Minute No. 571
Report – Executive Policy Committee – June 7, 2006

Item No. 7 **Red Tape Commission, Recommendation 13 - Improve Public Notification for Public Hearings**
File GG-5

COUNCIL DECISION:

Council concurred in the recommendation of the Executive Policy Committee and adopted the following:

1. That the Planning, Property and Development Department be directed to implement the following improvements to the City of Winnipeg public notification system for land development applications in order to improve clarity, visibility and access to information, subject to further direction from Standing Policy Committee on Property and Development on those items requiring additional resources:

    A. That guidelines be developed to define "minor" and "major" developments and the appropriate means of notice that may be required by the Planning, Property and Development Department for each type of development, specifically:

        i. Additional notice requirements, beyond statutory, for "major" developments, by means of Large Notice Boards (4 feet x 8 feet), individual notice, and/or other form of notice acceptable to the Director of Planning, Property and Development.

        ii. An applicant-installed poster for notification of minor (small scale or limited impact) developments, as this has proven to be the most efficient and economical process for notification of these types of developments.

    B. That a standard format petition be developed and made available to all applicants prior to the scheduling of a required public hearing and that appropriate guidelines be developed for its application, including potential penalties for fraud.

    C. That the City of Winnipeg develop a public notification website for all advertising, posters or other public notices developed and implemented within six months.

    D. That the viability and financial implications of implementing an email access system and City newspaper page for development-related information be investigated and reported back to the Standing Policy Committee on Property and Development for consideration.

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COUNCIL DECISION (continued)

E. That application fees be reviewed and alternatives recommended with a report back to the Standing Policy Committee on Property and Development to cover potential costs of the above noted additional notice requirements.

2. That the Administration report back to the Standing Policy Committee on Property and Development on the status and implementation of the foregoing initiatives in sixty (60) days.

3. That the Proper Officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

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DECISION MAKING HISTORY:

Moved by His Worship Mayor Katz,
That the recommendation of the Executive Policy Committee be adopted.

Carried

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On June 7, 2006, the Executive Policy Committee concurred in the administrative recommendation, with the following amendment, namely:

- Add the following as Recommendation 2
  2. That the Administration report back to the Standing Policy Committee on Property and Development on the status and implementation of the foregoing initiatives in sixty (60) days,

and submitted the matter to Council.

On March 22, 2006, the Executive Policy Committee directed the Chief Administrative Officer to prepare and forward reports on all remaining recommendations of the Red Tape Commission in an expedited manner, in a manner reflecting the following list of priorities:

A. <u>April 2006 Phase</u>
Recommendation 13 Improve public notification for public hearings

RE: Red Tape Commission Report: Recommendation 13: Balance Increased Speed in the Land-Use Approvals With Better Public Access to Information, and Create a Mechanism to Ensure that Support or Indifference to a Project is on the Public Record

FOR SUBMISSION TO: Executive Policy Committee

ORIGINAL REPORT SIGNED BY: Director of Planning, Property and Development

REPORT DATE: April 28, 2006

RECOMMENDATION:

1. That the Planning, Property and Development Department be directed to implement the following improvements to the City of Winnipeg public notification system for land development applications in order to improve clarity, visibility and access to information, subject to further direction from Standing Policy Committee on Property and Development on those items requiring additional resources:

   A. That guidelines be developed to define “minor” and “major” developments and the appropriate means of notice that may be required by the Department for each type of development, specifically:

      i. Additional notice requirements, beyond statutory, for “major” developments, by means of Large Notice Boards (4’ x 8’), individual notice, and/or other form of notice acceptable to the Director, Planning, Property and Development Department.

      ii. An applicant-installed poster for notification of minor (small scale or limited impact) developments, as this has proven to be the most efficient and economical process for notification of these types of developments.

   B. That a standard format petition be developed and made available to all applicants prior to the scheduling of a required public hearing and that appropriate guidelines be developed for its application, including potential penalties for fraud.

   C. That the City of Winnipeg develop a public notification website for all advertising, posters or other public notices developed and implemented within 6 months.

D. That the viability and financial implications of implementing an email access system and City newspaper page for development-related information be investigated and reported back to the Standing Policy Committee on Property and Development for consideration.

E. That application fees be reviewed and alternatives recommended with a report back to the Standing Policy Committee on Property and Development to cover potential costs of the above noted additional notice requirements.

2. That the proper officers of the City be authorized to do all things necessary to implement the intent of Recommendation #1.

Report Summary

Key Issues:

- The report of the Red Tape Commission, submitted on June 28, 2005, outlines several suggestions to modernize Winnipeg's notification system for public hearings on land-use matters.
- Better public access to information related to the approximately 1200 development applications that require some form of public notice each year would serve broad public interests and, by improving public participation in the development approval process, increase transparency and accountability resulting in better decision making.
- Development applications may be categorized as either 'major' (Plan Winnipeg, secondary plans, subdivisions and re-zonings) or 'minor' (all others including variances and conditional uses) for the purposes of evaluating effective and appropriate forms of public notice.
- Key improvements to Winnipeg's public notification system on development applications are recommended and include: the re-design of the public notice poster; the use of larger notice boards for major developments; a standard petition form made available to all applicants destined for a public hearing; a website providing notification of current development applications; an automated email access system; a weekly standardized City of Winnipeg page in a newspaper; distribution of individual address notification in certain instances.
- All of the options discussed in this report will involve additional costs that include, but are not limited to: hiring additional staff associated with posting property; additional vehicle and associated costs related to posting property; direct mail or hand delivery of development application notices, and; producing, installing and removal of large notice boards for certain types of applications.

Implications of the Recommendation(s):

General Implications

( ) None

(X) For the organization overall and/or for other departments

(X) For the community and/or organizations external to the City

( ) Involves a multi-year contract

Comment(s):

- More streamlined and transparent process.
- More options for citizens to obtain information will result in a more informed public.

