



GUIDE TO COMMUNITY MEETINGS

June 2013

OVERALL GOALS

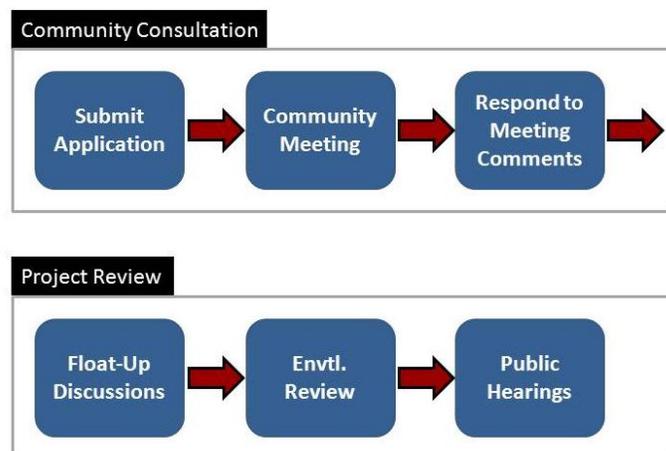
- Inform the public regarding the Proposal
- Gather initial community input on the project design (architecture, massing, content, density etc.) and the key issues
- Use the comments from the community to shape the project

The intent of community meetings is to provide an avenue for the public to actively participate in commenting and shaping proposed development agreement projects before they are brought forward for float-up discussions. These meetings are opportunities for interactive discussions with project neighbors and other members of the community and allows applicants to directly address any questions or concerns raised. If you have already met with city staff and received preliminary design comments, you may want to show how you've addressed these issues and have already been improving the project design.

This guide is intended to outline how the community meeting process should work and inform you about some of the logistical issues that you should be aware of in planning these meetings. These meetings are required for all proposed development agreements regardless of their size.

TIMING

The applicant is required to hold one meeting before the Planning Commission and/or ARB float-up. However, this does not preclude the applicant from holding additional meetings with the community, as necessary.



The above diagram outlines the order in the review process in which development agreement project applicants should proceed with holding the community meeting. It should be noted that the applicant must demonstrate an attempt to respond to the comments raised at the community meeting before any float-up discussions will be scheduled.

SETTING UP AND ARRANGING THE MEETING

Required Noticing

The City is committed to ensuring that proper notice of community meetings is provided to the community. The notice must include the following information:

- Project name and address
- Meeting time, date, and location
- Purpose of meeting
- Where the post-meeting summary can be found or how it can be obtained
- Website link
- Contact information for any questions

The notice is required to be mailed through the United States Postal Service (USPS) to all property owners and residents within a 1000-foot radius around the subject property and to all Neighborhood Association contacts. **Applicants shall prepare the notice consistent with acceptable City formats. Please consult with the project planner to indicate the desired size and format of the notice and the project planner will consult with the City's print shop.** Once the notice is prepared and sent to the project planner, the City will have the notice printed and will mail the notice through the USPS. The City will send these notices a minimum of two (2) weeks in advance of the meeting.

