

MEMORANDUM

TO: Adam Causey, AICP, Director of Planning & Development

CC: Jaimie Steffen, Town Planner
Open Space Advisory Committee (OSAC)

From: Ben Smith, AICP, North Star Planning 

RE: Title 16 Recodification, Public Participation Plan

Date: December 13, 2018 (rev. January 27, 2019)

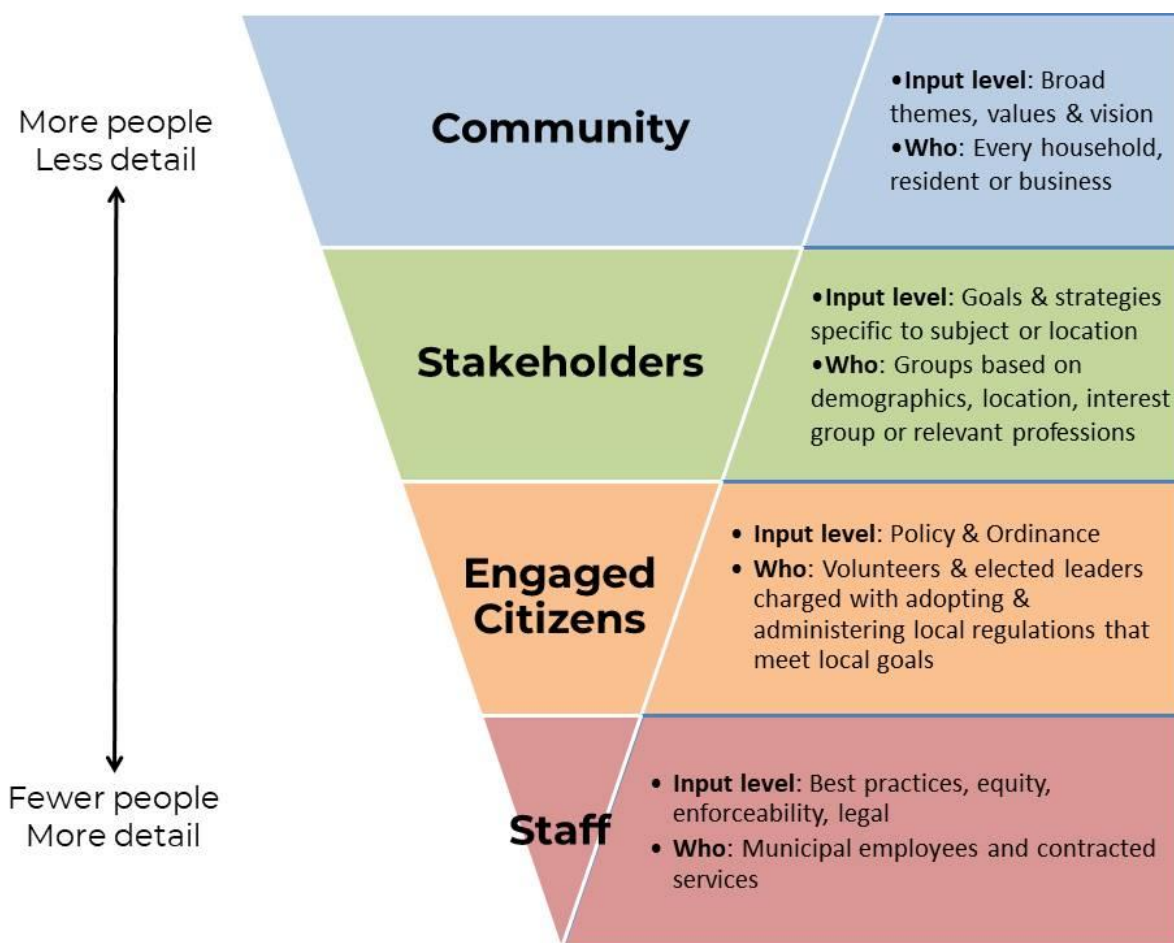
A public participation plan an outline for how a group chooses to engage and inform stakeholders and is an important early milestone in any public planning process.

Developing this outline will involve a thoughtful process about how the OSAC defines the boundaries of this project. Expectations for the level and types of work carried out will be shaped by answers to these questions:

-) What is the appropriate level of engagement for the general public?
-) Who are the people and groups that have something at stake related to this project? How should they be involved?
-) When and how does the group ask for input and feedback, and from whom?
-) When and how does staff or the OSAC provide informational updates?

In developing a proposal for this project, North Star Planning made some general assumptions and recommendations for public process. Two key assumptions are:

1. This ordinance update is a direct continuation of the Comprehensive Planning effort, which itself was based on a thorough public participation process.
2. Due to the technical nature of ordinance writing, most community-level interactions are likely to be more informational and most of the input and feedback will be solicited and received from stakeholders and Kittery's more engaged citizens.



The figure above represents a general framework for thinking about levels of public participation. All levels need to be considered in a public planning process, but depending on the scope and nature of the planning effort, the focus and role of participation at each level is different.

Comprehensive Planning places much of focus on the Community and Stakeholder levels, as the input is mostly related to a community's vision and values and the goals and strategies to work toward that vision. Drilling down into ordinance level work will shift the focus of participation down the funnel, with higher levels of interaction with fewer people.

