

WORK PLAN TEMPLATE

Project: Midcoast Design Review Standards Update

Date: _____

Prepared by: _____, **Chair of Coastside Design Review Committee**

Purpose:

This work plan generally describes the tasks for the completion of an update to the Design Review Standards in the County's Zoning Regulations as part of the review of the County's review of projects in the unincorporated Midcoast area. The project will be undertaken by the Coastside Design Review Committee with input from with County staff and external stakeholders.

Project Mission Statement/Goals:

Task 1. SCOPE & ORGANIZE

- 1.1 **Prepare a detailed work plan and schedule** that identifies: all project tasks, an initial project schedule to be refined during the engagement process, and the milestones/work products to be developed for each task.
- 1.2 **Form an internal stakeholder team** from County Staff: Melissa Ross (Long Range Planning Manager), Camille Leung (Senior Planner) and Ruemel Panglao (Design Review Officer, Planner III). In consultation with County Counsel, reconcile as needed the goals of ordinance update with state law and existing Design Review regulations. Determine need and scope and contract for facilitation consultant.
- 1.3 **(If needed) Form a technical advisory group**, including but not limited to Building Section staff, architects, landscape, architects, contractors, and engineers. Staff will rely on this group for technical expertise needed to complete a draft ordinance and answer any technical questions from external stakeholders and members of the public.
- 1.4 **Develop an outreach strategy for external stakeholders**. Devise a comprehensive outreach strategy that engages stakeholders with an interest in the project. Identify and include entities having jurisdiction or policy interests within the unincorporated Midcoast area: Midcoast Community Council, CA Coastal Commission, organized groups, e.g., Half Moon Bay Chamber of Commerce, and land development/real estate groups, and selected design and development practitioners. Determine how best to engage with each stakeholder group for input and participation in the project based on their interests or expertise. **Establish types of participation (e.g., survey)** and potential meetings for each stakeholder group. If survey is needed, project team and staff from District 3 staff will formulate a survey or series of interview questions to identify stakeholder interests. Determine scope and contract for facilitation consultant (if needed). Review outreach strategy with Office of Community Affairs (OCA) (as needed).
- 1.5 **Identify and secure the resources needed for the project** including: Identify comparable jurisdictions and gather reference materials, research examples, and advice

(as needed) from **comparable jurisdictions**, other in-house expertise, and procure, utilize, or consult as needed. Create current land use maps and map other data relevant to the project (scenic corridors, topography, photographs, etc.).

- 1.6 **Update and maintain a presence on the “major projects” page of the Planning & Building web site.** Keep the page updated to reflect progress made by revising the narrative and posting the latest PDFs of relevant documents.

Task 1 Milestones/Work Products: Detailed work plan and schedule approved by Community Development Director, to include:

- a. County Stakeholder Team/Individuals, Scheduled meetings as needed
 - Contact list (name, title, address, phone, and email) for all stakeholders
- b. Project Outreach Plan for Technical Advisory Group, External Stakeholders, and Broad Public Outreach
 - Outreach channels for each group:
 - Email, Notice, Web page posting
 - Preliminary goals and objectives
 - Outreach materials
 - Technical Advisory Group (if needed)
 - Discussion Questions
 - External Stakeholders:
 - For stakeholder interest/engagement inventory
 - Discussion Questions
 - Broad Public Outreach
 - Public interests concerns; Potential Discussion Questions
- c. Data and analysis (maps, other jurisdiction policies/ordinances, written summaries, etc.)
- d. Resource Needs List
- e. Updated website page

Task 1 Target Timeframe for Completion: _____

Task 2. TARGETED OUTREACH TO STAKEHOLDERS & TECHNICAL ADVISORS TO INFORM OPTIONS AND APPROACH

Research and analyze data and issues that affect implementation of the Design Standards Update goals and objectives. Consult with internal and external stakeholders and experts (as needed) to identify the range of issues and options associated with Design Standards Update implementation. Results will inform a presentation of project goals, objectives, and issues to the Midcoast Community Council and the first major public meeting for both projects (at end of Task 3) to ensure that the project team is addressing all relevant and necessary issues with the appropriate approaches and proper priorities.

