

The Corporation of the County of Prince Edward



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NEWS RELEASE

County to receive Ontario Planning Excellence Award

PICTON - Prince Edward County and Ryerson University will be recognized by the Ontario Professional Planners Institute (OPPI) with an "Excellence in Planning Award" in the Research/New Directions category for its 'Cultivating Rural Creativity' project. Celebrating 'the best of the best', OPPI's Excellence in Planning Award recognizes innovation, creativity, professionalism, problem solving and communications. This year's winners were chosen from more than 30 entries.

In 2009, the County Planning Department and the Economic Development Department co-sponsored the innovative project with Ryerson University's School of Urban and Regional Planning. The project resulted in a set of recommendations and guiding principles to harmonize the municipal Creative-Rural Economy strategy with updates to the Official Plan and Secondary Plans. The primary objective of aligning the Municipality's Creative Rural Economy Strategy with land use planning was to provide better clarity and customer service to new business start-ups and investors, and therefore increase Prince Edward County's investment and job growth opportunities.

While other projects have been undertaken to define/refine the County's Creative Rural Economy, this study is the first to address the Creative Rural Economy from a land-use planning perspective. The project mandate was to explore and analyze opportunities for and barriers to a more integrated approach to land use planning and creative rural economic development, and to present options to revitalize the Official Plan and Secondary Plans in this context. In so doing, the project has assisted in positioning the County as a leader in innovative, contemporary planning.

"While the achievement, recognized by the Ontario Professional Planners Institute, is focussed on the land-use planning perspective, the integration of economic development initiatives in the County's Official Plan bodes well for the update of the Official Plan, Secondary Plans and, generally, development in Prince Edward County," said Chief Administrative Officer Richard Shannon. "Congratulations to all who participated in this project. The recognition is a well deserved honour and the benefits of the exercise will serve the County for many years to come."

The awards ceremony will take place on Thursday, October 28, 2010 and is being held as part of this year's annual OPPI Symposium that is taking place in Guelph, Ontario. Further information on the Symposium can be found at www.ontarioplanners.on.ca

Established in 1986, the Ontario Professional Planners Institute is the recognized voice of the Province's planning profession and provides vision and leadership on key planning issues. The Institute's more than 3500 members are employed by governments, private industry, agencies and academic institutions. Planners work in a wide variety of fields, including urban and rural community development, urban design, environment, transportation, health and social services, housing and economic development.

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For further information, contact Gerry Murphy, Commissioner of Planning or Dan Taylor, Economic Development Officer at 613.476.2148