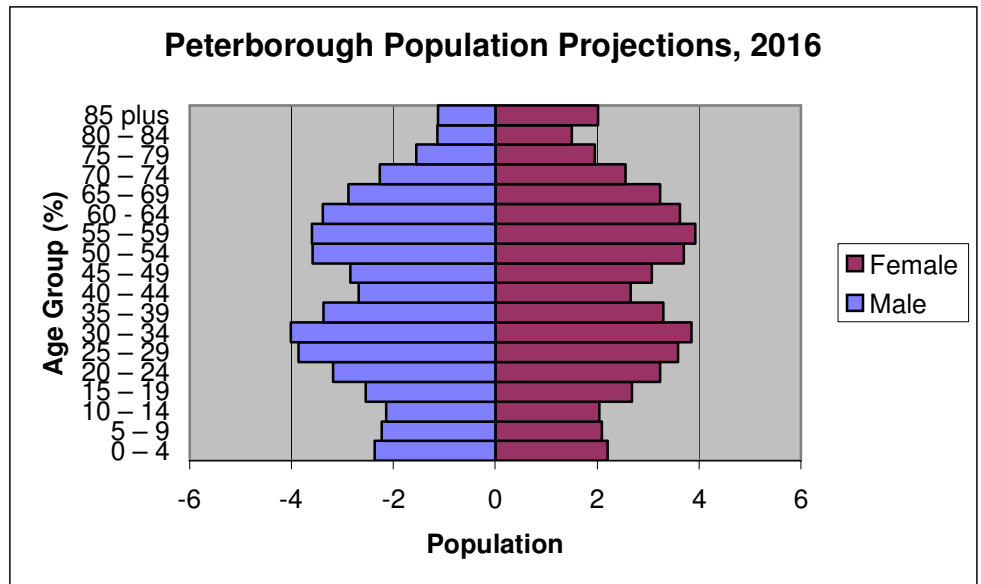
2006 Peterborough			
	Male	Female	Total
0 – 4	2727	2545	5272
5 – 9	3291	3474	6765
10 – 14	4044	4125	8169
15 – 19	4863	4478	9341
20 – 24	5008	4775	9783
25 – 29	4251	4087	8338
30 – 34	3464	3357	6821
35 – 39	3831	4076	7907
40 – 44	5004	5066	10070
45 – 49	5140	5507	10647
50 – 54	4986	5158	10144
55 – 59	4471	4773	9244
60 - 64	3814	3975	7789
65 – 69	3002	3309	6311
70 – 74	2710	2987	5697
75 – 79	2273	2839	5112
80 – 84	1572	2282	3854
85 plus	1042	2207	3249
TOTAL	65493	69020	134513



2011 Peterborough			
	Male	Female	Total
0 - 4	2970	2743	5713
5 - 9	2855	2700	5555
10 - 14	3391	3591	6982
15 - 19	4162	4237	8399
20 - 24	5061	4674	9735
25 - 29	5280	5036	10316
30 - 34	4499	4365	8864
35 - 39	3620	3553	7173
40 - 44	3913	4187	8100
45 - 49	5013	5133	10146
50 - 54	5105	5480	10585
55 - 59	4883	5134	10017
60 - 64	4307	4675	8982
65 - 69	3548	3811	7359
70 - 74	2657	3081	5738
75 - 79	2198	2610	4808
80 - 84	1652	2265	3917
85 plus	1400	2652	4052
TOTAL	66514	69927	136441



2016 Peterborough			
	Male	Female	Total
0 - 4	3293	3054	6347
5 - 9	3106	2899	6005
10 - 14	2980	2834	5814
15 - 19	3526	3721	7247
20 - 24	4415	4481	8896
25 - 29	5364	4970	10334
30 - 34	5561	5341	10902
35 - 39	4680	4580	9260
40 - 44	3725	3694	7419
45 - 49	3960	4263	8223
50 - 54	4985	5136	10121
55 - 59	5002	5441	10443
60 - 64	4697	5023	9720
65 - 69	3998	4480	8478
70 - 74	3143	3551	6694
75 - 79	2163	2713	4876
80 - 84	1571	2081	3652
85 plus	1568	2800	4368
TOTAL	67737	71062	138799



The following analysis of what the projections could mean for our community comes from notes taken at Dr. David Foote's presentation "*Turning Challenges into Opportunities*" on June 25 2009 to the Peterborough Workforce Development Board.

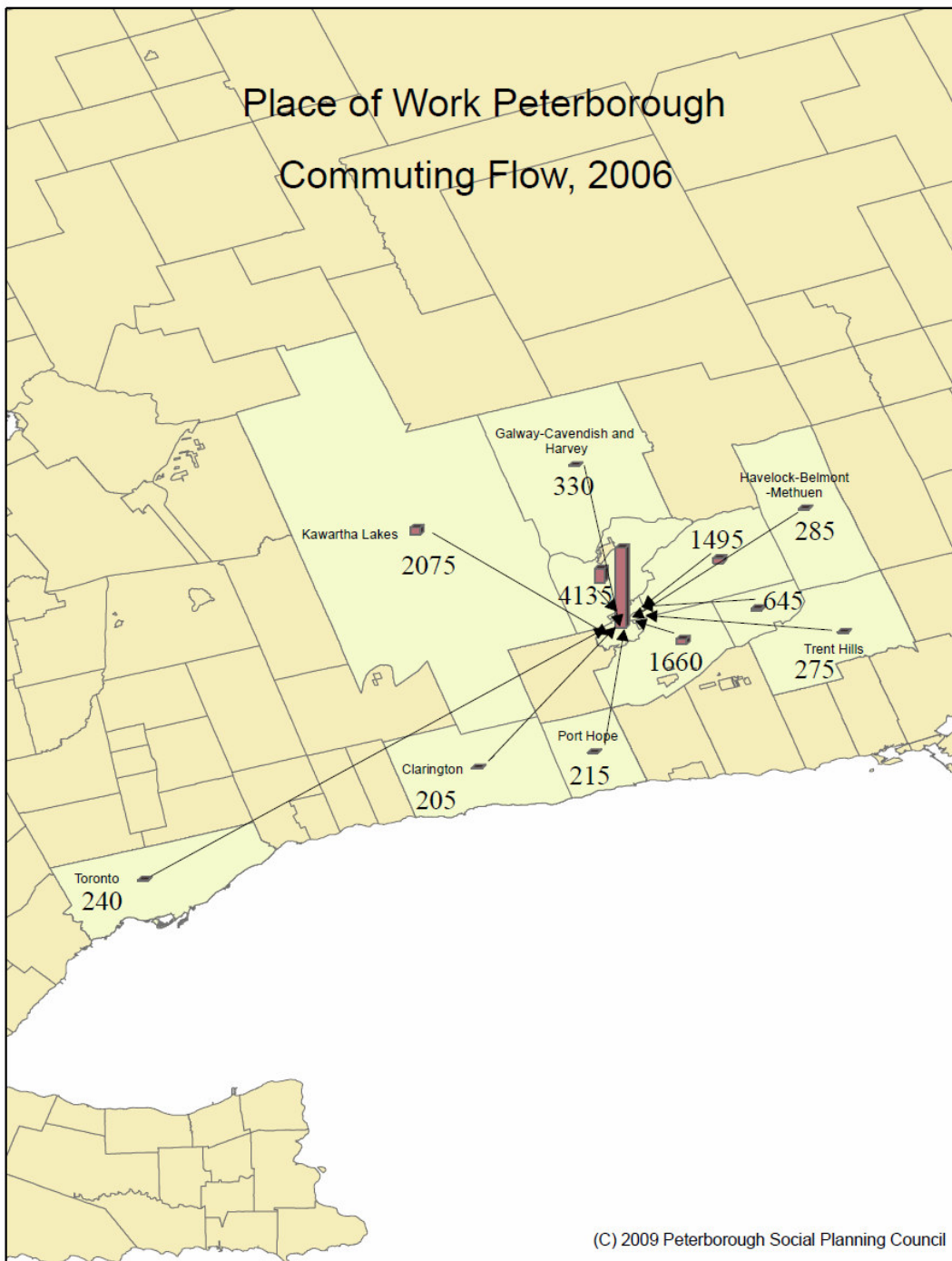
Trends:

- Lack of breeding due to the introduction of the pill as well as new roles for women ... the more generations that pass the more we 'multi task' and work outside of the home in turn changing our role in the home.
- Each generation follows a phase - "generational impacts": young ones like the city nightlife while older retirees look to vacation destinations with out the hustle and bustle.
- In Canada there is a significant gap in life expectancy between males and females. Services must be designed and delivered with this in mind as the needs of women are often different than the needs of men.
- Bulges represent abnormalities in demographic composition; the aged bulge correlates to the "baby boomer" generation while the secondary bulge correlates to what David Foote refers to as the "echo" generation (the children of 'boom' parents).
- The "Boom" generation (those born around 1946) will need services unique to seniors in an unprecedented number.
- The "echo" generation (those born in the 80s) will offer a unique market for goods and services too and experience challenges including:
 - An increasingly competitive rental market
 - Increased unemployment due to an increasingly competitive workforce with a greater number of people (the echo generation) vying for entry level positions we could experience an increase in youth unemployment.
 - This generation is heading into their 30s where they will want to settle and have families leading them to move away from rental property and into homes with yards – they are moving out of downtown cores and into more suburban housing.
- Aboriginal populations are growing; we have two reserves in Peterborough County. There could be an impact on population projections as well as service needs.
- Older populations are increasing in rural areas of Ontario (an established province in comparison to some such as the West which will be facing a growing number of youth and require different infrastructure).
- In Canada and other 'developed' countries fertility is on the decline this may lead to innovation as it did in Japan. In the late 1960's and early 1970's a decline in the size of the Japanese workforce led the country to develop and invest in high technology. In terms of continuing economic growth and power this could bode well for Canada positioning us as more competitive than those countries not currently experiencing a demographic "echo".

The "Catch":

Older retirees moving from urban settings into their vacation properties may not have paid property taxes (or have paid comparatively lower taxes as a 'cottager') to the community in which they now request and receive social services (at a period in their life when they require more social services and assistance than ever before). Social services are funded by tax dollars including municipal property taxes and may be "under funded" to care for an influx of retirees. In addition to the funding gap there will be the secondary challenge of finding the right demographic of people to provide services to an increasingly aged community.

