CITY OF DUNWOODY
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MEMORANDUM

To: Mayor and City Council

From: Jennifer Peterson, Community Development Director

Date: April 20, 2009

Subject: **Comprehensive Plan Kick-Off**

The City of Dunwoody Comprehensive Plan will be the first major land use policy and visioning document for the new city. For the first time the community and citizens of Dunwoody will have the opportunity to guide and vision and policies for future land development.

In February the City hired POND to be the comprehensive planning consultant. Since that time POND has been collecting data for the Community Assessment (CA) about the City and preparing the Community Participation Plan (CPP). Both of these documents are required by the State comprehensive planning regulations. Once these two documents are complete and adopted by Council, they will be transmitted to the State for review.

To complete these two documents the city staff and consultant team need to begin meeting with a Steering Committee. Staff will return to Council at the April 27th meeting to request the appointment of the Steering Committee by the Mayor and Council.

City of Dunwoody ■ Comprehensive Plan

Community Participation Plan

POND
Architects • Engineers • Planners

In Association With:
ARCADIS
Ross + Associates

COMMUNITY PARTICIPATION PLAN

INTRODUCTION

The City of Dunwoody undertakes its first Comprehensive Plan. Serving 32,808 residents, the new city was officially established on December 1, 2008. In order to carry out the Mission, Vision and Value Statements listed below, the City will engage the public for input into the Comprehensive Plan.

- The **Mission** of the City of Dunwoody is to provide the highest quality of life for those who live, work or play in the city and to foster an environment where business can prosper. We will serve all stakeholders in a transparent manner with resourceful, efficient, progressive and professional leadership.
- The **Vision** for the City includes the provision of quality service to citizens support economic growth through careful and thoughtful planning.
- The **Value** Statement of the City includes the provision to make Dunwoody a better community built on mutual respect and trust, and to promote and maintain the highest standards of personal and professional conduct.

The Comprehensive Plan includes a **Community Assessment** and a **Community Agenda**. Community Participation is a vital building block for developing the Community Agenda, which contains the City's vision, official policies and action plan for actualizing its vision. The methods for which the public will be engaged are outlined in the Community Participation Plan (CPP). A schedule of activities and benchmarks for the participation process is also provided within the CPP.

A diverse set of stakeholders and a Citizens Steering Committee will help ensure that the Community Agenda reflects the values of the City's citizenry. Meaningful involvement by informed constituents will also validate the Community Agenda as a community-endorsed, public policy document used to guide future land use decisions. When many members of the community participate in establishing the Community Agenda, they lend support to city officials in the implementation of the policies established within the document.

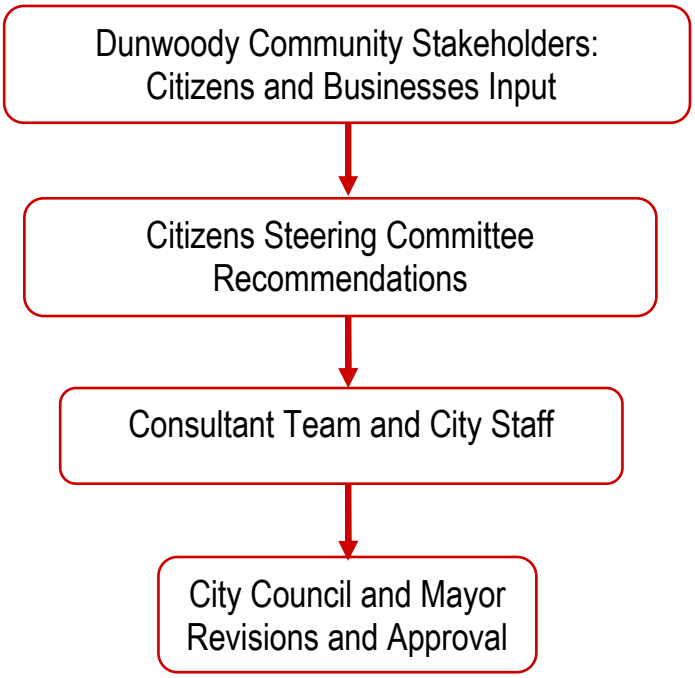
The City's Department of Community Development manages a **Planning Team** that incorporates staff from Engineering, Public Works, and the Community Development Department along with a consultant team with expertise in land use, public finance, transportation, infill and design controls. Community Development Department serves as Project Manager over the project.

