
City Council

Notice of Motion

MM54.14	ACTION			Ward:All
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A Sign of Citizen Engagement: Improving Development Proposal Public Notices - by Councillor Josh Matlow, seconded by Councillor Kristyn Wong-Tam

** Notice of this Motion has been given.*

** This Motion is subject to referral to the Planning and Growth Management Committee. A two-third vote is required to waive referral.*

Recommendations

Councillor Josh Matlow, seconded by Councillor Kristyn Wong-Tam, recommends that:

1. City Council request the Chief Planner to:
 - a. undertake a review of the Development Proposal Public Notices toward signs that are attractive, use language that is informative and easy to understand while encouraging citizen involvement in the planning process;
 - b. consult with residents' associations, development industry representatives and other relevant stakeholders while conducting the review; and
 - c. report on the outcome of the review to the March 2015 meeting of the Planning and Growth Management Committee.

Summary

Development Proposal Public Notices on an application site are often the only information about a new building proposal that Toronto residents will encounter. That's why it's important that these notices are attractive and well-designed, written in language that is informative and easy for the average person to understand while encouraging involvement in the planning process.

Unfortunately, the City of Toronto's current Development Proposal notices fall far short of these goals. The notices are black and white with a very small picture of the planned building; the text is dry and does not encourage the reader to exercise their right to engage in issues that can have significant effects on their neighbourhood.

This Motion requests the Chief Planner to start a process to follow the lead of cities like Ottawa, which is the most recent Canadian municipality to receive public and critical acclaim

for their Development Notice re-design.

(Submitted to City Council on July 8 and 9, 2014 as MM54.14)

Background Information (City Council)

Member Motion MM54.14