- 2.1 **Internal Stakeholder Outreach:** Consult with representatives from the participating County departments (from 1.2) to identify issues with implementation and gather ideas for improvements.
- 2.2 **External Stakeholder Outreach:** If survey is needed, administer a survey or series of interview questions to identify stakeholder interests. Initial stakeholder contact will explain/summarize the project goals and basic work plan, solicit issues of particular

concern, and request/verify the appropriate contact list for the projects. Further research will be conducted to address particular stakeholder issues/concerns as needed. All stakeholders will continue to be engaged throughout the entire public review process. The project webpage may include an opportunity for community input, either through a brief survey to identify issues, or by providing an email address for providing general comments, if feasible.

- 2.3 **Technical Advisors (if needed):** Consult with industry experts (design professionals, contractors, etc.) as needed to inform the project and test the viability of policy ideas.
- 2.4 **Draft Project Goals and Issues** to be addressed and summarize findings from research of guiding regulations (General Plan, Local Coastal Program, Design Review Regulations, Community Design Manual, Miramar-Moss Beach–El Granada Specific Plan), feedback gained through outreach, and analysis.

Task 2 Milestones/Work Products:

- a. Summary of research results and preliminary approaches for resolving issues
 - Issues and options from Internal Stakeholder Team (gathered at team or individual meetings)
 - Issues and options from External Stakeholders (gathered at group or individual meetings)
 - Meeting notes for project files
- b. Refine Outreach plan as needed, review with Community Development Director
- c. Refine Project Goals and Objectives
- d. Identify any additional resources needed
- e. Updated website page

Task 2 Target Timeframe for Completion: _____

Task 3. EVALUATE PROJECT OBJECTIVES, USING TASK 2 OUTCOMES, DEVELOP PROPOSED APPROACHES FOR DESIGN REVIEW STANDARDS UPDATE

Using the issues identified from stakeholder outreach and research information and analysis outcomes from Task 2, prepare Design Review Standards Update alternatives that achieve the policy direction of the Local Coastal Program and other guiding regulations and that address project goals and issues. This task will culminate in presentations to the Midcoast Community Council and the first community meeting summarizing issues from Tasks 2 and 3 and recommendations or alternative approaches for addressing them.

- 3.1 **Synthesize Task 2 Research and Policy Evaluation.** Evaluate current ordinances (Midcoast Design Review Standards) against issues identified and research conclusions. Summarize standards used in other comparable jurisdictions. Use research and analysis, stakeholder input, and Project goals to formulate design standards update approaches.

Task 3 Milestones/Work Products:

- a. Refine Outreach plan as needed
- b. Refine Project goals and objectives
- c. Identify any additional resources needed
- d. Update website page

Task 3 Target Timeframe for Completion: June 2021

TASK 4. BROAD PUBLIC OUTREACH

- 4.1 **Collaborate with Facilitation Consultant and OCA.** Collaboratively plan and implement presentations to the Midcoast Community Council and a public meeting to discuss the proposed approaches, working with PCRC and OCA.
- 4.2 **Prepare and present findings and preliminary recommendations from Tasks 1-3** at first community meeting, and obtain community input.

Task 4 Milestones/Work Products:

- a. Refine Project Outreach Plan for Broad Public Outreach, as needed for review by Community Development Director
- b. Presentation and other communication materials
- c. Summary of Meeting Outcomes, and any necessary revisions
- d. Formulate Policy goals and objectives
- e. Update website materials

Task 4 Target Timeframe for Completion: July 2021

Task 5. DEVELOP RECOMMENDED UPDATES

Working in close consultation with Planning staff, County Counsel and technical advisors, draft amendment language that achieves project goals. A public meeting will provide an opportunity to present the complete draft ordinance update proposal to the community and gather input for needed revisions.