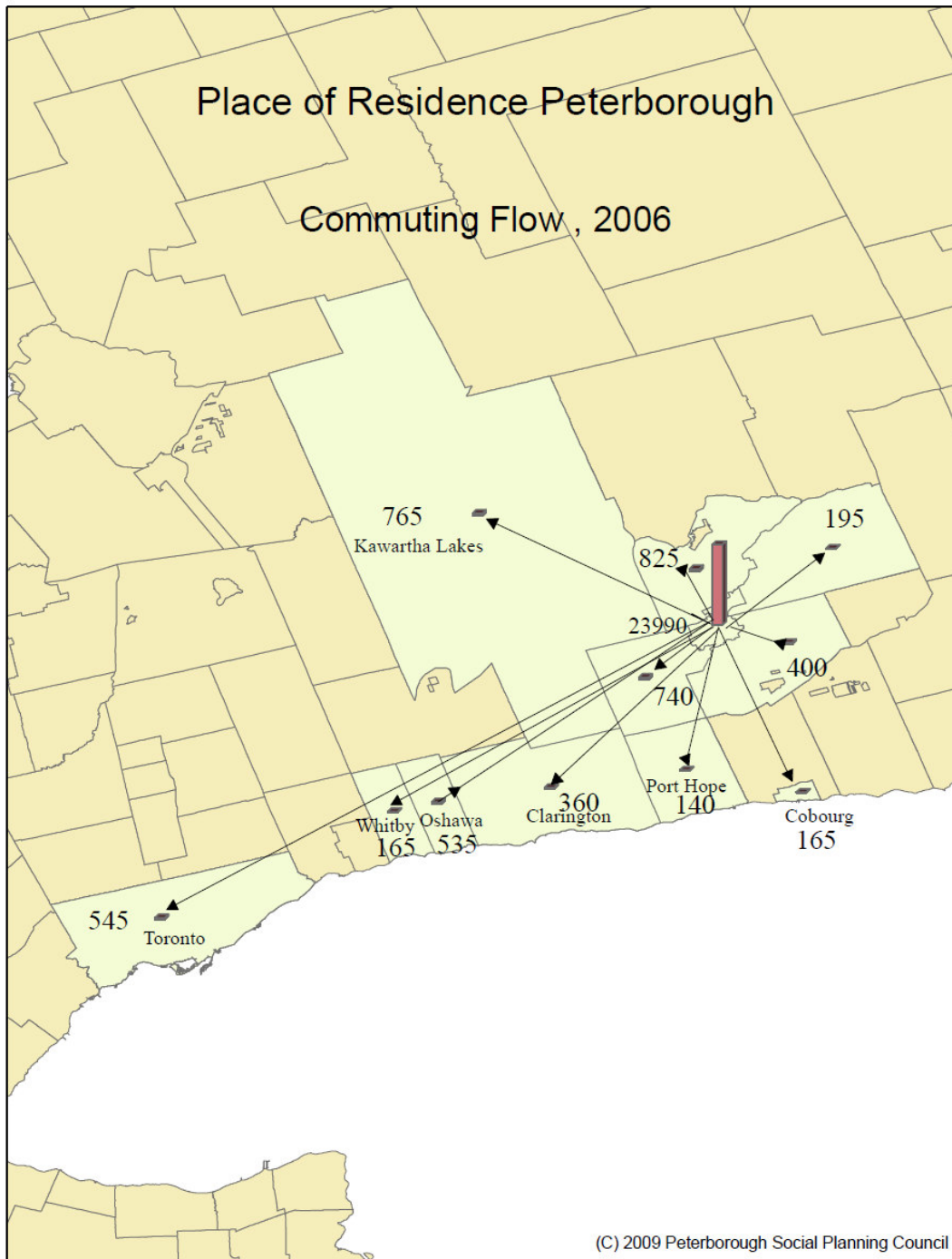
Commuting Flow Census Subdivisions: Sex (3) for the Employed Labour Force 15 Years and Over Having a Usual Place of Work of Census Subdivisions, Flows Greater than or Equal to 20, 2006 Census - 20% Sample Data			
Place of residence / Place of work	Total	Male	Female
Peterborough (CY) / Peterborough (CY)	23990	10605	13380
Smith-Ennismore-Lakefield (TP) / Peterborough (CY)	4135	1915	2220
Kawartha Lakes (CY) / Peterborough (CY)	2075	820	1255
Otonabee-South Monaghan (TP) / Peterborough (CY)	1815	780	1035
Cavan-Millbrook-North Monaghan (TP) / Peterborough (CY)	1660	665	995
Douro-Dummer (TP) / Peterborough (CY)	1495	610	885
Asphodel-Norwood (TP) / Peterborough (CY)	645	265	380
Galway-Cavendish and Harvey (TP) / Peterborough (CY)	330	135	195
Havelock-Belmont-Methuen (TP) / Peterborough (CY)	285	120	165
Trent Hills (MU) / Peterborough (CY)	275	135	140
Toronto (C) / Peterborough (CY)	240	140	100
Port Hope (MU) / Peterborough (CY)	215	105	110
Clarington (MU) / Peterborough (CY)	205	95	105
Oshawa (CY) / Peterborough (CY)	160	85	75
North Kawartha (TP) / Peterborough (CY)	150	50	100
Hamilton (TP) / Peterborough (CY)	150	35	120
Cobourg (T) / Peterborough (CY)	115	25	85
Marmora and Lake (MU) / Peterborough (CY)	85	50	35
Curve Lake First Nation 35 (IRI) / Peterborough (CY)	75	30	45
Whitby (T) / Peterborough (CY)	65	30	35
Ottawa (C) / Peterborough (CY)	65	45	15
Alnwick/Haldimand (TP) / Peterborough (CY)	55	15	35
Richmond Hill (T) / Peterborough (CY)	50	35	15
Scugog (TP) / Peterborough (CY)	50	20	30
Belleville (CY) / Peterborough (CY)	50	20	20
Ajax (T) / Peterborough (CY)	45	15	30
Quinte West (CY) / Peterborough (CY)	45	25	15
Mississauga (CY) / Peterborough (CY)	40	35	10
Markham (T) / Peterborough (CY)	35	15	20
Vaughan (CY) / Peterborough (CY)	30	30	0
Cramahe (TP) / Peterborough (CY)	30	20	10
Kingston (CY) / Peterborough (CY)	25	15	0
Kitchener (CY) / Peterborough (CY)	20	15	0
Dollard-Des Ormeaux (V) / Peterborough (CY)	20	20	0
Whitewater Region (TP) / Peterborough (CY)	20	0	15
Grey Highlands (MU) / Peterborough (CY)	20	0	20
Source: Statistics Canada - 2006 Census. Catalogue Number 97-561-XCB2006011.			



**Commuting Flow Census Subdivisions: Sex (3) for the Employed Labour Force
15 Years and Over Having a Usual Place of Work of Census Subdivisions,
Flows Greater than or Equal to 20, 2006 Census - 20% Sample Data**

Place of residence / Place of work	Total	Male	Female
Peterborough (CY) / Peterborough (CY)	23990	10605	13380
Peterborough (CY) / Smith-Ennismore-Lakefield (TP)	825	445	380
Peterborough (CY) / Kawartha Lakes (CY)	765	420	340
Peterborough (CY) / Cavan-Millbrook-North Monaghan (TP)	740	430	305
Peterborough (CY) / Toronto (C)	545	335	210
Peterborough (CY) / Oshawa (CY)	535	460	75
Peterborough (CY) / Otonabee-South Monaghan (TP)	400	270	130
Peterborough (CY) / Clarington (MU)	360	240	120
Peterborough (CY) / Douro-Dummer (TP)	195	90	105
Peterborough (CY) / Whitby (T)	165	135	30
Peterborough (CY) / Cobourg (T)	165	95	65
Peterborough (CY) / Port Hope (MU)	140	115	30
Peterborough (CY) / Pickering (CY)	115	80	35
Peterborough (CY) / Mississauga (CY)	110	100	15
Peterborough (CY) / Asphodel-Norwood (TP)	85	55	30
Peterborough (CY) / Markham (T)	80	55	25
Peterborough (CY) / Ottawa (C)	75	40	30
Peterborough (CY) / Galway-Cavendish and Harvey (TP)	60	35	20
Peterborough (CY) / Havelock-Belmont-Methuen (TP)	50	45	0
Peterborough (CY) / Mississaugas of Scugog Island (IRI)	50	30	20
Peterborough (CY) / Ajax (T)	40	25	10
Peterborough (CY) / Vaughan (CY)	40	35	10
Peterborough (CY) / Belleville (CY)	30	30	0
Peterborough (CY) / Trent Hills (MU)	30	10	15
Peterborough (CY) / Guelph (CY)	25	15	10
Peterborough (CY) / Brampton (CY)	25	25	0
Peterborough (CY) / Scugog (TP)	25	25	0
Peterborough (CY) / Alnwick/Haldimand (TP)	25	0	20
Peterborough (CY) / Kingston (CY)	20	20	10
Peterborough (CY) / Newmarket (T)	20	0	15
Peterborough (CY) / Quinte West (CY)	20	10	10
Peterborough (CY) / Uxbridge (TP)	20	15	0
Peterborough (CY) / Highlands East (MU)	20	25	0

Source: Statistics Canada - 2006 Census. Catalogue Number 97-561-XCB2006011.



What the literature tells us about development:

Literature Review:

The main objective of this study has been to examine the possible social impact of a number of significant policy changes and community change initiatives in relation to the future of Peterborough County and City and the greater Peterborough region.

When considering the possible impact of these initiatives, numerous factors need to be considered. During the study the issues and questions became almost overwhelming and as such the scope of the study needed to be refined in order to produce a coherent and effective study.

One of the most obvious is the economic impact on the region. This would include questions relating to jobs and employment such as “will the 407 extension bring new jobs to the region, and if so what kind (i.e. high tech, manufacturing)?” There is also the question of inbound and outbound labour.

Beyond employment there may also be numerous social implications for the area. Some of the questions that arose with respect to social issues include the possible impact on crime rates within the region; also factors such as the impact of new residents, primarily newcomers and visible minorities, on the community.

The proposed 407 extension also poses environmental questions for the area. These issues primarily relate to the growth of the city (i.e. Smart growth).

The objective of the literature review was to study the available academic literature related to the subject. The primary source for the review has been academic journals the majority of which are related to fields such as transportation, economics, engineering, and urban planning. Much of the available literature comes from foreign sources (primarily American). The literature represent a wide variety of views and issues all with some relation to the issue of the impact of large scale development projects and at some times the topics have tended to overlap (i.e. transportation and smart growth).

The following is an overview of some of the literature related to the issues surrounding the impact of large-scale development.

Smart Growth

Smart growth is an urban planning and transportation theory that concentrates growth in the center of a city to avoid urban sprawl; and advocates compact, transit-oriented, walkable, bicycle-friendly land use, including neighborhood schools, complete streets, and mixed-use development with a range of housing choices.

Smart growth values long-range, regional considerations of sustainability over a short-term focus. Its goals are to achieve a unique sense of community and place; expand the range of transportation, employment, and housing choices; equitably distribute the costs and benefits of

development; preserve and enhance natural and cultural resources; and promote public health.”

The area, which seems to have the greatest amount of available literature is that related to issues of smart growth. A substantial amount of the literature is either negative or mildly sceptical about the potential impact of smart growth policies.

One article that takes a more negative view of smart growth is *A Portlanders View of Smart Growth* (Review of Austrian Economics, June, 2004). This study provides a critical analysis of plans for future growth and development in Portland, Oregon. The authors of the article are quite critical of local planning, including severe restrictions on city expansion pointing to factors such as a very substantial rise in local real estate prices and increased traffic congestion leading to a rise in emissions.

Another article dealing with smart growth is *Smart Growth and the Transportation-Land Use Connection: What Does the Research Tell Us?* (International Regional Science Review). In this overview the authors contend that the ability to predict the impact of smart growth policies, such as whether or not highway construction leads to urban sprawl, is currently very limited.

A further article dealing with this subject is *Does Smart Growth Matter to Public Finance?* (Urban Studies, August 2008). This article centers on questions on how ideas and planning of smart growth, such as low density, spatially extensive land use, and its impact on public finances (i.e. does low density land use cost more to support and how does it relate to other major factors).

Economics and Finance

There is a substantial amount of material related to large-scale development projects and their economic/financial impact.

An example of research specific to the Peterborough area is *Ontario's Small Regions Performance on the 3T's of Economic Development*. This study focused on measuring communities in Canada and the US in three areas: technology, talent, and tolerance. In this study it was argued that communities such as Peterborough should attempt to move away from their traditional manufacturing base and attempt to attract what the report calls the creative class (highly educated, skilled). This class of people is primarily employed in areas that develop ideas and help conceive new products instead of building them. The report states that it will be the recruitment and retention of a creative class and their output of the area that determines the community's future economic development.

A prudent example literature within this area is *The Determinants of Residential Property Values: Implications for Metropolitan Planning* (Journal of Planning Literature, February 1998). This article suggests that urban panning may have a negative impact by causing a rise in the cost of residential property; however the author also states that urban planning can also have a positive impact on property prices.

It is also contended that a rise in property prices should not necessarily impede urban planning nor should a rise in property values be seen as a failure of planning policy.

The article *Does a More Centralized Urban Form Raise Housing Prices* (Journal of Policy Analysis and Management, September, 2006) uses quantitative measurements to determine if attempts at centralized urban models lead to increased real estate prices. In this case the authors could find no conclusive evidence that more centralized urban models cause a significant rise in real estate costs.

Transportation

There have been several studies on transportation that related to the previously mentioned subject headings. An example of such an article is *Suburbanization and Transportation in the Monocentric Model* (Journal of Urban Economics, November, 2007). In this article, which incorporates data from the United States (1950-1990), the author suggests that highway construction leads to a drop in centralized urban populations due to the fact that populations tend to settle along or near new highway construction.

