THE CORPORATION OF THE CITY OF PETERBOROUGH

BY-LAW NUMBER 09-066

BEING A BY-LAW TO ADOPT AMENDMENT NO 140 TO THE OFFICIAL PLAN OF THE CITY OF PETERBOROUGH FOR A NEW CENTRAL AREA MASTER PLAN

THE CORPORATION OF THE CITY OF PETERBOROUGH BY THE COUNCIL THEREOF HEREBY ENACTS AS FOLLOWS:

1. Section 4.8.B – Special Policy Area 2: Regional Centre/C.B.D. Area and Section 4.8.2 Regional Centre/C.B.D. Area Master Plan are deleted in their entirety.

2. A new Section 10.6 is added as follows:

“10.6 CENTRAL AREA MASTER PLAN

10.6.1 General

The Central Area, as outlined on Schedules I and J, is the multi-functional centre of the City, where the combination of diverse activities and places combine to fulfill the central place functions of the City and Greater Peterborough Area.

These central place functions are reflected in the retail, service, government, residential, and cultural activities of the traditional central business district.

These central place functions are also reflected along the gateways that bring people to the downtown. Accordingly, the George Street South, Park Street, Charlotte Street West and Hunter Street East Business Districts are important components of the Central Area.

These central place functions are represented in the Industrial Conversion Sub-Area and Transitional Uses Sub-Area; an expansive zone around the traditional core area that contains a diverse mix of land uses, including stable residential neighbourhoods. These sub-areas contribute to the central place function today and provide the practical expansion capacity for more intensive development activity over time.

10.6.2 Purpose

The Central Area Master Plan is intended to complement the Commercial Land Use policies of the Official Plan. The Master Plan is a planning strategy that adds policy depth and clarity to the strategic direction for the Central Area found in Section 2.3 and the detailed land use policies of Section 4.3.2. The intent of the Central Area Master Plan is to identify a number of specific planning strategies that will assist the Central Area achieve its full potential during this planning horizon (to 2020).
10.6.3 **Objectives of the 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, in particular, food, services and convenience shopping for residents 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; and

g) To promote the unique function of each Sub-area within the Central Area through targeted economic development strategies.

10.6.4 **Program of Central Area Enhancements**

In order to achieve progress on each objective identified in section 10.5.3, the City will, as can be reasonably accomplished through annual budget allocations, pursue a program of Central Area enhancement. The program of enhancement is identified in sections 10.6.4.1 to 10.6.4.7 and addressed in detail in the Background Study to the Master Plan. The specific strategies are unique to this planning period and do not preclude the continuation of established and successful initiatives that are not yet complete.

10.6.4.1 **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 following strategies form part of the Master Plan:

a) The creation of a Public Square, a multi-purpose outdoor venue for gatherings and community celebrations.
b) The promotion of a “Downtown First” philosophy for public investment in municipal cultural and entertainment facilities, evidenced by:

i. The pursuit of a permanent off-street venue for a downtown Farmer’s Market, initially in the Public Square.

ii. The pursuit of a downtown location alternative for the Peterborough Museum and Archives in order to enhance the critical mass required for a more successful tourism offering.

iii. The active encouragement of more central Downtown locations for the Canadian Canoe Museum and an expanded Art Gallery.

c) The active promotion, in cooperation with Trent University and Fleming College, of a Downtown solution for expanded or modified academic programs, or as institutional facility issues change.

10.6.4.2 Strategies to Promote the Quality of Life in Central Area Neighbourhoods

Over time the Transitional Uses Sub-area represents the logical and practical expansion area for the downtown. It is not envisioned, within the life of the Central Area Master Plan, for the Transitional Uses Sub-area to be redeveloped to replicate the intensity of the Commercial Core. However, over time the Transitional Uses Sub-area will change incrementally, with more intensive development progressively radiating from the Commercial Core. During this planning period the residential neighbourhoods in and at the fringe of the Central area are worthy of planning measures to ensure the quality of life for current residents and new residents anticipated due to residential intensification initiatives. The following strategies form part of the Master Plan:

a) The preparation of neighbourhood plans for distinct residential areas in the Transitional Uses Sub-area, reflecting the unique planning opportunities and challenges of each neighbourhood.

b) 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. As a component of the enhancement strategy, establish a future for the Bethune Street right-of-way.

10.6.4.3 Strategies to Encourage New Residential Development

a) The commitment to advocate for a change in Provincial school funding policy so that local School Boards have the financial capacity to retain midtown schools in Peterborough.

b) The proactive planning of the Industrial Conversion Area for long-range and intensive redevelopment purposes, and residential uses in particular.
10.6.4.4 Strategies to Foster Pedestrian Connectivity

a) The assignment of priority to the completion of the Otonabee River Trail connections to Downtown.

b) 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 refreshed Bethune Street right-of-way.

10.6.4.5 Strategies to Improve Municipal Infrastructure

a) The assignment of priority to the renewal of the Charlotte Street right-of-way from Water Street to Park Street.

b) The resolution of a sustainable municipal funding solution for an appropriate level of maintenance and safety.

c) The implementation of the conclusions of the Jackson Creek Flood Reduction Environmental Assessment on an accelerated basis.

d) The expansion of the municipal off-street parking supply in the Hunter Street East Business District (Village BIA Area).

e) The investigation of opportunities to establish additional off-street parking supply in the new Café District (Hunter Street).

10.6.4.6 Strategies to Promote Economic Development

a) The comprehensive pre-zoning of all properties in the Central Area, excluding the Transitional Uses Area until neighbourhood plans are prepared pursuant to policy 10.6.4.2 (a), to fulfill the full opportunity envisioned by the Official Plan and the neighbourhood plans.

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.
10.6.4.7 Strategies to Promote Sound Planning and Quality Development

a) Refresh existing Implementation Plans in the following areas to account for the physical expansion of the “Downtown” to the “Central Area”:

i. Site and Building Design Guidelines
ii. Residential Intensification Study
iii. Streetscape Design Guidelines

b) Develop new Implementation Plans in the following areas to support the growth implications of “Places to Grow”:

i. Servicing Capacity and Constraints Study
ii. Open Space Needs Analysis

c) Respond to the Findings of Parallel Planning Initiatives including:

i. The Transportation Plan Update
ii. The Peterborough Policy Response to Places to Grow
iii. The Little Lake Master Plan
iv. Municipal Cultural Plan
v. Heritage Conservation Plan"

By-law read a first, second and third time this 25th day of May, 2009

(Sgd.) D. Paul Ayotte, Mayor

(Sgd.) Nancy Wright-Laking, City Clerk