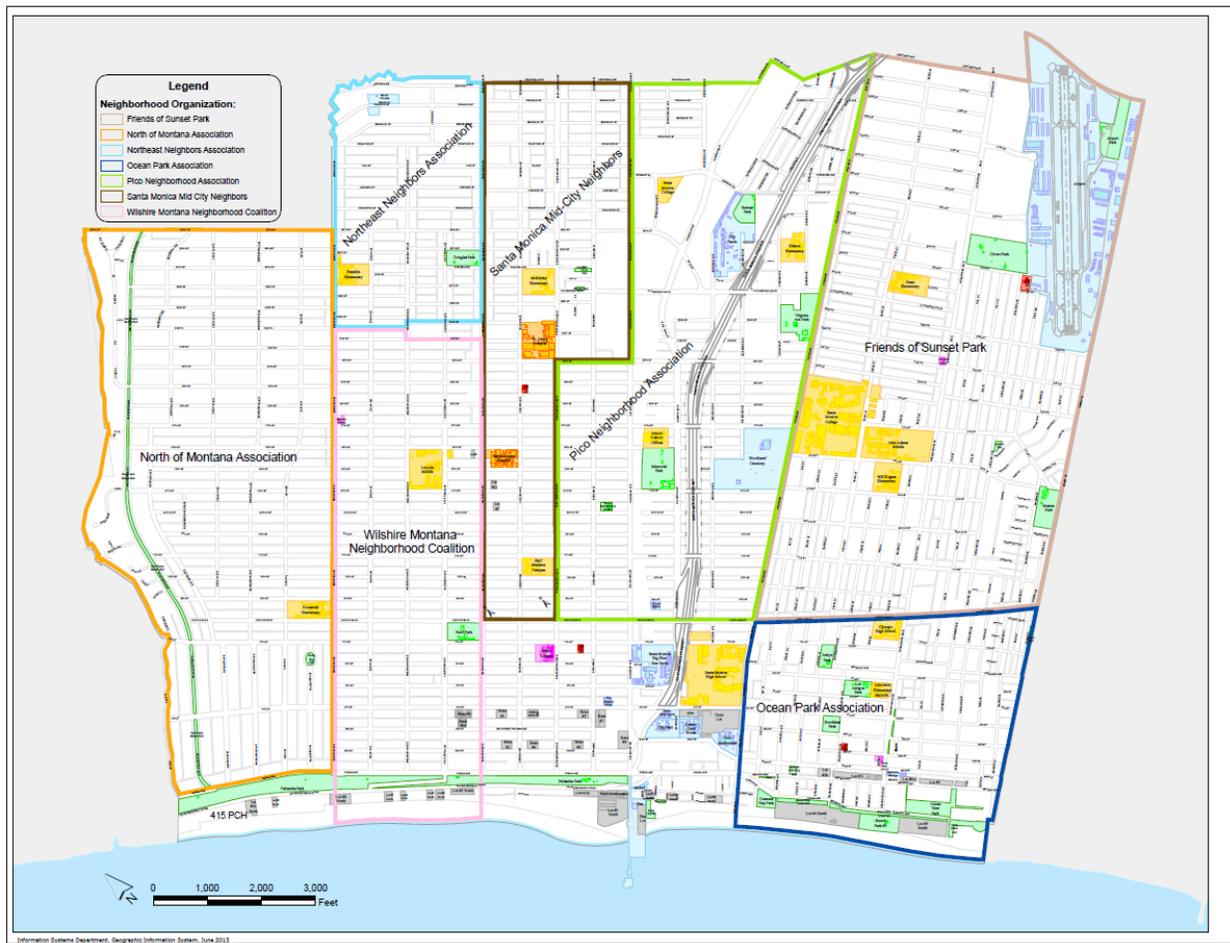
Project Website (Required for Proposed Projects 100,000 sf or greater)

In addition, applicants proposing projects of 100,000 square feet or greater are required to create a project website. The website devoted to the project is intended to help serve as the central information forum to relay important information about the project such as meeting times, locations, project data, meeting notes, design iterations, etc.

Neighborhood Organization Map and Contacts

The following table indicates the name and contact information for each of the City's neighborhood organizations. Also, a map showing the active neighborhood organization's boundaries is shown on page 4.

North of Montana Association nomaboard@gmail.com www.smnoma.org	Wilshire Montana Neighborhood Association wilmontinfo@gmail.com www.wilmont.org
Northeast Neighbors www.neneighbors.org	Pico Neighborhood Association www.piconeighborhoodassociation.org
Friends of Sunset Park FriendsofSP@yahoo.com www.friendsofsunsetpark.org	Ocean Park Association contact@opa-sm.org www.opa-sm.org
Santa Monica Mid-City Neighbors www.midcityneighbors.org	



Neighborhood Organization Boundary Map

Meeting Location

Meetings should be held in an appropriate venue closest to the subject site. The purpose of holding the meetings within the closest venue, within the neighborhood, is to allow participants the ability to have ease of local accessibility (e.g. walk, bike, bus). The table on the following page is a list of available public meeting locations is provided as a courtesy although project applicants may also choose to hold meetings in other appropriate venues.



