



PUBLIC ENGAGEMENT PROGRAM REQUIREMENTS FOR VILLAGE MIXED USE CENTERS

WHAT IS A VILLAGE CENTER: A Village Center is identified in the Land Use and Transportation Element (LUTE) and is a multi-acre, multi-site and/or multi-corner area, typically at a major street intersection and strategically located near the cross roads of a neighborhood. The Village Center may consist of multiple developments. In order to process development applications in a Village Center, a Village Center Precise Plan is required to collectively plan for parcels or areas that are not under one ownership. Specific areas designated as Village Mixed Use in the General Plan are subject to Village Center implementing policies, including preparation of a Public Engagement Program. Review of the Public Engagement Program will require submittal of a Planning Application form and a fee of \$1,429 (fee subject to change). This handout describes the public engagement process for a Village Center area.

THE PROCESS FOR VILLAGE CENTER APPROVAL:

Securing approval of a Village Center Precise Plan and site development approval is a multi-phased process which includes the following:

- Step 1 - Approval of a Public Engagement Program by the Planning Commission and City Council
- Step 2 - Visioning and development of a Village Center Precise Plan with public input
- Step 3 - Approval of the Village Center Precise Plan by the Planning Commission and City Council
- Step 4 - Specific site development review by the Planning Commission

PURPOSE AND INTENT OF THE PUBLIC ENGAGEMENT PROGRAM

The purpose of the Public Engagement Program:

- Describe the goals and objectives of the specific Village Center Precise Plan
- Identify specific approaches and tools that will be used for public outreach and community involvement in the visioning and planning of the Village Center
- Engage the public early in the planning process and generate maximum public participation
- Inform the community of the development review process

OBJECTIVES FOR THE PUBLIC ENGAGEMENT PROGRAM

1. **Inclusive Planning:** The Public Engagement Program should collect viewpoints that are broadly reflective of the City's residents and other property owners, particularly those in the general vicinity of the Village Center. An "open door" policy is encouraged, allowing participation by any interested individuals and groups.
2. **Accessible Participation:** Public engagement events should be broadly accessible in terms of location and time with facilities available to all individuals. Translation and special needs should be accommodated upon request.
3. **Transparency:** There should be transparency about project sponsorship, program purpose, and how public input will be used to develop the Village Center Plan. All meetings and hearings are open to the public. All information is easily accessible in print, online, social media and through existing community forums.
4. **Use of Public Input:** The ideas, preferences, and/or recommendations contributed by the public are documented for the decision makers.



PUBLIC ENGAGEMENT PROGRAM REQUIREMENTS FOR VILLAGE MIXED USE CENTERS

SUBMITTAL REQUIREMENTS FOR PUBLIC ENGAGEMENT PROGRAM

A Public Engagement Program is mainly intended to describe how and when the community will be included in the consideration of a planned development project in a Village Center location. At a minimum, a Public Engagement Program will describe the following:

- Scheduling of meetings and other efforts
- Geographic focus area
- Target groups and key stakeholders
- Information gathering tools
- Materials for outreach
- Methods of outreach
- Applicant's Team roles and responsibilities
- Flow chart, matrix, spreadsheet or table that provides the public and decisions makers an easily-followed visual map that tracks the schedule and status of goals, steps and milestones
- List of topics for outreach meetings and a breakdown of community involvement tools for each topic:
 - Introduction of the Applicant's team and overview of general project goals
 - Existing site overview (area boundary, surrounding land uses, permitted uses, and development standards for the existing zoning district)
 - Review LUTE goals and policies for Village Centers
 - Analysis of opportunities and constraints for the project area
 - Visioning for the Village Center should consider and incorporate input on:
 - Community and identity
 - Appropriate commercial uses
 - Appropriate housing
 - Pedestrian and bike access
 - Project design
 - Review CEQA requirements and issues that need to be addressed in environmental studies
 - Presentation of alternative concepts
 - Strategies for implementation
 - Steps for how a formal project moves forward