Policy Implications

( ) No

(X) Yes

Comment(s):

- May require changes to the Development Procedures by-law.

Regulatory Implications

( ) None

(X) Eliminates or reduces regulatory impact

( ) Proposes regulatory impact

Comment(s):

Environmental Implications

(X) No

( ) Yes

Comment(s):

Human Resources Implications

( ) No

(X) Yes

Comment(s):

- Additional human resources may be required based on the options selected.

Financial Implications

() Within approved current and/or capital budget

(X) Current and/or capital budget adjustment required

Comment(s):

- Additional financial resources may be required based on the options selected.

Report

REASON FOR THE REPORT:

On March 22, 2006, the Executive Policy Committee directed the Chief Administrative Officer to prepare and forward reports on all remaining recommendations of the Red Tape Commission in an expedited manner with a list of priorities for April and May. Red Tape Recommendation 13, "Balance Increased Speed in the Land-Use Approvals With Better Public Access to Information, and Create a Mechanism to Ensure that Support or Indifference to a Project is on the Public Record", was requested by April 2006.

HISTORY:

On November 23, 2004, the Mayor officially established a Red Tape Commission, chaired by Councillor Franco Magnifico, to review City operations and regulations in order to improve customer service while granting Administration more freedom to innovate.

The Red Tape Commission submitted a final report, dated June 28, 2005, containing 30 general recommendations, each with numerous corresponding, and more comprehensive, sub-recommendations. Recommendation 13 and its sub-recommendations of said report state:

"RECOMMENDATION 13: Balance increased speed in the land-use approvals with better public access to information, and create a mechanism to ensure that support or indifference to a project is on the public record.

The Commission's goal is to modernize Winnipeg's notification system for land-use hearings to compensate for any increased speed proposed in this recommendation and Recommendations 14 and 15. Our intent is to eliminate disputes arising from arguments over inconsistent notification. Recommendation 13 also includes a proposal to ensure that positive support for a project is heard and recorded.

Recommendation 13.1

Amend all necessary by-laws and policies to eliminate any proponent obligation to post notices.

Recommendation 13.2

Replace the obligation eliminated under 13.1 with Public Service responsibility for the following:

In the event of an application deemed to require public notice under the by-laws, the City shall:

(a) within a certain distance of the property for which the notice is necessary, hand-deliver to all mailing addresses a standard brochure designed to resemble the appearance of a public hearing notice poster in color and form, or direct mail notices to property owners.

(b) post standard notices in any locations where a proponent would previously have been required to do so. The City should alter the form and content of these notices to be more user-friendly, and to include specific information on steps to be taken by the proponent to reduce a proposal's impact where relevant.

Recommendation 13.3

For the purposes of 13.2, the Commission recommends that "certain distance" should mean any property adjacent to the property for which changes are proposed, and any other properties up to two blocks away. Where a project exceeds five stories in height, the radius for leaflet notification should be increased by two blocks for each additional one to five stories above that threshold.

Recommendation 13.4

The Winnipeg Public Service should develop a proposal for cost-effective and efficient delivery of these recommendations for Council approval. The plan should include necessary steps to finance implementation through a cost-recovery increase in fees for pertinent applications.

Recommendation 13.5

Create a template for official City of Winnipeg "I support/do not object" petitions for proponents to register their opinion on a proposal. Distribute master copies of this official petition to proponents with specific details about the proposal already placed in the body of the petition's text.

Require that any Community Committee formally read any such petition received into the record before considering objections to a project or proposal in a public hearing, and require that the number of petitioners who reside inside and outside the radius of notification be noted orally before deliberations begin for the record in minutes.

By-laws should be amended to make it an offence to falsify a signature on such a petition, with significant penalties."

DISCUSSION:

The general theme of Recommendation 13 and its sub-recommendations is to provide "better public access to information" related to development applications. The Planning, Property and Development Department receives approximately 1200 applications per year that require some form of public notice. These applications are for developments that, for various reasons, require the approval of the City and, under the City of Winnipeg Charter, require that public notice be given either advising people of an upcoming public meeting or advising people that they may

appeal an Administrative decision on a variance or conditional use application. Attachment "A" describes the types of applications that require public notice.

As the intent of the public notice, whether by newspaper ad or poster, is to inform people about what is being proposed, where they may obtain information about the proposal and what opportunities are available to comment on, or object to, a proposal. The method of public notice can be considered in terms of the nature of the impact of the application in one of two categories, "minor" or "major". Those applications considered to have a "minor" impact may be those that are unlikely to have a negative impact to the community at large. These types of applications normally impact only the immediate and/or adjacent property owners. For example, an application to vary the height of a fence or the location of a deck could be considered minor. In these cases, the only current requirement is applicant posting of a public notice on the property.

Alternately, development such as a rezoning, subdivision and some conditional use applications, that may potentially impact a broader scope of nearby properties and/or the community as a whole, would be considered to have a "major" impact. Broader notification (advertising in the newspaper) in these cases is required under current legislation for certain types of "major" applications such as Plan Winnipeg, Secondary Plans, subdivisions and rezoning. All other applications are treated equally, requiring only posting on the property.

General Red Tape Commission Report Direction:

"Recommendation 13: Balance increased speed in the land-use approvals with better public access to information, and create a mechanism to ensure that support or indifference to a project is on the public record."

In general terms, the Red Tape Commission report recommended the following in order to achieve the objectives of Recommendation 13 and its sub-recommendations:

1. City assume responsibility to post notices;
2. Hand deliver or direct mail notices to property owners within a certain distance;
3. When posters used, make them more user-friendly and informative;
4. Develop a template for "I support/do not object" petitions
5. Improve accessibility to development application information

In order to properly assess these recommendations, the Department identified the potential notice options currently available in association with each type of application that requires public notice as denoted on Attachment "A". Recognizing the scope of notice requirements for each application, the Department further evaluated methods in which more information could potentially be made available to the public. These are listed in Attachment "B" along with an evaluation of the pros and cons of each.

