

Outreach Plan

Overview to Joint City Council CAG Working Session

January 11, 2017

Alina Carnahan

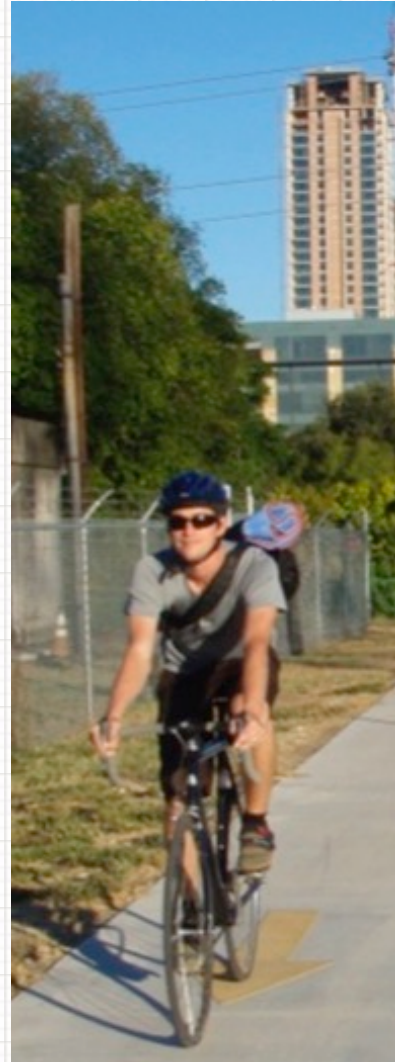
Public Information Specialist,
CodeNEXT

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Principal, Peter Park Consulting

John Miki

Associate, Opticos Design, Inc.



Presentation Overview

- 1. Introduction and Overall Schedule**
- 2. Presentation of Outreach Tools**
- 3. Presentation of Public Meetings**

Introduction

Outreach Plan Goals

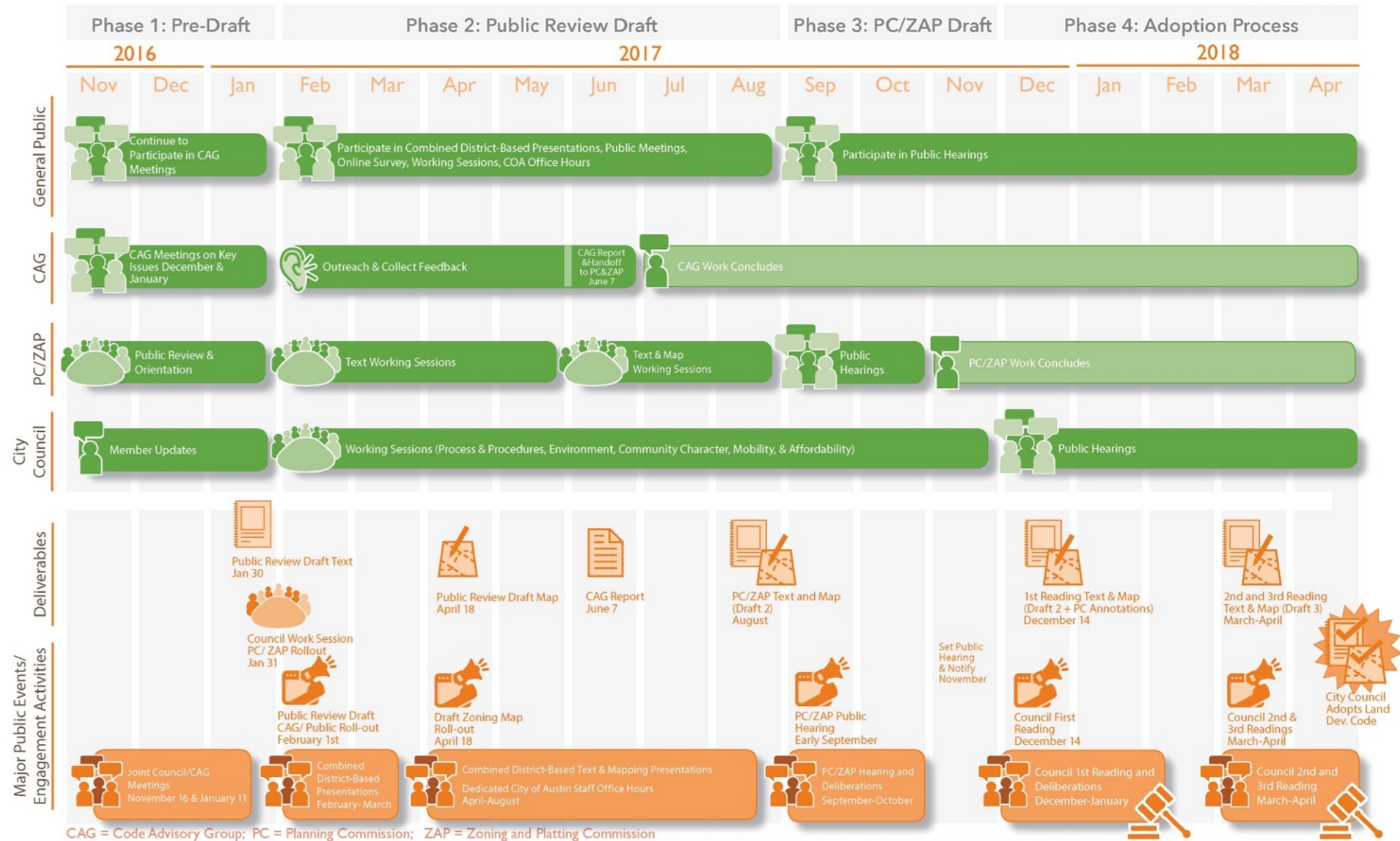
There are 3 major goals that inform the entire plan:

Education Opportunities: To educate as many Austinites as possible about the basics of a land development code;

A Diversity of Feedback: To get feedback from a cross-section of Austinites across Council district, homeownership status, age, socioeconomic status, ethnicity, and gender; and

