

HOUSING DEVELOPMENT

Concierge Program

Program Guide & Application Package

Planning, Development & Urban Design Division

Purpose of this guide

This guide explains program eligibility, how the Concierge Program works, how applications are evaluated, what accepted applicants can expect, and the minimum information required to apply.

1. Introduction

Building Housing Through Collaboration

The City of Peterborough is committed to supporting the timely delivery of new housing that contributes to a complete, healthy, and sustainable community. Recognizing the importance of increasing housing supply while maintaining a transparent and consistent development review process, Council has supported the Housing Development Concierge Program as part of the Mayor's Housing Task Force.

The program is intended to support eligible residential development projects by providing enhanced coordination throughout the development approvals process. Through a dedicated point of contact, the program helps applicants navigate municipal processes, improve communication between City departments, and identify opportunities to resolve issues that may impact project timelines.

The Housing Development Concierge Program is designed to complement the City's existing planning and development review processes. Participation in the program does not alter legislative approval requirements, statutory timelines, or technical review standards established under the Planning Act, Building Code Act, or other applicable legislation.

The program reflects the City's commitment to working collaboratively with applicants while advancing Council's housing priorities.

Important

The Concierge Program provides enhanced coordination. It does not replace or change legislative approval requirements, statutory timelines, or technical review standards.

2. Program Objectives

- Support the timely delivery of new residential housing within the City of Peterborough.
- Improve coordination between applicants and City departments throughout the development review process.
- Provide a single point of contact to assist applicants in navigating municipal approvals.
- Identify potential issues early and facilitate communication between review agencies.
- Support projects that align with Council's housing priorities and strategic objectives.
- Enhance the overall customer experience while maintaining transparent, fair, and consistent review processes.

3. Guiding Principles

Collaboration

Working proactively with applicants, consultants, internal departments, and external agencies to facilitate successful housing projects.

Transparency

Providing clear expectations, timely communication, and consistent information throughout the development process.

Coordination

Supporting applicants through a dedicated City contact who assists in coordinating reviews and facilitating discussions between departments.

Accountability

Maintaining fair, objective, and consistent evaluation of all applications while ensuring compliance with applicable legislation and City policies.

Housing Outcomes

Supporting residential developments that contribute to increasing housing supply and advancing Council's strategic housing objectives.

4. Program Eligibility

To be considered for the Housing Development Concierge Program, projects must:

- ✓ Include a residential component that creates new housing units.
- ✓ Have a planning application submitted to the City or be preparing to submit a planning application.
- ✓ Demonstrate sufficient project readiness to benefit from enhanced coordination.
- ✓ Submit a complete Concierge Program application.
- ✓ Meet the eligibility requirements established by Council.

Important

Acceptance into the program is not automatic. Applications will be evaluated using criteria based on the outcomes of the Mayor's Housing Task Force, and acceptance is subject to available program capacity.

5. How the Program Works

Once accepted into the Housing Development Concierge Program, applicants will be assigned a dedicated City representative who will serve as the primary point of contact throughout the planning and development approval process.

The Concierge will:

- Coordinate communication between City departments, where appropriate.
- Assist applicants in understanding approval requirements and outstanding conditions.
- Facilitate discussions to help resolve issues that may affect project timelines.
- Monitor project progress toward building permit readiness.
- Connect applicants with available municipal programs, incentives, and resources where applicable.

What the Concierge does not change

The Concierge Program does not replace the responsibilities of individual review departments or alter legislative approval requirements. Planning, engineering, building, and other technical reviews continue to be completed by the appropriate City staff.

6. Acceptance into the Program

Applicants whose projects are accepted into the Housing Development Concierge Program will receive written notification from the City.

Prior to receiving Concierge services, the applicant will be required to sign a **Letter of Understanding** confirming their participation in the program and acknowledging the roles and responsibilities of both the applicant and the City.

The Letter of Understanding helps ensure that all participants have a common understanding of how the program operates and the expectations associated with participation.

