

Memo Sent to the Mayor's Office and Councillors



ISC: Protected

Memo

DATE: 2017 July 24

TO: Your Worship Mayor Naheed Nenshi
Members of Council

From: Matthias Tita, Director, Community Planning, Planning & Development

RE: DEVELOPMENT NOTICE POSTING PILOT 2017

Planning & Development continues to work towards improving how citizens are informed about redesignation and development permit applications in their communities by improving the Notices that appear on an applicant's site. We are working to ensure the Notices are simple to understand, informative, and enable citizens to learn about, and have a say in, growth, development and change in their community.

This summer, we are piloting a larger Notice measuring 4 by 8 feet, located at the West District Engagehub, for the [West District redesignation application](#). This Notice will be accompanied by several smaller Notices that will be 2 by 3 feet (see attachment) and will appear in communities this summer.

The new Notice has been improved based on the feedback we received from citizens during the 2016 pilot. We'll be validating these changes with Calgarians this summer by encouraging them to take an online survey at calgary.ca/noticeposting, or by talking with us in person at one of the upcoming engagement events until 2017 August 31. The design for the small Notices will be finalized using feedback we receive from the survey, and will be launched in communities in November 2017. The larger Notices for more significant developments require additional engagement with stakeholders and will launch in Q2 2018.

Notable enhancements to the Notices will include:

- Plain language text that describes the proposed redesignation or development permit application;
- Visual map that clearly identifies the property included in the application; and
- Clear direction to resources to learn more or how to get involved.

If you have any questions about the improvements to the Notices or the latest pilot, please feel free to contact Jeannette Duplessis, at jeannette.duplessis@calgary.ca or 403.268.2905.

A handwritten signature in black ink, appearing to read "MTita".

Matthias Tita, Director, Community Planning
Planning & Development
T 403.268.5394 | F 403.268.2941 | Mail code #8075

cc: Administrative Leadership Team
Attachment: Notice Posting Samples

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Attachment: Development Notice Posting Samples

Large version – 4 by 8 feet (West Springs proposed redesignation)

A large-format development notice posting sample. The left side is white with the Calgary logo at the top. Below it, the text reads: "Learn more or comment calgary.ca/development or 403.268.5311". Underneath, it says "Applicant's proposal (File: LOC2017-0058)" and "To change the land use designation of multiple properties (see map) to allow for:" followed by a bulleted list of development types and a note about an Area Structure Plan amendment. The right side is a dark grey header with "PROPOSED REDESIGNATION" in white, above a map showing a red-shaded area. At the bottom of the map area, it says "Submit comments to the City of Calgary at calgary.ca/development".

Calgary

Learn more or comment
calgary.ca/development
or 403.268.5311

Applicant's proposal (File: LOC2017-0058)
To change the land use designation of multiple properties (see map) to allow for:

- A mixed-use development with commercial, retail, and residential uses that could be up to 8 storeys
- Residential units that will be a mix of single-detached, townhouse, and apartment development
- A central public park and pathway network
- Note: An Area Structure Plan amendment is required to support this proposed development

Submit comments to the City of Calgary at calgary.ca/development

Small version - 2 by 3 feet

A small-format development notice posting sample. It features the Calgary logo at the top left. The header reads "PROPOSED REDESIGNATION" above a map showing a red-shaded area. Below the map, it says "Submit comments to the City of Calgary at calgary.ca/development". The main text includes: "Applicant's proposal (File: LOC2017-0058)", "To change the land use designation of multiple properties (see map) to allow for:", a bulleted list of development types, and a note about an Area Structure Plan amendment. At the bottom, it says "Learn more or comment calgary.ca/development or 403.268.5311".

Calgary

PROPOSED REDESIGNATION

Submit comments to the City of Calgary at calgary.ca/development

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