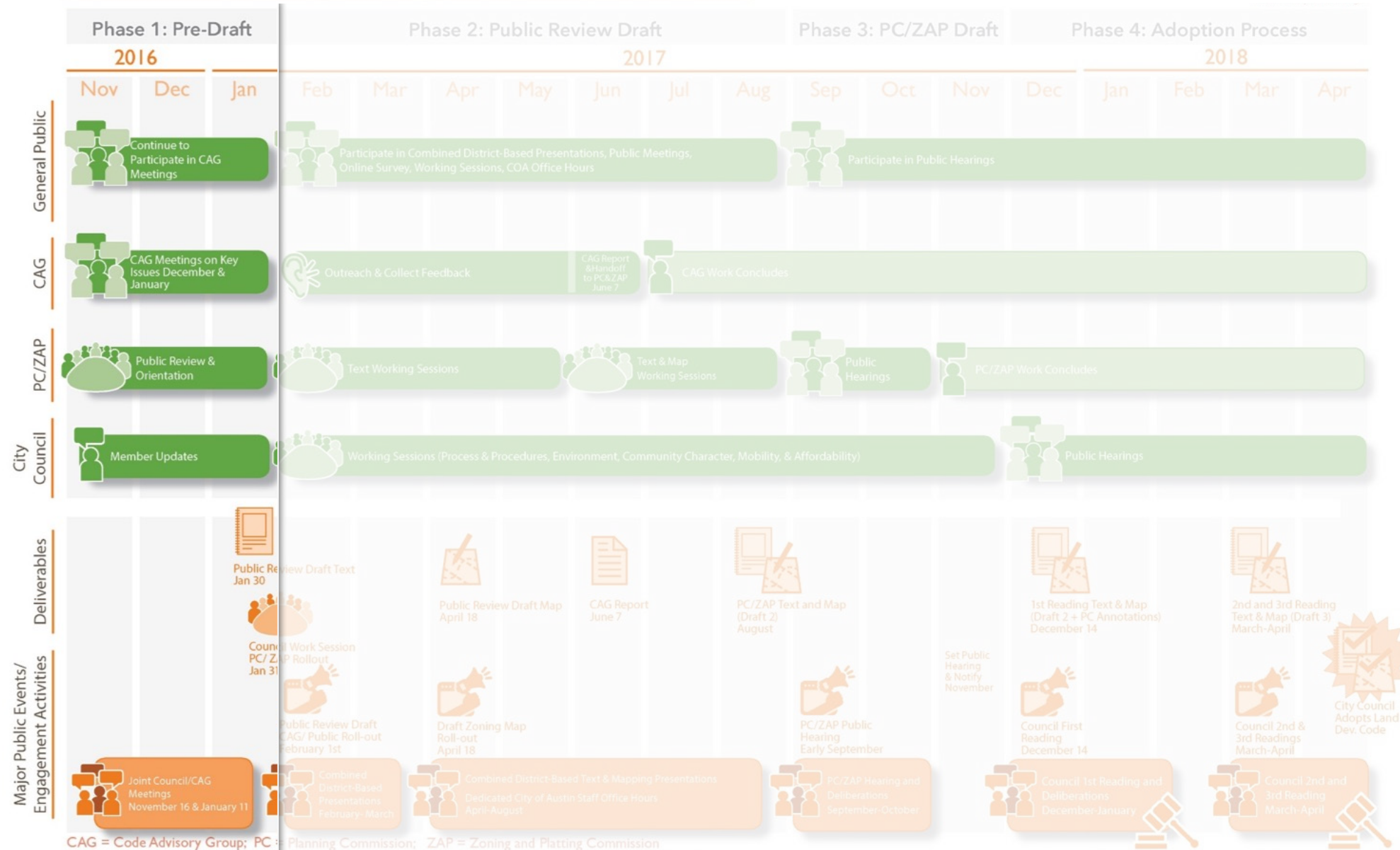
Engage in Dialogue: To engage that broad Austin community in a meaningful dialogue about whether the draft code reflects our community's values and shared vision of Austin.

CodeNEXT: Land Development Code Timeline



"Text" refers to the written standards of the Land Development Code; "Map" refers to the zoning map that implements where the written standards apply

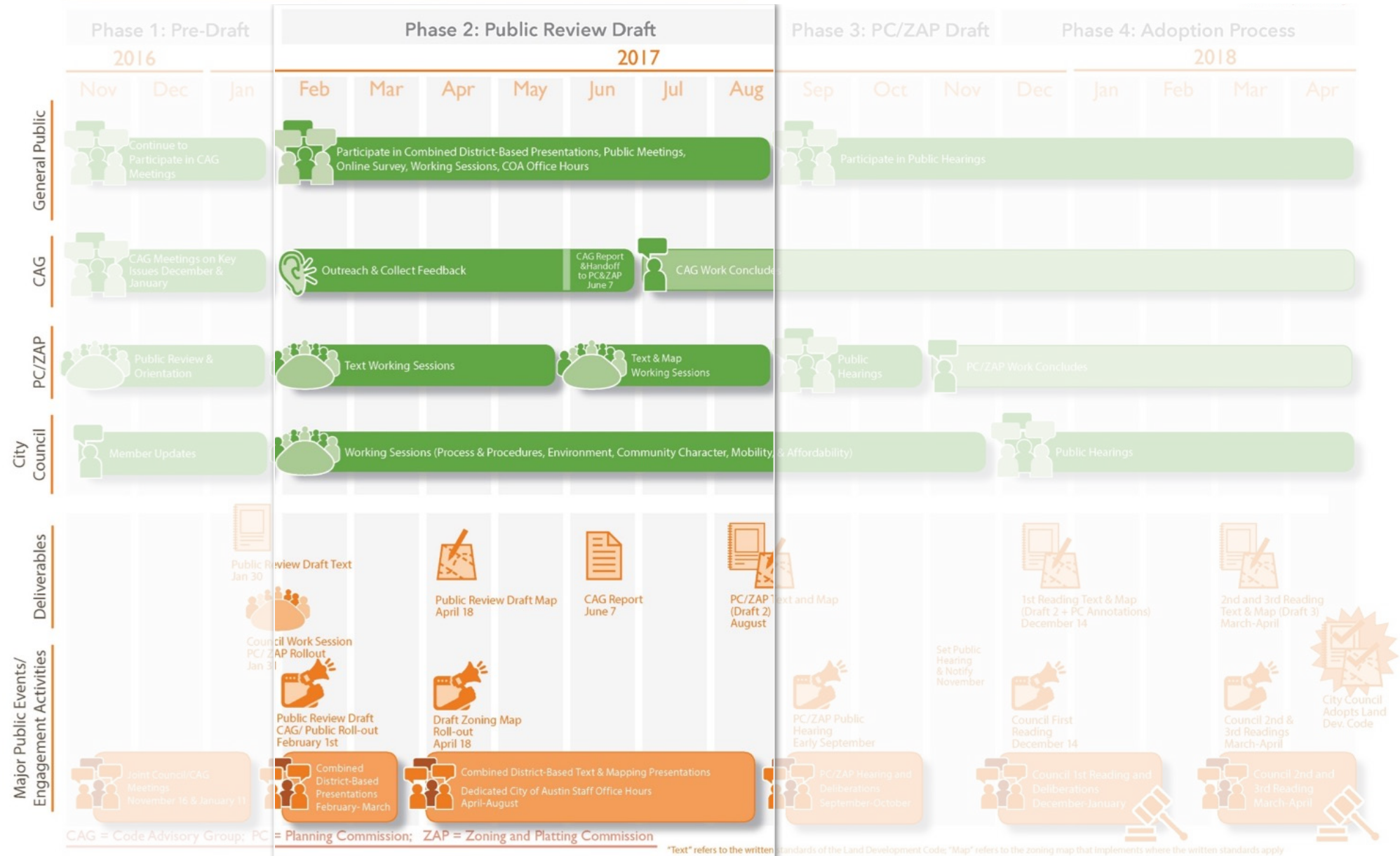
CodeNEXT: Land Development Code Timeline