Following is a summary of options available in addressing each of the Red Tape Commission report recommendations.

Departmental Response and Recommendations:

1. **City assumes full responsibility to post property.**

   Currently, the posting requirements identify the applicant, the premises affected, the nature of the application, the property's legal description and zoning designation. It also identifies the time, date and location of the public hearing. The poster is yellow in colour with bold black lettering. The size of the poster is 34.5 mm in width (13.5 inches) by 53.4 mm in length (21 inches). For site-specific applications, such as a zoning variance, the poster is located on the subject property and one poster must face each street and lane. For large properties, the general rule of thumb is to locate one poster every 15.24 metres (50 feet) along a street and lane. For extremely large properties, one poster is erected every 30 metres (100 feet) along a street and lane.

   It should be noted that posting requirements are for applications that affect only a specific building or parcel of land. These types of applications are generally variance and conditional uses. Re-zoning and similar applications are published in the local newspapers having general circulation in Winnipeg.

   While the Department could assume responsibility for posting of all property, and would make the decision about what posting type is appropriate in each situation. Based on its analysis of the pros and cons of notice types as summarized in Attachment "B", this would result in significant human resource and customer service implications.

   Under the current process the applicant is able to physically obtain the poster when the application has been approved and post it on the same day, benefiting both the applicant and community at large by providing expedient posting of public notice. If the responsibility were to be assumed by the City, there would be a next day or few days delay, at minimum, based on production requirements, distribution to posting staff, physical ability to post, access to private property and number of applications being processed at any given time.

   In addition, the Department would require additional human resources and vehicle and auto allowance costs to accommodate the added responsibilities of posting approximately 1200 applications handled each year. While not all associated costs have been determined, where available, preliminary estimates are provided in Attachment "C".

   Department Recommendation:

   While the Red Tape Commission recommendation suggested the City should assume full responsibility for all posting of property for notices of a development application, it is the view of the Administration that, for the majority of applications, the present practice is most effective and economical. The City should assume responsibility only for notices of "major" developments, to be defined in consultation with the Standing Policy Committee on Property and Development.

2. Hand deliver or direct mail notices to all properties within a certain distance of a development.

The requirement relating to notices and service of documents is prescribed under the City of Winnipeg Charter, Sections 118 to 121 and the Development Procedures By-law No. 5893/92.

Department practice, which has proven both effective and economical, is for the applicant to post their property if the hearing is related to a Zoning Variance and/or Conditional Use application. The Department assumes responsibility to post re-zoning, zoning agreement amendment and subdivision applications. Only when a re-zoning, zoning agreement amendment or subdivision application has an associated variance and or conditional use application, is this responsibility vested to the applicant to post the property.

The Red Tape Commission report identifies a potential concern that certain types of development may have a broad impact on the community but that current methods of posting, i.e. posters on the development site, may not adequately notify impacted property owners. While the Department agrees that a notice in the mailbox to all impacted property owners would ensure that these owners are informed, this option does pose human resource, financial and legislative implications that also need to be considered.

Notices to all properties could be delivered by either direct mail or by hiring people to hand deliver the notices. This option would increase the cost of public notice to applicants and human resource requirements of the Department. In addition, this practice would also set a precedent citywide and may potentially create an opportunity to challenge a hearing if a property did not receive a notice, as well as impact other corporate service areas.

It is important to recognize that all public hearings are time sensitive, as the City of Winnipeg Charter requires all notices to be posted 14 days prior to a hearing. Again customer service may be negatively impacted as the ability to hand-deliver brochures to each property within a prescribed area, or, to rely upon timely mail service may preclude an applicant from making a specific hearing date and potentially incur increased costs.

Sub-Recommendation 13.3 of the Red Tape Commission report states that *"...the Commission recommends that "certain distance" should mean any property adjacent to the property for which changes are proposed, and any other properties up to two blocks away. Where a project exceeds five stories in height, the radius for leaflet notification should be increased by two blocks for each additional one to five stories above that threshold."* An analysis of this sub-recommendation included establishment of a definition of a "block" as city blocks differ in size. Utilizing universal standards for a "block" ranging from 264 feet (80.5 metres) to 352 feet (107.3 metres) in length, the average used by most cities is 311 feet (95 metres).

Based on this formula, a standard zoning variance for a deck located in a rear yard would require notification to encompass a radius of 622 feet (190 metres). In residential

communities like Lord Selkirk / West Kildonan, or St. James a notice for a "minor", as previously defined, variance application would be sent to 155 to 269 properties depending on prevailing densities. Using traditional postal service the cost of mailing out to 155 to 269 properties would be approximately $85.00 to $148.00. This does not include the cost of envelopes, paper and staff resources, or properties that have existing multi-family uses, which would result in additional notices to each resident in the multi-family property. If required to use Certified or Registered mail the cost would be significantly higher ranging from $1086.00 to $1885.00

For a "major"10-storey development, using the criteria of sub-recommendation 13.3, a total of 12 city blocks would require notification. A radius of 3,732 feet (1137.5 metres) would encompass approximately 2,275 properties, and potentially range over the boundaries of two or more "designated communities". Traditional postal rates would be approximately $1251.00. This does not include the cost of envelopes, paper and staff resources, or properties that have existing multi-family uses, which would result in additional notices to each resident in the multi-family property. If required to use Certified or Registered mail the cost would be significantly higher totaling more than $15,500.00.

Attachment "D" illustrates the potential impacts of applying a two-block radius in different parts of the City. While not all associated costs have been determined, where available, preliminary estimates are provided in Attachment "C".

Department Recommendation:

The Department recommends the use of hand delivered or direct mail notices be instituted ***only*** for "major" developments as defined above. Again, the Department recommends the preparation of guidelines, in consultation with the Standing Policy Committee on Property and Development, to be utilized in determining when this method of notice is appropriate.

