

# City of Goleta

## Public Outreach Program: New Zoning Ordinance

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Prepared by Dyett & Bhatia, URS, and Goleta Advance Planning Division Staff

**Public Outreach Plan.** CONSULTANT shall work with City staff to formulate a Public Outreach Plan for the project using the components identified in this Scope of Work and milestones reviewed with City staff. The Public Outreach Plan will outline all public meetings, Planning Commission meetings, Commission and Council study sessions, stakeholder meetings, and other outreach tools. It will summarize CONSULTANT and City staff responsibilities, new social media that may be used, and newsletters to be prepared. The CONSULTANT shall conduct and prepare Spanish translation for public outreach materials and at public meeting. Specific details regarding the method of translation will be detailed in the Public Outreach Plan.

The City's New Zoning Ordinance Program is a collaborative process to prepare new zoning regulations to shape future growth and to help realize the community's vision for the future – as reflected in the City's General Plan. It is imperative that all stakeholders have input throughout the process.

An effective public outreach program creates confidence in the planning process, promotes broad-based understanding, and reflects the interests and needs of the community. An interactive relationship among City staff, Planning Commission, decision-makers, the community as a whole, and the consultant team are all components of a successful planning process.

The public outreach program includes a multi-faceted approach. The goal is to engage a broad constituency of the City's population and interests. To maximize inclusion within the practical limits of time, budget, and population size, the program proposes a mix of techniques that offer opportunities for the entire City to provide input during the process. This program will include the use of imagery and graphic tools to facilitate understanding of planning concepts and policies. It will employ techniques that effectively foster input to assure participants that their voices have been heard and a consensus is reflected in the proposed regulations. Following are some of the basic principles that will be used to manage community processes:

- **Education.** Many disagreements about zoning are based on a lack of clear information regarding factual conditions and General Plan direction along with State requirements for development and resource protection in the Coastal Zone. Educational opportunities for the public are critical to public outreach process.
- **Balanced Interests.** Every segment of the community must feel heard, even if their specific ideas are not included in the final outcome.
- **Structured Meetings.** Tailored agendas, structured PowerPoint presentations, and effective meeting facilitation ensure that each session achieves its intended results.
- **Open Outcomes.** While meetings must be structured, it is equally important that meeting materials and facilitation do not lead toward any pre-ordained outcome.

## **PROGRAM PURPOSE**

The public outreach program will allow residents and decision-makers to identify technical zoning issues that may not yet have been fully resolved by General Plan policies and to review and comment on zoning as it is being formulated. The outreach program also will provide opportunities for input during the environmental review process for the New Zoning Ordinance Program. The focus of the program will be on ensuring that specific technical concerns can still be received and that there is a forum for review of new ideas on General Plan implementation that may not have been considered during the General Plan process, including the most recent amendments. This inclusive approach leads to consensus-building planning and zoning work and provides a basis for a program that will meet Goleta's needs.

Public outreach for the New Zoning Ordinance Program should fulfill five broad purposes:

1. Define the purpose of new zoning, including its physical, economic, environmental and social implications, as well as its permitting and approval processes.
2. Describe the current state of the regulations and the type of development that results.
3. Identify strategies that will respond to and implement General Plan policies.
4. Provide opportunities for input on draft regulations and the draft Zoning Map as they are being formulated and during the environmental review/CEQA process for the New Zoning Ordinance.
5. Achieve public ownership of the recommended regulations.

While much of the outreach will occur through scheduled community meetings, the public outreach process will offer a variety of means for residents, businesses, and other stakeholders to express their views. The program will reach out to all community members. It will also serve as an educational forum, providing an understanding of the inter-relationship between regulations and their implications for development in the City and examples of how peer communities have resolved zoning issues similar those faced by the City.