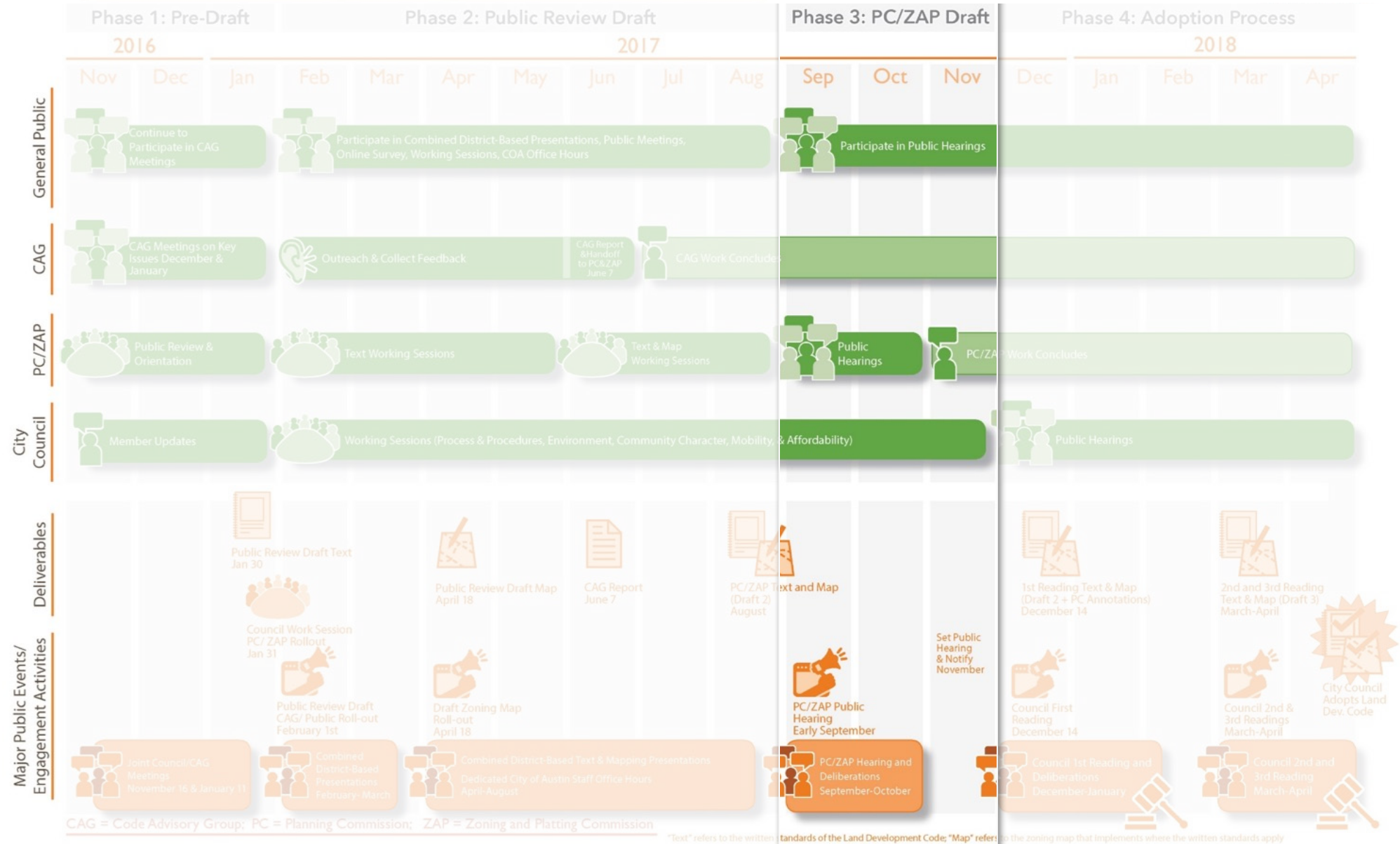
CAG = Code Advisory Group; PC = Planning Commission; ZAP = Zoning and Platting Commission

*"Text" refers to the written standards of the Land Development Code; "Map" refers to the zoning map that implements where the written standards apply

