

8 – NOTICES DOCUMENTATION

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**8A: Public Outreach Program—Public Participation and Agency Coordination
(CD)**

PUBLIC OUTREACH PROGRAM—PUBLIC PARTICIPATION AND AGENCY COORDINATION

The following is a description of the Local Coastal Program (LCP) Update Public Outreach Program for the Coastal Land Use Plan (LUP), starting with release of the public review draft of the Coastal LUP in November 2017 and including the ongoing interested parties and public agencies notification process. The Public Outreach Program is partially funded from a Round 3 California Coastal Commission (CCC) LCP Local Assistance Grant. The objectives of the Public Outreach Program are to:

1. Engage a representative cross section of the community to ensure broad stakeholder participation that includes those directly affected by the LCP Update, but also the greater public that utilizes and enjoys coastal resources in the City;
2. Educate stakeholders. Ensure stakeholders are suitably informed on the California Coastal Act and LCP requirements, the local Coastal Zone and its issues, and other topics to ensure a shared community and decision-maker understanding of the Coastal Land Use Plan (LUP) and provide for well-informed conversations about the future of the City's Coastal Zone; and
3. Communicate challenges and complex issues for the Coastal LUP that can only be changed within a limited framework given the need to be compliant with the California Coastal Act and the requirements for CCC approval.

INNOVATIVE AND ENGAGING OUTREACH PLAN

- *Webpage URL:* <https://www.santabarbaraca.gov/lcp>

RELEASE OF THE NOVEMBER 2017 PUBLIC REVIEW DRAFT COASTAL LAND USE PLAN (LUP)

The *November 2017 Public Review Draft Coastal LUP* was released for a 60-day public review period on November 11, 2017, concurrent with a public Open House. The document was made available on the LCP Update webpage and hard copies were available for review at the City's Community Development Department office and Santa Barbara Central Library. The document release and Open House were advertised as a media release and in two display ads in *The Santa Barbara Independent*, via several email notifications, and on multiple posters displayed throughout the Coastal Zone and other areas of the City.

PUBLIC OPEN HOUSE

A public Open House was held on Saturday November 11, 2017, from 11:00 a.m. to 3:00 p.m., at the Chase Palm Park Center. The Open House included stations staffed by City staff on topics such as background and history of the California Coastal Act and the City's LCP, *November 2017 Public Review Draft Coastal LUP* Chapters, creeks and

environmentally sensitive habitat areas, shoreline hazards and sea level rise (SLR), jurisdictional mapping and parcel information, coastal development permitting, and other city efforts, such as the New Zoning Ordinance. The Open House was attended by approximately 50 people, including public officials, property owners, land use planners, and members of Commercial Fisherman of Santa Barbara.

NOVEMBER 11, 2017 OPEN HOUSE PREPARATION AND RELEASE OF NOVEMBER 2017 PUBLIC REVIEW DRAFT COASTAL LUP

- *Developed “Key Messages” for use on printed and other materials to stakeholders and interested parties*
- *10/23/17 published “City News in Brief” for Open House*
- *10/25/17 email notification sent to adjacent jurisdictions staff*
- *10/25/17 presented Key Messages and public outreach plan to the LCP Update Joint Subcommittee and managers*
- *Presented Key Messages and a review of the Draft Coastal LUP to two City Council members*
- *Presented a review of the Draft Coastal LUP and public outreach plan to Planning Division staff*
- *10/26/17 launched the LCP Update webpage*
- *10/26/17 display ad published in the Santa Barbara Independent*
- *10/27/17 email notifications sent to LCP Update list and Land Development Team (LDT) Bulletin subscribers*
- *10/27/17 media release submitted to multiple media outlets*
- *11/6/17 postcard notifications mailed to property owners affected by new shoreline hazard, creek, and/or other policies in the November 2017 Public Draft Coastal LUP*
- *Early November, posted Open House flyers in various Coastal Zone and other City locations*
- *11/7/17 November 2017 Public Review Draft Coastal LUP posted on webpage*
- *11/8/17 courtesy email reminder sent to LCP Update and LDT lists*
- *11/9/17 display ad published in the Santa Barbara Independent*
- *11/9/17 November 2017 Public Review Draft Coastal LUP hard copies distributed to Community Development Department office and Santa Barbara Central Library*
- *Prepared eight station boards for the Open House*
- *Translated and posted relevant materials into Spanish and ensured Spanish translator was available at Open House*
- *December 2017 – January 2018 posted flyers in various Coastal Zone and other City locations regarding the November 2017 Public Review Draft Coastal LUP*
- *1/10/18 mailed notice sent to state and federal agencies list provided by Ventura California Coastal Commission (CCC) staff*