Review Process

Prior to the development of a Community Agenda, the Department of Community Affairs (DCA) requires that the local jurisdictions transmit the Participation Plan along with a Community Assessment for review. The Atlanta Regional Commission (ARC) is the regional arm of DCA that reviews these two documents to determine whether or not they are complete; upon this verification, ARC in turn transmits these documents to DCA. DCA conducts a report of findings and recommendation, and ARC issues the local government a final report that includes DCA's comments.

STRUCTURE OF PLANNING PROCESS

The following chart shows the organizational structure for the planning process. Sections further below will detail techniques for public engagement; the Citizens Steering Committee serves as a partner with the City in conducting outreach to inform the community on the Comprehensive Plan and in devising policy recommendations. The Council and Mayor, however, retain final authority to approve the documents generated from the participatory approach and, as the body that must deliberate budget constraints and competing priorities, may modify the recommendations that they receive.



CITIZENS STEERING COMMITTEE

The Citizens Steering Committee will convene regularly, both prior to and in between the community meetings; Committee members will need to agree to attend the community meetings in order to hear the input from the larger audience and assist in interpreting that information. The Citizens Steering Committee will be tasked with reviewing consultant documentation, and providing feedback based on the community input into the vision for the City. The Citizens Steering Committee will also review the synthesis of community input, and the proposed crafting of appropriate goals and policies as prepared by the consultant team. The following members were appointed to the Dunwoody Comprehensive Plan Citizens Steering Committee:

Citizens Steering Committee: Comprehensive Plan
Individual names shall be listed below:

[To be assigned by City Council]

RECOMMENDED STAKEHOLDER LIST

As part of targeted public outreach efforts, the Comprehensive Plan effort will engage a network of community organizations, businesses, and small groups to serve as both a source of input as well as a channel for distributing information to the broader community as a whole. These groups will be engaged in order to distribute meeting notices, posters, and agendas to broader groups; they will also be tapped to provide feedback on how to improve the outreach process and shape the content of meetings and presentations so that they meet a variety of needs.

The City has already gathered contact information (email, telephone and leadership) for the following set of civil groups and businesses, as well as a series of Home Owner associations. The City considers it important for the Stakeholder list to be a living document to allow for additional participants throughout the process. As such, the City will formalize the process for updating the stakeholders list through the monthly Citizens Steering Committee meeting, which reviews the list to ensure that a "snowball" method of expanding outreach will occur.

To ensure the broadest representation of the City, community meetings will also include an opportunity for participants to add stakeholder representative names and contact should participants identify gaps. Along with other documentation regarding public engagement activities and efforts, the final list of stakeholders will be attached in an Appendix of the final Comprehensive Plan documents when the Community Agenda is completed.

Community Groups/Neighborhood Associations
Dunwoody North Civic Association
Perimeter CID
Homeowners/Condominium/Neighborhood Associations
Business Associations
Dunwoody Homeowners Association
Dunwoody Preservation Trust

City Boards, Associations, and Departments

Dunwoody Chamber of Commerce
Planning Commission
Public Works
Transportation Agencies
North Fulton Chamber of Commerce
Utilities

Other Civic Group Leadership

Perimeter College
Schools
Sport, Environmental, Cultural Associations
Garden Club
Key Corporate investors
Lions/Kiwanis/Rotary Clubs and other non-profit organizations
Religious/Faith Community
Education Associations
Boy Scouts/ Girl Scouts
Large property owners

PARTICIPATION TECHNIQUES

The Planning Team will conduct a minimum of three (3) community meetings covering planning elements consisting of land use, transportation, design controls, natural and cultural resources, housing, economic development and visioning. The City plans to conduct two (2) total public hearings. In addition, the consulting teams will facilitate at least one Open House to present the findings of the combined planning efforts.

The City of Dunwoody will engage the community using a variety of techniques, depending upon the purpose of achieving community involvement. The following section identifies different techniques and organizes them by purpose.

Education/Information

Website –	A web link will be created on the City web page with draft documents and draft documents. The City website will also be set up to receive direct Citizen feedback for the Comprehensive Plan process. www.Dunwoodyga.gov
Lobby Displays –	Post maps and information at City Hall.
Printed and Email bulletins –	Flyers and Newspaper information will be distributed; flyers announcing public hearings to be mailed if city budget allows.
Media and Press Releases –	The City will contact local newspaper(s) to advertise meetings and/or status of the plan to the community. The following newspapers will receive press releases and announcements: Dunwoody Crier.
Mailing Lists –	In addition to the email blast list that the City of Dunwoody uses, the Citizens Steering Committee will be asked to draw on existing networks they participate in.