7. Evaluation Criteria

Applications to the Housing Development Concierge Program will be evaluated using a standardized evaluation matrix established by the City. The evaluation is intended to provide a consistent and objective approach to identifying projects that contribute to housing supply and demonstrate a readiness to advance through the development approvals process.

The evaluation considers the following seven categories, for a total of 100 possible points:

Evaluation Category	Maximum Points
Project Type and Scale	30
Affordability and Need	18
Location and Zoning	24
Timing	6
Partnerships and Funding	12
Innovation	5
Accessibility	5
Total	100

For applicants

Applicants are not required to score their own projects. The evaluation matrix is an internal City tool used by staff to assess applications consistently.

7.1 Project Type and Scale - 30 Points

This category considers the type and scale of the proposed residential development, including:

- Whether the proponent is a non-profit organization or the project is non-profit led;
- The scale of the multi-unit residential development;
- The proportion of the development that is purpose-built rental housing.

Projects with a larger number of new residential units, a significant rental component, or non-profit leadership may receive additional consideration within this category.

7.2 Affordability and Need - 18 Points

This category considers the project's contribution to housing affordability and its ability to respond to identified local housing needs.

- The depth of affordability compared to Average Market Rent (AMR);
- The suitability of the proposed unit mix, including missing middle housing and local housing needs;
- Whether the project serves priority populations, including seniors, Indigenous people, people exiting homelessness, and people with disabilities;
- Whether the project includes community partnerships and involvement to support tenants.

Applicants should provide information about proposed affordable units, the anticipated affordability levels, unit types, target populations, and any partnerships or tenant supports associated with the project.

7.3 Location and Zoning - 24 Points

This category considers the location of the proposed development, its relationship to areas identified for growth, its zoning status, infrastructure readiness, and urban design.

Strategic Growth Area / Underused Property

Projects are assessed based on whether they are:

- Located within a Strategic Growth Area and involves an underused property;
- Located adjacent to a Strategic Growth Area and are serviced;
- Located outside a priority area.

As-of-Right / Missing Middle Compliance

The evaluation considers whether the proposed development:

- Is fully compliant with applicable zoning requirements;
- Requires variances;
- Requires major planning amendments.

Infrastructure Readiness

The evaluation considers the readiness and capacity of municipal infrastructure, including whether:

- Minimal upgrades are required;
- Manageable upgrades are required and can be addressed with relatively quick readiness;
- Significant infrastructure upgrades are required.

Applicants should identify whether they have consulted with the City's Engineering Division regarding servicing and infrastructure capacity and should identify any known servicing requirements or constraints.

Urban Design Excellence

Projects are evaluated based on their demonstration of urban design excellence in accordance with the urban design policies in Section 3.0 of the City of Peterborough Official Plan.

Considerations may include:

- Close proximity to public transit stops, bicycle paths and walking trails;
- Creation or retention of green spaces accessible to residents;
- Close proximity to community resources and services, such as grocery stores and retail, libraries, parks and recreation, medical facilities, schools and childcare;
- Design that supports diversity, equity and inclusion, including accessible or barrier-free design above minimum requirements and standards;
- Energy efficiency and reduced environmental impact above minimum standards, including sustainable and resilient design and green building technologies and materials;

- High-quality urban design, landscaping and architecture, including green infrastructure, climate change and major weather event mitigation through design elements and durable materials;
- Contributions to a mix of dwelling unit types and uses within the area.

Applicants are encouraged to identify the urban design and sustainability features incorporated into their project within the application form.

7.4 Timing - 6 Points

This category considers the project's readiness to advance through the development approvals process.

- Whether a project timeline has been provided;
- Whether a complete application submission is ready for the City's development review process;
- Whether the applicant is preparing for Building Permit submission and has undertaken discussions with the City's Plans Reviewer, architect, engineer, and other professionals involved in preparing the Building Permit submission.

Applicants should provide their anticipated project milestones and identify the current stage of planning and building permit preparation.

