

ENHANCED PUBLIC ENGAGEMENT PROPOSAL

NOT REVIEWED OR APPROVED FOR LEGAL SUFFICIENCY

The below draft policy is based on the desire of Councilmembers Barbara Henley and Aaron Rouse to ensure successful and meaningful public engagement while enhancing opportunities for citizen participation and understanding.

The City Council is scheduled to discuss the draft policy at their November 10, 2020 workshop. For additional information, please contact Carolyn Smith at 757-385-4488 or caksmith@vbgov.com. Written comments are encouraged to be provided to caksmith@vbgov.com.

1.0 Purpose and Need

To ensure successful, useful and meaningful engagement between applicants of the discretionary review process and surrounding residents and property owners whereby opportunities for citizen involvement and understanding are enhanced.

2.0 Proposal

If a discretionary application is submitted that is identified in Section 3.0 below, organized public outreach and information is required to be provided by the applicant to inform the public, including residents and nearby property owners, of the application and potential impacts on adjacent properties. Along with existing requirements, the submittal of an application to the Planning Department must also include:

- a description of the communication strategy indicating what surrounding property owners/residents can expect before construction commences, during construction, and after construction is complete;
- a description of construction practices necessary (drive piles, place fill, etc.) to accomplish the proposal;
- information on the location of employee/construction worker parking plan;
- a description of the location of construction trailers, storage of construction equipment, staging areas, and construction accessways and entrances;
- a discussion of any existing plant material to be protected as well as planned buffers and plantings;
- a description of benefits to the surrounding properties as a result of the application (improved stormwater, traffic safety improvements, etc.) above and beyond what could be constructed on the site as a matter of right without City Council consideration.

The applicant must also use a variety of outreach measures to relay this information and other details of the development to surrounding residents and property owners as noted below.

- Use at least two Level I and two Level II outreach measures as listed below or as approved by the planning director or his designee.
- Document the implementation of the outreach and engagement tactics.
- Record (written, audio and/or video) all comments provided to the applicant as part of the outreach process.
- Provide a method of digital means for citizens to provide comments as well as phone number or mailing address to provide comments directly to the applicant.

The applicant may propose using other measures to satisfy the requirement. Any deviations from the prescribed list must receive approval from the planning director or his designee in advance of implementation.

The applicant is encouraged to address and/or respond to input received.

An application will strongly be considered for a deferral either by the Planning Commission or the City Council if the applicant has not reported and submitted the documented results of the required public outreach to Planning Department staff.

Level I Outreach Measures

- *Host an in-person meeting where the public is invited to learn and ask questions regarding the proposal at least 4 weeks prior to the Planning Commission public hearing and be held in the Council district where property is located.* Comments must be recorded by the applicant and provided to staff for inclusion in any reports to the Planning Commission. The property owners within a 0.25 mile radius must receive an invitation by mail via the United States Postal Service. The mailing list will be provided by the Planning Department.
- *At time of application submittal to the Planning Department, direct mail using the United States Postal Service all property owners within 0.25 mile radius of the property.* Mailing must provide the applicant's contact information as well as method(s) to provide comments and input on the project. The mailing list will be provided by the Planning Department.
- *Host an in-person meeting following the Planning Commission meeting in the Council district where property is located where the public is invited to learn and ask questions regarding the proposal at least 2 weeks prior to the City Council public hearing.* Comments must be recorded by the applicant and provided to staff for inclusion in any reports to City Council. The property owners within a 0.25 mile radius of the property must receive an invitation by mail via the United States Postal Service. Mailing list will be provided by the Planning Department.
- *Present details of the application to an appropriate City Council-appointed committee or commission prior to the Planning Commission public hearing.*
- *Attend an in-person meeting or virtual meeting with the organized civic organization in the area of the application a minimum of 4 weeks prior to the public hearing.* The location of the meeting must be within the Council district where the proposal is located. The applicant must provide details of the development as well as provide methods to which the public can obtain additional information as well as ways to provide public input.