Public Input

Official Hearings –	Two (2) public hearings will be held; one to present the Community Participation Plan and Community Assessment and one to present the final plans that have been reviewed by DCA including any final revisions. A third (3rd) meeting may be held before the Planning Commission.
Community Meetings –	Five (5) community events are planned for the overall Comprehensive Plan. Three of these meetings will be themed by planning element. These meetings may also include charettes and open houses. One (1) open house presentation will be conducted to summarize the planning process and role of the community participation, highlight the Comprehensive Plan, draft recommendations and to receive and address public comments.
Website –	The City of Dunwoody will create a web link on its main web page to inform the public regarding the process, schedule of activities and results to date. This sight will also be used to solicit public input. The address for the City of Dunwoody website is www.Dunwoodyga.gov The Planning Team will prepare materials for updates to the website on a regular basis throughout the public participation process and will provide copies of draft documents for public review as they become available.
Select Interviews –	Select stakeholders and city staff will be interviewed in order to gain more detailed information on certain topics, such as housing, economic development and local industry, population diversity, growth and needs, etc.

Public Interaction

Vision, Goals, Objectives Meetings -	Facilitated meetings to determine answers to three major planning questions: Where does Dunwoody want to be tomorrow? How will it get there? What Issues and Opportunities exist for the community to address and achieve its goals and vision?

Public Partnership

Citizens Steering Committee –	The Committee and its membership is described in a prior section. See the following Schedule of Activities for Citizens Steering Committee meetings.
Technical Advisory -	City Staff has been selected to coordinate resources across various City departments and will provide technical advising and support as needed from affected departments.

COMPREHENSIVE PLAN SCHEDULE OF ACTIVITIES

The City has prepared the attached schedule for committee meetings, community meetings, open house events and public hearings. While the dates may change due to unforeseen reasons, the City and its consultant team will work to adhere to this schedule and post it in local media outlets.

Schedule

City of Dunwoody Comprehensive Plan Proposed Schedule March 2 - Dec. 31

TASK ITEM	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Project Mgt Plan										
Client Kick-Off March 16 (bi-monthly thereafter)	*									
Assess existing data										
Community Outreach networks										
Establish dates & protocol										
Obtain PH schedule & ads										
Community Assessment (CAs)										
Data Collection										
Data Analysis										
Existing Land Use										
Areas Req.Special Attention										
Character Areas										
Quality Community Objectives										
Supporting Data										
Exec Summary & Tech Addendum										
Internal Quality Control Draft due: April 30th		*								
Draft to Steering Committee and City: May 11th			*							
Document Production										
Public Hearing #1 (CAs & CPP): May 26th			*							
Transmittal DCA (with Resolution)			*							
DCA Review(60-120 days)							*			
Community Participation (CP & CP Plan)										
Draft (CP Plan): April 3rd		*								
City County Work Session: Comp. Plan Kick-off: April 20th		*								
Council Mtg: Present Participation Plan draft : April 27th		*								
Establish Steering Committee List										
Council Appoints Steering Committee: May 11th			*							
Community Meetings **										
Kick-off : June 2nd				*						
Themed: June 23rd, July 7th, August 10th				*	*	*				
Final / Re-Cap: Sept. 3rd							*			
Steering Committee Meetings										
Kick-off : Tues. May 28th			*							
Tues. June 16th, June 30th, July 21st, August 25th				*	*	*				
Final / Re-Cap: Tues. Oct. 13th								*		
Interviews and/or Focus Group										
Community Agenda (CAg)										
Issues and Opportunities										
Vision and Policy Objectives										
Future Development Map										
Future Development Narrative										
STWP/Implementation Plan										
CIE coordination (if Add-service)										
Draft Due: Mon. Nov. 16th (Thanksgiving Nov. 26th)										
Public Hearing #2 PC (CAg) Dec. 8th										*
Public Hearing #3 Council (CAg): Dec. 28th										*
City Transmit DCA (60 day approval)										*

* Desired Task or Meeting ** DCA prefers no public input until CA & CP Plan are revised

NOTE: Submittals must be delivered 7 business days prior to a scheduled meeting per City of Dunwoody requirements.

