

## MEMORANDUM

**TO:** Fred Morley, Chair and Members of Community Design Advisory Committee  
**FROM:** Jacob Ritchie, Urban Design Program Manager – Planning & Development  
**DATE:** 2016-10-20  
**SUBJECT:** Draft Plan Release, Response

On September 28<sup>th</sup>, 2016 the committee reviewed the schedule and background for the release of the Draft Centre Plan. We shared a “Primer” on the topic that included the intents, the schedule, the Objectives of the Plan for each theme area, and the four Core Concepts that define the Draft Centre Plan.

### Core Concepts

1. Complete Communities
2. Human Scale Design
3. Pedestrians First
4. Strategic Growth

The details that follow will serve to provide an update to the committee on response to the staged release.

### Centreplan.ca

A renewed web site has helped communicate the steps in the release of the draft and serves as the main portal for disseminating materials outside of the in person events.

Through the last month we’ve garnered significant interest and attention to the materials and videos that are available. For the period of September 21<sup>st</sup> to October 18<sup>th</sup> there were 1394 Visits, 1667 Pageviews, and 1072 unique users. On October 20<sup>th</sup> alone there were 114 visits to the website and 35 downloaded PDFs. The online version of the Structure map has been viewed 177 times in its first 24h being available to the public.

These data will be updated for the committee at the October 26<sup>th</sup> meeting.

### October 11<sup>th</sup>, 7:00pm – Objectives & Policies Release

Held at Alderney Landing, this presentation & open house provided our team the opportunity to meet face to face with the public and stakeholders while explaining the content of both the “Primer” and “Policy Direction” for the Themes of the Centre Plan.

This event was first publicized at the CDAC meeting in September and was advertised to our stakeholder list through emails and communications in early October.

As is normal practice a Facebook event was created as an additional means of communication. There was no radio or other paid advertising for this event.

Approximately 100 people attended the event and during the presentation there was an opportunity for a brief Q&A.

#### October 19<sup>th</sup>, 7:00pm – Urban Structure Release

Last Wednesday the team hosted another presentation & open house at the Portia White Atrium at Citadel High School.

This event was first publicized at the CDAC meeting in September and was advertised to our stakeholder list through emails and communications following the October 11<sup>th</sup> event.

As is normal practice a Facebook event was created as an additional means of communication. There was no radio or other paid advertising for this event.

Approximately 170 people attended the event and with the release of the structure, and the heights framework for the Centres there was substantial dialogue for the duration of the open house.

#### Media

Staff has had the opportunity to engage with local media relating to these events with the support of corporate communications.

The following links to articles can provide the committee with some summary of the response:

October 19<sup>th</sup>/20<sup>th</sup>:

- “Urban Structure Details Revealed”  
<http://www.metronews.ca/news/halifax/2016/10/19/urban-structure-details-revealed-halifax-centre-plan.html>
- “Halifax plan for urban development received with cautious optimism”  
<http://www.cbc.ca/news/canada/nova-scotia/development-plan-halifax-residents-1.3813126>

October 11<sup>th</sup>/12<sup>th</sup>:

- “Halifax-Dartmouth Centre Plan to make pedestrians priority”  
<http://www.cbc.ca/news/canada/nova-scotia/halifax-dartmouth-centre-plan-pedestrians-1.3800960>
- “New Blueprint for HRM Development Beginning to be Developed”  
<http://globalnews.ca/news/2997178/new-blueprint-for-hrm-development-beginning-to-be-revealed/>
- Information Morning, “An Update on Progress with Halifax’s Centre Plan”  
<http://www.cbc.ca/player/play/2696476105>

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September 27<sup>th</sup>:

- “Step Up and Be Heard on Halifax’s Centre Plan”  
<http://thechronicleherald.ca/metro/1400634-step-up-and-be-heard-on-halifax%E2%80%99s-centre-plan-savage-and-macpherson-say>

In addition to these articles we have been speaking with other media outlets in support of longer format pieces on the topic of Planning & Development in the region.

These summaries are meant to provide for an opportunity for CDAC to help the staff team in make adjustments in the process. A more fulsome account of all engagement activities in 2016 will be provided to the committee at next month’s meeting when a report on the Engagement Plan will be submitted for review and recommendation by the committee.