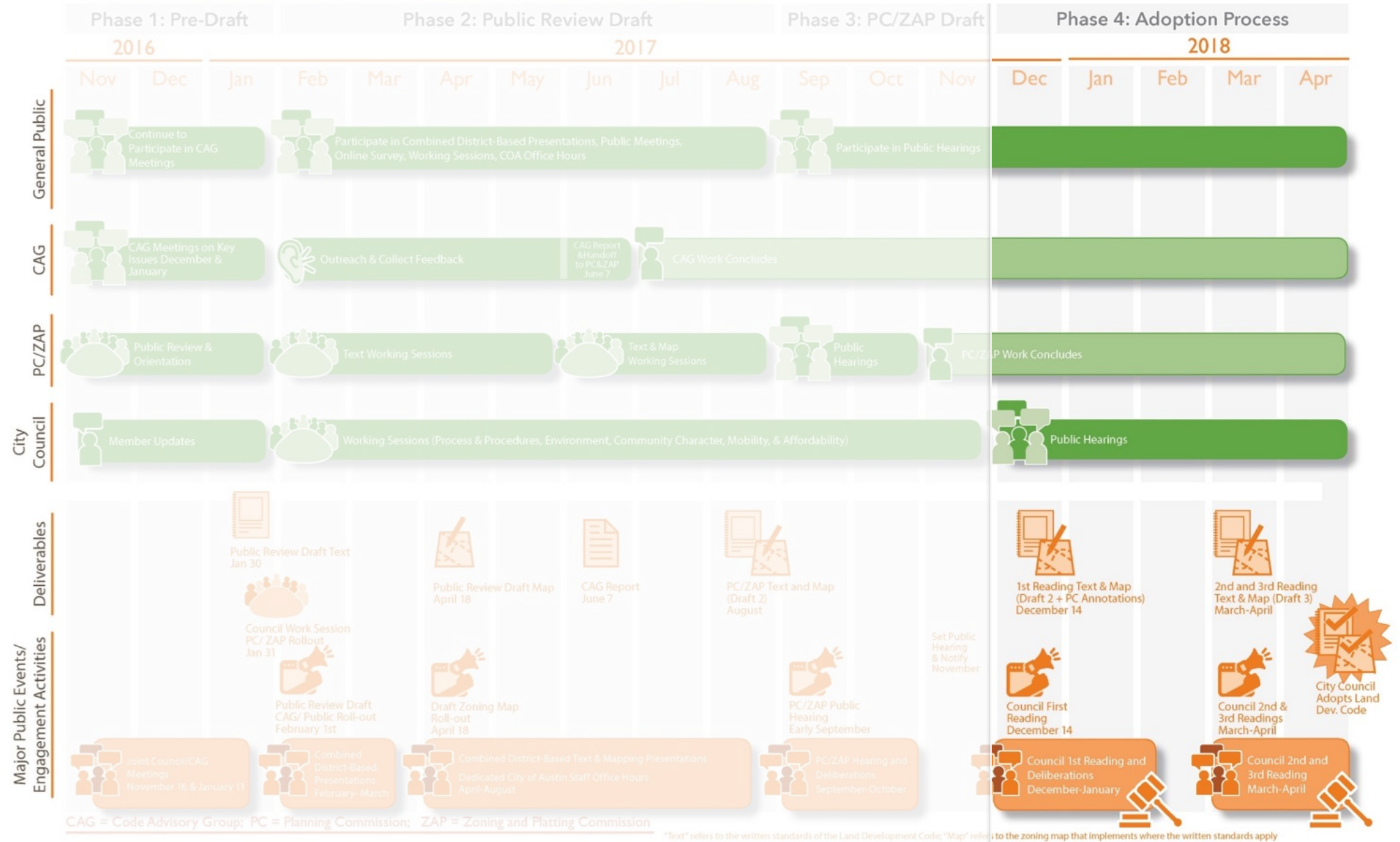
CodeNEXT: Land Development Code Timeline



CodeNEXT: Land Development Code Timeline



CodeNEXT: Land Development Code Timeline



Feedback Tools

Tools

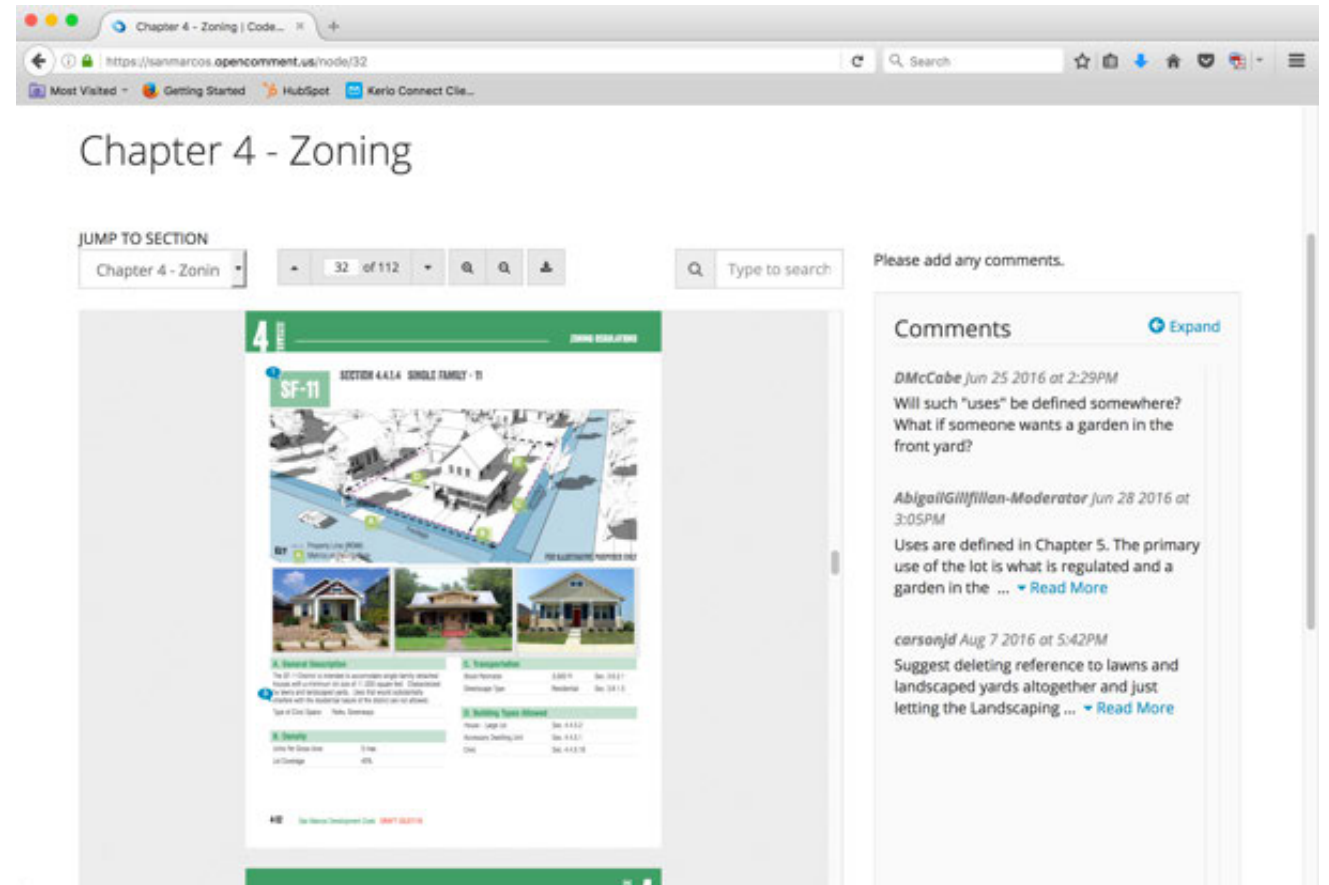
- Survey Tool
- Code Comment Tool
- Mapping Tool
- Group Position Paper
- Outreach Toolkit
- Introductory Video
- Website