3. Clearer Notice Style (for posters, notice boards and hand bills):

Redesign the City's poster style notices and other development application notices to improve clarity, legibility, visibility and overall professional appearance. This would include:

- Graphically easy to read;
- Simple language;
- Options for obtaining additional information;
- Visually appealing;
- Professional Image; and
- Consistent and Recognizable City notice.

In conjunction with the redesign of the City's poster style notices, the Department further recommends consideration of an increased use of Notice Boards. The Department would

implement this recommendation through defining circumstances where larger (e.g. 4' x 8' format) notice boards are most appropriate. For example, other major cities across Canada use this notice method for major redevelopments or on sites where pedestrian oriented posters (Winnipeg's standard application notice) are not likely to be effective.

Preliminary investigation into the development of these boards has revealed options for "in-house" development or contracting out the service, however, both cost implications and time sensitivity, the ability to order, produce and install notice boards in time to meet the statutory notice period, may impact implementation of this recommendation. While not all associated costs have been determined preliminary estimates, were available, are provided in Attachment "C".

Department Recommendation:

The Department recommends the use of a redesigned, easier to read poster, located on the property as an effective and economical method of providing notice for the majority of the 1200 applications received each year, which could be considered minor and directly impacting only the adjacent property.

The Department further recommends the use of larger boards for "major" developments, as is the practice in many other Canadian cities. The Department would implement this recommendation through preparation of guidelines that would be used to determine when a development is considered to be "major" and would require posting of a large notice boards. These guidelines would be developed in consultation with the Standing Policy Committee on Property and Development.

4. Develop "I support/do not object" Petitions:

The Department supports development of a standard format petition that may be made available to all interested parties who wish to work with the community to bring this information to the attention of the public hearing.

Department Recommendation:

While the Department is prepared to implement this recommendation immediately, to protect the best interests of the City, the Department recommends review by Legal Services prior to implementation to address the potential legal ramifications that may be associated with the suggested penalties identified in the Red Tape Commission report.

5. Improve Accessibility to Development Application Information:

While not specifically stated within the context of Recommendation 13 or its sub-recommendations, in its review of overall "better public access to information" and evaluation of the various methods of notification available, see Attachment "B", the Department recommends the following additional improvements which may also serve to meet the intent of the Red Tape Commission report.

a) **User Friendly Web Site**: Create and maintain a web site that will allow people to quickly identify development applications in their neighbourhood, list the date/time/ place for any hearing, link to details about that application, link to details about the applications approval process and provides a contact (e-mail or phone) where further information can be obtained.

b) **E-Mail access**: Develop a system by which people can subscribe (at no cost) to e-mail notifications about any development applications (and possibly any other City information) on a City wide basis or more targeted to their Community Committee area or neighbourhood.

c) **City page**: Purchase a "City Page" in a local newspaper (Free Press and/or the Sun), develop a standard look for this page and develop a public expectation that this is the best place to look for information on a range of City issues, including any new development applications.

Department Recommendation:

The Department recommends that the administration be directed to implement a public notification web page to meet the intent of Recommendation 13 and its sub-recommendations in consultation with the Standing Policy Committee on Property and Development within 6 months.

The Department further recommends that the Administration be directed to investigate the viability and financial implications of implementation of an email access system and City page for consideration by the Standing Policy Committee on Property and Development.

While not all costs associated with the above-recommended improvements have been determined preliminary estimates, were available, are provided in Attachment "C".

Summary of Department Recommendations:

Following is a summary of the recommended changes to public information relating to development applications in Winnipeg. The following recommendations have been developed in consideration of the Red Tape Commission report Recommendation 13 and its sub-recommendations.

Summary of Recommended Changes to Development Application Public Information*

Type of Public Information	Current City Practice	Proposed Changes/Improvements
Application Notice – Major (Plan Winnipeg, Secondary Plans, Subdivision, Rezoning, Major Variance / Conditional Use)	• Newspaper notice • Post property	• Develop guidelines for determining when applications may create a major impact and require a higher level of public notice. • Require use of large format notice board. • Require individual property notices.
Applications Notice – Minor (Minor Variance & Conditional Use)	• Post property	• No change to process • Redesign the placard, in consultation with a graphic design professional, to ensure clear effective information is being delivered.
Development Application Web Site	• Not available	• Develop web site for all development application information with explanations of City approval processes and other relevant information.
Standard "I support / do not object" Petition Format	• No standard	• Develop a standard format for any petition to be used in support of or opposition to a development application.
Development Application Notice Placards	• The City uses a standard yellow poster with pasted-on legal information, displayed on the site of any minor development applications.	• Redesign the placard, in consultation with a graphic design professional, to ensure clear effective information is being delivered.

All of the options discussed in this report will involve additional costs that include, but are not limited to:

- Hiring additional staff associated with posting property
- Additional vehicle and associated costs related to posting property.
- Direct mail or hand delivery of development application notices.
- Producing, installing and removal of large notice boards for certain types of applications.

Financial Impact Statement Date: April 19, 2006

Project Name:

Red Tape Commission Report: Recommendation 13

COMMENTS:

The recommendation in this report is that the Planning, Property and Development Department be directed to implement certain improvements to the City of Winnipeg public notification system for land development applications in order to improve clarity, visibility and access to information, subject to further direction from Standing Policy Committee on Property and Development on those items requiring additional resources. There are no direct financial implications associated with this recommendation. However, should the Administration be given direction to implement one or more of the proposed initiatives, the associated financial implications will be the subject of a future report(s).