- 5.1 **Collaborate with County Counsel** to identify any state laws that need to be incorporated or considered in amendments to the current ordinance.
- 5.2 **Work with County departments** on related policy and technical issues and processing needs, such as the Building Section to address health and safety issues, Planning staff to establish new procedures, etc.
- 5.3 **Consult with outside technical advisors** as needed to help resolve issues as they arise.
- 5.4 **Collaborate with Facilitation Consultant and OCA.** Collaboratively plan and implement presentations to the Midcoast Community Council and a public meeting to discuss the proposed approaches, working with PCRC and OCA.
- 5.5 **Prepare Main Policy Goals and Objectives and draft of new standards to implement these**, integrating requirements, recommendations, and comments from all stakeholders. Develop a public presentation. Begin documentation of issues and impacts for CEQA analysis.
- 5.6 **Draft Ordinance Presentation.** Conduct public meeting to solicit comments and direction. Transmit revisions to stakeholders for comment. Set meeting with CA Coastal Commission staff.

Task 5 Milestones/Work Products:

- a. Preliminary and Revised Draft Ordinances
- b. Public presentation materials
- c. Planning and implementation of one Public Meeting
- d. Determine with County Counsel appropriate CEQA Analysis
 - o List of potential CEQA issues/mitigations

e. Meeting Summary

Task 5 Target Timeframe for Completion: September 2021

Task 6. DRAFT NEW ORDINANCE, CEQA DOCUMENT AND MCC RECOMENDATION

- 6.1 **Finalize any necessary research** and analysis and extend a "last call" to external stakeholders for input.
- 6.2 **Prepare a complete draft ordinance** by consulting with Planning, County Counsel, and technical advisors as needed. Incorporate latest community council and stakeholder comments.
- 6.3 **Consult with Staff and Counsel to solicit revisions to proposed ordinance**
- 6.4 **Initiate and conduct CEQA process** (in parallel with public review of draft ordinance). Prepare any necessary environmental documentation. Schedule a public comment period if necessary and provide public notice; circulate documents as needed.
- 6.5 **Present draft ordinance** to Midcoast Community Council and possibly at final public meeting. Present to Planning Commission as a study session at a regular meeting, if necessary.

Task 6 Milestones/Work Products:

- a. Draft Ordinance
- b. Environmental Documentation, if necessary
- c. Planning Commission Staff Report

Task 6 Target Timeframe for Completion: December 2021

Task 7. FINAL DRAFT ORDINANCE TO DECISION MAKERS

Based on feedback from stakeholders and technical advisors, draft final ordinance language, and finalize CEQA documentation. Draft staff report with adopting ordinance and present to Planning Commission and Board of Supervisors for adoption.

- 7.1 **Prepare final draft ordinance** based upon consultation with Planning, County Counsel, and technical advisors as needed. Incorporate latest Planning Commission direction. Finalize format/layout improvements to current ordinance.
- 7.2 **Finalize CEQA documentation** if necessary, Supplemental EIR or Negative Declaration and responses to any comments received during public comment period.
- 7.3 **Prepare adopting ordinance** for BoS.
- 7.4 **Present** final draft subdivision ordinance, CEQA documentation, and adopting ordinance to Planning Commission and Board of Supervisors for adoption at respective public hearings.

Task 7 Milestones/Work Products:

- a. Final Draft Ordinance
- b. Environmental Documentation
- c. Adopting Ordinance
- d. Planning Commission and BoS staff reports
- e. Send Ordinance package to CA Coastal Commission for certification

Task 7 Target Timeframe for Completion: _____

Task 8 Implement Adopted New Ordinance – To be completed after certification by the CA Coastal Commission

- 8.1 Publish & distribute new ordinance
- 8.2 Prepare & conduct implementation plan

Milestones/Work Products:

- a. Ordinance published online, print
- b. Training for Staff
- c. Other tasks as needed

Task 8 Target Timeframe for Completion: _____

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