Calendar

April 2009

April 2009

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Monday	Tuesday	Wednesday	Thursday	Friday
		April 1	2	3
6	7	8	9	10
13	14	15	16 Lemonade Days (Brook Run Park, 4770 N Peachtree Rd, Dunwoody 30338)	17
20 7:00pm 8:00pm City Council Work Session: Comp Plan Kick-off Meeting	21	22	23	24
27 7:00pm 8:00pm Council Mtg: Present Draft Community Participation Plan	28	29	30 5:00pm 5:30pm Community Assessment Draft: Pond Internal Date for Quality Control Review	

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May 2009

May 2009

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28	29	**30**				

Monday	Tuesday	Wednesday	Thursday	Friday
				May 1
4	5	6	7	8
11 5:00pm 6:00pm Assessment Draft Due to Steering Committee/City 7:00pm 8:00pm Council WS, appoints Steering Committee	12	13	14	15
18	19	20	21	22
25 Memorial Day	26 7:00pm 9:00pm Public Hearing #1 (Community Assessment & Community Participation Plan)	27	28 7:00pm 8:00pm Steering Committee Meeting - Kickoff	29

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June 2009

June 2009

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July 2009

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Monday	Tuesday	Wednesday	Thursday	Friday
June 1	2	3	4	5
	7:00pm 8:00pm Community Meeting: Kick-off			
8	9	10	11	12
15	16	17	18	19
	7:00pm 8:00pm Steering Committee meeting			
22	23	24	25	26
	7:00pm 8:00pm Community Meeting: Theme to be determined			
29	30			
	7:00pm 8:00pm Steering Committee meeting			

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July 2009

July 2009

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Monday	Tuesday	Wednesday	Thursday	Friday
		July 1	2	3
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	7:00pm 8:00pm Community Meeting: Theme to be determined			
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20	21	22	23	24
	7:00pm 8:00pm Steering Committee meeting			
27	28	29	30	31

August 2009

August 2009

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Monday	Tuesday	Wednesday	Thursday	Friday
August 3	4	5	6	7
10 7:00pm 8:00pm Community Meeting: Theme to be determined	11	12	13	14
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24	25 7:00pm 8:00pm Steering Committee meeting	26	27	28
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September 2009

September 2009

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Monday	Tuesday	Wednesday	Thursday	Friday
	September 1	2	3	4
7 Labor Day	8 7:00pm 8:00pm Community Meeting: Final Recap	9	10	11
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October 2009

October 2009

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November 2009

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22	23	24				
29	30					

Monday	Tuesday	Wednesday	Thursday	Friday
			October 1	2
5	6	7	8	9
12	13 7:00pm 8:00pm Steering Committee Meeting: Final Re-cap	14	15	16
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November 2009

November 2009

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December 2009

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Monday	Tuesday	Wednesday	Thursday	Friday
November 2	3	4	5	6
9	10	11	12	13
16 5:00pm 5:30pm Community Agenda Draft Due to City	17	18	19	20
23 Legal Ad	24	25	26 Thanksgiving	27
30				

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December 2009

December 2009

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January 2010

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Monday	Tuesday	Wednesday	Thursday	Friday
	December 1	2	3	4
7	8 7:00pm 9:00pm Public Hearing #2: Present Community Agenda to Planning Commission	9	10	11
14	15	16	17	18
21	22	23	24	25 Christmas
28 7:00pm 9:00pm Public Hearing #3: Present Community Agenda to City Council	29	30	31	

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COMPREHENSIVE PLAN INTRODUCTION – MEMO TO COUNCIL

Purpose. The purpose of this agenda item is to:

a. Introduce the Comprehensive Plan process to Council
b. Review the proposed schedule and participation plan
c. Request Council consider Steering Committee appointees

Steering Committee. Attached are the draft Participation Plan and a handout regarding the roles and function of the Steering Committee. The Participation Plan includes an overall project schedule for your reference.

Action. No action is requested at this time.

After a presentation by the consultant, Pond & Company, however, Staff will request that Council prepare to appoint a Steering Committee at the **April 27th meeting**. This will give Staff sufficient time to prepare the service letters and coordinate the Committee kick-off meeting as scheduled in the draft Participation Plan.

Next Steps. Council will consider transmitting the Participation Plan and the Community Assessment portion of the Comprehensive Plan to ARC/DCA at the **May 26th** meeting.

I. Steering Committee: Roles and Structure *April 09-December 09*

Structure:

- Steering Committee member appointed per Council
    - One (1) appointee per council member and 2-3 added if appointees do not achieve profile below. To keep the committee effective, no more than 5-10 members are recommended
- Additionally, consider a Council Member and/or the City Manager as a potential member.
- Procedures and leadership will be determined at the first meeting.
- Consultant Team will serve as facilitator at regularly scheduled meetings and prepare the agenda.