"Original Signed By"
Mike McGinn, CA
Manager of Finance

IN PREPARING THIS REPORT THERE WAS:

Internal Consultation With and Concurrence By:

External Consultation With:

THIS REPORT SUBMITTED BY:

Planning, Property and Development Department
Planning and Land Use Division
Development and Inspections Division
Prepared by: Jacquie East, Manager of Planning and Land Use and Deepak Joshi, Manager of Development and Inspections
File No. N/A

File Name:. O:\Reports Directive\Development and Inspections\Manager of D&I\2006 Reports\Red Tape Recommendation 13.doc

Attachments "A" – Types of Applications

Type of Applications requiring public notice	File Abbreviation	Nature of Impact	Notice Options*
Subdivision *(Subdivision Agreement Amendments)*	DASZ DAS SAA	Major	1, 2, 4, 5, 7, 8, 9
Rezoning *(Zoning Agreement amendments)*	DAZ ZAA	Major	1, 2, 3, 4, 5, 7, 8, 9
Conditional Uses			
Residential	DCU	Minor	1, 5, 6, 8
Commercial	DCU	Major	1, 2, 3, 4, 5, 6, 7, 8, 9
Variances			
Residential	DAV	Minor	1, 5, 6, 8
Commercial	DAV	Major	1, 3, 4, 5, 6, 7, 8, 9
Street Closing			
Partial	DOC	Minor	1, 2, 4, 5, 8, 9
Full Street Closing	DOC	Major	1, 2, 3, 4, 5, 7, 8, 9
Appeals			
A or B	DAV / DCU	Major - Community Minor - individual	1, 4, 5, 8, 9
B Downtown	DAV / DCU	Major	1, 4, 5, 8, 9
C or D	DAV / DCU	Major	1, 4, 5, 8, 9
Plan Winnipeg and Amendments	PW	Major – Community Minor - individual	2, 3, 4, 5, 6, 7, 8, 9
Secondary Plan and Amendments	SPA	Major – Community Minor - individuals	2, 3, 4, 5, 6, 7, 8

***Notice Options**

1. Posters (non-yellow) change colour/size
2. Newspaper ads (community papers)
3. City page – regular page
4. Mail out
5. Electronic web Page
6. Email - electronic access
7. 4 x 8 signs
8. Interactive phone systems
9. Hand delivery

Attachment "B"- Evaluation of Notice Types

1. **Posters --** The yellow poster currently placed on the property as notice of an upcoming public hearing for a variance, conditional use, rezoning, subdivision or road closing or for an appeal of a variance or conditional use decision.

Pros	Cons
• Cheap & easy	• Ineffective on large sites or high traffic zones
• System already in place	• Fades quickly
• Recognizable as the City's method of notice.	• Seems unintelligible – hard to understand.
• Done by applicant	• Language too complex (current)
• Effective for small sites (localized)	• Timing may be an issue based on recommendation for larger posters that have to be printed externally

2. Newspaper Ads – The advertisements in the Free Press and the Sun providing notice of a rezoning or subdivision hearing and describing the nature of the application, generally with a map.

Pros	Cons
• Wide circulation	• Not read by all
• Familiar to public	• Expensive
• Meets statutory requirement	• Not easily found
	• Lead time required to publish
	• Statutory requirement

3. Mail outs – Notices mailed to each property within a certain distance of a proposed development, as recommended by the Red Tape Commission. Notice would be similar in style to the notice that is posted and/or the newspaper ads.

Pros	Cons
• Comprehensive, effective, personal notice	• Property owner or tenant may not get direct notice
	• Expensive – staff intensive
	• Prone to error/omission
	• May require change to Charter if replacing current requirements

4. **Web Site –** Accessible to anyone with an Internet connection and listing all current development application, convenient geographic links to areas of the city or neighbourhoods and information on approval processes, appeals, etc.

Pros	Cons
• Comprehensive information	• Cost
• Accessible 24/7	• Development/Maintenance
• Can be interactive and more informative (can lead to electronic petitioning)	• Not everyone has access
• Accessible in public facilities	
• Invites inter-generational participation	

5. **Auto Email –** Automatic e-mail of development applications with links to find further information about the application and approval processes. People would sign up to subscribe to this service.

Pros	Cons
• Confirmation of Receipt	• Cost of setup
• Automatic notice once registered	
• Ease of administration	
• Can be linked to "city Page" in newspaper	
• Growing communication tool	
• Non-pc owners can access thru hot-mail account	

6. **4 x 8 Signs –** Large boards, much more visible than the present posters, providing notices of developments particularly on large sites, sites along streets with high traffic volumes/speeds or major developments.

Pros	Cons
• Effective on large sites / for high traffic volumes	• Not effective in dense areas (downtown)
• Extremely visible	• Cost
	• Logistics of installation/removal
	• Additional Costs if Appealed
	• Timeframe for signs to be created
	• Liability issues

7. City Page- Newspaper – The City would buy a regular weekly page in each newspaper, use a standard City format and place all City notices on this page.

Pros	Cons
• Consistent/Predictable	• Not read by all
• Integration of all city issues (informative)	• Expensive
• Meets statutory requirement	• Lead time required to publish
• Less costs overall if other departments incorporated	• Could cause problems with special hearings

8. Interactive Phone System – An automated system allowing people to phone in any time to find out if there are any development applications in their neighbourhood.

Pros	Cons
• Everyone has access to a phone or access to a phone	• Expensive to upkeep/Admin

9. Hand-delivery – Hire people to hand deliver notices of a public meeting within a certain area around a development.

Pros	Cons
• Complies with RTC Rec	• Confused with Junk Mail flyers
• Guaranteed to reach audience	• Non-owner occupied
	• Identifying the affected area for delivery
	• Not necessarily read
	• Could required charter change if replacing existing requirements

Attachments "C" – Costs

1. Improved Poster Design:

OPTION #1

Larger format than current posters -- Advised that this type of poster cannot be produced internally and would require outsourcing in accordance with the City's Materials Management Policy

Size of Public Notice: 3 feet wide x 2 feet high

Colour Scheme: White background sign with black text (including logo and/or diagrams)

Type of Sign: Coroplast (white)

