

Advise Council on heritage matters pursuant to the Act.

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

Overall this 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 consideration should be given to undertaking a plan every second year.

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

The events that the committee coordinates are working well. Other opportunities for programs that build partnerships should be explored e.g. heritage walking tours for the tourism sector.

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 and consider representation by PACAC on the DBIA, or DBIA on PACAC. Need to create better awareness of the economic benefits of heritage. Need to work with developers and increase recognition for good work.

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*

Increase and improve partnerships with organizations like TVA and the TSW. Seek to improve community awareness through mainstream (print, TV), social media and fun activities like geo-caching. Make the newsletter a high priority.

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

Improve the committee's visibility through public events and opportunities like the farmer's market. Assess existing interest groups and interact with their members. The committee is not effectively recruiting new members right now.

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

Re-launch the website. Undertake market research on current effectiveness at creating awareness of PACAC. Create continuity of contact with support base in the community to increase awareness and participation.

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

We haven't done anything like this yet but should do it 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*

There is a sense that the Planning Division does not take the input of PACAC seriously. Planning needs to embrace planning priorities laid out by the Province e.g. the Provincial Policy Statements. The committee needs to communicate with developers more fully including having developers make delegations to PACAC when new development impacts heritage areas. The committee needs to be more active regarding rural properties in the City. The committee needs to support staff involvement in the development planning process.

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

The committee needs to clarify how it communicates with Council. Is it restricted to going through staff and the committee's Council representative? The committee is an objective voice regarding matters of heritage, not necessarily a public advocacy body.

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*

Need to follow up on the OP update process and make sure the committee's comments were received and incorporated. Need to monitor the completion of objectives in the Central Area Master Plan. The committee needs to be more aware of proposed development in the core and be involved in the development planning process.

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

Meet with other advisory committees to understand each committee's mandate and how to support each other. Understand the strength of the committee system- is it in its membership or procedure system?

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

This is a high priority. The committee should receive an annual presentation from Sustainable Peterborough about its accomplishments and goals.

4. Promote a heritage tree policy for the City

The tree policy needs to be completed and adopted by Council. Partnerships with agencies like Green-Up to support procedures for identification and protection should be explored. The City needs to commit to protection through staffing and process.

Advise and support the City's Heritage Preservation Officer on heritage matters.

1. Actively advocate for an increase in the current staff compliment

Review the need to increase the staff complement of the HPO and if appropriate, support a request to make the Heritage Researcher position full time.

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*

The Heritage Conservation District Study is underway. Support the adoption of the Plan. Consider a schedule for completing further studies every two years.

3. Assist in setting priorities for designations by

- a. Setting priorities*
- b. Reviewing the status of designations*
- c. Completing designations*

Maintain the process of reviewing proposed designations and recommending the to Council. Be more aggressive in working with developers.

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

Be proactive in identifying to Council, suitable project for the committee. Enhance interaction with Council and improve lines of communication with them.

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

This is required and in place but may need review and updating. Evaluation process should be easily available to property owners.

Formulate and recommend policies to council concerning heritage conservation.

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

This is ongoing but requires constant review and improvement. This work needs to be undertaken in conjunction with staff. The City needs to follow its own guidelines.