Profile:

- Appointed members should demonstrate the **broadest representation** of the community as possible. They should also have leadership qualities to shepherd Comprehensive Plan to end goal. Consider representatives from:
    - Business Community
    - Home Owners Association (HOA)
    - Director- Level City Staff
    - Minorities
    - Education and other service providers
- Some members may have previously served or currently serve in a leadership capacity.
- Others should have a **unique profile** as a member of a population that may not get adequate representation or is otherwise perceived as **under-served**. DCA reviews the City's efforts to ensure broad representation and diversity will be an indicator.

Roles:

- Attend Steering Committee Meetings (6-10).
- Review Community Meeting format and content.
- Attend each community meeting and each public hearing (at least 1 Steering Committee member at each – collectively determine who will attend which one).
- Provide feedback to Consultant regarding community meeting outcomes.
- Review Comprehensive Plan drafts and provide feedback to Consultant.
- Provide Mayor and City Council recommendation for approval or modification of drafts; ***important note: City Council has final authority and may accept, reject and/or modify your recommendations.***

Meetings:

The Steering Committee is scheduled to meet once per month (6 scheduled meetings); they may wish to convene for an additional meeting if necessary

1. Kick-Off Meeting: Orientation to Comprehensive Plan process, define roles.

2. Monthly Meetings: Meet at least after every community meeting to review outcomes.

II. Detailed Explanation of Meetings and Processes

A. Steering Committee Meetings

First Meeting:

What happens:

- Consultants define and explain:
  - Goals, objectives, policies (provide examples)
  - How to use background data in the Community Assessment to:
    - Examine factors affecting your community in your topic area
    - Envision how your community should look in 10, 15 and 20 years
    - Develop ideas for goals and objectives
- Introduce the planning process, committees' purpose and responsibilities, and timeline.
- Briefly review suggested timeline, public meeting schedule, and rationale for each

Second Meeting:

- Review background information (Community Assessment data)
- Group exercise: review Character Areas; Issues and Opportunities

Who attends: Steering Committee, Planning Team (Consultant, Community Development Director, others determined by City)

Subsequent Meetings:

- Consultant reports progress, solicits input, prepares for community meetings and presents results of meetings

B. Identify Stakeholders:

Generate a list of all stakeholders who should have a voice in the development of the Community Agenda. The Public Participation Plan that we submit to DCA at the start of the process must include this stakeholder list including entities such as:

- Community Groups / Neighborhood Associations:
- Arts Alliance
- Homeowners Associations
- Condominium Associations
- Education Associations
- Historic Preservation
- Tree Council
- Garden Clubs
- Boy Scouts
- School Leadership (Principal, PTA)
- Church Leadership
- Development Authority
- Chamber of Commerce and Business Associations
- Civic Leagues
- Other Groups as needed

C. Regular Meeting of the Council:
Present Community Assessment and Community Participation Program

What happens:

- The City introduce any committees or stakeholders
- The Consultant introduces the planning process, committee, stakeholders, purpose responsibilities, and timeline of Comprehensive Plan
- Review background information from Community Assessment including:
  - Maps
  - Background Data (i.e. Bureau of Labor Statistics, Census)
  - Other Information as identified

Who attends: Steering Committee, Invited Stakeholders, Planning Team, Public

D. Public Review Period for Community Assessment and CPP

What happens: Provide the public an opportunity to view the Community Assessment and Participation Program Plan (post on the government web-site or announce that hard copies available at the government offices and libraries).

E. Public Hearing #1: Community Assessment and CPP

What happens:

- Consultants present data, plan and logic behind the plan
- Amend participation plan if necessary per Council directive
- Adopt resolution to transmit to DCA (for the required, 30 day review they conduct)
- City transmits to DCA

Who attends: Steering Committee, Planning Team

F. Public Meetings or Workshops

What happens:

- Review Community Assessment
- Discuss Issues and Opportunities
- Character Areas defined
- Future Development Map reviewed/refined
- Define community goals and implementation methods (this will inform the Community Agenda document)

Who attends: Steering Committee, Stakeholders, Public, Consultant and City Staff

G. Public Hearing #2 and #3

What happens:

- Present Community Agenda and over-all plan to town residents, landowners, business owners and other interested parties
- Introduce Amendments into the record, if any proposed by Council
- Resolution to transmit to DCA, if Council pleased

Who attends: Steering Committee, Public, Consultant and City Staff