



# APPENDIX G

## PUBLIC PARTICIPATION PLAN







## **PUBLIC PARTICIPATION PLAN**

### **Introduction**

The Public Participation Plan explains the overall planning process and presents the plan for engaging citizens, business members, and other stakeholders with varying interests and perspectives.

The 2014 Downtown Master Plan aims to build on prior visioning and planning to move the City forward in creating a vibrant downtown. George Willis, City founder, gave the City of Avondale Estates an amazing, thoughtful beginning. Now, the community has the opportunity to build off the unique attributes created by Willis's award winning team and plan for the future of an Avondale Estates community that will meet the needs of all citizens while respecting the City's history. The City completed a master plan for downtown in 2004, but due to changing market conditions, annexations, and the age of the plan, it is being updated now. The City was awarded funds from the Atlanta Regional Commission (ARC) under their Livable Centers Initiative (LCI) to perform the update and carry out the master planning process.

One of the great strengths of the City is the diversity of experiences and lifestyles present in its citizens. The public participation plan will include a number of outreach methods that cater to this diversity.

### **Purpose**

The purpose of this document, the Public Participation Plan, is to ensure that the final Master Plan reflects the full range of community values and desires by involving a diverse spectrum of stakeholders in development of the plan. Broad-based participation supports the plan through its implementation, since many members of the community are involved in the plan's development, feel a sense of ownership over it, and are committed to seeing it through. The methods for which the public will be engaged are outlined below in the Public Participation Plan, which includes:

- Structure of Participation Process
- Identification of Stakeholders
- Identification of Participation Techniques
- Schedule for Completion of the Master Plan

### **Structure of Participation Process**

#### **Project Management Team**

The City of Avondale Estates, Atlanta Regional Commission, and Pond lead a Project Management Team. The Project Management team proposes recommendations for the Master Plan based on community input. The Board of Mayor and Commissioners (BOMC) holds ultimate responsibility and authority to approve and direct the implementation of the Master Plan documents, and, as the body that must deliberate budget constraints and competing priorities, may modify the recommendations that they receive. The members of the project management team are:

- Keri Stevens, City Planner and Community Development Officer
- Clai Brown, City Manager



- Andrew Smith, Atlanta Regional Commission
- Joel Reed, Project Manager Pond & Company
- Allie Looft, Urban Designer Pond & Company

### **Identification of Stakeholders**

Each person who lives, works, or serves in Avondale Estates has a stake in its success and plans for the future. To effectively manage a broad range of viewpoints, the planning process will rely on existing networks and stakeholder groups. As part of targeted public outreach efforts, the Master Plan effort will engage existing networks including community organizations, businesses, service providers and small groups to serve as a source of input, information and recommendations. These groups will also be tapped to distribute meeting notices, posters, and agendas to broader groups; they will also be asked 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. Other stakeholders may be invited to give interviews to the Project Management Team.

A preliminary list of stakeholders is included below. To ensure broad representation, the City will update this list with additional stakeholders identified through the BOMC and community members. The final list of stakeholders will be included in the final Master Plan.

- BOMC members
- City Staff
- Local schools (public and private) and PTAs
- Religious institutions
- Civic leaders
- Minority group leaders
- Major employers
- Major land owners
- MARTA
- Rail Arts District
- GDOT

### **Participation Techniques**

The City of Avondale Estates 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.

**Website/Media:** The Project Management Team has created a project-specific website: <http://downtownmasterplan2014.wordpress.com/>. The website will be updated on a regular basis throughout the public participation process. Citizens can access community meeting schedules, agendas, minutes, and links to other important information on the site. The website will also host copies of draft documents for public review as they become available. The City will include information about upcoming meetings and a link to the project website on its own website, <http://avondaleestates.org/>.

**Lobby Displays:** Maps and information will be posted at City Hall.



**Printed/E-mail Bulletins:** Information on upcoming meetings will be distributed at key times during the study. The consultant team will produce a flyer advertising each public meeting and provide it to the City for physical or digital distribution. A flyer advertising each meeting will be posted on the door of City Hall. The City will distribute meeting announcements in its printed and electronic newsletters.

**Media/Press Releases:** Pond will contact local newspaper(s) to advertise meetings and/or the status of the plan to the community. The DeKalb Neighbor, Patch, and Atlanta-Journal Constitution will receive press releases and announcements.

**Mailing Lists:** The Consultant will ask members of the project management team and other stakeholders to use existing email distribution lists to publicize meetings and other key events. This resource will keep the public informed of proposed meetings, changes to dates and schedules, and public review periods for draft documents. Emails will be distributed before public meetings. Exact content and timing of these distributions will be determined with further coordination with the City.

