

Have your say on the development of the City's official plan

By: Sandra Dueck, Policy Analyst, Greater Peterborough Chamber of Commerce

The official plan for the City of Peterborough is inching closer to being presented to council. Currently in the second round of community engagement planning, officials want to hear from you.

In the end, as explained on the City website, an official plan will be "a legal document which sets the vision and direction that shapes the growth and development of the city to the year 2041. By the year 2041, the City is expected to grow to a population of 115,000 people and 58,000 jobs – an increase of about 32,000 people and 10,000 jobs from 2016."

Planning officials stress that hearing from all community members is important because, "whether you work or live in the city, the Official Plan affects just about every aspect of your daily life – it provides strategic policy direction on the:

- Affordability and availability of a range of housing types;
- Transportation choice and connectivity within the city and beyond;
- Location and physical form of housing and employment areas;
- Location and range of community services and amenities;
- Design of our neighbourhoods, buildings, streets, and spaces;
- Environmental protection and sustainability measures; and,
- Construction of infrastructure

such as sewers, water mains, transit, and roads."

Phase One (2011-2013) included a review of the current plan, community engagement on the current plan, a community visioning exercise with numerous stakeholders to identify vision principles, and determining the overarching themes for the new plan. These were:

- Complete Healthy Communities
- Environmental Sustainability
- Economic Strength
- Unique and Vibrant Places and Spaces
- Connectivity and Mobility

Phase Two (2013-present) includes the development of draft policies, reaching back into the community for input (this is the current stage), and then finalizing the plan and taking it to council.

The design of the Official Plan is called "Plan It Peterborough" and "ensures the growth and development of a city is managed to balance the interests in our built, natural, economic, and social environments and sets the priorities for our city's future."

To provide feedback during this latest round of community engagement, the city's third survey on the official plan is looking for input on Vision and Guiding Principles. The survey will be open until September 20, 2017.

Complete Healthy Communities

- Range of Housing
- Affordable Housing
- Appropriate Intensification
- Community Infrastructure
- Safe, Inclusive Neighbourhood Design
- Aging Population

Environmental Sustainability

- Natural Areas/Green Spaces
- Sustainable Building Design and Green Energy
- Urban Forest
- Local Food/Urban Agriculture
- Green Employment Areas
- Sustainable Servicing and Waste Management

Economic Strength

- Innovative Employment
- Creative Economy
- Tourism
- Protected Employment Areas
- Partnerships
- Business Brand

Unique and Vibrant Places and Spaces

- Downtown Peterborough
- Urban Design
- Cultural Heritage
- Arts and Culture

Connectivity and Mobility

- Active, Alternative Transportation
- Pedestrian-Oriented Development
- Accessibility
- Road and Major Transportation Networks

Overarching Themes diagram from peterborough.ca

You can also find more background information, upcoming events, reports and presentations, FAQs, and

relevant links all related to the Official Plan Review through the peterboroughchamber.ca/blog.

Top Three Tips for the Next Level Entrepreneur...

Here are three tips to be next level for any entrepreneur or startup.

1. Do more of what makes you happy

- The majority of us spend more time at work than at home and being passionate about what you do every day will make all the difference
- The clients that we see achieving the most success in their companies are the ones that have a positive attitude and overcome challenges no matter what
- At the end of the day you are the biggest barrier standing between success and most of the time you just need to get out of your own way

2. Network: get out of your comfort zone, innovate and break the rules

- Surround yourself with people who inspire and challenge you, take risks, take responsibility for yourself and put all of you into it
- Be the absolute best "you" that you can be and don't be afraid to be weird
- If you are the smartest person in the room, then you need to find a new room
- Every new person you meet is a new opportunity for you to pitch your business and brand to and it makes all the difference - you never know if that person could be a client, a friend or an investor

3. Brand & Market Yourself

- You are an expert in your field and everyone should know that; make sure everyone knows that
- If you don't communicate your products and services through an integrated marketing strategy, how are you supposed to sell your products/services?