Minimum Turn around time: 2 - 3 days

1. Base run pre-printed signs with HEADER AND FOOTER - STANDARD LOGO, CONSISTENT MESSAGING, ETC
2. Request digital print decal on an as required basis -- decal would be adhered down the middle of the coroplast sign
3. Process for submission of request would entail:
   a) emailed request to supplier,
   b) email proof from supplier to contact person within our office to verify proof,
   c) proof to be returned via email to supplier

***Cost* : $ 8 per pre-printed Coroplast Sign X 3000 per year = $24,000**
$28 per digital print decal x 3000 per year = $84,000

Total annual cost: $108,000

OPTION #2

Larger format than current posters -- Advised that this type of poster cannot be produced internally and would require outsourcing in accordance with the City's Materials Management Policy

Size of Public Notice: 3 feet wide x 2 feet high

Colour Scheme: White background sign with black text (including logo and/or diagrams)

Type of Sign: Coroplast (white)

Minimum Turn around time: 2 - 3 days

1. Request full digital print decal for whole sign an as required basis -- require full artwork retained on file
2. Process for submission of request would entail
   a) emailed request to supplier,
   b) email proof from supplier to contact person within our office to verify proof,
   c) proof to be returned via email to supplier

***Cost* : $58 per digital print decal x 3000 per year = $174,000**

Total annual cost: $174,000

2. **Producing and installing large notice boards for "major" applications.**
   4 x 8 Billboard Sign
   - City contract with Contempra Signs
   - Size & Colour of Billboard Sign - 4' x 8' billboard sign white sign with black text (including logo and/or diagrams)
   - Minimum Turnaround times: 5 days

   ***Cost*: $190.00 per sign x 100 per year = $1,900**

3. **Direct mail or hand delivery of development application notices.**
   - The cost of this service will depend on:
     i. The number of applications for which mail-out is required (all or only major applications);
     ii. The area covered; and
     iii. The method of delivery (Canada Post or contract).

4. **Establishing and maintaining a user-friendly development applications web site.**
   - This will have costs associated with the establishment and ongoing maintenance of such a site. No estimate has been prepared yet.

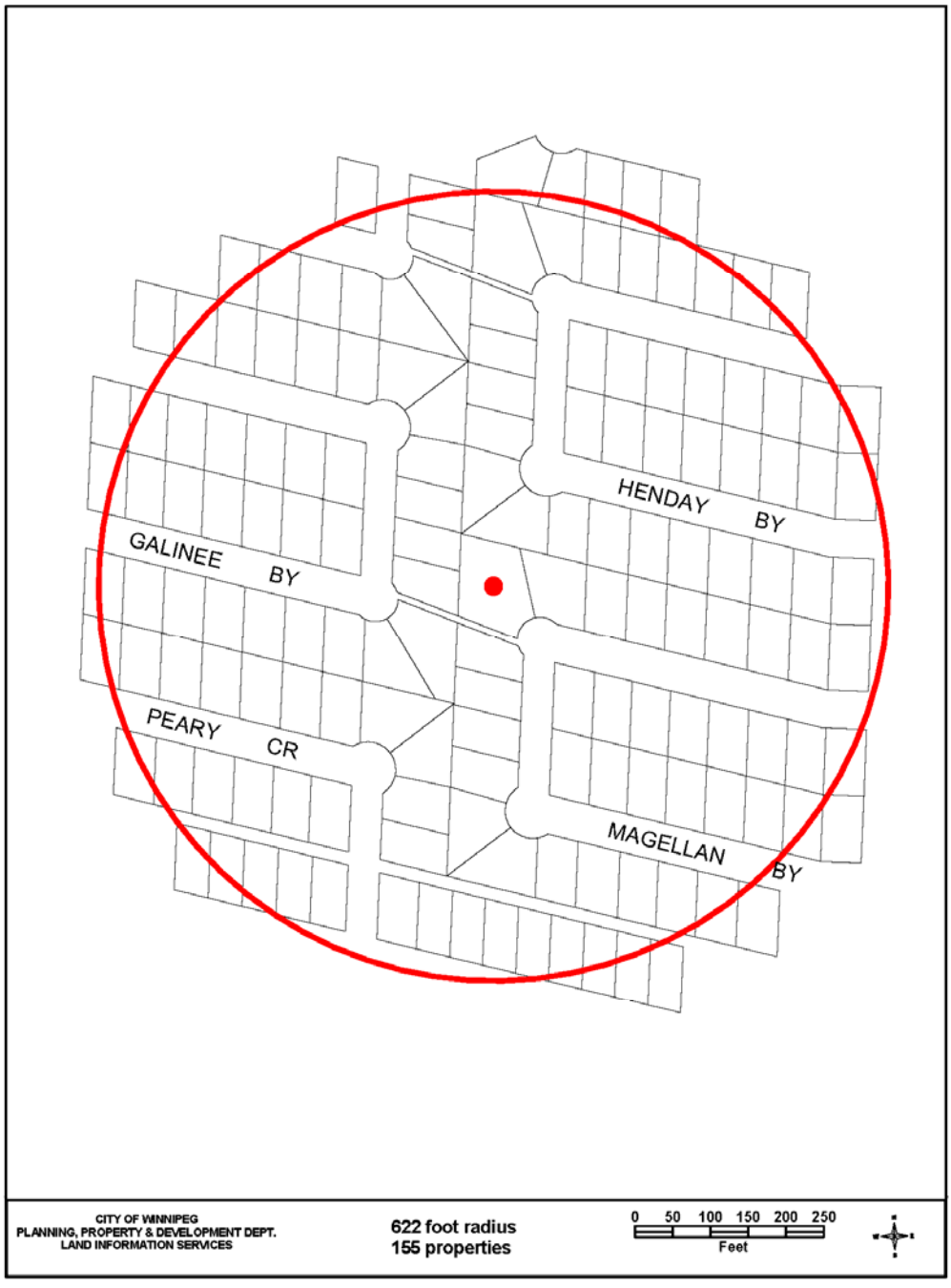
5. **Establishing and maintaining an e-mail notification subscription system.**
   - This will have costs associated with the establishment and ongoing maintenance of such a system. No estimate has been prepared yet.