Level II Outreach Measures

- *Create a Facebook page regarding the application with appropriate level of detail for the public.* Facebook page is to be kept current with project and meeting information, and applicant must respond to comments and questions. Page to be created within one of week of application submittal to the Planning Department.
- *Create a webpage regarding the application with appropriate level of detail for the public.* Webpage is to be kept current with project and meeting information and applicant must respond to comments and questions. The webpage must provide an email or comment area that allows for the public to provide comments. Page to be created within one of week of application submittal to the Planning Department.
- *Host a live video conferencing meeting that is verifiably advertised and promoted to potentially interested parties.* Civic organization and homeowners' association leaders in the area must be provided meeting information at least 2 weeks in advance of virtual meeting to ensure adequate notification. Virtual meeting must occur at least 4 weeks prior to the Planning Commission public hearing. An opportunity for the public to ask questions and for the applicant to respond must be a component of the meeting.
- *Create and post a video on webpage or Facebook page describing details of application at least 4 weeks in advance of the Planning Commission public hearing.* Video shall include methods for

providing input either digitally or in writing.

- *Create and post a survey on Facebook and/or webpage to receive public comment on application.* The survey must be shared with the public either via a direct mailing using the United States Postal Service, email list services, organized civic organizations, or through online neighborhood methods similar to NextDoor. Survey must be activated at least 4 weeks prior to the Planning Commission public hearing. Results of survey must be posted on Facebook or webpage and provided to the Planning Department prior to the Planning Commission public hearing.
- *Conduct a focus group with at least 10 property owners who own property within 0.50 miles of the site.* Focus group must occur at least 4 weeks prior to the Planning Commission public hearing. Results of focus group must be posted on Facebook or webpage and provided to the Planning Department prior to the Planning Commission public hearing. Identifying and contacting property owners will be coordinated by the Planning Department's Development Liaison.
- *Attach a QR Code and website URL within a direct mailing via the United States Postal Service to property owners within 0.25 miles of the site.* Mailing must occur at least 4 weeks prior to the Planning Commission public hearing. The QR Code and website must provide links to information about the details of the project.

3.0 Procedures to Accomplish Policy

Planning Department staff shall provide the policy to applicants and include the documentation of the activities required within the staff report presented to both the Planning Commission and City Council for the following applications.

- Rezoning of properties exceeding 3 acres
- Conditional Rezoning
- Uses subject to approval of a Conditional Use Permit and under the specific conditions

Airports, Heliports, & Helistops

Assembly Uses occupying over 6,000 square feet of floor area

Auto Repair Garages occupying over 6,000 square feet of floor area

Automobile Service Stations

Bars & Nightclubs

Borrow Pits

Car Wash Facilities occupying over 6,000 square feet of floor area

Craft Breweries, Craft Distilleries, & Craft Wineries

Colleges & Universities

Collection Depots for Recyclable Materials

Drive-In Theatres

Drugstores with Drive-Through Facilities in the B-4K District

Environmental Education Centers occupying over 6,000 square feet of floor area

Fiber-optics Transmission Facilities

Fraternity & Sorority Houses, Student Dormitories, & Student Centers

Golf Courses, private

Hospitals & Sanitariums

Housing for Seniors & Disabled Persons for more than 25 beds

Marinas, commercial

Mini-warehouses

Mobile Home Parks

Motor Vehicle Sales & Rentals for more than 10 vehicles

Multi-Family Dwellings for more than 4 units

Mulch Processing Facilities occupying over 10,000 square feet of area

Open-Air Markets greater than 1 acre

Parking Structures & Parking Garages

Private Sewage Treatment Facilities

Recreational & Amusement Facilities of an Outdoor Nature exceeding 5 acres

Recreational Campgrounds
Religious Uses on properties exceeding 5 acres
Recreational Resort Community
Satellite Wagering Facilities
Schools, private
Single Room Occupancy Facility for more than 10 units
Storage or Processing of Salvage, Scrap, or Junk
Truck & Trailer Rentals for more than 10 vehicles or trailers
Wildlife Rehabilitation Centers

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