SMALL VENUES (under 50 people)			
Venue Name	Capacity	Address	Contact
Community Meeting Room, Main Library	31	601 Santa Monica Blvd.	Brian McCloskey
Patio Room, Virginia Ave Park	30-ish	2200 Virginia Avenue	Lupe Madrid, x.5299
Joslyn Park	40	633 Kensington Road	458-2239
Ken Edwards Rooms 100A or 100B	41-50	1527 4th Street Santa Monica	x.8300
Ken Edwards Small Meeting Room	41-50	1527 4th Street Santa Monica	x.8300
Ocean Park Library	40-ish	2601 Main Street	x.8638
MEDIUM VENUES (50-100 people)			
Fairview Library	55	2101 Ocean Park Blvd.	x.8637
Ken Edwards Rooms 103 and 104	80	1527 4th Street Santa Monica	x.8300
Ken Edwards Rooms 103, 104 and 105	125	1527 4th Street Santa Monica	x.8300
Montana Library	55	1704 Montana Avenue	x.8639
Olympic High School	100	721 Ocean Park Blvd	
SMC Bundy Campus meeting room	60-70		Charlie Yen 310-434-3002 YEN_CHARLIE@smc.edu
Thelma Terry Room, Virginia Ave Park		2200 Virginia Avenue	Lupe Madrid, x.5299
LARGE VENUES (100+ people)			
John Adams Middle School Cafeteria	250	2425 16 th Street	Marty Mirabel 452-2326
Lincoln Middle School	250	1501 California Avenue	Carl Hobkirk 310-393-9227, x-560 hobkirk@smmusd.org
Main Library Auditorium (fixed theater)	140	601 Santa Monica Blvd.	Brian McCloskey
Main Library	114	601 Santa Monica Blvd.	Brian McCloskey
Santa Monica High Cafeteria	400		Annette 310-395-3204, x-494
SMC Auditorium	lots	1900 Pico Boulevard	Charlie Yen 310-434-3002

Setting Meeting Date, Time, and Location

A minimum of 4 weeks prior to the meeting, the meeting date, time, and location should be set by the project applicant in cooperation with the appropriate Neighborhood Association. In cases where the proposed project is located on the border of more than one neighborhood, representatives from each of the affected Neighborhood Associations should be contacted. Prior to confirming a meeting date, time, and location the project applicant shall notify the appropriate Neighborhood Association representatives and the City Project Manager. Ideally, the meeting will not conflict with other city-wide community meetings such as City Council and Planning Commission. Therefore, Thursday evenings seem to be the best night of the week to avoid standard meeting days occurring throughout the City.

Filming of Meetings by City TV

As soon as the date, time, and location have been set (4 weeks in advance of the meeting), the project applicant should contact City TV at 310-458-8590 to schedule the filming of the meeting by the City TV crew. The meeting will be filmed and a streaming video made available for public viewing on the City Planning website. If a project website is required, the City Project Manager will provide the City's website link to the video to the project applicant for posting. Payment (approximately \$500 for a 1.5 to 2 hour meeting) for these services shall be coordinated directly with City TV staff and verification of payment should be provided to the City Project Manager.

MEETING SET-UP AND MATERIALS (Please also reference suggested materials checklist)

1. Sign-in Table and Sign-in sheet: A place for interested persons to leave contact information such as name, phone numbers, and e-mail addresses.
2. Seating: A seating arrangement shall be set-up in a manner that allows for full view of the presenter and any visual materials (e.g. presentations, boards) and that allows meeting participants the ability to hear and see each other easily.
3. Agenda: Each meeting is required to have a formal agenda prepared in advance of the meeting. The Agenda shall be made available to the public at the meeting and should be displayed on the website. The Agenda should include the minimum topics:
 - a) Introduction of the project and project applicant team, including identification of the property owner.
 - b) Full description of the proposed project, setting, location, and project components such as proposed mix of uses, total square feet of project and broken down by land use, lot square feet, height and FAR of the project, number of residential units with anticipated unit types and affordability (if known), and number of parking spaces.
 - c) Preliminary community benefits proposal
 - d) Description of existing zoning standards such as building height, number of stories, FAR, and parking requirements that apply to the project site
 - e) Description of Tier 1, 2, and 3 projects per the City's Land Use and Circulation Element (alternative height and floor area ratio scenarios for each Tier)
 - f) Interactive discussion time with a Q and A session. Speaker cards should be used to provide opportunity for everyone at the meeting to participate in the discussion.
 - g) Closing statements, including when meeting minutes will be available on the website or when they will be sent to participants (see meeting summary section)

