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**MEMORANDUM**

**To:** Mayor and City Council

**From:** Steve Dush, Community Development Director

**Date:** 2/13/2012

**Subject:** **Zoning Code Rewrite Timeline and Public Improvement Plan**

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**BACKGROUND**

On January 24, 2012, we conducted stakeholder listening sessions and held a public kick-off meeting to advance our Zoning Code Rewrite that is designed to forward our recently completed master planning efforts. Staff finds the success of this planning effort will depend on engaging our citizens and therefore would like to provide the following Public Involvement Plan designed for this project.

**PUBLIC INVOLVEMENT PLAN**

This plan, developed by staff and the consulting team, includes a combination of approaches and methods including a Sounding Board, stakeholder interviews, public workshop meetings, surveys, and an interactive website.

**SOUNDING BOARD**

A method the City has used very successfully with our Branding process is to create a Sounding Board/Advisory Committee of citizens that do not necessarily have any technical knowledge or specific financial stake in the outcome of the plan, but who are generally interested in the city's and the area's well being. The group will provide input throughout the process, but will not be steering the process. They will also be charged with assisting the Project Team in promoting public input sessions. Staff has suggested that this sounding board consist of 7 members, of which each member of Council will select one and the City Manager will select three for the purpose of filling in gaps (as necessary).

**STAKEHOLDER INTERVIEWS**

Interacting with small groups and individuals will be one of the key methods of gathering information for both projects. This approach allows individuals with interests in or passion for the effort to discuss their visions directly with the Project Team. Scheduling these interviews as part of the initial inventory and analysis phase will allow the planning for the public meetings to better reflect the visions of interested stakeholders. Preliminary plans for stakeholder interviews include property owners, business owners, surrounding homeowners and homeowners associations, defined sub-area plan neighborhoods, Chamber of Commerce, Community Council, Planning Commission, Sustainability Commission, PCID, Georgia Perimeter College and other interested parties.

**PUBLIC WORKSHOP MEETINGS**

A number of public workshop meetings with and without the Consultant team are

planned for this effort to ensure an inclusive and transparent process. The meetings and their format will vary depending upon the needs/issue. For instance, some meetings will be large, town-hall like formats that will consist of short, informative presentations, while others could be smaller focused on a more geographically specific regulation that could include small group exercises using visuals and beta testing of draft materials.

#### **INTERACTIVE WEBSITE**

The Planning Team is also developing an interactive project website. This will be linked to the City of Dunwoody's website. As the public engagement process begins, the website will become a community input mechanism including opportunities for community surveys, feedback to the City and project team, and the interactive community issues mapping application. The online community issues mapping tool will allow residents to identify, map, and comment on areas of concern and valued community assets. This simplifies the mapping process and familiarizes residents with all components of the planning area in a fun, interactive, and effective manner. Input from residents allows the Project Team to create composite maps of community issues to assist with the identification and establishment of area goals and objectives.

#### **SUMMARY**

Attached to this memorandum is a segmented Timeline/Project Summary that provides an overview of the process. Please note that the budgeted visits are for the consultant and that additional outreach meetings conducted by staff as outlined above will be conducted to ensure proper outreach for this project is obtained.

#### **RECOMMENDATION**

Mayor and Council appoint one member each and permit the City Manager to appoint three members. The members are not required to be technical experts, property owners or business owners. Residents, business owners and property owners will be involved in this process through other more targeted public involvement techniques.



## Zoning and Land Development Regulations Rewrite Timeline/Project Summary

**Phase 1    Public Kick-off/Issue Identification    Jan 2012**

**Introduce Consultant Team to City Council** (Complete: 01.23.2012)  
Duncan Associates and Houseal Lavigne Associates introduced to city council.



**Stakeholder Listening Sessions** (Complete: 01.24.2012)<sup>1</sup>  
Individual and/or small group listening sessions with representative interest groups, including city council, planning commission, zoning board of appeals, sustainability commission, community council, DHA and perimeter center representatives.



**Public Kick-off Meeting** (Complete: 01.24.2012)  
General introduction to project and consultant team. Facilitated public input and issue identification exercise—town hall-style.



**Interactive Website** (Complete: 02.10.2012)<sup>2</sup>  
Establish interactive project website ([www.zoningdunwoody.com](http://www.zoningdunwoody.com)) to share information and facilitate online public input and involvement. A Twitter account established on January 27, 2012: @zoningdunwoody

*Budgeted Visits: 2*  
*Completed Visits: 2*

**Phase 2    Concepts and Direction    Feb–April**

**Concepts and Direction Report** (Technical Team Review Draft)  
Prepare and deliver draft report describing key project issues and assessing the strengths and weaknesses of the city’s existing zoning and development regulations in light of those issues. Report will include conceptual recommendations for organizational, format and substantive changes to be incorporated into the zoning and land development ordinances.

- Comprehensive plan consistency and implementation
- Legal sufficiency

<sup>1</sup> Additional small group or on-on-one listening sessions can be conducted during other consultant team visits, if needed.  
<sup>2</sup> A temporary webpage ([www.zoningdunwoody.com](http://www.zoningdunwoody.com)) will be operational by February 1, 2012. This temporary site will include a brief introduction to the project and the presentation from the January 24 public kick-off meeting.

- Regulatory and procedural best practices
- Ordinance organization (annotated outline)

**Technical Team Review and Comment**

Meet with (staff) technical review team to review and discuss report and recommendations. Revise report to address technical team input.



**Public Review and Input**

Present report in public meeting/workshop.<sup>3</sup>

<p><i>Budgeted Visits: 2</i> <i>Completed Visits: 0</i></p>
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<b>Phase 3</b>	<b>Draft Zoning and Land Development Regulations/Design Guidelines</b>	<b>April–Oct</b>
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**Initial Draft Regulations/Design Guidelines**

Prepare and deliver first draft of the updated zoning/land development regulations and design guidelines for review by (staff) technical review team and citizen sounding board. Draft regulations and guidelines will be delivered in 4 modules.

Schedule calls for initial review of draft modules by technical review team, adjustments as necessary by consultant team, then review by citizen sounding board.

<p><i>Budgeted Visits: 6</i> <i>Completed Visits: 0</i></p>
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<b>Phase 4</b>	<b>Public Review Draft Regulations/Design Guidelines</b>	<b>Nov–Dec</b>
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**Consolidated Public Review Draft Regulations/Design Guidelines**

Revise initial draft regulations and design guidelines to reflect input received from staff and sounding board. Prepare and deliver public workshop draft of regulations and design guidelines.



**Public Meetings/Workshops**

Present draft regulations/design guidelines at public meetings/workshops designed to educate the public about changes and new concepts included the draft regulations/guidelines and to receive input regarding needed revisions or missing elements.

<p><i>Budgeted Visits: 2</i> <i>Completed Visits: 0</i></p>
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<sup>3</sup> This may also be an appropriate time to meet with the citizen sounding board if one has been established by this date.

**Phase 5 Ordinance Adoption Process 2013**

**Public Hearing Draft Regulations/Design Guidelines**

Revise initial draft regulations and design guidelines to reflect input received during public review phase. Prepare and deliver public hearing draft of regulations and design guidelines.



**Public Hearings**

Present and discuss draft regulations/design guidelines at public hearings. Assist with hearing process.

*Budgeted Visits: 3*  
*Completed Visits: 0*