A study from the University of California Transportation Center titled *Highways and Economic Productivity: Interpreting Recent Evidence* suggests that there is a gap between public perception of the impact of highway projects and their actual economic impact. The authors conclude that large-scale highway projects, like the US interstate highway system actually have very little real economic impact on surrounding communities.

Conclusions

The available literature on subjects related to the impact of large-scale development projects on communities offers no definitive conclusions. Most of the literature seems to suggest that there can be no real accurate measure (i.e. social, economic) for the impact of major development projects, like the 407 extension on adjacent communities such as Peterborough.

The lack of a definitive measure suggests each particular development project and its relation to communities is unique and that the development of some form of over arching measure may prove problematic and unworkable. This would in turn suggest that further planning and research should include measures that take into account local dynamics (i.e. demographics). This would be necessary in order to better ascertain the actual impact of such a project on a specific area.

Overview of the policy changes and community change initiatives

Planning Peterborough to 2031: How the Growth Plan for the Greater Golden Horseshoe Will Impact Peterborough

The Growth Plan will:

- Change traditional patterns of urban development, emphasizing compact and transit supportive communities
- Reduce urban sprawl and help maintain agriculture lands
- Promote more transit-reliant development
- Impact how we need to plan for service delivery, such as hub development with multiservices
- Promote healthy lifestyles due to the city being more pedestrian/bike friendly
- Develop a community that is family friendly
- Promote a sense of community and belonging

Synopsis of the Plan:

The City of Peterborough has initiated an amendment to its Official Plan as a requirement of complying with the Growth Plan for the greater Golden Horseshoe. The purpose of the amendment is to bring the Official Plan into conformity with the Provincial Growth Plan for the Greater Golden Horseshoe, as required by the Places to Grow Act, 2005.

The Growth Plan for the Greater Golden Horseshoe is a provincial plan that establishes a planning policy framework to implement the Province's vision for managing population and employment growth in the Greater Golden Horseshoe region to 2031. The Growth Plan seeks to address the negative effects of community development that have occurred primarily since the 1950's such as urban sprawl, traffic gridlock, and inefficient infrastructure spending by requiring municipalities to plan for compact, complete and transit-supportive communities.

Key requirements of the Growth Plan include planning for minimum development densities in both suburban and downtown areas and accommodating a significant proportion of new residential growth within existing built-up areas of the City. All municipalities within the Greater Golden Horseshoe (including the City of Peterborough) must ensure their Official Plan complies with and implements the Growth Plan Policy.

Some highlights of the plan:

Population & Employment Forecasts:

The Growth Plan provides population and employment projections for all upper and single-tier municipalities in the GGH and requires them to use these projections when planning for future growth. From 2006 to 2031, the City of Peterborough is forecast to grow by:

- An additional 13,000 people to reach a total population of 88,000
- An additional 1,300 jobs to reach a total of 42,000 jobs

Intensification & Density Targets:

The Growth Plan contains intensification and density targets that municipalities within the GGH must adopt into their Official Plans and plan to achieve. While these targets represent only a portion of the Growth Plan's requirements that municipalities are expected to adopt into their Official Plans, these targets are the Growth Plan's central focus, intending to create a compact urban form that maximizes the use of new and existing infrastructure. The Growth Plan specifically requires the City of Peterborough to:

- Plan to achieve an average density of 150 residents and jobs per hectare in the Downtown Peterborough Urban Growth Centre by 2031.
- Direct at least 40% of all annual residential development to the City's existing Built Area by 2015 and for each year thereafter to 2031.
- Plan to achieve an average density of 50 residents and jobs per hectare within its Designated Greenfield Area.

What does this mean to the future of planning for our community?

The basis of the Growth Plan for the Greater Golden Horseshoe is a provincial plan that establishes a planning policy framework to implement the Province's vision for managing population and employment growth in the Greater Golden Horseshoe region to 2031. The underlying premise of The Growth Plan is to address the negative effects of community development that have occurred such as urban sprawl, traffic gridlock, and inefficient infrastructure spending by requiring municipalities to plan for compact, complete and transit-supportive communities.

To do this it is important that the Growth Plan include planning for minimum development densities in both suburban and downtown areas and accommodating a significant proportion of new residential growth within existing built-up areas of the City. It is a very positive step that all municipalities within the Greater Golden Horseshoe (including the City of Peterborough) must ensure their Official Plan complies with and implements the Growth Plan Policy.

The Growth Plan will:

- Change traditional patterns of urban development, emphasizing compact and transit supportive communities
- Reduce urban sprawl and help maintain agriculture lands
- Promote more transit-reliant development
- Impact how we need to plan for service delivery, such as hub development with multiservices
- Promote healthy lifestyles due to the city being more pedestrian/bike friendly
- Develop a community that is family friendly
- Promote a sense of community and belonging

Points to consider in relation to community planning and change:

- How do we increase density in the downtown and maintain our heritage buildings?
- How can we ensure new buildings are physically accessible?
- How can we maintain a safe and healthy balance of green space?
- How will the following initiatives impact on the directions of this plan? Specifically as a community we must consider the Central Area Master Plan, Charlotte Street Class Environmental Assessment, Little Lake Master Plan, Morrow Park Master Plan, Retail Market Analyses, Cold Spring Functional Planning Study, Lilly Lake Functional Planning Study, etc.
- How does this report integrate or plan to integrate the findings of various other initiatives and use the public advice received?

Thoughts to ponder from consulting with the community:

There is a growing immigrant population in Peterborough that should be recognized in the city plan as there will be implications for housing, transportation, services, education and leisure that must be considered. These new residents and citizens will have very different expectations for these services and we must begin to plan accordingly. We are at a turning point in the development of our community and we must begin to plan for a changing demographic profile. Indeed, we know that the success of our labour and employment sector will depend on our ability as a community to attract new immigrants with a variety of professions and skills.

We must celebrate that Peterborough has always been able to maintain a healthy separation distance from the Greater Toronto Area – we must continue to be seen as unique. However, we must be able to build on the positive aspects of the growth plan and learn from the successes of the Golden Horseshoe. That area has been extremely successful in attracting newcomers and has maintained a skilled workforce that we need locally.

The predicted population increase for Peterborough is 13,000, that is 520 people per year *less* than current growth. We must promote "infilling" our current city centre but we must do so by exploring successful models from other communities and indeed other countries. Local developers understand the economic benefits of building affordable and accessible housing that is also attractive and liveable. As a province we have allowed the environmental crises to happen – now we must address development in a humane and sustainable way.

Public transportation is going to be key to the success of our future community. In Peterborough 18% of the population are seniors; this is 5% more seniors than the provincial average of 13%. We must plan for an increasing number of people who will not be able to drive cars. Coupled with this sector are the increasing expectations of newcomers to have access to affordable and efficient public transportation.

Central Area Master Plan for the City of Peterborough

The City of Peterborough released the Central Area Master Plan in December 2008. This plan is intended to complement the Commercial Land Use policies of the city's Official Plan. "The Central Area Master Plan is intended to stimulate creativity. It is intended to capture opportunity. It is intended to direct priority. It is a statement of vision for what the Official Plan considers to be the *historic heart of the community – the Central Area.*"

Why is this an important document for our community?

- It encourages downtown intensification, therefore increasing housing opportunities and it identifies what is needed in order to encourage people to live in this neighbourhood.
- It promotes alternative transportation methods and identifies that trails and walking paths must continue to be built to encourage pedestrian travel.
- It connects the many components of a municipal infrastructure that are needed to ensure a high quality of life in our downtown.

Who lives in our downtown?

Looking at the area in census tract 7 (this is the area from London Street to Rink Street and bordered by Reid Street and the Otonabee River), the 2006 census indicates the following:

- There is a total population of 4,710
- 820 families live in this area of which there are 205 lone parent families
- There are 605 youth (defined as 0 to 19 years of age)
- The predominant age group is 20 to 24 and consists of 1,085 people
- Nineteen percent of the total population (900) are over 65 years of age

(Note: the Central Area Master Plan covers a slightly larger area than this one census tract)

The Goal of this Master Plan:

The goal of this Master Plan is to promote the continued growth and development of the Central Area. The specific objectives are as follows:

- a) To confirm that the priority functions of the Central Area, worthy of protection, are Entertainment and Cultural Uses, Major Office Uses, and Institutional Uses;
- b) To stabilize and strengthen the retail function of the Central Area;
- c) To encourage new residential development, particularly in higher density or mixed-use forms, that will add to the vitality of the Central Area and create an expanding local market for retail growth;

- d) To promote the quality of life in Central Area neighbourhoods;
- e) To foster pedestrian connectivity throughout the Central Area particularly the completion of linkages to the Otonabee River, Little Lake and Jackson Creek, new trail and walkway development, and the further development of the Otonabee River Trail.
- f) To continue the program of improvements to municipal infrastructure including streetscapes and storm water management systems;
- g) To promote the unique function of each Sub-area within the Central Area through targeted economic development strategies.

The Plan calls for the following:

Strategies to Confirm the Priority Functions of the Central Area and Strengthen the Retail Function.

Entertainment and Cultural Uses, Major Office Uses, and Institutional Uses are considered to be priority functions of the Central Area. In addition, a healthy retail sector is regarded to be important to the multi-functional nature of the Central Area. The Master Plan calls for the creation of a Civic Square, a multi-purpose outdoor venue for gatherings and community celebrations. Further, it recommends a permanent off-street venue for a downtown Farmer's Market, initially in the Civic Square, and a downtown location *alternative* for the Peterborough Museum and Archives in order to enhance the critical mass required for a more successful tourism offering

Strategies to Promote the Quality of Life in Central Area Neighbourhoods

The Plan recognizes the importance of the residential neighbourhoods in and at the fringe of the Central area. It also notes the need for planning measures to ensure the quality of life for current residents and new residents anticipated due to residential intensification initiatives. The Master Plan calls for the preparation of neighbourhood plans for distinct residential areas. It recommends for the development of an enhancement strategy for the Aylmer/Bethune corridor to promote a positive environment for investment and a safe interface between the Downtown Commercial Core and the Transitional Uses Sub-area establishing a future for the Bethune Street right-of-way.

Strategies to Foster Pedestrian Connectivity

In keeping with the need for alternative transportation measures the Master Plan recommends the completion of the Otonabee River Trail connections to Downtown. Further, it calls for the establishment of a north-south walkway/cycling corridor serving the Central Area connecting the Trans Canada Trail at Brock Street and Bethune to the Extension of the Crawford Trail at Townsend Street and Bethune, as part of the rebuilding of Bethune Street.

Strategies to Improve Municipal Infrastructure

To support the above recommended directions, the Master Plan identifies the need to renew the Charlotte Street right-of-way from Water Street to Park Street, commit sustainable municipal funding solution for an appropriate level of maintenance and safety, implement the final phases of the Jackson Creek Flood Reduction Environmental Assessment, expand the municipal off-street parking supply in the Hunter Street East Business District (Village BIA Area) and investigate opportunities to establish additional off-street parking supply in the new Café District (Hunter Street).

Strategies to Promote Economic Development

In order to enhance economic development the Master Plan recommends:

- a) The comprehensive pre-zoning of all properties in the Central Area to fulfill the full opportunity envisioned by the Official Plan.
- b) The implementation of a program to refresh the “Downtown” brand.
- c) The development of a Downtown-specific Tourism Development Strategy.
- d) The completion of an urban design program to celebrate the gateways to the Central Area.
- e) The establishment of a developer/staff task team to identify the barriers to downtown development and a program for regulatory reform.
- f) The adoption of a Community Improvement Plan for the Central Area.

Strategies to Promote Sound Planning and Quality Development

Finally, the Master Plan calls for a review of guidelines supporting residential intensification, building and streetscape design and the development of implementation plans that support the growth implications of “Places to Grow”. The Plan also recognizes the importance of other community plans, specifically:

- The Transportation Plan Update
- The Peterborough Policy Response to *Places to Grow*
- The Little Lake Master Plan
- Municipal Cultural Plan
- Heritage Conservation Plan

Comments from study
**“Feedback on Central Area
Master Plan”(2009)**
Completed by students of
**Adult Education Certificate
Program, Fleming College,**

“To increase a more socially and economically vibrant downtown core we must:

- Improve shopping types of stores & hours
- Beautification & cleanliness in the downtown
- Move the Canoe Museum & Peterborough Museum and Archives to a downtown location
- Create a central square or meeting place – gathering place for events/festivals & farmers’ market
- Improve Safety in the downtown area
- Create downtown neighbourhood – increase number of downtown residents and increase the diversity and variety of ages
- Increase or improve bike lanes and walking paths”

What does this plan mean to the future of planning for the downtown?:

In 2007, the Peterborough Social Planning Council released the Quality of Life report. This report built on the 13 indicators that are imperative to having a high standard of living and quality of life; these indicators had been identified through an extensive consultation process for the Community Social Plan.