Survey Tool

The survey is focused on how the draft code implements the Imagine Austin Priority Programs and alleviates the 10 major issues identified in the Land Development Code Diagnosis.

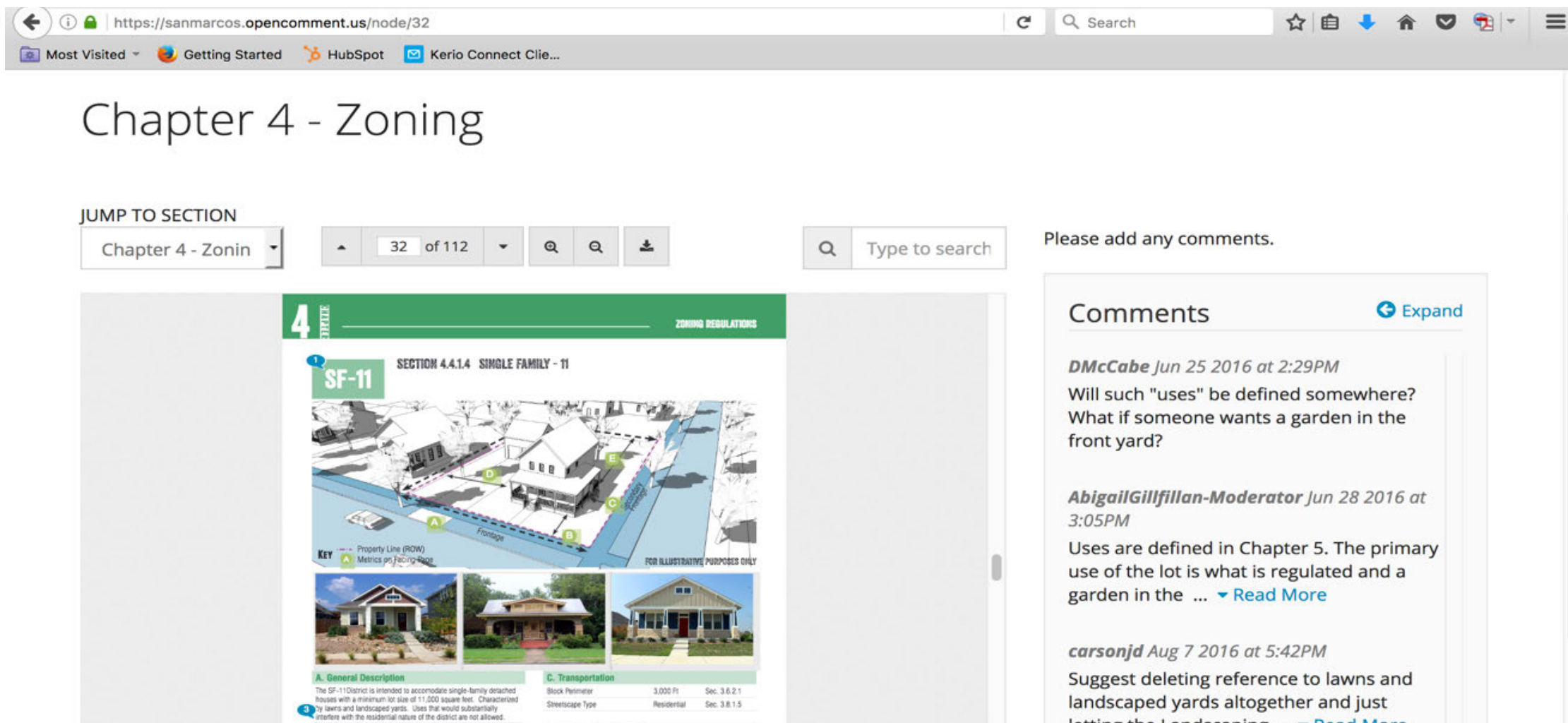
Code Comment Tool

Using a tool (CiviComment) that has been implemented in code rewrites across the country, staff will receive comments on the actual code document from Austinites.



Example of Similar Code Comment Tool
<https://sanmarcos.opencomment.us/>

Code Comment Tool



Example of Similar Code Comment Tool <https://sanmarcos.opencomment.us/>

Mapping Tool

This tool is designed to reduce the barrier to entry for Austinites who are curious about what will happen to a specific property. Comments can be provided on a specific property or on the map as a whole.

