

## Digital Graphic Requirements for Proposed Developments

<b>Description</b>	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.
<b>When Required</b>	A Digital Graphic is required when: <ul style="list-style-type: none"> <li>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.</li> </ul>
<b>Rationale</b>	<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"> <li>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.</li> </ul>
<b>Required Contents</b>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>
<b>Evaluation</b>	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"> <li>A colour-rendered site plan, illustrating building footprints, internal roadways, parking, landscaping, and any other pertinent items as required</li> <li>A 3-D colour rendering or colour elevations of the proposed building(s) or renovations to existing buildings on the subject site</li> <li>Any other representation of the development proposal as required by the City</li> </ul>