These indicators included:

- Access to arts, culture, heritage and recreation,
- Access to health,
- Accessibility,
- Child care and child development,
- Economic/income security,
- Environment,
- Food security,
- Housing,
- Human rights,
- Safe communities,
- Seniors/aging,
- Transportation

The Central Area Master Plan addresses at least 9 of these indicators.

The proposed direction to consolidate the arts, culture, heritage and recreation components of our community into a downtown location is very positive and could enhance the economic viability of the central area.

The plan promotes the recommendations of the Places to Grow policies. We must continue to intensify our existing urban spaces and thus reduce the destruction of surrounding agricultural lands. This will also enhance our ability to build more accessible and financially viable service delivery models.

More discussion is needed as to how we can develop health and social service delivery hubs that are more neighbourhood-based but certainly the central area of Peterborough would gain from such a service model. The plan also promotes housing development in the central area – the need for more housing is well documented in this community. It is important that this housing be for many generations – including young families, individuals and elderly people who may benefit from living in the central area.

A major issue, that the plan has identified, is the need for schools to be reinstated in the downtown. We as a community must continue to support the recommendations in this plan, and encourage dialogue with the educational sector in order to plan for access to schools.

Increased attention to the downtown's business plan will certainly enhance the economy. As we strive for increased tourism, economic spin-offs will be many. The plan also addresses the issues of safety and security features that must be in place – again the issue of safe communities was identified as being paramount in our Quality of Life report and certainly remains an issue to our community.

LITTLE LAKE MASTER PLAN

The City of Peterborough released the Central Area Master Plan in December 2008. This plan is intended to complement the Commercial Land Use policies of the city's Official Plan. "The Central Area Master Plan is intended to stimulate creativity and to capture opportunity. It is a statement of vision for what the Official Plan considers to be the **historic heart of the community – the Central Area.**"

In essence:

- It encourages downtown intensification, therefore increasing housing opportunities and it identifies what is needed in order to encourage people to live in this neighbourhood.
- It promotes alternative transportation methods and identifies that trails and walking paths must continue to be built to encourage pedestrian travel.

It connects the many components of a municipal infrastructure that is needed to ensure a high quality of life in our downtown



Complementary to the directions of the Central Area Master Plan, the City of Peterborough is presently undertaking a Master Plan for Little Lake and the surrounding area. Little Lake is recognized as a distinctive resource found in the heart of the City. It supports a wide variety of uses in the water, parks and open spaces at the water's edge. Like the Central Area Master Plan, the Master Plan will create a forward-looking strategy to guide the use of the lake and its adjacent lands. It will also address environmental and shoreline management and consider land acquisition for future parkland for the next 20 years.

Little Lake is surrounded by mixed land use, including residential, commercial/business (including a municipally operated marina), parkland and open space. The study area supports both active and passive recreation including swimming, boating (power boats, canoes, kayaks, windsurfing), fishing, hiking, competitive sports, site seeing, camping, and special events (Wakeboarding, Dragon Boating, Peterborough Triathlon, Festival of Lights, to name a few). At times, conflicts occur with competing activities vying for use of the lake, which is approximately 68 hectares in size.

The City has acquired and developed waterfront parkland that influences the activities of the lake. Those parks include (sizes approximate):

- **Beavermead Park** – a 52.6-acre waterfront park with six soccer pitches, children’s playground, public beach, picnic shelter, trail network, campground, ecology park, and parking.
- **Johnson Property** – a 3-acre property that lies adjacent to Beavermead Park and has served as an informal ‘overflow’ parking lot to major events at Beavermead.
- **Roger’s Cove Park** – a 7.6-acre waterfront park with children’s playground, trail and public beach.
- **Del Crary Park** – an 8.2-acre waterfront park that includes the Peterborough Marina and Fred Anderson performance stage, adjacent to the Art Gallery of Peterborough.
- **Millennium Park** – a 4.5-acre waterfront park that includes the Otonabee River Trail and Millennium Boathouse.
- **James Stevenson Park** – a 13.3-acre waterfront park that includes a hardball diamond, softball diamond, children’s playground with basketball court.
- **Additional greenspace** - including Crescent Street Park, Edgewater Park, and Westclox Ball Diamond.

There are also three public wharfs on Little Lake including the T-wharf (Crescent Street), Mark Street Wharf and George Street Wharf (Peterborough Marina).

The study area includes the Little Lake Cemetery, a private 32.8-acre heritage cemetery that is an integral park of the waterfront; Otonabee Conservation Authority lands off Lansdowne Street (at Whitlaw Street); Peterborough Naval Association property adjacent to Beavermead Park; Trent Severn Waterway (Parks Canada) property off Ashburnham Drive; and PUC/PUSI property off Ashburnham and adjacent to Beavermead Park. .

Why is this important to the future of community planning?

The Central Area Master Plan recognizes the importance of the residential neighbourhoods in and at the fringe of the Central area. It also notes the need for planning measures to ensure the quality of life for current residents and new residents anticipated due to residential intensification initiatives. The Master Plan calls for residential intensification. Likewise, the directions of provincial policy documents support the need to intensify communities and stop urban sprawl. To ensure a high quality of life for intensified living areas, green space must be maintained and provided for the use of people living in the downtown. The green space to be studied in the Little Lake Master Plan will play an important part of ensuring a high quality of life for people living in higher density housing.

The Little Lake Master Plan is a comprehensive study of the waterfront, Otonabee River, and Little Lake from the bridge on Hunter Street to the bridge on Lansdowne Street. The study will assess current conditions, activity, uses and opportunities to develop a comprehensive plan for the Little Lake study area. Few communities in the country have a significant waterfront area in the heart of their downtown. While it is to the City’s credit that it owns and manages so much of the property in question surrounding the lake, there is no comprehensive Master Plan to govern future use and development of this area.

Peterborough Partnership Council on Immigrant Integration

The New Canadians Centre is committed to planning a community that is both inclusive and embracing of diversity. As a society we must plan for a changing community. Our community has come together to form a Partnership Council to help enhance the existing working relationships between the public, private, social service, and third sector partners in our area. It has begun a program of outreach and consultation to map the possible areas of work and to engage the necessary partners for its success. With the help of community partners this community has begun the preliminary process of developing a Partnership Council on Immigrant Integration. The inaugural meeting of the Council was held on Wednesday, January 28th 2009 at the Peterborough Public Library.

The integration of immigrants into the fabric of our society is not just one of market labour integration or economic resettlement. Rather, true integration arises only when newcomers are fully woven and integrated into the everyday life of a community. With the formation of a cross sector partnership the current understanding and practice of resettlement and integration can and will be expanded in our community. As Peterborough changes, the Partnership Council will take this opportunity to respond to the growing needs of potential and new community members. As we integrate newcomers into the economic, educational, recreational, and social aspects of Peterborough so too do we bring them into the social fold of our civil and political communities.

The Peterborough Partnership Council on Immigrant Integration seeks to enrich the City and County of Peterborough by equipping them to attract, retain, and integrate new Canadians into an inclusive environment. Increasingly, the growth, vitality and quality of life offered by second and third tier Ontario communities—like those located in the Peterborough and the Kawartha region—will depend on their capacity to attract, take full advantage of, and accommodate ethnic, racial and religious diversity. As one of the 15 areas in Ontario to be designated a census metropolitan area (CMA) by Statistics Canada it is recognized that Peterborough is an urban core for the area.

As an urban metropolitan area it is important to understand that the vitality and viability of the area is closely tied to successful population growth. Statistics Canada has demonstrated that immigrant attraction and growth are key components for Canadian social and economic prosperity.

This partnership council is comprised of a group of community stakeholders who come together to develop a coordinated, comprehensive and strategic approach to immigration and integration to fit the needs of the Peterborough community.

The partnership council and settlement strategy involves:

- Developing a collaborative approach to immigration through a partnership of stakeholders representing a cross section of organizations and which fits the needs of the Peterborough and Kawartha communities.
- Improving access to and coordination of immigrant integration services (e.g. settlement, language training, labour market integration).
- Improving labour market access and outcomes for both existing and newly arriving Immigrants (e.g. engagement of local employers, mentorship initiatives, coordination of local employment services and non-paid internships).
- Strengthening local awareness and capacity to successfully integrate and retain Immigrants.
- Improving access to and coordination of effective services that facilitate newcomer settlement and integration at the local level.
- Establishing and enhancing partnerships and participation of diverse stakeholders in planning, delivery and coordination of services, especially current services supported by MCI and CIC.

Why is this important to community planning?

There is a growing immigrant population in Peterborough that should be recognized in the city planning. The implications for housing, transportation, services, education and leisure are significant.

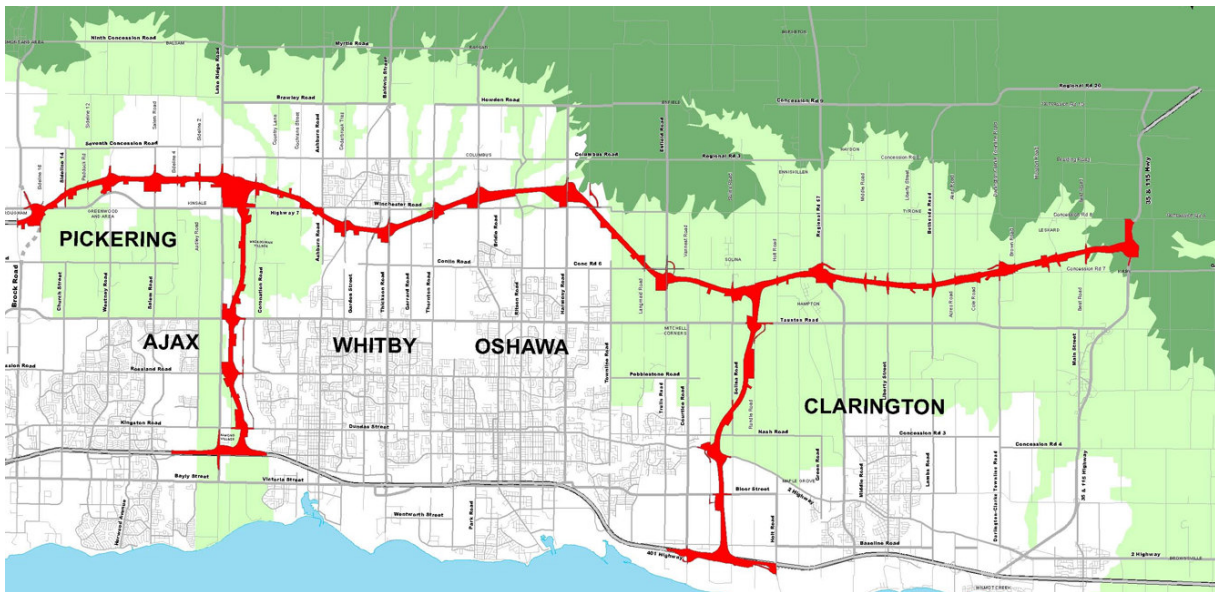
Settled newcomers offer much to the City. They are investors, tax payers, consumers, skilled workers, students, artists - contributing diversity and commitment to Peterborough.

Planning for the community of the future must deal with the response to population growth. The Golden Horseshoe has been extremely successful in attracting newcomers and has maintained a skilled workforce that could be emulated locally.

The 13,000 increase in population predicted for Peterborough is only 520 people per year, less than current growth. The Peterborough Partnership Council on Immigrant Integration is working to assist in planning a new Peterborough in an optimistic, positive and forward thinking manner in order to attain a brighter vision of the future. Including new Canadians will help Peterborough increase its population base and its vitality. The quality of life offered by Peterborough and the surrounding area will largely depend on the City's capacity to attract, retain and integrate immigrants.