7.5 Partnerships and Funding - 12 Points

This category considers the project's financial readiness, partnerships, and ability to leverage available funding and municipal or other incentives.

Financing

Evidence of financing or active efforts to secure financing, including:

- Substantial funding secured;
- Active correspondence and funding submissions, such as grant applications, loan pre-approvals, or mortgage correspondence.

Active Partnerships

Partnerships may include public, private, non-profit, Indigenous, or lived-experience organizations.

- The evaluation considers whether a formal partnership, such as a Memorandum of Understanding (MOU) or Letter of Intent (LOI), is in place or whether a partnership is currently at the intent stage.

Funding Leverage

The evaluation considers whether the project has confirmed or is pursuing funding or incentives, including:

- Community Improvement Plan (CIP) programs;
- Development charge reductions or exemptions;
- Provincial funding;
- Federal funding.

Applicants should identify applicable funding sources, incentives, and partnerships and provide supporting documentation where available.

7.6 Innovation - 5 Points

This category considers the use of innovative or alternative construction methods that may support reduced construction timelines.

- Prefabricated construction;
- Modular construction;

- Other innovative construction methods.

Where an innovative construction method is proposed, applicants should demonstrate that the approach has been discussed with City Building staff and that due diligence has been undertaken to confirm that the proposed method can meet applicable requirements of the Ontario Building Code.

7.7 Accessibility - 5 Points

This category considers the number and percentage of residential units that are accessible to individuals with mobility challenges.

- 75-100%;
- 51-74%;
- 26-50%;
- 1-25%;
- 0%.

Applicants should provide sufficient information in the application to allow the City to understand the proposed level of accessibility.

How the Evaluation Is Used

The evaluation matrix is intended to support a consistent assessment of applications and assist the City in identifying projects that are well positioned to benefit from the enhanced coordination provided through the Housing Development Concierge Program.

The score achieved by an application is one component of the City's decision-making process. Acceptance into the program is subject to the program's eligibility requirements, available program capacity, and the City's overall assessment of the application.

Applicants will be advised of the outcome of their application in writing.

Applicants who are not accepted into the Housing Development Concierge Program may continue to proceed through the City's regular development approvals process, subject to all applicable requirements.

What to Expect

Once your project has been accepted into the Housing Development Concierge Program and the Letter of Understanding has been signed, the City will assign a dedicated Concierge to assist throughout the development approvals process.

- Serve as your primary municipal point of contact.
- Help coordinate communication between City departments.
- Assist in identifying outstanding requirements and approvals.
- Facilitate meetings, where appropriate, to help resolve issues affecting project timelines.
- Monitor progress toward building permit readiness.
- Connect you with applicable municipal programs and resources.

Approval requirements remain in place

While your Concierge will assist in navigating the process, all statutory approvals and technical reviews will continue to be completed by the appropriate approval authorities.

Minimum Submission Requirements

To support the City's eligibility and evaluation review, applicants are required to submit:

- 1 [Completed Housing Development Concierge Program Application Form](#);
- 2 Concept Site Plan showing the proposed development (including dwelling unit numbers), site layout, access, parking, building footprint and other key site features;
- 3 Conceptual Architectural Elevations showing the proposed building form, height, entrances and general architectural treatment;
- 4 Other relevant project information or documentation already available, record of pre-consultation, planning, engineering, funding, partnership or technical information. Sufficient information for the City to understand the proposal and assess it against the Concierge Program criteria.

A **conceptual floor plan is encouraged where available** to assist the City in understanding the proposed unit mix, accessibility and general building layout.

Keep it conceptual

The Concierge Program application is not intended to replace or duplicate the City's formal planning, engineering or Building Permit submission requirements. Applicants are not required to provide detailed technical studies, engineered drawings or a complete development application package solely for the purpose of applying to the Concierge Program.

The City may request additional information or clarification where necessary to determine eligibility or complete the evaluation.