

PLANNING AND DEVELOPMENT DEPARTMENT

MEMORANDUM 18-17

DATE: May 7, 2018

TO: Honorable Mayor Carol A. Dodge and City Council Members

FROM: James A. Hayes, AICP, City Manager *JH*
Brook Svoboda, Director of Planning and Development *BS*
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SUBJECT: Unified Development Ordinance – Public Engagement Strategy

PURPOSE

Staff is presenting the public engagement strategy of the Unified Development Ordinance (UDO) project. Public engagement is expected to begin in earnest in leading up to the public consolidated UDO draft, currently scheduled to be ready in August.

BACKGROUND

On February 12, 2018, City Council approved a contract addendum with Clarion Associates to increase the UDO project budget in order to add additional public engagement opportunities together with staff. Attachment 1 is provided as an outline of the overall project timeline and public engagement opportunities. Staff is seeking discussion and direction from City Council on these public engagement strategies and to provide information needed to coordinate with Council on availability for public open houses and possible Ward meetings.

UPDATE

N/A

BUDGET IMPLICATIONS

N/A

SCHEDULE/TIME IMPLICATIONS

The proposed public engagement schedule is as follows:

- Two (2) Topic Specific community meetings (June 2018)
- Two (2) Public Open Houses (Sept. / Oct. 2018)
- Optional Ward Meetings (Sept. / Oct. 2018)
- Up to three (3) video “vignettes” on overall project and topic specific (Summer/Fall 2018)
- Social media, print media, and other online video presence (Summer/Fall 2018)
- Mailing to every property in Northglenn explaining project and zoning change specific to recipient (Fall 2018)
- Spanish translation can be made available

See Attachment 1 for overall project timeline and further details on public engagement strategy. Staff will coordinate with the City Manager's Office and other departments as appropriate to schedule all project related public meetings, Ward meetings, and to provide for other public outreach materials.

NEXT STEPS

In order to ensure that Clarion can be available, please contact staff to schedule an upcoming Ward meeting. The individual Ward meetings are not required but have been included in the budgeted scope of work for this project in the event Council members would like Clarion to present the code to your constituents. Staff recommends that the Ward meeting be scheduled after the Consolidated Draft has been presented to Council, which is currently scheduled for August 20, 2018.

STAFF RECOMMENDATION

N/A

STAFF REFERENCE

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ATTACHMENTS

Attachment 1: Summary of Public Engagement Strategy

Attachment 1

UDO Public Engagement Strategy

Overall Project Timeline:

- Consolidated Draft
 - Delivered to Staff for comment (June 2018)
 - Public Draft ready (August 2018)
 - Task Force presentation and follow-up (August 2018)
 - Joint CC/PC (August 2018)
 - Follow-up PC (August 2018)
 - Follow-up CC (September 2018)
 - Final Draft UDO and Zoning Map Adoption (November 2018)

Community Meetings:

- Two (2) Topic Specific community meetings (June 2018)
 - Provided to provide community input on specific topics prior to staff comments on consolidated draft. Can include various elements of code in a “themed” discussion
 - Suggested topics:
 - Single-family zones and accessory dwelling units (ADUs)
 - Mixed-use zones and commercial development standards
- Two (2) Public Open Houses (September/October 2018)
 - Provide overview of project and introduce draft Zoning Map
 - Zoning Map: Every property will need to be assigned comparable zoning district to existing. Vast majority will represent little more than a change in name only.
- Optional Ward Meetings (September/October 2018)
 - Provide overview of project and be available for further discussion on any previous community meeting and open house materials, or other aspect of the code.
 - Will require at least 2 month lead time to secure consultant availability. Suggested to schedule in conjunction with public open houses in September and October in the lead up to adoption.
- Staff would also be available for other community engagement events including but not limited to Mayor on the Move.

Website

- Newcodenorthglenn.org
- Link from <https://www.northglenn.org/planning>

Video Outreach:

- Three (3) videos
 - One (1) on overall project (already produced). Envisioned to play on Channel 8 and City YouTube channel (Summer and Autumn 2018)
 - Two (2) on Topic Specific themes to coincide with Topic Specific community meetings (yet to be produced; summer and throughout remainder of project)

Social Media:

- Utilize the City's social media presence to distribute videos on project.
- Potential to include interviews with staff, members of the project Task Force, Planning Commission, City Council and Mayor regarding project.
- Promotion of events related to UDO Campaign on various social media channels.

Print Media:

- Northglenn Connection
- Northglenn-Thornton Sentinel
- "Your Hub" coverage

Zoning Map:

- Draft of Zoning Map will need to be prepared for adoption at time of Ordinance adoption
- Mailings to all property owners in City to explain project and impact to specific zoning, and provide contact information for questions.
- Sample outline of letter currently under development.

Spanish Translation:

- Can provide written and audio translation of available materials.
- Discussion on double-sided English/Spanish mailer with reference to further information online, or additional English explanation with Spanish announcement that translated materials available online

Other Public Engagement Strategies

- Further discussion on items not included...