Community Consultation on the Potential Impact of the Highway 407 Extension

As is seen in the map below, the 407 Extension is expected to run across northern portions of Durham Region, and connect to Hwy 35/115, just before the two highways diverge. This is expected to have an impact on the ease of transportation accessibility between Peterborough and the Greater Toronto Area.



Focus groups were held as part of the study in addition to key informant interviews, discussions with selected municipalities, such as Barrie, and a literature review. The results of the process indicated that the issue of the 407 Extension could not be looked at in isolation from a continuum of community and policy changes such as Planning Peterborough to 2031: How the Growth Plan for the Greater Golden Horseshoe Will Impact Peterborough or the Central Area Master Plan for the City of Peterborough.

Focus Group 1: Business & Economic Development

Two questions guided the discussion of the focus group session:

1) What are the economic challenges and opportunities associated with this development?

2) How can we ensure balance between short-term socioeconomic development & meaningful job creation in the long-term?

Implications for Job Creation

- Potential for more jobs, more industry.
- We can expect to have some of the social impacts that have been experienced in the GTA.
- Peterborough will experience some changes similar to those in the GTA, but some people like Peterborough the way it is, and would like it to stay the same – so we need a different path.
- Peterborough is re-inventing itself, and has been for the past few decades. Manufacturing jobs have been reduced over the past 25 years. “We need to stop looking at “jobs” and “job creation” in terms of factory jobs.”
- There may be an introduction of job diversification and a high level of “good paying” industries – medical, education, institutional:
 - Two regional school boards
 - PRHC
- This change of jobs/employment base could have positive implications for Peterborough’s economy.
- Easier to have business in Peterborough with link to Metro and International customer base.
- Historically communities such as Oshawa were seen as having competitive labour forces – specifically a new manufacturing business would be competing with GM for labour force. Oshawa was viewed as not an easy place for businesses to grow, with a highly paid, unionized work force.
- Peterborough has been seen as having a population polarized from being a “blue collar work force”. Businesses can come here to grow.

Questions to ponder

- What kinds of jobs are available to recent graduates?
- Will the trend be to create service level jobs that are lower paying and do not require higher education?
- How can the community better support graduates in order to increase retention rates within the community?
- How can we utilize the 407 to have more access to permanent jobs?

- How will Peterborough be impacted as Oshawa recovers from plant closures and job losses at GM?
- How can we remain competitive in attracting labour force if Oshawa takes a “diversified” route?

What Implications exist re: the Environment & Geographic Landscape?

- The 407 is going to be utilized by people in the GTA as an easier route to and from the cottage.
- The environmental piece is important: the 407 will stop traffic idling on the 401.

Transportation Corridors

- 401 along the Rouge River is a heavily clogged route, that is often used by trucks for “just-in-time” delivery.
- Businesses do not want their products facing bottlenecks – this makes the 407 a great route for businesses established in Peterborough to access Toronto markets without 401 traffic.
- Durham is also running out of land for which businesses can be located.
- This can be harmful to Peterborough’s development, by improving access to Oshawa and Pickering instead of streamlined access to Toronto.

*“I would prefer better rail service rather than
more polluting traffic”
response from the survey on the impact of the 407, 2009*

Questions to ponder

- How can we support creation of new businesses and economic development without compromising our green spaces?
- Can we intensify existing growth hubs?

Airport Development

- More resources are being channelled towards the Peterborough airport which provide alternate transportation opportunities.

Rethinking our Image

- We have to tell people why they should want to live in Peterborough – this means promoting our high quality of life.
- We need to eliminate improper labelling of Peterborough as being a “sleepy town of retirees”.

407 – an Entrance or an Exit?

- Peterborough has a number of opportunities that people can capitalize on.
- There is a large emphasis with the current generation of young professionals on lifestyle and quality of life – many would rather locate to Peterborough for its quality of life than a metropolis like Toronto.

*“We need better public transportation esp. Rail access as opposed to toll roads”
response from the survey on the impact of the 407, 2009*

Barrie vs. Peterborough

- Unlike Barrie we are far enough away from Toronto to not have the same booming, uncontrollable growth.
- Peterborough can be seen as a diversified metropolis; although we have struggled with the image of being slow growing.
- We are also different from the city of Oshawa because we have a diversified employment base rather than being a one industry (automotive industry) town.

*“A great deal of agricultural land will be wasted. We are continuing to build communities that support car transportation as the key method of travel. Many people cannot/will soon not be able to use cars due to health and abilities”
response from the survey on the impact of the 407, 2009*

Research & Development/ Knowledge-Based Economy

- We must emphasize the intellectual resources that we have in this community.
- In a knowledge-based economy, we need access to creative people.
- Many creative people are located in urban cores, we need access to these people in order to increase innovation.
- We must promote the intellectual capacity that is here and promote Peterborough as a place to establish a Research & Development Economy.

Aging

- How can we support the increasing aging of the Peterborough community?
- How can we improve accessibility for seniors who are Toronto-bound for specialized care who can't – and shouldn't – drive.
- We must promote the many skills that seniors have/provide to our community.

Young People

- Peterborough struggles with an image of being an older city however the 20-24 age group in Peterborough is faster growing than the 65-74 age group.
- By providing a link to the urban centre you can get Trent/Fleming grads and other young people to stay here and grow here.
- We need to focus on retaining young people.
- Club Laurus is a group of entrepreneurs under 40 in the Peterborough area which is a positive approach to supporting youth entrepreneurs.
- How can we attract new young families of young professionals?

Health Care

- Can we increase regionalized healthcare here in Peterborough rather than in Toronto?
- For Healthcare, at PRHC there is an excellent potential for Diagnostic Imaging, if we can create a critical mass for this particular area.
- Peterborough has had a great amount of success with the family health teams, but how do we attract other speciality services/professionals?
- Is the hospital adequately funded to support the local community needs?

“Until better public transport options are available this is critical for access to Southern Ontario; by the time it is built, hardly anyone will be able to afford the gas prices.”
response from the survey on the impact of the 407, 2009

Technology

- According to the report “Ontario’s Small-Sized Regions’ performance on the 3Ts of Economic Development” (technology, talent and tolerance). Technology is the driving force behind economic growth.
- The top performers overall on Technology are:
 - Sherbrooke
 - Kelowna
 - Peterborough
- The three top performers among Ontario Regions on the Talent Index are:
 - Guelph (26.7%)
 - Kingston (23.3%)
 - Peterborough (16.2%)

Attracting diversity

- The 407 provides access from Toronto to Peterborough for academic professionals. It may provide better exposure to Trent's academic and international programs. It is important to create links for international students and university to the community.
- The New Canadians Centre can provide support to immigrant groups.
- We must increase awareness about Peterborough – need to publicize opportunities, but also need to ensure necessary support systems are in place to support diverse populations.
- Barrie suffered from a lack of proper planning and was not properly prepared for their population boom – growth in Peterborough should not be a “free-for-all”.
- Necessity for a Peterborough Transportation Plan.
- There is often a bottleneck at the “main entrance” into the City of Peterborough at the Parkway – how can we make it a more attractive/accessible entrance to the City?

“Peterborough already has a (more) superior environmental program(s) than Clarington and Durham. Our housing costs are lower than the area to the west. Increased levels in decision making would only happen because population increases and an increase does not mean better decisions”

response from the survey on the impact of the 407, 2009

Focus Group 2: Health & Social Services

The following questions guided the discussion of this session:

- 1) ***What are the social challenges and opportunities of growth and increased accessibility associated with the 407ETR extension?***
- 2) ***How can we ensure a balance between economic growth and expansion and negative impacts social impact on the community at large?***
- 3) ***How can we ensure adequate social support for all community members in the Peterborough area?***

Employment

- Will the 407 extension lead to more jobs, more labour migration, or both?
- There is a lack of employment and integration services for newcomers (NCC).
- The transition of Peterborough from a blue collar/industrial city to white collar/service/knowledge based city may now be inevitable; there is a need for a clear vision of what the city wants to become.
- Young people need to be able to stay in the region if growth of the community is to happen.
- Professionals tend to bring professionals (i.e.: professional couples); however this can be a problem if only one partner can find adequate employment.

“The city should begin planning for a larger population expansion and its affects but that may not happen. The road should reduce accidents on the 401”
response from the survey on the impact of the 407, 2009

Health/Seniors

- More long term services (ie: long term care beds) will be required for an aging population.
- Can we create decentralized hubs for seniors where they can receive all of their services in one location (one stop shop)? However our service system must not “silo” seniors into one place instead of providing a shared space where they can interact with the community.
- A major problem for the community will be replacing the population re: bringing new people to compensate for the number of deaths.
- Access to family health services and access to centers of excellence (Toronto) must be improved.
- There must be an increase in funding for primary health care.

“Sorry, I cannot see any negative impacts re: 407 Extension”
response from the survey on the impact of the 407, 2009

Law Enforcement

- Any potential rise in crime will not be directly related to the extension of the 407. The crime stats will rise correspondingly with a rise in police manpower due to the fact that additional manpower will be used for proactive policing.
- Both the Peterborough City Police and the Ontario Provincial Police are short on manpower. The Peterborough & Lakefield Community Police is currently running at 61 officers per 100,000. As of this date, the Peterborough detachment of the OPP had about 7 officers for their entire area of responsibility.
- Both city and provincial police are attempting to reach seniors via SALT program (Seniors and Law Together).
- The 407 will have little to no impact on the Peterborough OPP detachment; any extra "burden" will be handled by the Highway Safety Unit (HSU); however what might happen is that the detachment will be split in two with half of the staff assigned to traffic and half to general duties.
- With any significant community changes there is always a fear that there will be an increase in racism/xenophobia related to any rise in crime/population (NCC).

*"These are unusual benefits you have singled out. How about "improved access to cultural events, airport, friends in Toronto".
response from the survey on the impact of the 407, 2009*

Change in Peterborough

- Peterborough is increasingly becoming a bedroom community.
- The Peterborough Airport is going to see an extension of services, including flight training through Canadian Flight Academy aimed at foreign clients. Is Peterborough capable of producing enough jobs to keep people in the area?
- There needs to be a focus on social infrastructure (education, policing, health services).
- There has been a lack of planning with regards to social infrastructure.
- There needs to be a common vision in order to enable positive growth.
- There needs to be some re-branding of the city's image in order to attract newcomers. We must make this a welcoming community for diverse populations.
- There needs to be a change in the mindset of local officials with regards to change and development.
- The existing population base will be not be adequate to insure a prosperous future for the area.
- Making the community a more diverse place will require a more proactive approach to integration.

*"This will only assist people who are dependent/able to drive cars. We are not assisting people to access services in Toronto if they require public transportation"
response from the survey on the impact of the 407, 2009*

Cultural Infrastructure

- How can we increase the social, cultural, and arts infrastructure in order to encourage people to come here rather than go to Toronto for entertainment? (What can you do in Peterborough if you don't play hockey?) The lack of cultural infrastructure may deter some new residents who would have to go to Toronto for social/cultural activities.
- Can Peterborough support a larger entertainment venue given that Showplace functions basically with a volunteer base of support?
- Peterborough is still widely seen as a very attractive place to live, particularly compared to the GTA/905 area.

"I see both positive and negatives to this proposition. I will benefit by it as it will open doors to me. However, it will also allow undesirable elements access to Peterborough, and we have a senior community here, that will be at risk."
response from the survey on the impact of the 407, 2009

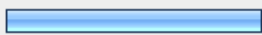

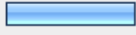
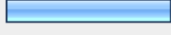

Transportation

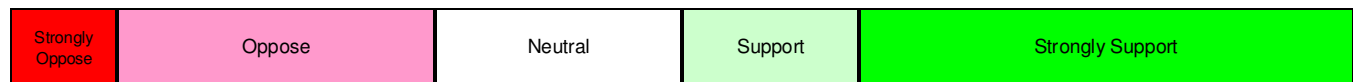
- The extension of the 407 does not necessarily mean better access to services outside of the area. For example, a senior with no car seeking medical treatment in the GTA still has to find a way of getting there. How can we improve access to public transportation?
- Dilemma for Peterborough transit system: the existing bus system is criticized and ridership is not optimized. How do you get funding and resources to improve a system that is not used by a larger clientele? The mass transit infrastructure must support the employment and labour sector. This may require a change in scheduling and access points. Much of the future growth of the Peterborough area will depend on the extension of rails services to the area (i.e. Via, Go Train). Train service would make Peterborough more viable than Barrie for commuters.
- The rural parts of our county require public transit services.
- How can we make this community more bicycle and pedestrian friendly and less reliant on cars?
- Some groups and organizations are now pooling resources in order to provide mobile services in areas such as health care.