COMMISSIONS/COMMITTEE REVIEW

City staff made informational presentations on the *November 2017 Public Review Draft Coastal LUP* to the Parks and Recreation Commission, Harbor Commission, and Creeks

Advisory Committee in November 2017, shortly after the public Open House was held. The presentations focused on items of interest to each Commission/Committee.

- *Prepared staff reports and presented the November 2017 Public Review Draft Coastal LUP to Parks and Recreation Commission, Harbor Commission, and Creeks Advisory Committee*
- *11/9/17 meeting agendas posted per City procedures*
- *11/14/17 email notification sent to the LCP Update list*

STAKEHOLDER MEETINGS

The informational presentations were followed by seven stakeholder meetings on the *November 2017 Public Review Draft Coastal LUP* to local environmental groups, permit planners, architects, and Santa Barbara City College staff. The individual stakeholder meetings were very well received.

- *11/6/17 email invite sent to selected stakeholders for a staff presentation on the November 2017 Public Review Draft Coastal LUP*
- *November 2017 – January 2018 presented the November 2017 Public Review Draft Coastal LUP at seven stakeholders meetings*

| Date | Group/Persons |
|-------------------|--|
| November 10, 2017 | EDC: Brian Trautwein Urban Creeks Council: Dan McCarter and Rick Frickman |
| November 28, 2017 | American Institute of Architects (AIA) |
| December 4, 2017 | Citizen's Planning Association |
| December 8, 2017 | Permit Planners/SEPPs |
| January 4, 2018 | Audubon Conservation Committee |

| Date | Group/Persons |
|------------------|---|
| January 8, 2018 | Santa Barbara City College: Lyndsay Maas, Luz Reyes-Martin, David Stone, Robert Morales |
| January 11, 2018 | Mesa Architects |

PLANNING COMMISSION AND CITY COUNCIL PUBLIC HEARINGS

After the public Open House and Stakeholders/Commissions/Committee review of the *November 2017 Public Review Draft Coastal LUP*, staff prepared an LCP Amendment (including the *March 2018 Draft Coastal LUP* and General Plan Land Use Map for the Coastal Zone) and a related General Plan Map Amendment for review by the Planning Commission on March 1, 2018. As directed by the Planning Commission, staff was prepared to forward the General Plan Map Amendment and LCP Amendment to City Council for adoption at a hearing originally scheduled for April 24, 2018. Prior to the scheduled City Council hearing, staff determined that noticing procedures were not fully completed in compliance with the California Code of Regulations (CCR) §13515 *Public Participation and Agency Coordination Procedures* prior to both the March 1, 2018 Planning Commission hearing and the scheduled April 24, 2108 City Council hearing. Therefore, the City Council hearing for this item was postponed in order to continue the Planning Commission hearing to June 21, 2018.

LCP AMENDMENT NOTICING PLAN

Prior to the June 21, 2018, Planning Commission hearing, a detailed LCP Amendment Noticing Plan was prepared by staff and reviewed and approved by the CCC to ensure full compliance with CCR §13515. One of the first steps was creation of a Public Participation and Agency Coordination (Interested Parties and Public Agency) list for mailed notifications of the availability of review drafts of LCP Amendment materials¹ and the June Planning Commission and August City Council hearings. Per the plan, further notifications are made via newspaper ads, agenda posting, courtesy emails to LCP Update and LDT lists, and social media posting. Review drafts of the LCP Amendment materials were made readily available for public review on the LCP Update webpage and

¹ LCP Amendment materials made available for public review include the Certified 1981 Coastal Land Use Plan as amended, existing Land Use Maps, Planning Commission and City Council review drafts of the Coastal LUP and LCP Land Use Map, staff reports, and City Council resolution(s).

as hard copies at the City's Community Development Department office, City Hall, Santa Barbara Central Library, and CCC South Central Office in Ventura.

