

Digital Graphic Requirements for Proposed Developments

Description	A digital graphic is a .PDF image showing the visual representation of a proposed development to help illustrate a proposed site development, massing and colour.
When Required	A Digital Graphic is required when: <ul style="list-style-type: none"> The City wishes to include an image in a public advertisement illustrating the character of the proposed development that requires a Public Notice and/or public hearing.
Rationale	<i>Complete Communities, Section 12 – Urban Design:</i> Key Direction: Respond to Winnipeg’s dynamic urban character and create a legacy of high-quality public and private places to ensure its competitive position as a functional, livable and memorable city. <ul style="list-style-type: none"> The City will encourage a consistent, design-led approach in order to build or reinforce unique neighbourhood character by promoting well designed buildings, high quality streetscapes, and attractive parks and public spaces.
Required Contents	<ul style="list-style-type: none"> A .PDF file at a size and scale (typically 8 ½” x 11”) to clearly illustrate the character of the proposed development for inclusion in a public advertisement. The exact subject matter of the digital graphic will be determined by the City depending on the proposal, such as a rendered site plan for large developments, a 3-D illustration of the proposed building(s), etc.
Evaluation	A digital graphic should provide a visual representation of the proposed project. The content of the graphic will be evaluated by the City according to: <ul style="list-style-type: none"> A colour-rendered site plan, illustrating building footprints, internal roadways, parking, landscaping, and any other pertinent items as required A 3-D colour rendering or colour elevations of the proposed building(s) or renovations to existing buildings on the subject site Any other representation of the development proposal as required by the City