The screenshot shows the website abc-zone.com. The header features a logo with the letters 'A', 'BC', a right-pointing arrow, and 'Z', with the tagline 'IMPROVING PLACE FROM PLANNING TO ZONING'. A search bar and a 'Search' button are on the right. A navigation menu includes 'Home', 'Events', 'Project', and 'Contact Us'. The main content area is titled 'IDO Zoning Conversion Map'. Below the title, a paragraph states: 'The City of Albuquerque is proposing a new set of zoning categories in an Integrated Development Ordinance (IDO)'. A longer paragraph explains how to use the maps: 'The maps below compare existing and proposed zoning districts. You can type in an address to jump directly to a certain location. To see the definitions and information for a given zoning district, click the map on the left and then the map on the right to compare. Click either map where you want to leave a comment, and scroll down to enter your comment in the box below the map. You can continue to add new comments by clicking and submitting the form again. Please add general comments in the comment box below the comment boxes for the individual maps.' Below this text is a date stamp: 'Date modified: 12/23/2016'. A search bar contains the address '920 Forrester Ave NW, Albuquerque, NM 87102, USA'. At the bottom, there are two panels: 'Existing Zoning' and 'IDO Zoning'. The 'Existing Zoning' panel shows: 'Existing Zoning: SU-2, DNA-SF', 'Generalized Category: RESIDENTIAL', and 'Sector Plan: DOWNTOWN NEIGHBORHOOD AREA'. The 'IDO Zoning' panel shows: 'Proposed Zoning: R-1D, RESIDENTIAL SINGLE-FAMILY DETACHED-EXTRA LARGE LOT', 'Existing Zoning: RESIDENTIAL, R-1', and 'Sector Plan: NOT APPLICABLE'.

abc-zone.com

Search

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Home

IDO Zoning Conversion Map

The City of Albuquerque is proposing a new set of zoning categories in an Integrated Development Ordinance (IDO).

The maps below compare existing and proposed zoning districts. You can type in an address to jump directly to a certain location. To see the definitions and information for a given zoning district, click the map on the left and then the map on the right to compare. Click either map where you want to leave a comment, and scroll down to enter your comment in the box below the map. You can continue to add new comments by clicking and submitting the form again. Please add general comments in the comment box below the comment boxes for the individual maps.

Date modified: 12/23/2016

920 Forrester Ave NW, Albuquerque, NM 87102, USA

Existing Zoning	IDO Zoning
<p>Existing Zoning: SU-2, DNA-SF</p> <p>Generalized Category: RESIDENTIAL</p> <p>Sector Plan: DOWNTOWN NEIGHBORHOOD AREA</p>	<p>Proposed Zoning: R-1D, RESIDENTIAL SINGLE-FAMILY DETACHED-EXTRA LARGE LOT</p> <p>Existing Zoning: RESIDENTIAL, R-1</p> <p>Sector Plan: NOT APPLICABLE</p>

Example of Similar Mapping Tool

<https://abc-zone.com/ido-zoning-conversion-map>

Mapping Tool

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abc-zone.com

920 Forrester Ave NW, Albuquerque, NM 87102, USA

Existing Zoning

Existing Zoning: SU-2, DNA-SF
Generalized Category: RESIDENTIAL
Sector Plan: DOWNTOWN NEIGHBORHOOD AREA

IDO Zoning

Existing Zoning District Categories

COMMERCIAL	OFFICE	RESIDENTIAL / AGRICULTURAL
INDUSTRIAL / WHOLESALE / MANUFACTURING	RESIDENTIAL	UTILITIES / TRANSPORTATION
INSTITUTIONAL / GOVERNMENT	OPEN SPACE / RECREATION / AGRICULTURAL	NOT CLASSIFIED

IDO Zoning Districts

NR-1B NEIGH-USE: FORMER SCHOOL	NR-1B NEIGH-USE: FORMER SCHOOL	PD PLANNED DEVELOPMENT
NR-1C NEIGH-USE: HIGH DENSITY	NR-1C NEIGH-USE: HIGH DENSITY	PD-1A, 1B, 1C, 1D PLANNED DEVELOPMENT, DENSE FORMS WITH RETAIL
NR-1D NEIGH-USE: LOW DENSITY	NR-1D NEIGH-USE: LOW DENSITY	PD-2A PLANNED DEVELOPMENT, MEDIUM DENSITY
NR-1E NEIGH-USE: MEDIUM DENSITY	NR-1E NEIGH-USE: MEDIUM DENSITY	PD-2B PLANNED DEVELOPMENT, MEDIUM DENSITY
NR-1F NEIGH-USE: TRANSPORTATION	NR-1F NEIGH-USE: TRANSPORTATION	PD-2C PLANNED DEVELOPMENT, MEDIUM DENSITY
NR-1G NEIGH-USE: BUSINESS PARK	NR-1G NEIGH-USE: BUSINESS PARK	PD-2D PLANNED DEVELOPMENT, MEDIUM DENSITY
NR-1H NEIGH-USE: COMMERCIAL	NR-1H NEIGH-USE: COMMERCIAL	PD-2E PLANNED DEVELOPMENT, MEDIUM DENSITY
NR-1I NEIGH-USE: INDUSTRIAL	NR-1I NEIGH-USE: INDUSTRIAL	PD-2F PLANNED DEVELOPMENT, MEDIUM DENSITY
NR-1J NEIGH-USE: RECREATION	NR-1J NEIGH-USE: RECREATION	PD-2G PLANNED DEVELOPMENT, MEDIUM DENSITY
NR-1K NEIGH-USE: AGRICULTURAL	NR-1K NEIGH-USE: AGRICULTURAL	PD-2H PLANNED DEVELOPMENT, MEDIUM DENSITY
NR-1L NEIGH-USE: OPEN SPACE	NR-1L NEIGH-USE: OPEN SPACE	PD-2I PLANNED DEVELOPMENT, MEDIUM DENSITY
NR-1M NEIGH-USE: UTILITIES	NR-1M NEIGH-USE: UTILITIES	PD-2J PLANNED DEVELOPMENT, MEDIUM DENSITY
NR-1N NEIGH-USE: TRANSPORTATION	NR-1N NEIGH-USE: TRANSPORTATION	PD-2K PLANNED DEVELOPMENT, MEDIUM DENSITY
NR-1O NEIGH-USE: NOT CLASSIFIED	NR-1O NEIGH-USE: NOT CLASSIFIED	PD-2L PLANNED DEVELOPMENT, MEDIUM DENSITY

Please enter comments about EXISTING zoning on a specific parcel or zoning district below.

