

Strategic Plan Review

Guiding Questions

- Is PACAC successfully fulfilling the role or responsibility?
- Should PACAC continue to fulfill the role or responsibility?
- If yes, using the same or a different approach?
- If no, what role or responsibility might take its place?

Advise Council on heritage matters pursuant to the Act.

1. Increase opportunities and “face time” to interact with Council and relevant staff

Overall there needs to be greater emphasis on providing advice to Council either through the Committee representative or by generating more opportunities to present to Council. A suggestion was made to make a presentation on the Committee’s activities and duties to each new Council.

2. Be actively involved with the Official Plan and the Downtown Action Plan when they come up for review in the next few months, e.g. Heritage districts, urban design, natural heritage

There is a need to be involved in master planning initiatives and to provide regular review of planning applications.

3. Continue to designate individual properties

Designation is considered to be one of the core activities of the committee and should remain so.

4. Initiate a heritage district study

This is underway. A regular schedule of studies and plans should be established.

5. Complete Ontario Heritage Act Part 5 and Part 4 designations

This should continue and there should also be an awareness raising campaign about the value and benefits of designation to individuals and the community.

Encourage, recognize and reward excellence in heritage conservation.

1. *Celebrate Heritage Day/ Week, Doors Open, either solo or in partnerships with others in the community*

Satisfactory and appropriate

Working well continue to expand

Heritage walks for Peterborough tourism

Keep heritage hunt

Continue doing works well

Needs reference to a success/expansion of interest

2. *Create awareness of benefits*

a. *create awareness economic benefits and other benefits of heritage improvements – residential and commercial*

b. *work with downtown BIA to encourage improvements to buildings*

Foster a stronger relationship with DBIA

Representative on DBIA or DBIA at PACAC

Find ways to partner

Economic benefits- need more publicity and developer buy-in

Need higher profile for economic benefits

Work out how to increase recognition

Strive to increase awareness in Peterborough about heritage conservation.

1. *Promote and celebrate heritage by:*
 - a) *creating more marketing and awareness building opportunities (PACAC webpage, newsletter, emails lists and forums);*
 - b) *increasing media presence (CHEX news articles),*
 - c) *organizing walking tours (guided, audio or GPS),*
 - d) *increasing ties between on Trent-Severn Waterway and downtown heritage districts*

Work with TVA

Speaking partner at TSW

Need regular column and TV exposure

Newsletter and website

Bring Back newsletter

Newsletter a high priority

Not much being done

Need print media as well as social media

Need more exposure

Geocache

2. *Proactively and strategically recruit new members, engage larger, energetic, volunteer base and collaborative partners for completing awareness building/outreach activities*

Farmers market

Other public events

Assess existing interest groups

And interact with their members

Invisible if occurring

Not working

Needs more visibility

3. *Increase public awareness of role and effectiveness of PACAC thru media, distribution of newsletter*

Needs work website/letter

Needs work

See number one above

Need marketing research on effective awareness of PACAC

Create continuity of contact to increase awareness and participation ie- constant contact emails

Need more results

4. *Hold annual public policy forum at city hall for heritage properties*

What?

- No activity
- ?
- Has not been done yet
- No aware of any meeting or planning
- Our heritage matters- should do annually

Act as an advocate on heritage conservation matters.

1. Become more proactive with redevelopment of properties, for example encourage yearly contact with developers and projects

We need to do a better job here

Communicate with developers more often

Needed but will developers show their hand?

Need to indicate staff are more involved the committee needs to support staff involvement

Have developers come to do presentation to PACAC when new development abuts heritage areas or include rural property within city

Planning seems to eliminate PACAC requirements

Planning Dept does not seem to embrace planning act priorities and recommendations

Not feasible

We are notified after the fact or too late to effectively comment

2. Go to council and public as soon as become aware of an issue to advocate

Public? We are advisory to Council

Speaking to Council constrained by their rules

Depends

We do send comments to Council on issues when deemed appropriate

Need to speak with our voice- convey opinion – do not need to be --- public

Do we have a voice other than Dean-Council, Erik-City is that enough?

Guide the development, implementation and evaluation of plans, policies and programs concerning heritage matters in Peterborough.

1. Be actively involved with the Official Plan and the Downtown Action Plan

OP comments done in 2012 not implemented

Somewhat needs more work

Needs follow up

Very necessary and interested

Needs follow up of downtown timeline and projects and properties being developed

Need to note other planning processes- sub-division, zoning, ??

2. Improve PACAC's structure within the advisory committee structure

Improve or revise

Meet with other committees- decide what to do

Yes- how?

Is structure its membership or procedure system?

3. Integrate heritage into a community sustainability plan, when one is developed

High priority

Needs work

Need more publicity and public awareness

Has CSP ever been reviewed by PACAC

Yes

4. Promote a heritage tree policy for the City

Need arborist procedure to find and City staff to commit

Underway

Needs to be endorsed

Partner with Green-up

Where is it?

Trees and watersheds

Advise and support the City's Heritage Preservation Officer on heritage matters.*1. Actively advocate for an increase in the current staff compliment*

Yes- full time HPO researcher

Is staff increase needed?

---lack of knowledge is missing in ----

Nope- Sorry

Not sure- comments- ?

Is there any PR department at City Hall to assist

Need more resources

2. Assist in the definition of Heritage districts and designate through:

a. Recommending a study for the designation of Heritage districts

b. Advocate/secure funding to undertake the study

c. Assist the HPO in undertaking the study

d. Designate heritage districts

Underway

Underway consider ongoing project to work on HCD

Perhaps set one every two years

Need more feedback on status of study especially potential properties

Work is moving forward- needs more work

Underway- understood by residents?

Exciting opportunity

3. Assist in setting priorities for designations by

a. Setting priorities

b. Reviewing the status of designations

c. Completing designations

Yes

Yes

Yes- to doing and continue to do

Need to be more aggressive in conveying needs to developers

Yes Reviewing status of designation is important to implement

Undertake other projects and/or activities pursuant to the Act, as Council may direct.

Identify
Yes
Make wish list to fulfill needs to make Peterborough better
Interaction with Council is encouraged- would be interested to know what they think
Yes- need to encourage talks

Establish criteria concerning the evaluation of properties of cultural heritage value or interest.

Yes
Yes
Yes
Yes it exists but may not be accessible to potential property owners
Are doing

Formulate and recommend policies to council concerning heritage conservation.

1. Formulate needed policies and procedures – heritage districts, etc.

Underway
Always ongoing improvement
PACAC more work
Yes
Yes- staff? Committee? Sub-committee?
Have City follow policies and guidelines