"We don't need 407 - we need bus that can get to downtown Toronto in an hour and a half. New highways generate additional traffic that fills the lanes in five years."
response from the survey on the impact of the 407, 2009

Survey Results

A survey was developed and posted on surveymonkey.com and distributed manually. The following indicates the results of the question where respondents were asked to rate the support for the proposed highway.

1. Please Rate Your Level of Support for the Highway 407 Extension?				
			Response Percent	Response Count
Strongly Support			36.8%	14
Support			13.2%	5
Neutral			18.4%	7
Oppose			23.7%	9
Strongly Oppose			7.9%	3
			Comment:	13
			<i>answered question</i>	38
			<i>skipped question</i>	1



The above spectrum depicts the same findings in another form.

Cross tabulation of survey results indicated:

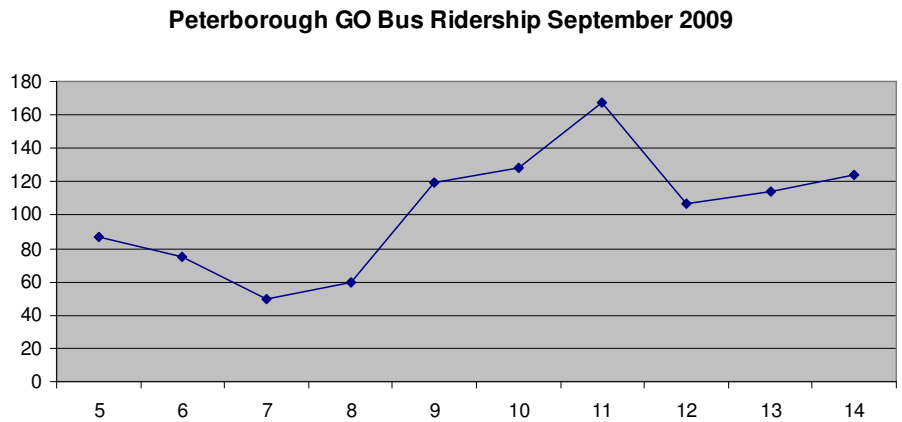
- The majority of survey respondents worked in the area of healthcare and social services. It appears that only one respondent was employed in an industrial field (construction – within that context they held a management position).
- All respondents who **strongly support** the 407 are age 45 +.
- All respondents who **support** the 407 expansion make an income of \$60, 000 or over.
- Eight of the 11 respondents who **strongly support** the expansion also fall into this wage bracket (\$60, 000 or over).
- The income bracket of respondents choosing Neutral, Oppose, or Strongly Oppose are more varied ranging from under \$9, 999 to \$60, 000 and over.

Further Developments Since This Community Planning Process Began:

The GO Bus Comes to Peterborough

The GO Bus commenced operation in September 2009. The Peterborough-Oshawa route stops at the Oshawa GO train station. Riders can take a train between Oshawa and Union Station. There are 10 daily trips in each direction on weekdays and six trips per day in each direction on weekends and holidays. The following is a breakdown of ridership for the first two weeks of operation:

Date	Riders
September 5	87
September 6	75
September 7	50
September 8	60
September 9	119
September 10	128
September 11	167
September 12	107
September 13	114
September 14	124



Source: GO Transit

Peterborough Municipal Airport To Be Enhanced

A \$28.6-million upgrade of the Peterborough Municipal Airport, which will include a 2,000-foot runway extension and realignment of Airport Road was announced on October 16 2009. Funding will be provided from the provincial and federal governments with the city's portion of the cost being \$14.6 million. This funding and the resulting improvements will allow for expansion of industries that are presently located at the airport.

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Feedback on “Central Area Master Plan” completed by Fleming Students of Adult Education Certificate Program

Appendices

Appendix 1

Feedback on Central Area Master Plan

Prepared by

Students of the “Facilitation Skills for the Adult Education Certificate Program”,
Fleming College



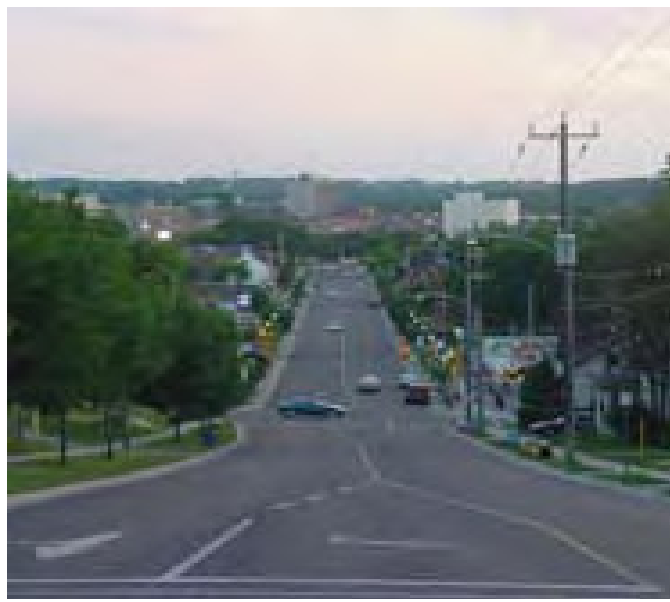
Background

As part of the course “Facilitation Skills for the Adult Education Certificate Program” offered by Fleming College, students were assigned the task of organizing a focus group. The subject of the focus group was the recently released Central Area Master Plan Update. The class was divided into two groups. Students in the class are from a variety of professional backgrounds and include instructors in post secondary institutions, health and rehabilitation services providers, and financial planners. The goals of the two groups were:

- (Group 1) Through information gathering, data synthesis, focused conversation and evaluative process, develop plan to increase a more socially vibrant downtown core for Peterborough
- (Group 2) Through information gathering, data synthesis, focused conversation and evaluative process, develop an economically viable plan that addresses accessibility issues in Peterborough’s downtown core.

The methodology for the project included:

- Analysis of the Central Area Master Plan Update
- Development and circulation of a questionnaire
- Review of relevant City of Peterborough By-laws
- Analysis of census information
- Photographing the downtown
- Interviews with key informants
- Presentation of research findings to the focus group participants
- Facilitation of 2 focus groups for input



The following is a synopsis of the issues identified through the 2 focus groups held for this project:

Group 1: To increase a more socially vibrant downtown core

Improve shopping – types of stores & hours

The Pluses (what we need to do):

The Minuses: (what stands in the way of success)

Implications/Questions

- Draw more people from outside Peterborough
- Increase the variety of retail

- Smaller stores are more expensive than big box stores
- High turn over of stores – many do not last for more than a few months
- Difficult to assess what types of stores would be more successful

- How can the city mandate stores to remain open with consistent times?
- How can we improve transportation to get more people downtown?

Beautification & cleanliness in the downtown

The Pluses (what we need to do):

The Minuses: (what stands in the way of success)

Implications/Questions

- Increase the population in the downtown
- Demonstrate investment in the downtown
- Improve safety for children – make it family friendly
- Increase tourism
- Create a welcoming environment

- People always expect a clean downtown but how can it be maintained?
- Create more jobs to assist with beautification & cleanliness

- What is beauty?

Move the Canoe Museum & Peterborough Museum and Archives to a downtown location

The Pluses (what we need to do):

- It would be beneficial to have the Canoe Museum near the water
- Need to centralize tourist activities/facilities
- Build on the cultural/heritage aspects of the city – focus on the downtown

The Minuses: (what stands in the way of success)

- Traffic
- Limited access if located downtown – is there enough room in the downtown?
- Present locations are prominent fixtures in these neighborhoods
- Money could be used elsewhere

Implications/Questions

- Would we lose other shopping facilities?
- What would be done with the existing sites?

Create a central square or meeting place – gathering place for events/festivals & farmers' market

The Pluses (what we need to do):

- Would increase tourism in the downtown
- Brings community members closer together
- A central spot will help with marketing, branding

The Minuses: (what stands in the way of success)

- Could decrease parking
- Could become a hangout

Implications/Questions

- Let's close more downtown streets for pedestrians – increase socialization and decrease reliance on cars
- How much space is needed for growing festivals?

Improve Safety in the downtown area

The Pluses (what we need to do):

- Less accidents
- Attract more people to live in the downtown – increase vibrancy
- It all helps towards creating a welcoming environment

The Minuses: (what stands in the way of success)

- Nothing identified

Implications/Questions

- Whose responsibility is it to maintain the safety in the downtown?
- Need to create a more efficient mass transit system and reduce dependence on cars



Create downtown neighborhood – increase number of downtown residents and increase the diversity and variety of ages

The Pluses (what we need to do):

- Increase resources and commitment to the downtown
- Now is the potential opportunity to create a vibrant and welcoming downtown
- Build a more family-friendly environment
- Set the standards by building green-condominiums

The Minuses: (what stands in the way of success)

- Potential to further alienate the poorer economic classes
- Takes away from potential business development
- Loss of low income housing
- Crowding

Implications/Questions

- Who is going to pay for this?
- How do we encourage private landlords to participate in developing viable rental accommodation?



Increase or improve bike lanes and walking paths

The Pluses (what we need to do):

- Will help with a massive overhaul of the transportation plan
- Creates a simpler option to get from one part of town to another
- Will improve environment – less pollution
- More active and healthy community
- Improves safety

The Minuses: (what stands in the way of success)

- Right now we have a community (of drivers) that does not respect bikes and pedestrians

Implications/Questions

- What are the maintenance costs?
- Who will clean and clear the new paths – for example keep them open all year?
- Will need to have bylaws and enforcement policies in place

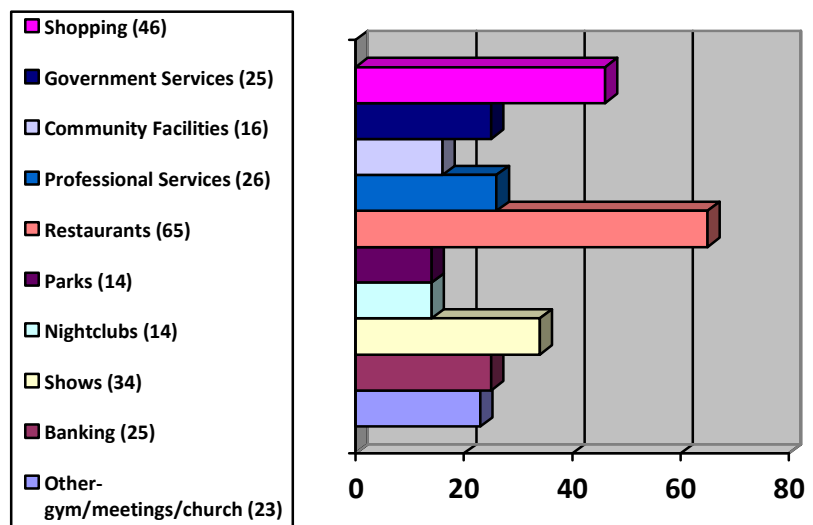


Group 2: to develop an economically viable plan that addresses accessibility issues in Peterborough downtown core

As part of the preparation for this exercise, the group undertook a survey of community representatives (for the full survey and its results see Appendix 1.

Here are some of the reasons that people visit the downtown according to the results of this study:

When visiting downtown Peterborough, for which of the following reasons or services do you attend?



How do you feel about the quality of the following downtown City Services?

	Excellent	Good	Fair	Poor	Unknown
Garbage Pickup	5	19	10	3	31
Lighting	4	40	13	4	7
Landscaping	2	22	32	5	3
Roads	1	29	33	15	1
Sidewalks	0	33	24	10	1
Parking	1	13	19	36	0

The following is a synopsis of the focus group discussion. Participants were asked to consider the three significant issues that were identified in the survey and research for this project.