## **PROGRAM COMPONENTS**

### **Stakeholder Meetings/Interviews [Completed]**

One-on-one interviews with stakeholders are an important and effective way to gather information and perspective, since often people are much more candid interfacing in a small group. Interviewers can ask about major issues of concern, deal-breakers, desirables, and the political factors that may come into play, in order to discover the most critical issues for the City. These discussions also will build on stakeholders knowledge of the General Plan and related planning issues that the City has addressed and expectations about how these concerns will be handled in the New Zoning Ordinance. Stakeholders will be interviewed in two or three series of seven small group (up to three or four stakeholders) interviews held concurrently in separate rooms over a two-day period.

Issues identified by stakeholders will be classified and sorted to identify common themes and shared concerns. A final “punch list” of issues and priorities based on the stakeholder interviewing, organized by topic, will be included in the Summary of Stakeholders Interviews paper.

### **Stakeholder Interview and Meeting Responsibilities**

- Stakeholder identification: City, with Consultant Team consultation
- Interview/meeting coordination: City
- Interview/meeting materials: City and Consultant Team
- Conduct interview/meeting: Consultant Team

A letter for City staff to use to invite stakeholders to the interviews has been prepared for City staff review along with an interview questionnaire template. The interviews will be structured around a specific set of questions, but also allow for open-ended discussion of specific issues that may be of concern and specific areas of the community with which the interviewee may be most familiar.

### **Planning Commission Meetings – Refined**

Throughout the New Zoning Ordinance Program, the Planning Commission will provide a sounding board for draft regulations. A total of five public meetings will be held, one for the kickoff to get Commission input on issues to be addressed, three to review interim products (“modules”) and a final study session on the draft ordinance. Each meeting will be preceded by a 45 minute “open house” during which residents will have an opportunity for informal discussion with the consultant and City staff on the module being presented for discussion. The draft modules will be distributed in advance of the normal meeting packet mailing date to allow additional time for Commission and public review. Draft modules will include “Definitions” as appropriate for the topics addressed in the modules. The meetings will be “study sessions” not formal public hearings so testimony may not be limited to 3 minutes; instead, depending on the number of speakers on topics, the Commission Chair may allow more time for comments. Notice of meetings and availability of documents will be provided on the project website ([www.goletazoning.com](http://www.goletazoning.com)).

- Briefing on issues and approach
- Briefing on Annotated Outline (Added)
- Module #1: Zoning Administration
- Module #2: Base and Overlay District Regulations
- Module #2: Regulations that Apply in Some or All Districts
- Final session on the draft ordinance

## **Public Workshops and Hearings**

After technical review of the modules is completed, public workshops will be conducted to get input on the new draft regulations from the community at-large prior to formal public hearings. Potential workshop topics include:

- **Workshop #1:** Framework for New Zoning
  - Planning Commission workshop open to the public and held prior to regular Planning Commission meeting time.
  - Present major issues and General Plan direction for new zoning, and ‘big ideas’ for consideration.
  - Use photos and graphics of specific zoning issues in Goleta and how the new ordinance addresses them.
- **Workshop #2:** City-wide and Special Purpose Standards and Permitting Process
  - Planning Commission workshop open to public and held either prior to or during regular Planning Commission meeting time.
  - Present specifics on new City-wide and Special Purpose Standards.
  - Present details on zoning administration.

## **Public Workshop Responsibilities**

- Workshop organization: City
- Announcements: City
- Meeting Materials: Consultant Team to prepare draft for City review, City provide copies; City to include a meeting agenda and overview in Spanish
- Presentation: Consultant Team

## **Public Workshop Structure**

Each workshop would be structured as an event for residents and use techniques that engage the interest of participants; maximize opportunities for input and discussion; and incorporate citizen input into the review and adoption process. Workshop methods may include:

- Post-its, note cards, and other comment forms that enable written communication on zoning issues and reactions to the New Zoning Ordinance.
- “Break-out” sessions addressing issues and options, as well as candidate implementation programs.
- Panel discussions by consultants and Planning Commissioners to address key issues. Technical terms and “zoning jargon” will be avoided.
- Large scale flip charts (or computer-based display) for the recordation of public comments.