4. Map: A map of the area illustrating where other private projects (proposed or under construction) within the previous 6 months including following information about these projects: total square feet, height, FAR, number of units, commercial space
5. Model: A physical or computer generated, 3-D model. The model should include the massing of the proposed and adjacent buildings in the neighborhood context, relationship of the proposed building to the street, and representation of elements that may include fenestration, roof decks, and balconies.
6. Public Address System: The PA system should include microphones for the presenter, facilitator, and meeting participants.
7. Exhibits: Project exhibits or audio/visual presentation (such as Powerpoint)

MEETING ROLES

Presenters

Presenters shall consist of the project manager and/or the project architect. The property owner is also encouraged to attend.

Facilitator

The role of the facilitator is to manage the meeting with diplomacy and to follow the Agenda. The facilitator will manage the meeting and establish the ground rules for meeting decorum. The City's "Choose Civility" initiative should be used as the precursor for healthy public input, discussion, and a meaningful question and answer session. Speaker cards shall be utilized to create an orderly progression of comments and to ensure that all willing speakers have a chance to be heard and that their comments are addressed. Depending on the number of speakers, a maximum amount of speaking time per speaker can be established by the facilitator in advance of the Q and A session.

COMMUNITY MEETING SUGGESTED MATERIALS CHECKLIST

- **Project Handouts**

- ⊕ Agenda
- ⊕ Sign-in Sheet – see template
- ⊕ Speaker Cards – see template
- ⊕ Comment form on project – see template
- ⊕ Entrance sign
- ⊕ Project plans
- ⊕ Business Cards
- ⊕ Name Tags

- **Electronic**

- ⊕ Laptop
- ⊕ Projector
- ⊕ Projection screen (if necessary) – some venues may have a blank wall available for this purpose
- ⊕ Pointer
- ⊕ PA system

- **Presentation**

- ⊕ Easels
- ⊕ Flipchart
- ⊕ Flipchart markers
- ⊕ Ballpoint Pens & Post-it notes – for extra comments
- ⊕ Scissors
- ⊕ Masking Tape
- ⊕ Scotch Tape
- ⊕ Binder Clips

POST-MEETING REPORTING REQUIREMENTS

After the community meeting, a meeting summary shall be prepared that includes the following information:

- I. Brief Project Description
- II. Contact information for applicant
- III. Attendance List
- IV. Summary of Key Issues Raised
- V. Listing of all comments made during the meeting
- VI. Project Website with Link to Video of Meeting

The meeting summary shall be prepared in accordance with the following timeline:

- 1 week after the meeting
 - Postcard notice mailed or provided by other means (e.g. e-mail) informing meeting attendees and neighborhood association of availability of draft summary. If project website is required, draft summary is also posted on project website. Draft summary given to City Project Manager.
- 3 weeks after the meeting (2 weeks for review)
 - Public given time to comment on the draft summary.
- 5 weeks after the meeting (2 weeks to prepare)
 - Applicant consolidates comments received on draft summary and final summary is prepared. Meeting attendees and neighborhood association are notified by postcard notice or other means of availability of final summary. If project website is required, final summary is also posted on project website. Final summary report given to City Project Manager.

Attachments: Sample Community Meeting Summary Cover Sheet



Sample Community Meeting Summary Cover Sheet

Applicant Information

Applicant:

Contact Name:

Contact Phone Number

Contact E-mail:

Meeting Information

Meeting Date:

Location:

Number of Participants:

Project Information

Address:

Lot SF:

Total SF:

SF Breakdown:

Number of Units:

FAR:

Height:

Summary of Key Issues Raised

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List of Follow-Up Issues:

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Attach transcript of all comments provided during the meeting