Parking

The issues:

- Parking access to where I am going
- Concern about one way streets
- Poorly maintained city parking lots
- Security at night
- Limited easy street parking
- Parking was relatively easy
- Hard to find metered parking on streets
- Aggressive ticketing
- I appreciate ticket warnings and I really appreciate the businesses that give 25 cents and a note

The solutions:

- Create parking lots outside the downtown with buses to bring people to the downtown regularly
- With parking metres, one should be able to pay for as long as you want rather than a maximum of 2 hours
- Incentives for parking off the main street (lower rates)
- Safer parking garages – more visible security
- City to negotiate set rules and standards for all private lots
- City should create parking as they own the old Peterborough Food Bank/Albert Steel
- City should partner with private firms
- Normalize parking rules
- Remove/buy property behind the library – then you could close off parking on George Street
- Have more bus stops downtown and encourage people to use the bus more often
- Cost is ok – lot maintenance should be improved as well as improve lighting
- Increase ticketing in peripheral areas such as Hunter

Signage

The issues:

- Signage should be on corners, not half way down the street
- Even one-way streets not clear
- Too much clutter
- Size of signs need to be consistent and clearly lettered
- Larger signs for business hours
- Inconsistent signage and style
- Poor messages and format
- Only some lights have the sounds for the visually impaired
- Thank goodness for Market Hall clock – best sign along with Time Square in Peterborough
- Signs at front of stores are flat and hard to see
- Signage too small
- Not sure at times if you are still in the downtown
- Too many signs – give the impression of bad wallpaper
- Signs do not make sense to someone driving – too complicated

The solutions:

- Have a board at the corner saying what businesses are in each block
- Have more maps for walking – thus encouraging walking
- Larger more uniform signs
- More visible addresses for business and signs saying when they are open
- Signs at corners
- Standardize size, type and location of signs
- Work to minimize signs to increase impact
- Traffic lights with countdown for safe crossing
- Inform citizens of the true changes that take place when signs change – let the city have focus groups so citizens can become involved and discuss their neighbourhood
- Consult with a municipality that has already worked out the signage issues
- Better lane markings
- Advance warnings of one way streets
- Signage telling people that they have left the downtown

Traffic Flow

The issues:

- Examine one way streets
- Traffic flow does not bother me – we should walk when we are downtown
- More turns required and lane changes
- Might be able to get there but scenery and smell might be an issue depending on the day – garbage days are nasty
- Garbage pick-up could be limited to night time
- Snow removal more consistent for roads than or sidewalks
- Too many one-way streets

The solutions:

- Road conditions – pot holes and washboard
- Snow removal is limited and it make people think twice about coming downtown and climbing over snowbanks
- Hire local downtown people to remove snow from sidewalks
- Set a time when trucks can deliver – for example Vienna Austria only allows truck delivery before 8 a.m.
- Use Aylmer street for general traffic
- City needs to work with the DBIA to plan improvements and address snow and garbage removal
- Possible eliminate parking near businesses for deliveries
- Some areas of the downtown should be pedestrianized
- Develop specific lanes for buses and delivery vans

Over All Conclusions

Peterborough is blessed with a downtown that is rich in heritage, culture and amenities. We must strive to enhance the centre of our community to ensure that more people use the downtown and increase its vibrancy.

Appendix 1

Survey Results from Group 2

Introduction

An initiative that is economically viable can be expected to pay for itself and provide a reasonable rate of return. The City of Peterborough requires a plan that will help to revitalize its downtown core. To facilitate the planning process a five- member committee of Adult Teacher/Trainer students was created to gather information to determine thoughts and feelings on the current downtown area.

Through data analysis a common trend developed; people's concerns with the current accessibility options. Accessibility included the following: parking, street signage, traffic flow/street maintenance (i.e. snow removal and garbage pick up) and store hours.

The following is a summary of the steps, processes and results of the Committee.

1.0 Purpose Statement

Through information gathering, data synthesis, focused conversation and an evaluative process, develop an economically viable plan that addresses accessibility issues in Peterborough's downtown core.

1.1 Objectives

To gather information from external stakeholders regarding their thoughts on downtown accessibility and its impact on the economic viability on Peterborough's core.

To solicit input on issues and possible strategies for improvement pertaining to the accessibility issues affecting the downtown core such as:

1. Parking
2. Traffic Flow
3. Signage
4. Store Hours

Utilize the input obtained from the focus group to design a feasible plan to address accessibility affecting the future of downtown Peterborough.

2.0 Background Research

The following resources were used to assist in identifying and gathering background information relating to past, present and future areas of concern in relation to the downtown Peterborough core.

2.1 Central Area Master Plan Update, Chapter 5: Downtown Economic Analysis

As this is a very extensive report, the primary focus in the preparation was identified to be Chapters 5. The issues addressed under the report were used for the creation of a questionnaire for the purposes of narrowing stakeholders' primary concerns in relation to establishing an economically viable downtown core.

From the recommendations provided under Chapter 5, it should be noted that #7, "Review Traffic Circulation in the Central Area" and #8, "Enhance accessibility for pedestrians and cyclists" were consistent with the overall findings of "accessibility" being one of the primary concerns for residents in Peterborough County. It was further identified that Chapter 6, likewise, was consistent with the findings relating to parking.

A copy of Chapter 5 and 6 of the Downtown Economic Analysis is attached as Appendix I to this report.

2.2 Committee Questionnaire Results

As previously noted, a questionnaire was created and submitted to local residents within the County of Peterborough to gather thoughts and opinions of the issues surrounding the downtown economic status.

The results from this survey allowed the Committee to narrow the primary issue of concern to be that of accessibility to and within the downtown core.

A copy of the questionnaire results is attached as Appendix II to this report.

2.3 Relevant City of Peterborough By-laws

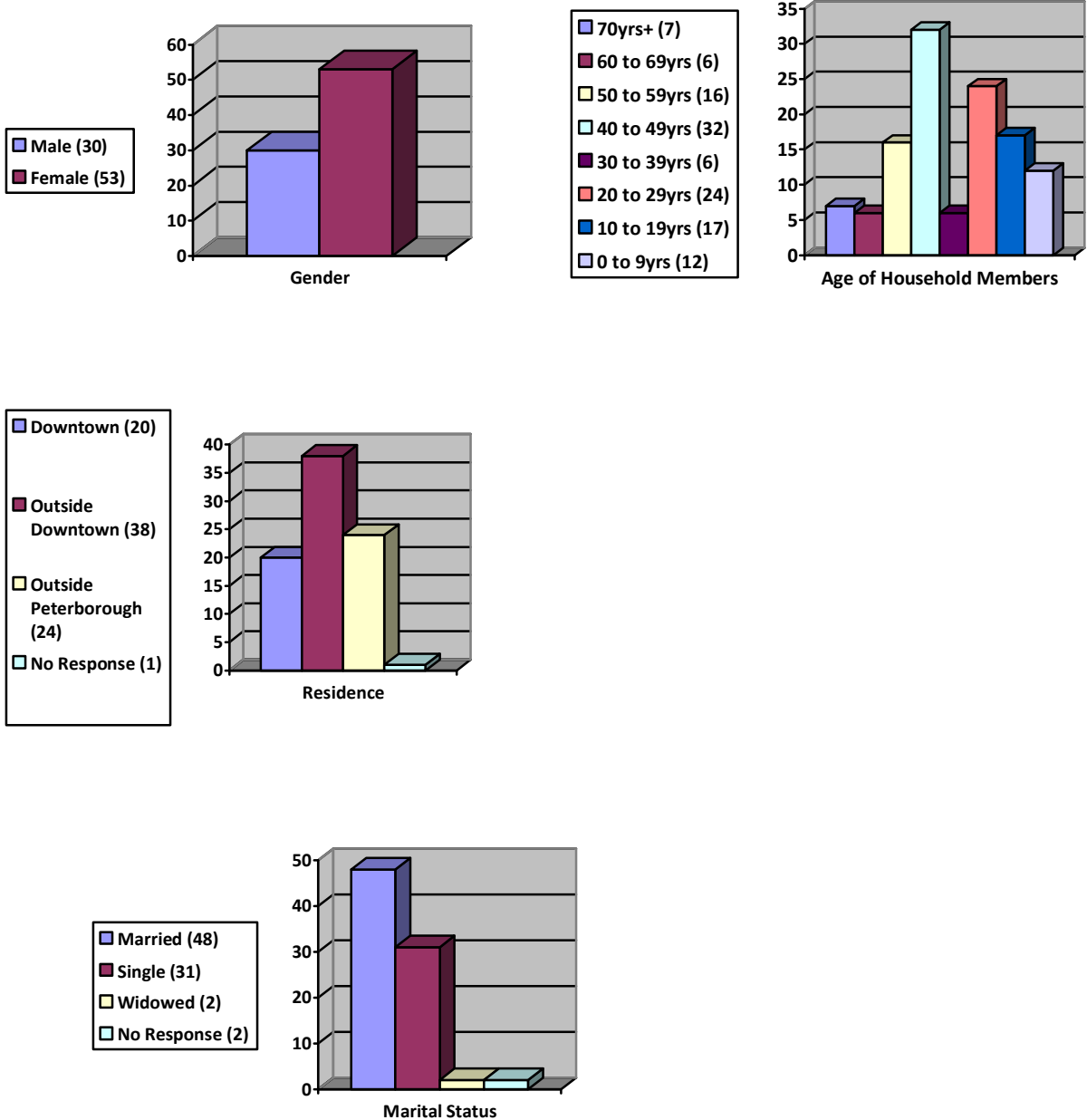
Upon consensus to narrow the focus group purpose statement to one of "accessibility," it was next necessary to review current City of Peterborough By-laws that related to our four areas of concern (identified in 1.1 above) under the "accessibility" heading.

Copies of various selected By-laws are attached as Appendix III to this report.

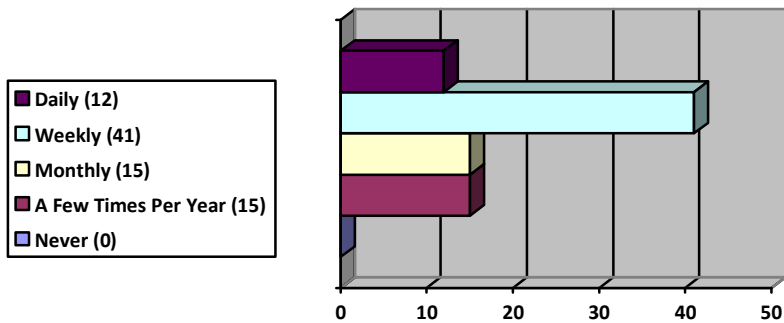
QUESTIONNAIRE RESULTS

Objective: Achieving an Economically Viable Downtown Peterborough

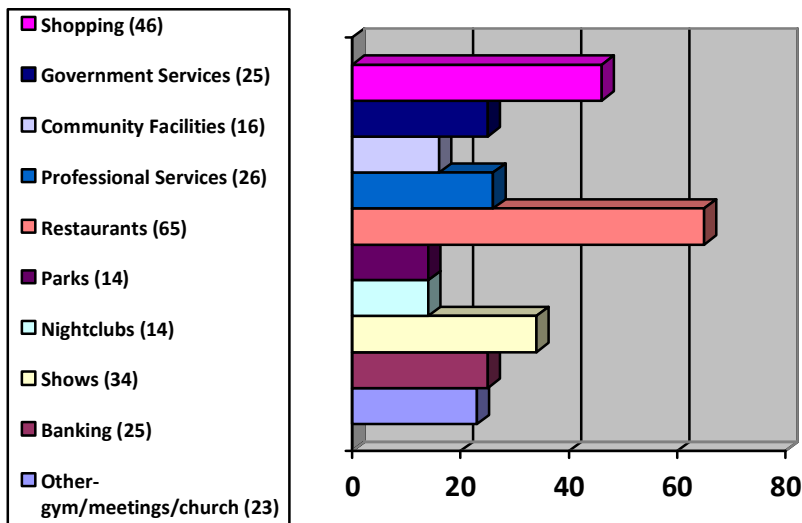
1. Personal Information Results:



2. How often do you visit downtown Peterborough?



3. When visiting downtown Peterborough, for which of the following reasons or services do you attend?



4. What types of businesses and/or services do you feel are missing, need improvement or would like to see added to the downtown core?