With this framework in mind, an outline of a public participation plan follows below. Between now and the next OSAC meeting on January 7, please think about who the stakeholders are and how fill in some of the other information in the outline.

Public Participation Plan

Recodification of Title 16 – Land Use and Development Code

This outline for public participation fits within the broader scope of work for the planning team, staff and OSAC as detailed in the Scope of Work developed in August 2018 (attached) and a revised schedule for that work, which is an integral part of the Public Participation Plan, to be approved by OSAC in January 2019.

Task 1 - Groundwork

Task 1.5 – Elected and Appointed Officials Meeting #1

End of February or early March 2019

Kittery has many volunteers serving on municipal boards and committees. These elected and appointed volunteers are important because they are among the most civically engaged members of the community. They also likely have the deepest understanding of the opportunities and challenges with the current code, as well as the priorities for improvements from the Comprehensive Planning Process.

The purpose of meeting with the Elected and Appointed Officials early in the process will be to introduce the project, review the OSAC's recommended ordinance framework, which takes the form of a revised Table of Contents, and decide on the best way to use time with individual boards and committees at the next step.

Boards/Committees to include:

-) Town Council
-) Planning Board
-) Board of Appeals
-) Conservation Commission
-) Economic Development Committee
-) Port Authority
-) Comprehensive Plan Implementation Committee

Task 2 – Analysis & Organization

Task 2.3 - Review Reorganized Ordinance Draft with Individual Boards/Committees

May-June 2019

After the existing Ordinance elements are reorganized around the approved framework, we'll be ready for more targeted discussions with individual committees for more detailed review of the new ordinance framework,

feedback on board specific experience with ordinance issues, and to hear about high priorities for updates.

Boards/Committees to include:

- J Town Council
- J Planning Board
- J Board of Appeals
- J Conservation Commission
- J Economic Development Committee
- J Port Authority
- J Comprehensive Plan Implementation Committee

Task 2.4 - 1st Round of Stakeholder Focus Groups

May-June 2019

Concurrent with individual board and committee meetings, targeted stakeholder outreach will be made to groups of residents and businesses that interact with Title 16 or will be impacted by the changes more than average Kittery residents. Focus groups of 6-10 people each for these stakeholder groups should be held prior to new ordinance drafting.

Suggested stakeholder groups:

- J Marine/Shoreland/Harbor related interests
- J Business community/mall owners/property managers
- J Developers/Civil Engineers/Soil Scientists/Architects
- J Conservation/Open Space/Agricultural
- J Housing Interests
- J Foreside Community

Task 3 Ordinance Drafting

Task 3.2 - Status update workshop with Planning Board/Town Council

October 2019

These meetings are envisioned as a progress update for the Board and Council. Dialog around schedule, feedback on work to date, and guidance on remaining progress will be requested.

Outside of these specific meetings, the Town Council and Planning Board will be updated regularly by staff. It is anticipated that these will come in the form of the Town Managers report for the Council.

Task 3.4 - 2nd Round of Stakeholder Focus Groups

November 2019

These discussions will be focused on discussion of new ordinance language specific to their interests, with the goal of fine tuning recommendations based on review.

Suggested stakeholder groups:

-) Marine/Shoreland/Harbor related interests
-) Business community/mall owners/property managers
-) Developers/Civil Engineers/Soil Scientists/Architects
-) Conservation/Open Space/Agricultural
-) Housing Interests
-) Foreside Community

Task 3.5 - 2nd Official Family Meeting

December 2019

The draft ordinance revisions will be presented to the Official Family for review and recommendations. After input on the draft is received from this group, the draft will be finalized. At this point, the work of the OSAC will be over at this meeting will be an excellent chance for some recognition of the group's effort.

Boards/Committees to include:

-) Town Council
-) Planning Board
-) Board of Appeals
-) Conservation Commission

-) Economic Development Committee
-) Port Authority
-) Comprehensive Plan Implementation Committee

Task 4 – Adoption Process and Ongoing Support

Task 4.1 - Planning Board Discussions & Public Hearing

February-March 2020

Two to three meetings are anticipated as part of the formal review and adoption process, with a Public Hearing at the final Board meeting.

Task 4.2 - Town Council Discussions & Public Hearing

April-May 2020

Two to three meetings are anticipated as part of the formal review and adoption process, with a Public Hearing at the final Council meeting.

Ongoing Informational Efforts

In addition to the specific efforts listed above, the following work and resources are anticipated to support public and official awareness and informational needs.

Page on the Kittery website

Information posted should include:

-) Scope of work
-) Public Participation Plan
-) Meeting schedule, agendas and notes
-) Draft ordinance elements

Monthly/quarterly updates to the Town Council and Planning Board by town staff

These updates could take the form of discussions during regular workshops/other business items or as written updates included in packets.

Community newsletters or other local media updates

Stories, interviews or letters to the editor.

Posters and signage at locations within Town buildings related to the effort and key milestones.

Coordinate with the library to use the email listserv that they administer.

Title 16 Recodification Schedule (Revision 1 – 12-2018)

[illegible]