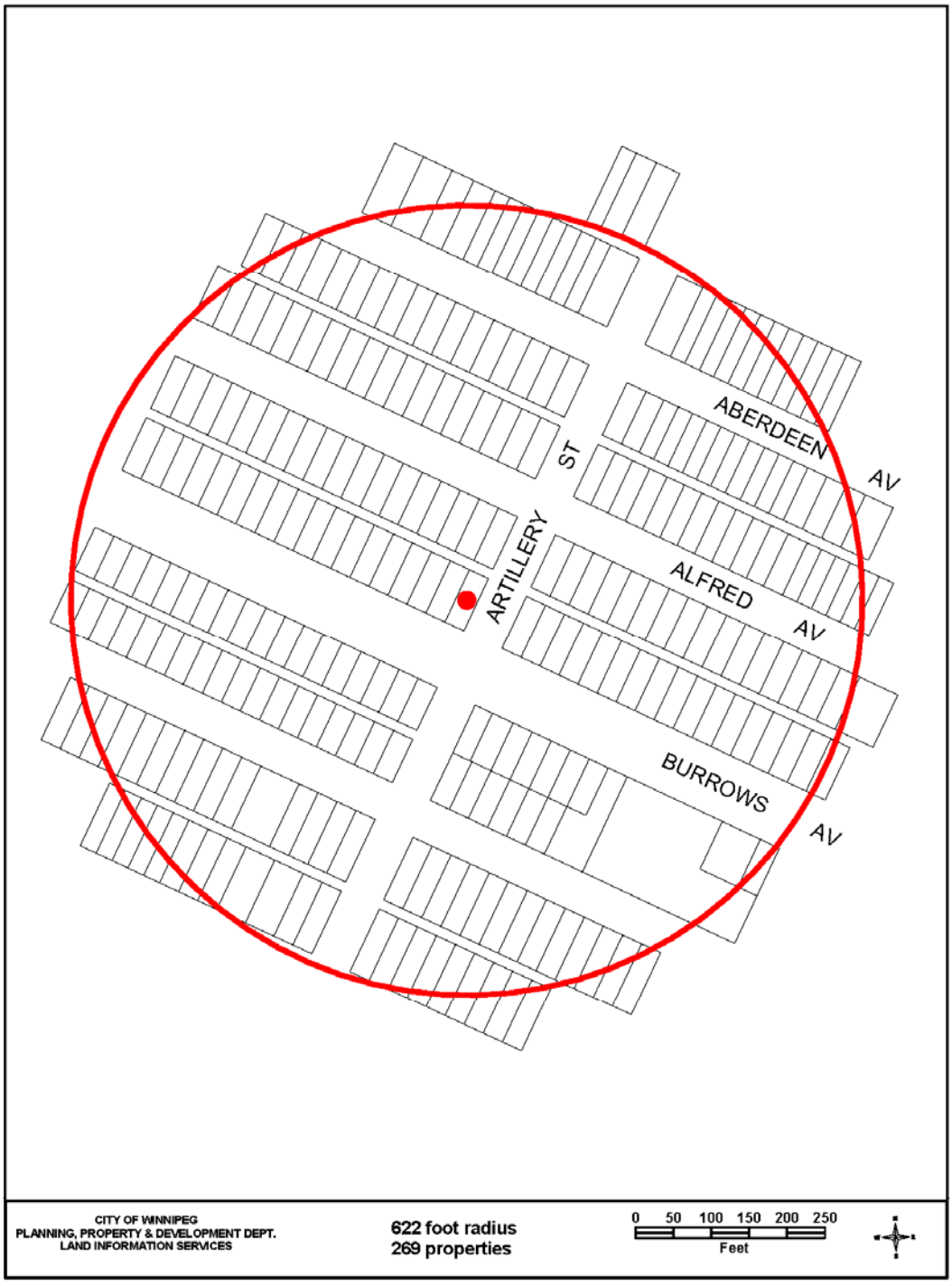
6. **Hiring additional staff for posting property.**
   - The cost of this option will depend on whether the City assumes full responsibility to post property for all application notices.
   - Should the Department take on this full responsibility, the Department anticipates that 3 additional administrative staff persons would be required to fulfill these duties.
   - The estimated salary costs, including benefits, to retain 3 additional administrative staff persons at the Clerk B salary would be $5, 310 bi-weekly, approximately $70,000 if the positions were retained for a period from July 1 to December 31, 2006.
   - Additional fleet costs would also be incurred based on the number of additional staff retained and for what period of time. The annual cost is estimated at approximately $45,000 not including insurance, maintenance and repairs.