Please enter comments about the IDO zoning on a specific parcel or zoning district below.

Example of Similar Mapping Tool

<https://abc-zone.com/ido-zoning-conversion-map>

Mapping Tool

This tool is designed to reduce the barrier to entry for Austinites who are curious about what will happen to a specific property. Comments can be provided on a specific property or on the map as a whole.

abc-zone.com

Please enter comments about EXISTING zoning on a specific parcel or zoning district below.

(Please be sure to make your selection on the map above.)

Please enter any general comments on the IDO zoning:

To learn more about uses allowed under your EXISTING zoning:

- **Straight zones** (e.g. R-1, C-2, M-1, etc.): Consult the [Comprehensive Zoning Code](#)
- **SU-1** (i.e. site-plan controlled parcels): Visit the file room in the Planning Department on the 3rd floor, Plaza del Sol, 600 2nd Street, M-F 8:30 am – 12 pm and 1-4:30 pm.
- **SU-2** (i.e. sector development plan zones): Consult the relevant sector plan available online [here](#).

Please enter comments about the IDO zoning on a specific parcel or zoning district below.

(Please be sure to make your selection on the map above.)

Your contact information (optional):

Name

Email Address

Submit

To learn about uses allowed under the IDO zoning districts:

- **Straight zones** (e.g. R-1, C-2, M-1, etc.): See columns for each proposed zone in the Permitted Use Table 3-2-1 of the [IDO](#).
- **SU-2** (i.e. Sector Development Plan zones): Proposed conversions from SU-2 zones to IDO zones are listed by sector plan in [this table](#).
- **SU-1** (i.e. site plan controlled parcels): Approved site plans keep their zoning and uses. For uses approved on each site, please consult the adopted site plan. If a new site plan is needed, the proposed IDO zoning and processes apply.

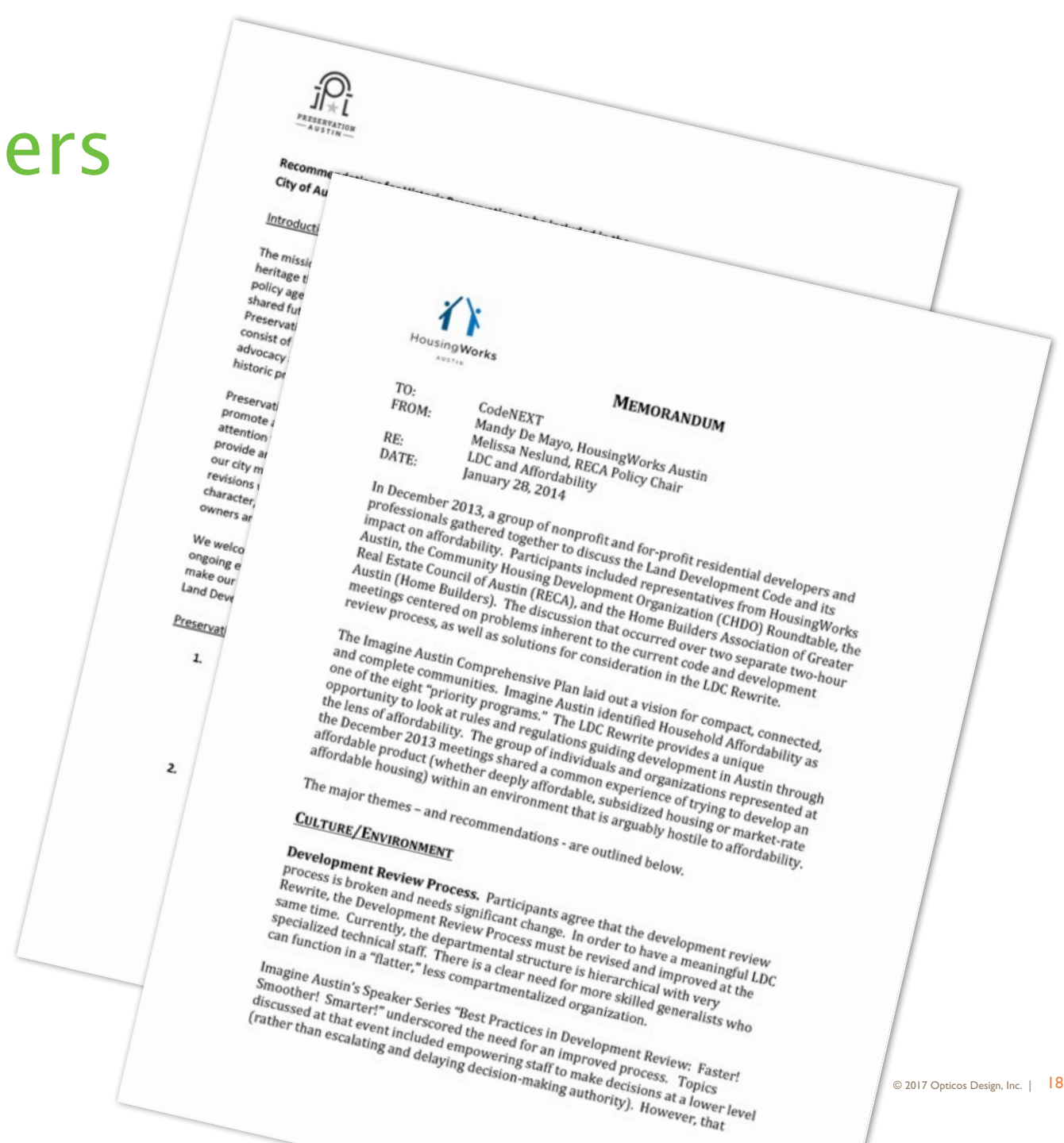
Example of Similar Mapping Tool

<https://abc-zone.com/ido-zoning-conversion-map>

Group Position Papers

In the interest of transparency, all group position papers and suggestions will be posted on the CodeNEXT document-hosting site.