For the General Plan Amendment, noticing is conducted pursuant to the Santa Barbara Municipal Code and the California Government Code Article 6 *Preparation, Adoption, and Amendment of the General Plan* [65350 - 65362] procedures.

Following is a summary of noticing that occurred for the Planning Commission and City Council hearings.

Planning Commission Hearing March 1, 2018

- *2/12/18 courtesy email notification sent to the LCP Update list*
- *2/14/18 display ad published in the Montecito Journal*
- *2/14/18 March 2018 Draft Coastal LUP posted on the LCP Update webpage*
- *2/15/18 hard copies of the March 2018 Draft Coastal LUP available for public review at the City's Community Development Department and Santa Barbara Central Library*
- *2/16/18 courtesy email notification sent to the LDT list*
- *2/18/18 display ad published in the Santa Barbara News-Press*
- *2/20/18 courtesy social media posting via City of Santa Barbara's Nextdoor site*
- *2/22/18 display ad published in the Santa Barbara Independent*

Planning Commission Continued Hearing June 21, 2018

Per CCR §13515, notice of the hearing is required to be transmitted ten working days prior to the hearing (June 6, 2018) and per General Plan Map Amendment procedures, a mailed notice to property owners is required, or, if greater than 1,000, published in a newspaper. The notices listed below announced the availability of the review drafts of the LCP Amendment materials and the upcoming Planning Commission hearing on the General Plan Amendment and LCP Amendment.

- *6/6/18 display ad published in the Santa Barbara News-Press*
- *6/6/18 mailed notice sent to 600+ property owners affected by land use designation changes (General Plan Map Amendment requirement, also served as notice of General Plan Map Amendment for subsequent City Council hearing)*
- *6/6/18 mailed notice sent to the Interested Parties and Agencies list (LCP Amendment requirement)*
- *6/6/18 hearing agenda posted on the City's website and in several physical locations on City property*
- *6/6/18 courtesy email notifications sent to LCP Update and LDT lists*
- *6/6/18 courtesy social media posting via City of Santa Barbara's Nextdoor site*

- *6/6/18 hard copies of LCP Amendment materials available for public review at the City's Community Development Department, City Hall, Santa Barbara Central Library, and CCC offices in Ventura and San Francisco²*
- *6/6/18 General Plan Map Amendment and LCP Amendment materials posted on LCP Update webpage*
- *6/8/18 legal notice published in the Santa Barbara News-Press*
- *6/19/18 courtesy email notification sent to subscribers of the LCP Update list regarding addendum to the PC Staff Report and addendum posted on the LCP Update webpage*
- *6/21/18 courtesy email notification sent to subscribers of the LCP Update list regarding addendum to the PC Staff Report and addendum posted on the LCP Update webpage*

City Council Hearing August 7, 2018

Per §13515, notice of the availability of review drafts of LCP Amendment materials shall be made a minimum of six weeks prior to final action (June 26, 2018); and notice of the hearing is transmitted not less than ten working days prior to the hearing (July 23, 2018). The notices listed below announced the availability of the review drafts of LCP Amendment materials and the upcoming time-certain City Council hearing on the General Plan Amendment and LCP Amendment.

- *6/26/18 display ad published in the Santa Barbara News-Press (LCP Amendment requirement)*
- *6/26/18 mailed notice sent to the Interested Parties and Agencies list (LCP Amendment requirement)*
- *6/26/18 courtesy email notification sent to LCP Update and LDT lists*
- *6/26/18 courtesy social media posting via City of Santa Barbara's Nextdoor site*
- *6/26/18 hard copies of LCP Amendment materials made available for public review at the City's Community Development Department, City Hall, Santa Barbara Central Library, and CCC office in Ventura*
- *6/26/18 General Plan Map Amendment and LCP Amendment materials posted on LCP Update webpage*
- *7/18/18 legal ad published in the Montecito Journal*
- *7/23/18 courtesy email notification sent to LCP Update list*

² Subsequent to this distribution, it was determined that the San Francisco CCC office is not an appropriate site to distribute public review drafts of LCP Amendment materials because public access to this office is limited and by appointment only.