See Schedule 'A'

5. What do you think the downtown core strengths are?

See Schedule 'B'

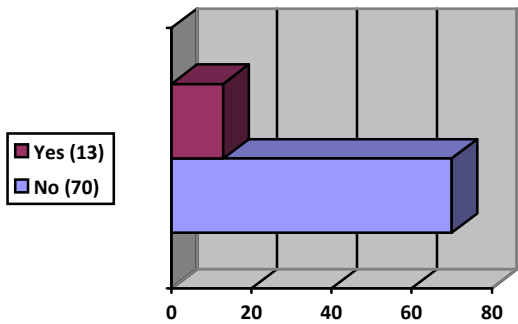
6. How do you feel about the quality of the following downtown City Services?

	Excellent	Good	Fair	Poor	Unknown
Garbage Pickup	5	19	10	3	31
Lighting	4	40	13	4	7
Landscaping	2	22	32	5	3
Roads	1	29	33	15	1
Sidewalks	0	33	24	10	1
Parking	1	13	19	36	0

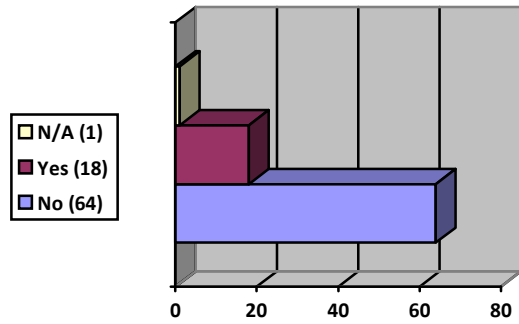
7. Would you consider relocating to a redeveloped downtown residential core? Why or why not?

See Schedule 'C'

8. Do you currently work in the downtown core?

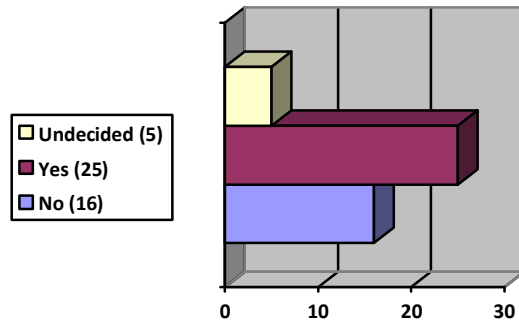


9. Would the fact that an employer was located in the downtown core be a factor for you in applying or accepting a job position?



*Comment: Cost of parking a consideration.

10. If you were to start a business, would you consider establishing such a business within the downtown core?



*Comments: Cost of parking a consideration.
 No because of parking.
 Maybe depends on location
 Depends on type of business
 No because business is declining and competition from box stores
 is tough.

Parking would be an issue.
 Sure as long as parking available.

11. Please provide any other comments you may have regarding Peterborough's downtown core.

See Schedule 'D'

Schedule 'A'

4. What types of business and/or services do you feel are missing, need improvement or would like to see added to the downtown core?

- Better shopping
- None come to mind
- **Parking – move meth clinics away from business**
- Peterborough Square has gone downhill, pretty “junkie”. I look at downtown as more high priced (specialty stores) than the mall. Down closer to the water, gets junky looking – environmentally.
- **Parking is poor**
- **No types of business missing – store hours could be better.**
- **Services – snow removal improved in the streets.** More police presence especially at night.
- **It would be nice if it was cleaner in the downtown area (more benches and garbage cans).**
- There are far too many Tim Horton's.
- Add popular shopping stores.
- **Free parking, always. Without free parking, I end up shopping at Landsdowne Place or wherever there is free parking.**
- **Need to be open later at nights.**
- More adolescent programs to keep them off the streets.
- Nothing, I feel that Peterborough is getting too big. I prefer the small town feel.
- Peterborough Square needs improvement – a better selection of stores allows for more name brands. **Parking downtown needs to be improved in order to draw more customers to the area.**
- More modern stores. Mall is out of date and stores do not cater to Peterborough's population.
- Unique shops, selection of basic shops – drug store etc.
- Increased clothing retail shops and **better parking accessibility.**
- Low income housing needs improvement, house renos to some places.
- More shopping, want bigger shops.
- A successful concert venue.
- The Peterborough Square is disgusting! All just flea market stores of various garbage.
- Bike paths and walking trails. More parks and green spaces. More trees and landscaping.
- **Parking**
- Bike lanes
- Increased variety of independent and chain stores.
- Improved outdoor setting areas (ie. Peterborough Square, Charlotte Mews).
- **Improved sidewalks for accessibility.**
- **Improved management of snow removal.**
- Improved funding for Market Hall, Showplace, other entertainment venues.
- Services for seniors.

- **Not "disability" friendly.**
- Need Access Centre downtown.
- Would like to see Peterborough Square torn down and new mall put up.
- Need large "anchor" stores within the mall (ie. The Gap, The Bay).
- Need newer "hip" stores (ie. American Eagle).
- Right now Ptbo square is comprised mainly of flea market type stores.
- **Parking is a major issue.**
- Art avenues-like Market Hall, only better funded facilities.
- More little locally owned and operated markets (fresh food, bakeries, meat shops).
- Another grocery store or fruit market, butcher, bakery.
- Pet shop.
- **I believe the downtown needs to go in one direction or the other.**
- **Reduce traffic in specific blocks and cater to movie/theatre/nightclub folks
OR Turn it into office space**
- Park areas all along Jackson Creek.
- A big department store with free parking.
- **Parking.**
- Sewing shops, department stores, grocery store.
- **Too many cars parked along streets.**
- **Not enough parking spaces.**
- **Longer hours for store opening.**
- More walking and exercise places.
- More affordable clothing stores.
- Nothing that I can think of at this time.
- **Improve size of signs (ie. street signs big enough so you can see them before you drive by them .**
- Grocery store.
- Health services.
- **Overall store fronts so name and number of the store is clearly visible.**
- Department store.
- **Free parking that would compete with free parking at big box stores .**

Schedule 'B'

5. What do you think the downtown core strengths are?

- Great variety of restaurants.
- Nice selection of shops.
- Entertainment options.
- Restaurants – outdoor cafes on Hunter Street.
- Shopping.
- Landscaping-Millennium Park, attractive old fashioned street lights.
- Hotels.
- Good, clean stores and store fronts.
- Has potential to improve.
- Needs to decide which "marker" to serve.
- Its unfortunate that the YMCA is no longer close to downtown.
- Restaurants, bistros, bookstores that are already there.
- History of the city is preserved and showcased, where possible, original architectural integrity is honoured and new structures blend well with old.
- Unique stores offering unique items (ie.handmade soap, simple sells).
- Well maintained.
- Specialty shops and restaurants.
- Independent music stores.
- Great restaurants.
- Nice library.
- Parks + river.
- Different art establishments (PAU, art school), although not nec. well maintained.
- **The short cuts (king to charlotte, charlotte mews to simcoe, simcoe to hunter).**
- Variety of services and stores.
- Unique stores that aren't found in the malls.
- Great restaurants.
- Heritage buildings.
- Lack of chain stores and big box stores, locally owned stores, diversity of businesses and stores.

Schedule 'C'

7. Would you consider relocating to a redeveloped downtown residential core? Why or why not?

YES: 17

NO: 55

UNSURE: 11

- Nope – too noisy
- No, happy where I am. May consider moving to the avenues if I was ever moving
- Yes – convenience to walk everywhere
- No – rougher neighbourhoods, student housing, etc
- No – like to be in a quieter neighbourhood away from the busy shopping/nightlife.
- No – happy where I am.
- No- prefer raising children in the residential areas. Yes however when I am retired.
- Perhaps if good quality, energy efficient homes were built with nearby parks. Pollution from cars would still be a concern.
- **Maybe there would have to be parking.**
- No. I would rather live in the country. I do not like neighbourhoods.
- No
- No, I prefer to live away from the bustle and hustle.
- No – wouldn't want to live downtown.
- To a condo when I become a senior.
- No, I like living in the country.
- No, currently live in the country and will remain there.
- No
- At present within walking distance.
- No – still prefer larger property size than is generally available in the downtown core.
- No – like my place.
- No. Lived where I am for too many years now. Close to shopping, schools and churches.
- Unsure
- No
- It depends on the quality of the homes. eg: energy efficient.
- No – I already live close to the downtown core.
- Yes – depending on the proximity to essential business, accessibility, parking availability.
- Yes - easy access to amenities and entertainment without needing to take a car.
- No - like to garden.
- No - too expensive.

- No - I'm happy living away from the busy downtown. However, if it was redeveloped, I might go downtown more often to shop.
- I would not consider living in the downtown core at this point, due to family circumstances. Perhaps when I'm old, I would consider a lovely condo by Little Lake.
- I prefer to be walking distance to the downtown but not in as we have young a young family and prefer more green space and being close to schools.
- No - I have children and do not see it as a place for kids.
- No - love country.
- No - corruption in middle of night.
- Too busy.
- Noisy environment and crime.
- Not too many grocery stores close by.
- Sure, have to rely on a car less so.
- No, at this time I am happy with where I live. I used to live near the downtown core (McDonnell street) and enjoyed it for a time, but found that as time went on there were more students out and in the area and the noise levels increased and it was a less pleasant place to live.
- In my retirement years maybe but not until then.

Schedule 'D'

11. Other comments.

- Need to do a better job promoting it.
- I enjoy visiting downtown to shop and go to specific restaurants. Do not like the teenage/young adult populations that hang around using foul language and intimidating people.
- More outside cafes. No traffic on George in the summer.
- I don't like the people in the streets but it is a societal problem. Some of the businesses are lovely and I go there, others I skip that would be for everyone. I usually go downtown on a "looking spree" when I have free time, not to specifically buy products.
- **Improve parking.**
- Feels unsafe after 8-9pm (lack of police presence).
- Even more, and better use of multi-use trails.
- The outside of some of the buildings could use some updating. More stores in the mall would also be nice.
- Would benefit from current popular shopping.
- At night, it can be creepy, especially when I go downtown on my own.
- I really like East City – not sure if it is classified as downtown.
- The downtown area seems to be moving to more of a nightlife district. There are few stores that cater to my needs there. The biggest obstacle would be getting there. **Roads in Peterborough and accessibility is poor. The towns infrastructure still reflects the town from 15 years ago.** The city needs to move forward to promote business.
- **Hours shops are open could be extended. The store content of Peterborough Square does not attract visitors/shoppers to the downtown area.**
- Too divided – not able to walk to all stores, there are basically 2 downtowns.
- **Clean up the area – this includes baggage.**
- There should be more bike lanes and paths.
- Parking is a huge issue for me. Having to pay for parking is a great deterrent for visiting downtown establishments.
- There are a variety of independent entrepreneurs, particularly in the restaurant industry that have significantly added appeal to the downtown. The work on the waterfront including the waterfall, the walkway and Silver Bean are also an excellent part of revitalizing the core.
- Too many groups of teens hanging around.
- Pan handling.
- **Stores are not open past 6 p.m. for shopping.**
- **Streets could be cleaner; too many cigarette butts.**
- **In winter time, side walks and streets could be cleared better.**
- Money into redevelopment of the structures of the downtown core.
- Employ the unemployed to help look after and develop the downtown.
- Take care of pets of those who can't afford to look after them.
- **Downtown is kept clean.**

- Stores are nicely decorated.
- **Sidewalks are handicap friendly.**
- I think that it has improved considerably in the last 10 years ie. Outdoor cafes and a variety of ethnic restaurants.
- Presently, I only go downtown to attend a women's gym (that isn't located anywhere else, only downtown).
- Recently shopped at Peterborough Square with kids and would not return; awful flea market type stores (I didn't buy anything).
- Occasionally husband will take kids to a movie at Galaxy theatre.
- Core very good.
- Feels inviting and safe.
- I think Peterborough has great potential for the downtown core, there are some really wonderful things there as mentioned in a previous question. Although, there are some corners or areas that have been abandoned and need to be maintained, fixed-up.