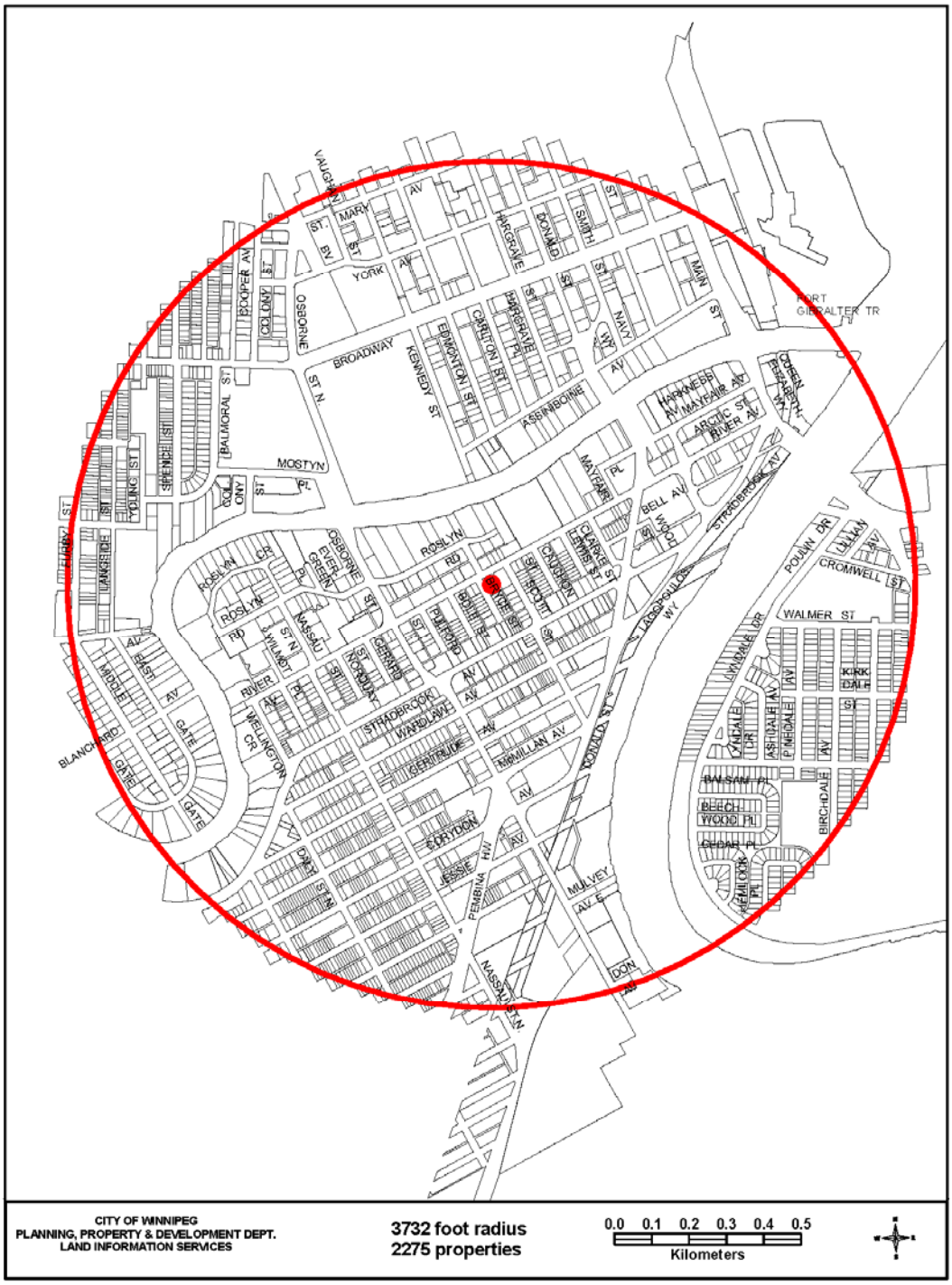
7. **Full "City-Page" in all Newspapers**
   - The concept of establishing a "City-page" would not only serve to provide a consistent location within the newspaper whereby all public notices would be located, but would also serve to consolidate departmental public service announcements and advertisements.

- In addition, consideration could also be given to consolidating corporate communications needs, in a common location with consistent communication style and image.
- Corporate consolidation of fees associated with required public notice advertising could also be considered.
- The following rates are based on a corporate rate committing to 52 weeks per year:
  Winnipeg Free Press: Full page $9150.00 plus GST -half page $4575.00 plus GST
  Winnipeg Sun: Full page $2449.92 plus GST-half page $1224.96 plus GST
  Community newspapers: Full page $5209.60 plus GST- half page $2604.80 plus GST
- The following circulation statistics were provided by Canstar Community news:
  Free Press circulation 92,000 within city limits
  Sun circulation 37,000 within city limits
  Canstar circulation 187,000 within city limits

Attachments "D" – Notices




ABERDEEN
AV
ST
ARTILLERY
ALFRED
AV
BURROWS
AV
CITY OF WINNIPEG
PLANNING, PROPERTY & DEVELOPMENT DEPT.
LAND INFORMATION SERVICES
622 foot radius
269 properties
0 50 100 150 200 250
Feet


CITY OF WINNIPEG
PLANNING, PROPERTY & DEVELOPMENT DEPT.
LAND INFORMATION SERVICES
3732 foot radius
2275 properties
0.0 0.1 0.2 0.3 0.4 0.5
Kilometers
FORT GIBRALTER TR
VAUGHAN
MARY
YORK
OSBORNE
COOPER AV
COLONY
BROADWAY
KENNEDY ST
EDMONTON ST
CARLTON ST
HARGRAVE
DONALD
SMITH
MAIN
NAVY
ASSINIBOINE
HARKNESS AV
MAYFAIR AV
ARCTIC ST
RIVER AV
QUEEN ELIZABETH WY
BALMORAL ST
SPENCE ST
YOUNG ST
MOSTYN
COLONY
MAYFAIR PL
BELL AV
WOOD ST
STRADBROOK AV
ROSLYN RD
ROSLYN CR
OSBORNE
EVERGREEN
CLARKE ST
LEWIS ST
CAUGHON
SCOTT ST
BRYCE ST
BOLE ST
PULFORD
NASSAU
WILMOT
GERARD
NORQUAY
STRADBROOK
WARDLAW
GERTRUDE
MCMILLAN AV
CORYDON
JESSIE
PEMBINA HW
MULVEY AV E
DON
NASSAU ST N
DONALD ST
LAGOPOULOS WY
POULIN DR
LILLIAN AV
CROMWELL ST
WALMER ST
KINDALE DR
KIRKDALE ST
YNDALE DR
ASHDALE AV
PINEDALE AV
BIRCHDALE AV
BALSAM PL
BEECHWOOD PL
CEDAR PL
HEMLOCK PL
FURRY ST
LANGSIDE ST
MIDDLE
EAST AV
GATE
BLANCHARD
RIVER AV
WELLINGTON CR
DALY ST N