**Community Meetings:** Four community events are planned for the Master Plan, all held at City Hall:

- **Community Meeting 1: Kick-Off, Vision and Goals:** September 19<sup>th</sup>, 6:30 – 8:00 pm
  - The meeting will inform the public about the Master Plan, capture the community's vision for the future, and gain an understanding of existing issues and opportunities in the City. The consultant team will also present a brief summary of existing conditions and prior planning efforts. The meeting will be a presentation with an opportunity for participants to share their thoughts about issues and opportunities with the group or on comment cards.
- **Community Meeting 2: Design Charrette:** October 23<sup>th</sup>, 6:00 – 9:00 pm
  - The Community Design Charrette will allow participants to define the vision for development in the downtown. The consultant team will begin with a discussion of different land use types and scales, transportation facilities, urban design elements and open space types that may be appropriate for downtown Avondale Estates. The remainder of the meeting will be spent in small break-out groups with interactive, hands-on designing and visioning exercises.
- **Community Meeting 3: Presentation of Draft Plan:** November 14<sup>th</sup>, 2013, 6:00 – 8:00 pm
  - At the presentation of the draft plan, the project team will present the draft land use and transportation plans. The presentation will also include a draft set of implementable action items in the strategic plan. The public will be asked to rank and prioritize projects. The public's preferred projects will help inform the final list of recommendations that will be adopted as part of the plan.
- **BOMC Adoption Hearing:** February 24<sup>th</sup>, 2014, 7:30 pm
  - The final community event will take place as part of a regularly scheduled BOMC meeting. At this meeting, the BOMC will vote to adopt the final plan and transmit it to the regional commission.

**Select Interviews:** Up to ten 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.

**Survey:** Certain topics may require additional input to clarify the results of community meetings. A survey also reaches citizens that may not be able to provide input at community meetings. A survey will be



prepared and distribute in both paper and electronic format. The results will be analyzed, a report submitted, and the information will be incorporated into the report.

**BOMC and other Board Meetings / Work Sessions:** The consulting team and City Staff will attend meetings and work sessions with the BOMC, Downtown Development Authority (DDA), and Planning and Zoning Board (PZB) during the Master Plan process.

- BOMC Work Session: August 21<sup>st</sup>, 2013, 5:30 pm
  - At the August 21<sup>st</sup> BOMC work session; the consultant team will officially kick off the Master Plan. The team will explain the study process and seek some preliminary input from the BOMC on their goals for development.
- DDA Meeting: September 10<sup>th</sup>, 2013, 6:30 pm
  - At the September 10<sup>th</sup> DDA meeting, the consultant team will provide an overview of the LCI process and seek feedback from the DDA on their goals for the plan.
- PZB Meeting: September 16<sup>th</sup>, 2013, 6:00 pm
  - At the September 16<sup>th</sup> PZB meeting, the consultant team will provide an overview of the LCI process and seek feedback from the PZB on their goals for the plan.
- Historic Preservation Commission/Architectural Review Board Meeting: October 7<sup>th</sup>, 2013
  - At the September 16<sup>th</sup> PZB meeting, the consultant team will provide an overview of the LCI process and seek feedback from the PZB on their goals for the plan.
- BOMC Work Session: November 14<sup>th</sup>, 2013, 6:00 pm
  - At the November BOMC work session, the consultant team will present the outcomes from the community design charrette. Then, the consultant will present the draft concept plan, which will be based on the community's concepts and additional technical inputs. The work session will present an opportunity for the Project Management Team and BOMC to discuss preliminary project priorities.
- BOMC Work Session: February 20<sup>th</sup>, 2014, 5:30 pm
  - At the January BOMC work session, the consultant team will present the plan that will include: key elements and vision; priority projects for short-term implementation; roles and responsibilities; and funding opportunities.

## Schedule

The Project Management Team has prepared the attached schedule for community meetings, workshops, events and public hearings. The City will adhere to this schedule and post it in local media outlets, along with periodic updates as dates and venues are determined. The schedule aims to provide for numerous opportunities for public involvement, in a variety of locations with different formats.



## Avondale Estates Downtown LCI 2014 - Meeting Schedule

(Revised: 01/24/2014)

<b>August 2013</b>		<b>Start</b>	<b>Finish</b>	<b>Location</b>
8-Aug-13	Project Management Kick-Off Meeting	9:00 AM	10:00 AM	City Hall
21-Aug-13	Board of Mayor and Commissioners (BOMC) Introduction & Kick-Off	5:30 PM	7:00 PM	City Hall
<b>September 2013</b>				
5-Sep-13	Project Management Team Meeting	9:00 AM	10:00 AM	City Hall
10-Sep-13	Downtown Development Authority Meeting	6:30 PM	8:00 PM	City Hall
16-Sep-13	Planning and Zoning Board Meeting	6:00 PM	7:30 PM	City Hall
19-Sep-13	<b>Community Meeting #1: Kick Off : Creation of Vision &amp; Goals</b>	<b>6:30 PM</b>	<b>8:00 PM</b>	<b>City Hall</b>
19-Sep-13	Community Survey Opens	n/a	n/a	Online
<b>October 2013</b>				
7-Oct-13	Historic Preservation Commission/Architectural Review Board Mtg	7:00 PM	8:00 PM	City Hall
17-Oct-13	Project Management Team Meeting	1:00 PM	2:00 PM	City Hall
23-Oct-13	<b>Community Meeting #2: Design Charrette</b>	<b>6:00 PM</b>	<b>9:00 PM</b>	City Hall
<b>November 2013</b>				
4-Nov-13	Project Management Team Meeting	9:00 AM	10:00 AM	City Hall
14-Nov-13	<b>Community Meeting #3: Presentation of Draft Plan</b>	<b>6:00 PM</b>	<b>8:00 PM</b>	<b>City Hall</b>
<b>December 2013</b>				
12-Dec-13	ARC Study Review Meeting - Land Use and Transportation	2:00 PM	3:30 PM	ARC
12-Dec-13	Project Management Team Meeting	3:30 PM	5:00 PM	City Hall
<b>February 2014</b>				
20-Feb-14	BOMC Work Session: Request for Plan Adoption	5:30 PM	7:00 PM	City Hall
	Project Completion/Submittal to ARC			