Previous Group Position Papers can be found here:
<http://www.austintexas.gov/departments/issue-papers>



Outreach Toolkit

This toolkit has slide decks, scripts, and handouts. While these materials alone do not equip Austinites to become code experts, they provide a simple, consistent way for interested residents to share basic information about CodeNEXT and initiate a dialogue with their communities.



Mock-up of materials that will be included in the Outreach Toolkit

Introductory Video

In order to ensure that all interested Austinites are able to understand the basics of CodeNEXT and how they can get involved, the outreach team is creating a short introductory video which will be available online.



Example of Video from Denver, CO

Website

The CodeNEXT website will be revamped to ensure a better user experience. Important documents, programs, and links will be featured clearly on the front page, and the rest of the website will also been edited to ensure that the most up-to-date information is available to the public.

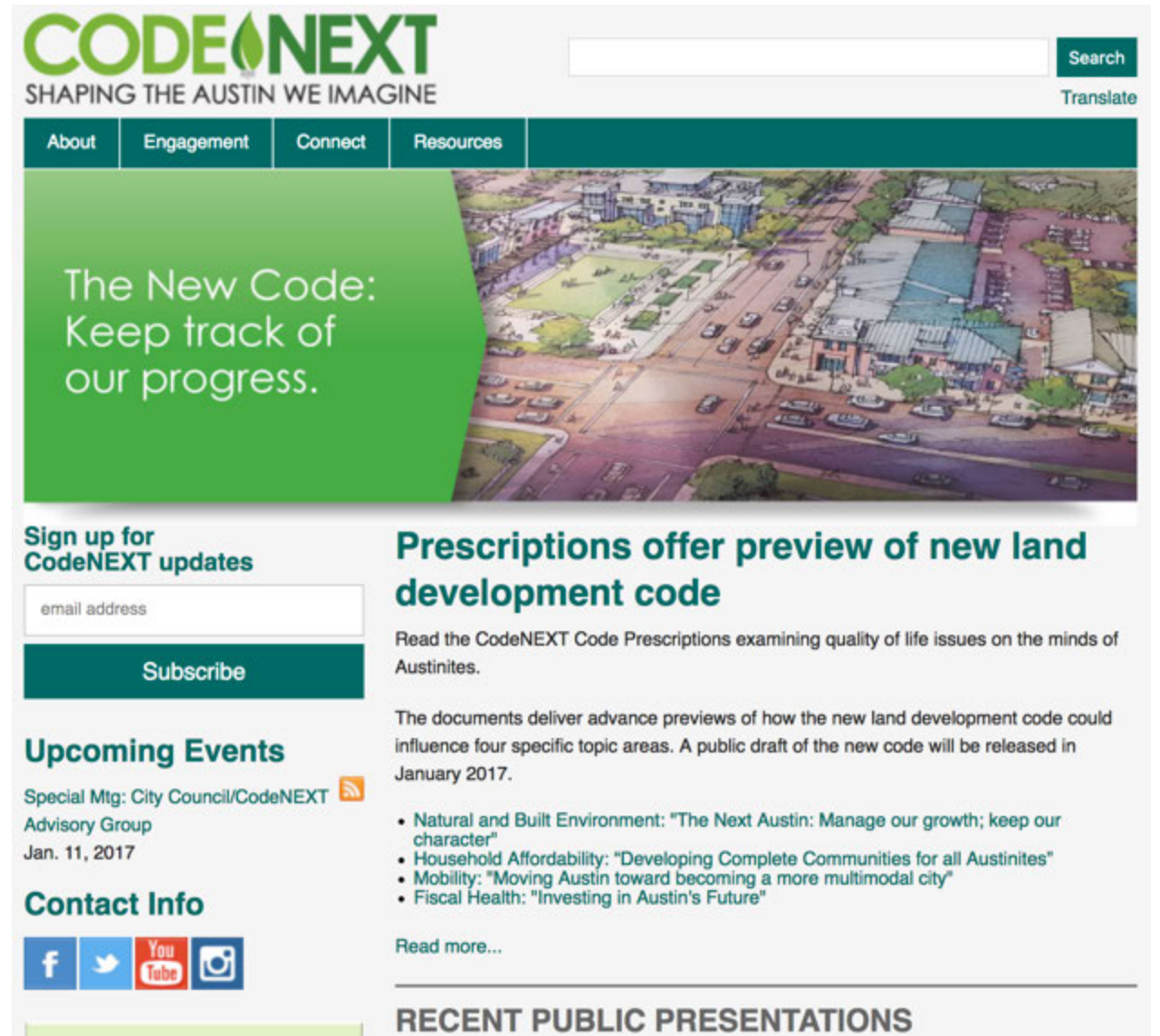


Image of Existing CodeNEXT website

Public Meetings

Tools

- Major Events
- Open Houses
- CodeNEXT Topic Talks
- Map Open Houses
- Conversation Corps
- Office Hours

Major Events

- Code Text Release Public Open House February 1st
- Code Maps Release April 18th

Open Houses

Purpose:

Inform the public, answer questions, address misinformation, and promote the CodeNEXT outreach and feedback mechanisms.

The primary focus of these events is code education and answering the public's questions.



Open House Dates

Saturdays

- February 11th
- February 18th
- February 25th
- March 4th
- March 25th

Locations and Times TBD



CodeNEXT Topic Talks

Purpose:

Allow for a more focused conversation on some of the major points of interest in the new code, and to answer the public's questions, both general and specific, on these topics.



CodeNEXT Topic Talks Dates

- 5 Presentations
- Between Late February and Early May



Map Open Houses

Purpose:

Allow the public to view the draft zoning maps, learn more about what each zones means for them, and provide input on the new map and code text.



Map Open House Dates

- 10 meetings: One in each Council District
- April – June
- Location and Dates TBD



Conversation Corps

Trained facilitators able to host conversations about issues raised by the draft Code in a more convenient and comfortable setting than a large open house event.



Office Hours

CodeNEXT staff will be hosting weekly office hours in order to answer individuals' questions and discuss concerns about the draft map and code text in a more private setting.



Question & Answer

