

--	--

File: 15 PRO-p  
Planner: M. Tomazincic

<b>TO:</b>	<b>CHAIR AND MEMBERS PLANNING &amp; ENVIRONMENT COMMITTEE</b>
<b>FROM:</b>	<b>JOHN M. FLEMING MANAGING DIRECTOR, PLANNING AND CITY PLANNER</b>
<b>SUBJECT:</b>	<b>APPLICATION BY: THE CORPORATION OF THE CITY OF LONDON IMPROVEMENTS TO PUBLIC ENGAGEMENT IN THE PLANNING PROCESS MEETING ON DECEMBER 12, 2016</b>

<b>RECOMMENDATION</b>
-----------------------

That, on the recommendation of the Managing Director, Planning and City Planner, with respect to improvements to public engagement in the planning process, the following report **BE RECEIVED** for information to report on proposed improvements to public engagement, as modified based on stakeholder consultation, and anticipated for initial implementation beginning in Spring 2017.

<b>PREVIOUS REPORTS PERTINENT TO THIS MATTER</b>
--

**15 PRO p – Improvements to Public Engagement in the Planning Process – Report to Planning Committee (March 23, 2015)** – Report to Planning Committee to propose series of initiatives and request stakeholder consultation.

<b>BACKGROUND</b>
-------------------

On March 23, 2015, Municipal Council resolved:

*That, on the recommendation of the Managing Director, Planning and City Planner, the following actions be taken with respect to potential improvements to public engagement in the planning process:*

- a) *the report dated March 23, 2015, from the Managing Director, Planning and City Planner, with respect to potential improvements to public engagement in the planning process, BE RECEIVED;*
- b) *the proposed “Improvements to Public Engagement in the Planning Process” BE CIRCULATED to the London Development Institute, the Urban League, the London Homebuilders Association, London Area Planning Consultants, London area architects, landscape architects and urban designers; and,*
- c) *the Civic Administration BE DIRECTED to report back at a future meeting of the Planning and Environment Committee with respect to the proposed “Improvements to Public Engagement in the Planning Process” as modified based on stakeholder consultations;*

This report included nine issues to explore where improvements can be made to the planning process engagement practices. These included:

- Plain-language and formatting improvements to planning reports to make them easier to understand
- Improvements to possible land use change signage
- Improving the web presence
- Plain-language and formatting improvements to public notices
- Provide mail notification to tenants
- Expand the existing 120m mailing radius
- Refine the newspaper notification
- Developing protocols for non-statutory Community Information Meetings
- Use of Social Media

--	--

**File: 15 PRO-p  
Planner: M. Tomazincic**

On March 10, 2016 Municipal Council approved the multi-year budget among which included a business case requesting an amount of \$25,000 to offset the cost of new land use change signage that would be larger, more informative, and unique for each application.

**STATUS UPDATE**

Throughout 2016, Staff from Planning Services and Development Services began to group the aforementioned initiatives into interrelated bundles so that they may be implemented as a package in phases once they are technically able to be performed. For example, in order to ensure that the new possible land use change signage can be implemented and embossed with a unique URL for each property, the dedicated webpages must also be operational. The signage and webpages would also be complemented by improving the mailing notices such that they are uniformly branded with the signage, include more detailed information, and also direct readers to the dedicated webpages.

The initiatives have been bundled and are proposed to be implemented in phases as follows:

- Plain-language and formatting improvements to planning reports to make them easier to understand Phase 1
- Improvements to possible land use change signage
- Improving the web presence
- Plain-language and formatting improvements to public notices Phase 2
- Provide mail notification to tenants
- Consider expanding the existing 120m mailing radius
- Refine the newspaper notification Phase 3
- Developing protocols for non-statutory Community Information Meetings
- Use of Social Media Phase 4

Given that the initiatives listed in Phases 1 and 2 are the ones that attracted the most public interest, Staff focused on the development of these initiatives first.

Staff engaged the public and industry stakeholder in discussions as a starting point for the development of new land use change signage, notices, and webpages. Once product samples were created, Staff held follow-up discussions to present these samples to the various stakeholder groups on November 24, 2016 and December 2, 2016.

Generally, all stakeholders are in agreement that the existing signs and notices require updating and all seem to be pleased with the direction Staff are taking. There are some concerns about the use of proposed building renderings on the signs, i.e. whether they are necessary or create false expectation, therefore additional discussions will have to occur on that matter. The potential cost to the taxpayer/applicant was also raised in the focus group discussions.