Author: Rosalea Terry, Marketing Manager & Innovation Specialist, Innovation Cluster Peterborough and The Kawarthas



How do you #lovelocalptbo? Tell us on Twitter @ptbochamber



Beth Bruesch
Peterborough Community Savings




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Numbers come up for owner of Custom Copy

Congratulations to Tammy Gibson, owner of Custom Copy in Peterborough on her recent Ontario 49 win of \$2 million.

A Chamber member since 2014, Custom Copy is also one of the Chamber's sponsors of the #lovelocalptbo campaign.

More: customcopy.ca



Peterborough Chamber of Commerce shared Peterborough Examiner's post. Published by Shelby Parker (1) · September 1 at 12:14pm · 👍

Congratulations Tammy!

Peterborough Examiner September 1 at 12:12pm · 👍

Meet the city's newest multimillionaire

Small business owner wins \$2M

Tammy Gibson finally matched her numbers. The Peterborough resident has won \$2 million in the Ontario 49 draw on Saturday.

THEPETERBOROUGHEXAMINER.COM

New location and membership plaque for local engineering firm

Ashley De Bellefeuille of Engage Engineering hangs her Chamber plaque in their new office at 171 King Street - Suite 120.

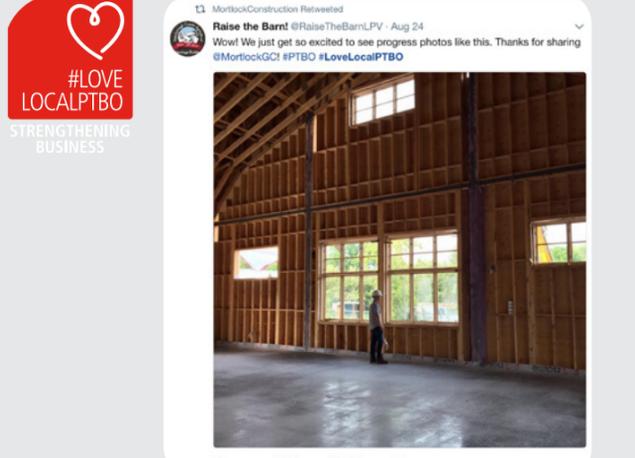
"Engage Engineering is a civil engineering firm based in Peterborough, Ontario that provides

municipal engineering services to public and private sector clients"

More: engageeng.ca

Members you can get your plaque by contacting the Peterborough Chamber at:

reception@peterboroughchamber.ca or 705.748.9771.

#LOVE LOCALPTBO STRENGTHENING BUSINESS

MoitlockConstruction Retweeted

Raise the Barn! @RaiseTheBarnLPV · Aug 24

Wow! We just got so excited to see progress photos like this. Thanks for sharing @MoitlockGCI #PTBO #LoveLocalPTBO

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Event Calendar



TUESDAY
September 12th, 2017

Chamber AM: Breakfast with the President & CEO

The Carousel
116 Lansdowne Street East
Coffee's on at 7:00am

Speakers from 7:30-8:30am

Speaker: **Stuart Harrison**

Details: Learn about the benefits of chamber membership, member discount programs, and advocacy work toward a better business climate.

Be ready with your 30 second elevator pitch to tell others what's going on in your business.

Cost: Pay for your breakfast



Special Date!
TUESDAY,
September 12th, 2017

PBX @ The Mane Intent

2410 Cameron Line,
Indian River



4:00pm – 6:00pm

Details: Join us to learn more about this business and how you can learn with horses. PBX is a great opportunity for the business community, employers, consumers, and community agencies to make valuable connections.

Bring your business cards and get ready to get connected to the Peterborough business community.

Cost: Free, courtesy of Shorelines Slots at Kawartha Downs



WEDNESDAY
September 20th, 2017
(Chamber & WBN members only)

Energy Savings for Your Business

Chamber Boardroom
175 George Street North

12:00pm – 1:00pm

Speaker:
Jon Bryan,
Swantech



Details: Find out how you can realize energy savings in your business. What are the provincial programs that could reduce your energy use and the bottom line on energy costs?

Cost: Free (bring your own lunch)

Sponsor: Bell

Note: Pre-registration is required



Chambers of Commerce Group Insurance Plan

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contact: Brian Bulger at 741-1400