

The word "Calgary" in white sans-serif font on a red rectangular background.A nighttime photograph of a city street. In the background, a large, ornate clock tower is illuminated with warm yellow lights. A street lamp in the foreground emits a bright blue light. The scene is dark, with some blurred lights from buildings and traffic.

# Improving Communications to Citizens Notice Posting Redesign

SPC on Planning and  
Urban Development  
PUD2018-0146  
2018 April 30



CITY OF CALGARY  
**RECEIVED**  
IN COUNCIL CHAMBER

APR 30 2018

ITEM: 7.3 PUD 2018 0146  
Distribution  
CITY CLERK'S DEPARTMENT



## Purpose of report

**To present the redesigned notices as directed by Council in association with report PUD2017-1140.**

*That Administration recommendation 1 contained in report PUD2017-1140 be amended by adding a new subsection c. as follows:*

*c. To revise advertising notifications to the public to be more visual, engaging and to use plain language, while maintaining The City of Calgary brand, and to return to Council, through the SPC on Planning and Urban Development, no later than 2018 Q2.*

## **Redesign Process**

- Meetings with Councillors
- Development of two options
- Memo to Councillors 2018 April 5
- Feedback from Councillors
- Discussion with the Federation of Calgary Communities
- Finalize design



## PROPOSED LAND USE CHANGE

### Tell Us What You Think

Submit comments to The City at [calgary.ca/development](http://calgary.ca/development) by **March 27, 2018**, and refer to **LOC201X-XXXX**. When submitting comments please include the reasons for your position.

**A change is proposed at 633 3 AV SE that would allow for:**

- A multi-residential building (e.g. townhouse, apartment building), as well as other uses listed in the Multi-Residential - Contextual Grade - Oriented (M-CG) District
- A maximum building height of 12 metres (about 4 storeys), which is an increase from the current maximum of 10 metres;
- A maximum of 4 dwelling units.
- An amendment to City policy (Area Structure Plan) is required to support this proposed land use change.

[calgary.ca/development](http://calgary.ca/development)

Reference Number: LOC201X-XXXX

Phone: 403-268-5311

## PROPOSED LAND USE CHANGE

PUBLIC HEARING - April 2, 2018

### Tell Us What You Think

Submit comments regarding **LOC201X-XXXX** to The City Clerk at [calgary.ca/development](http://calgary.ca/development) no later than **noon on March 20, 2018**. Refer to Bylaw 1002040, 1002040. When submitting your comments please include the reasons for your position. The Public Hearing begins at **9:30 a.m. on March 27, 2018** in Council Chambers at 800 Marlees Trail SE.

**A change is proposed at 633 3 AV SE that would allow for:**

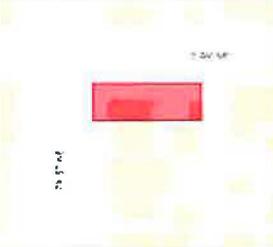
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## Small format notices 2'x3'

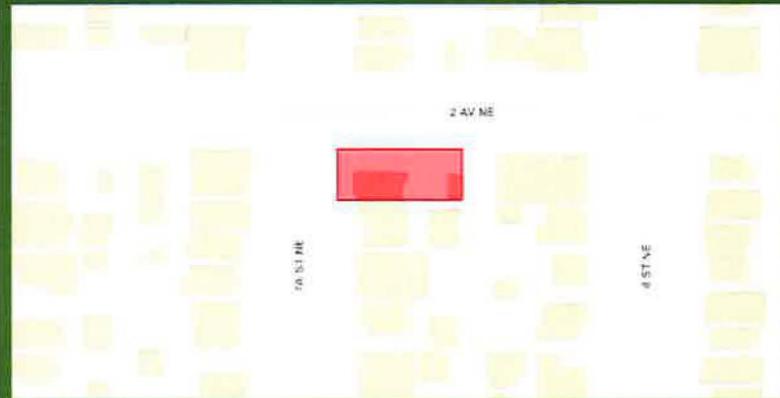
	<h3>PROPOSED DEVELOPMENT</h3>
	
<p><b>Tell Us What You Think</b></p> <p>Submit comments to The City by <b>December 22, 2017</b> at <a href="http://calgary.ca/development">calgary.ca/development</a> and refer to DP201X-XXXX. When submitting comments please include your full name, address and the reasons for your position.</p>	<p>This application requests approval of a development permit at 633 3 AV SE</p> <ul style="list-style-type: none"> <li>• A townhouse building;</li> <li>• A maximum of 4 units;</li> <li>• A maximum building height of 11 metres (about 3 storeys);</li> <li>• The current Land Use allows for the type of development proposed.</li> </ul>
<p><b><a href="http://calgary.ca/development">calgary.ca/development</a></b>  <b>Reference Number: DP201X-XXXX</b>  <b>Phone: 403-268-5311</b></p>	



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[calgary.ca/development](http://calgary.ca/development)

Reference Number: LOC201X-XXXX

Phone: 403-268-5311

**Applicant Contact Information:**

Name: John Doe

Phone: 402-222-7777

Applicant contact information will be shown

Calgary



## Large format notices 4'x8'

Calgary

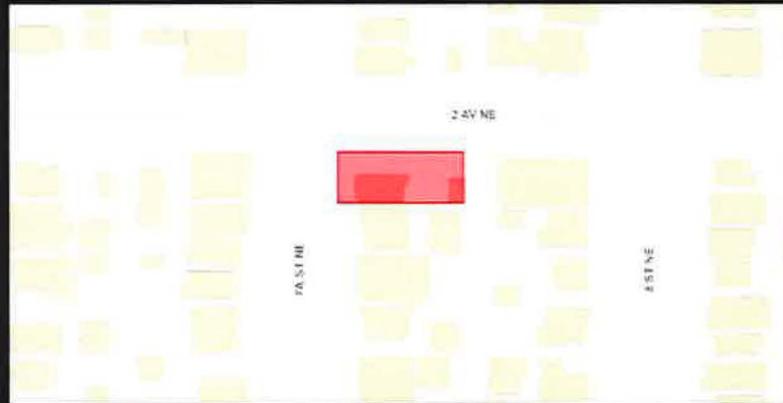


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PUBLIC HEARING  
April 2, 2018

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# PROPOSED DEVELOPMENT

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Reference Number: DP201X-XXXX

Phone: 403-268-5311

**Applicant Contact Information:**

Name: John Doe

Phone: 402-222-7777

\*The image presented may change in design as it is a representation of the applicant's proposal.

## **Accessibility for visually impaired**

- Increased font size based on content and function of wording
- More negative space between the lines and text
- High contrast colours – large white text on a dark background
- Use of red has been minimized

## Next steps

- Revisions to internal system to support the redesign
- Training
- Citizen, community and customer communications
- Launch redesigned notices in 2018 Q3

## **Recommendation**

**That the Standing Policy Committee on Planning and Urban Development recommend that Council receive the report for information.**