--	--

**File: 15 PRO-p  
Planner: M. Tomazincic**

The following images illustrate the proposed changes to the “Possible Land Use Change” signage that have been prepared by Planning Services Staff and presented to the various stakeholders:

Existing Signage



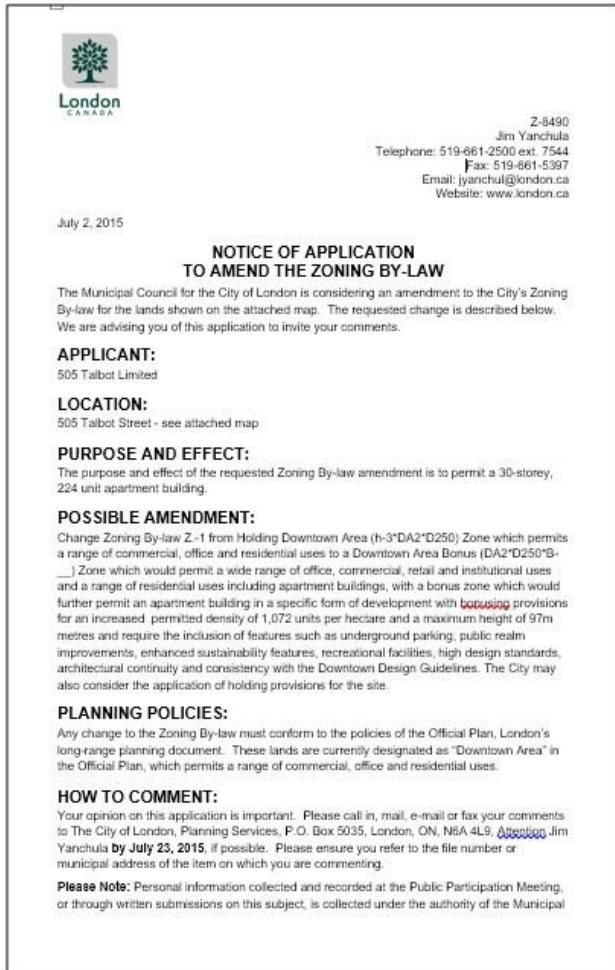
Proposed New Signage

--	--

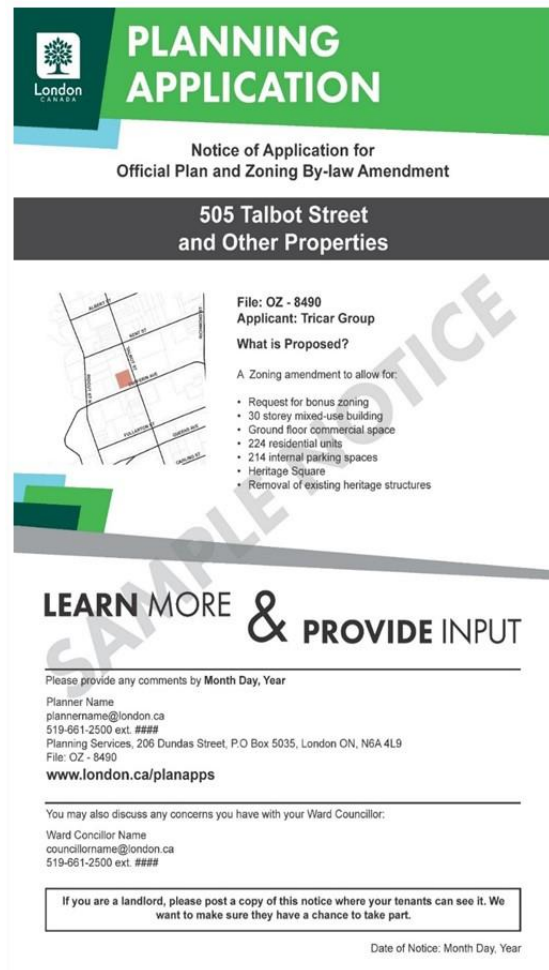
File: 15 PRO-p  
Planner: M. Tomazincic

The following images illustrate the proposed changes to the mailing notices that have been prepared by Planning Services Staff and presented to the various stakeholders:

Existing Mailing Notices



Proposed New Mailing Notices



Some of the highlights of the proposed new signage and mailing notices include:

- attention-grabbing “marketing” qualities to catch the public’s attention;
- uniform branding between signage and mailing notices thereby linking the two;
- less technical and more use of plain language;
- use of illustrations

While Staff had intended on implementing these initiatives in Q4 2016, various challenges presented themselves which impacted the timing for implementation. These include:

- Bill 73 (*Smart Growth for Our Communities Act*) came into force on July 1, 2016 and introduced changes to public notification requirements that directly impacted the scope of this initiative;
- Initial project scoping did not anticipate the complexity of each initiative, in particular the proposed new land use change signage, which require building code considerations;
- Working through issues that come from the multi-disciplined coordination between various service areas (Planning Services, Development Services, Legal, Clerks, Information Technology Services);
- The issuance of an RFP to solicit private sector interest in the construction, placement, repair, amendments and removal of proposed new signage

--	--

<b>NEXT STEPS</b>
-------------------

The following table provides an overview of the next steps to implement Phase 2 and anticipated time frame by which each task is anticipated to be initiated:

Anticipated Time Frame:	Task
October, 2016	Set up all internal and external consultation dates except Building and Development Liaison Forum
November, 2016	Draft RFP for new possible land use change signs
November, 2016	SLT meeting to present status update
November, 2016	Review Sign RFP with Planning Services, Development Services, Purchasing, and Communications (for sign quality) and finalize
November, 2016	Draft main products including branding <ul style="list-style-type: none"> <li>- Plain Language Planning Report sample</li> <li>- Plain language Notice of Application and Public Meeting samples</li> <li>- Tenant Notification integrated with Planning Notices</li> <li>- On-site sign</li> <li>- Web pages</li> </ul> Draft protocols where they may impact product
November, 2016	Consultation with Urban League
December, 2016	Consultation with Building and Development Liaison Forum and their associates
December, 2016	Release RFP for new possible land use change signs
January, 2017	Complete review of submitted bids for sign installation
January, 2017	Evaluate RFP submissions
January, 2017	Give notice/explanation to LPMA of new “ask” for tenant notification
February, 2017	Finalize main products
February, 2017	Prepare and test templates for main products
February, 2017	Complete protocols and standards, new and revised administrative forms, co-ordination with partnering departments, revise staff procedures
February, 2017	Give notice to potential applicants of new products and submission requirements and expected roll-out date
February, 2017	Staff training
March, 2017	PEC meeting
March, 2017	Council
April, 2017	Finalize contract with sign manufacturer
April, 2017	Relevant web authors build new web page for every open O, Z, OZ, Subdivision file – ITS programming will rely on identified file types to point to pages so we can’t pick and choose only “popular” or newer files – at this time each page must be built from scratch – there is no “template” capability currently available. Older open files could have a simpler page with very basic information.
April, 2017	Roll out new products – includes activating/replacing webpages, the new friendly URL, and ITS flipping the switch to link CityMap to the web pages – mailed notices may lag behind by 1 mailing cycle.

--	--

**File: 15 PRO-p  
Planner: M. Tomazincic**

<b>CONCLUSION</b>
-------------------

This report provides a status update regarding the proposed improvements to public engagement in the planning process based on stakeholder consultation to date. Additional improvements may also be implemented as Planning Services Staff continue to consult and refine the final products prior to implementation.

Item 9 of the Deferred Matters for Planning and Environment Committee lists *“Potential Improvements to Public Engagement in the Planning Process (Clause c) Staff to report back with proposed improvements to Public Engagement in the Planning Process as modified based on stakeholder consultation”*.

The existing *Requested/Expected Reply Date* of Q4 2016 listed in the Deferred Matters table should be modified to reflect “Q1 2017” and the *Status* should be updated to, “Provide an update leading up to Council approval date and advise on future implementation”.

<b>PREPARED AND SUBMITTED BY:</b>
<b>MICHAEL TOMAZINCIC, MCIP, RPP MANAGER, CURRENT PLANNING</b>
<b>RECOMMENDED BY:</b>
<b>JOHN M. FLEMING, MCIP, RPP MANAGING DIRECTOR, PLANNING AND CITY PLANNER</b>

30 November 2016

MT/mt

Y:\Shared\implemen\DEVELOPMENT APPS\2015 Applications 8451 to\15 PRO p - Planning Process Engagement Strategy\Improving Engagement\Final Planning Reports on Engagement\15 PRO p – Update Report (Improvements to Public Engagement in the Planning Process)