

Resolution No. 2018-107 N.C.S. of the City of Petaluma, California

RESOLUTION ADOPTING A PUBLIC OUTREACH AND NOTIFICATION POLICY FOR MAJOR PROJECTS

WHEREAS, public participation has been a critical component in the growth and evolution of the City of Petaluma, including the adoption of General Plan 2025; and

WHEREAS, the Implementing Zoning Ordinance includes minimum legal noticing requirements based on the type of entitlement being sought; and

WHEREAS, the City strives to increase transparency and encourage public participation in the planning process; and

WHEREAS, broader public outreach would improve and supplement existing legal noticing requirements and enhance public participation in the development process; and

WHEREAS, this policy has been reviewed for compliance with the California Environmental Quality Act and is considered categorically exempt pursuant to California Environmental Quality Act Guideline Section 15601(b)(3) (General Rule) in that the proposed policy does not have the potential to have an adverse impact on the environment; and,

WHEREAS, on May 22, 2018 the Planning Commission considered a public outreach policy to include requirements for on-site posting for public hearings and early neighborhood involvement for major projects (those projects requiring public hearings); and,

WHEREAS, on May 22, 2018 the Planning Commission approved Resolution No. 2018-16 recommending City Council adoption of said public outreach and on-site posting policy; and,

WHEREAS, at a duly noticed public meeting on June 18, 2018, the City Council considered the Planning Commission's recommendation and received public input on the public outreach policy to include requirements for on-site postings for public hearings and early neighborhood involvement for major projects (those projects requiring public hearings).

NOW, THEREFORE, BE IT RESOLVED that the City of Petaluma City Council adopts a public outreach and on-site posting policy for major projects as follows:

1. Neighborhood Outreach

When a major project is within, immediately adjacent to, or in close proximity to a residential neighborhood, the applicant shall conduct neighborhood outreach to inform and solicit feedback from the neighbors before being scheduled for a public hearing.

A. **Approach.** The applicant is encouraged to utilize various methods for soliciting neighborhood input and to offer multiple opportunities for input during the review process. At a minimum, the applicant shall hold at least one neighborhood meeting prior to public hearing for all major projects. The meeting shall be open to the public and the applicant's representatives available for comment.

- B. **Location.** The applicant shall arrange a suitable location to host the meeting, whether on site or in close proximity to the project site. If it is anticipated that there will be heavy community feedback regarding the project, the applicant may not be able to accommodate the meeting in the immediate project vicinity due to the size of available space. In this case the applicant shall select a convenient location to the maximum extent possible.
- C. **Written Notice.** Written notice of the neighborhood meeting shall be provided to all property owners and occupants within standard 1,000 foot noticing radius at least ten days prior to the neighborhood meeting.
- D. **Timing.** The neighborhood meeting shall be held before the project is scheduled for public hearing. The applicant is encouraged to solicit neighborhood input early in the process to ensure meaningful engagement and the opportunity to respond to input in the project design. Additionally, for larger projects, the applicant is encouraged to conduct neighborhood outreach multiple times during the design process.
- E. **Summary.** A copy of the public notice sent to neighbors shall also be sent to the Planning Division to the attention of the project planner. Prior to the public hearing on the project, the applicant shall provide staff a written summary of all neighborhood outreach efforts, including date, time, place, attendance, and primary interest topics.

2. Public Notification

When a major project requires a public meeting or hearing, the applicant shall install a sign on the subject property in a place conspicuous to the public, at least 17 days before the scheduled public hearing, as follows:

- A. **Size.** The size of the sign shall comply with the following requirements:

Parcel Size	Minimum Sign Area
Under 6,000 square feet or store front	6 square feet
6,000 to 20,000 square feet	12 square feet
20,001 to 1 acre	24 square feet
Over 1 acre	32 square feet

- B. **Height.** The sign height shall not exceed six feet.
- C. **Number of Signs.** One sign shall be displayed on each public street frontage of the subject site.
- D. **Placement.** The sign shall be placed in a position most visible to the public. On a corner parcel the sign(s) shall not be located in the vision triangle.

Signs shall be set back at least five feet inside the property for those properties within residential zoning districts and at least one foot inside the property line for commercial, mixed use, business park, and industrial zoning districts. The sign shall not be set back more than ten feet inside the property line to ensure visibility

from the public street. For properties located in other zones, including Planned Unit Development or Planned Community District, the sign placement shall assume the minimum setback for a similar type zone. For properties with a zero front setback or full lot coverage (MU2), the required sign may be posted in the front storefront window or be affixed to the front of the building.

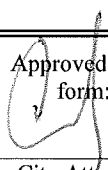
- E. **Content.** Content for the sign(s) shall be consistent with a format established by the City and approved by staff prior to installation. Sign content shall contain the following:
 - a. Date, time, and place of the hearing and the name of the reviewing authority.
 - b. Name of the applicant, the City's file number assigned to the application, requested entitlements, general project description.
 - c. Statement regarding compliance with the California Environmental Quality Act (CEQA) and level of environmental review, including statement if the reviewing authority will also consider an environmental document (Negative Declaration, Mitigated Negative Declaration, or Environmental Impact Report).
 - d. Project planner and contact information where an interested person could call or visit to obtain additional information.
- F. **Verification.** On or before the required date of on-site posting, the applicant shall submit a signed affidavit verifying the installation of the sign.
- G. **Removal.** The sign(s) shall be removed within 15 days of final decision on the application(s) or withdrawal of the application.
- H. **Mailed Notices.** These on-site sign provisions do not eliminate existing noticing requirements as outlined in the Implementing Zoning Code. Mailed notices for major projects shall be sent to all property owners and occupants in a 1,000-foot radius of the project site.

Under the power and authority conferred upon this Council by the Charter of said City.

REFERENCE:

I hereby certify the foregoing Resolution was introduced and adopted by the Council of the City of Petaluma at a Regular meeting on the 18th day of June 2018, by the following vote:

Approved as to form:



City Attorney

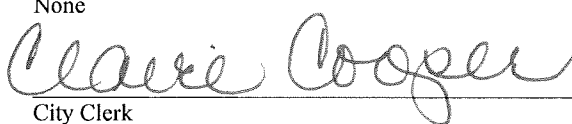
AYES: Albertson, Barrett, Mayor Glass, Vice Mayor Healy, Kearney, King, Miller

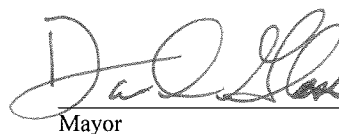
NOES: None

ABSENT: None

ABSTAIN: None

ATTEST:


City Clerk


Mayor