- “Open House” forum, where community members can view materials and interact with City staff and consultants prior to, during, or after the workshop.

### **Public Hearings and Spanish Translation Services**

The consultant team will provide support for four public hearings on the Draft EIR and the New Zoning Ordinance. The consultant team will provide Spanish translation services for the four hearings and work with City staff on preparation of agendas and brief summary materials in Spanish on the proposed ordinance and the CEQA documents

### **City Council Briefing**

The City Council is ultimately responsible for adopting the New Zoning Ordinance. In order to introduce the City Council to key issues to be addressed in the New Zoning Ordinance Program, a City Council briefing on the issues raised by stakeholders will be conducted after Planning Commission briefing and completion of the stakeholders interviews. Additional City Council briefings may be conducted by City staff throughout the process.

- City Council Briefing Responsibilities
- Briefing organization/scheduling: City
- Briefing materials: Dyett & Bhatia to prepare, City to provide copies
- Conduct briefing: City staff (Dyett & Bhatia if scheduled concurrent with another trip)

### **Website**

A project website ([www.goletazoning.com](http://www.goletazoning.com)), linked to the City’s home page, will be created by the City to expand access to information about the New Zoning Ordinance Program. Throughout the planning process, materials and information (including text and maps) will be prepared in a web-compatible format and posted on the website. The site will also act as a record of the process, providing meeting dates, agendas, and meeting notes in a central, accessible location. Project memorandum and milestone documents will be uploaded to the project website to be accessed by interested citizens as well. The website also should allow comments to be submitted electronically.

### **Website Responsibilities**

- Project website: Consultant Team
- Web-compatible materials: Consultant Team

### **Quarterly Newsletter (The “Monarch”) Media and Press Releases**

Draft articles for the Monarch Press will be prepared for the City’s quarterly newsletter. At key milestones, press and media releases will be drafted for the City to distribute to local media at key benchmarks in the process and in advance of workshops and other public forums.

**Media and Press Release Responsibilities**

- Draft articles for the Monarch Press
- Draft releases: Dyett & Bhatia (URS on CEQA scoping and availability of CEQA documents)
- Distribution: City

**Public Outreach in Support of the Environmental Impact Report**

URS is the consultant team member who will lead the environmental review process for the New Zoning Ordinance. This process is guided by the California Environmental Quality Act (CEQA) and the City’s environmental review guidelines and CEQA thresholds. Public and agency participation is a key component of the CEQA process as it is implemented by the City. The City’s CEQA process provides a forum to inform the public, agencies, and decision makers about the potential effects of a given project and to provide them an opportunity to review and comment on environmental documents prior to a decision being made. The table on the following page shows the public outreach efforts anticipated in support of this project.

URS assumes that all CEQA documents are to be prepared in English and any necessary translation of these documents or summary materials on the CEQA process would be by City staff.

<b>CEQA Outreach for New Zoning Ordinance Program - URS</b>	
Notice of Preparation (NOP)	Notice of preparation of an EIR with a 30 day comment period will be prepared by URS for distribution by the City.
Agency Consultation	Scoping letters will be sent to applicable agencies in addition to the NOP with specific agencies specific questions. Alternatively, agency specific scoping questions can be incorporated into the NOP.
Scoping Meeting	One public scoping meeting during the NOP comment period will be held per CEQA Guidelines Section 21083.9 requirements.
Notice of Completion (NOC)/Notice of Availability (NOA)	NOC/NOA with a 45 day comment period will be prepared by URS for distribution by the City.
Public Meetings/Hearings on Draft EIR	The public meeting on the DEIR will be in the context of a regular Planning Commission meeting and not a separate workshop or open house setting. URS will support city staff in preparing for and presenting the project to the Planning Commission and City Council for public hearings. URS will prepare a presentation for and attend four (4) public meetings/hearings on the Draft EIR. URS staff will be available at each public hearing to provide oral testimony and respond to any questions, if needed.