

City of Northville Master Plan Review/Revision

3rd Update from the

Subcommittee on Public Engagement

April 21, 2020 (Virtual Meeting)

Charge to the Subcommittee

- May review all aspects of public input regarding the amendments to the City's Master Plan, including surveys, workshops, focus groups, and similar events or techniques
- May meet with the City's planning consultant
- Advisory capacity only; no decision-making authority
- Shall provide its written recommendation to the full Planning Commission which reserves the right to accept, reject, or modify any of the recommendations

Subcommittee Members

- Commissioner Thomas Barry
- Commissioner Jeffrey Gaines
- Commissioner Andrew Krenz
- Commissioner Donna Tinberg

Recent Subcommittee Activities

Since 2nd Update on 2/18/2020

Phase 1:
**Informational
Seminars**

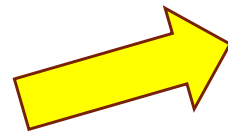
We're re-imagining this now.

Phase 2:
Public Input
(survey, open
houses, etc.)

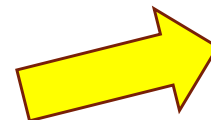
We're planning this.

Phase 3:
**Preliminary
Planning**
(review public
input, draft
language)

Phase 4:
Implementation
(final language to
City Council,
formal public
hearing)



*We're keeping these phases
in mind as we work.*



Recent Subcommittee Activities

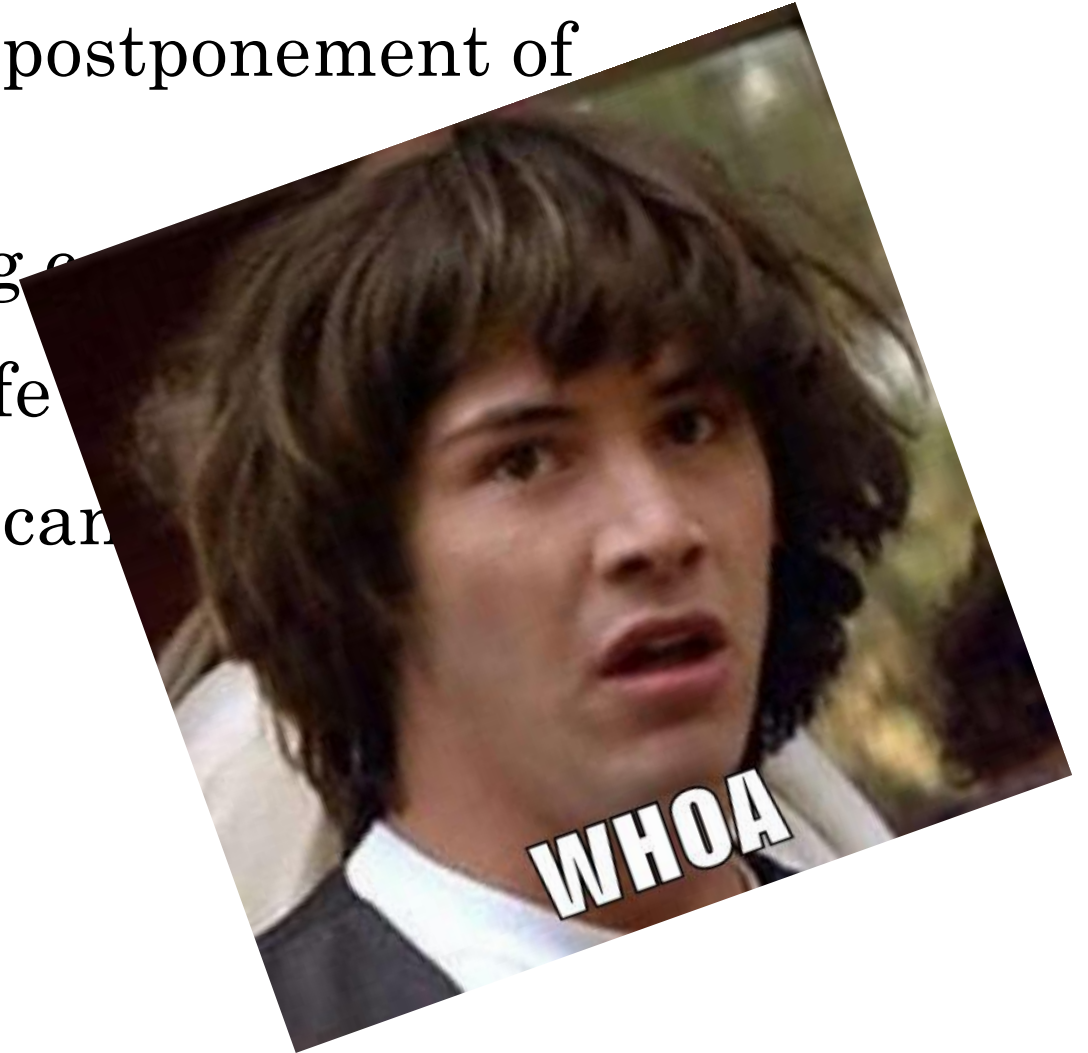
- 2/25/20: Interviewed potential survey providers
- On our own:
 - Reviewing Master Plans from other communities
 - Reviewing public engagement strategies as suggested by Michigan Association of Planning
 - Reading materials from the Project for Public Spaces (see handout on Placemaking/Power of Ten for example)
 - Reviewing the DDA Strategic Plan
- 3/3/20: Brief subcommittee meeting and informal update to Planning Commission; agreed to updates at every PC meeting

Recent Subcommittee Activities

- 3/10/20 last face-to-face meeting:
 - Sufficiency of our public information seminars
 - Should we be viewing “public engagement” as involving more community members in doing some of the actual “work”?
 - Studying affordability and location of the Farmer’s Market
 - Articulating what “daylighting the river” entails
 - Building community knowledge about placemaking
 - Researching funding/grant opportunities that could be accessed if needed
 - How should we be engaging institutional stakeholders as partners in this process? (DDA, Chamber of Commerce, etc.)
 - Continually thinking ahead to what public engagement might look like at Phases 3 and 4

Recent Subcommittee Activities

- 3/12/20 Conference call re: postponement of Informational Seminars
- 3/17/20 Regular PC Meeting
- 3/23/20 Stay Home/Stay Safe
- 4/7/20 Regular PC Meeting



Subcommittee has continued to meet virtually

- 3/23/20 to discuss survey proposals
- 3/31/20 to review revised survey proposals
- 4/9/20 to finalize survey recommendation to PC and continue to plan for next steps
- 4/29/20 (planned) to discuss survey content/format

Public Engagement Process

Updates since 2/18/2020

Phase 1: Informational Seminars

- 3/24/20-Traffic and Walkability/Mobility
- 3/31/20-Infrastructure
- 4/14/20-Future Land Use:
- 4/28/20-Demographics and Schools

**Back to the
Drawing Board!**

Phase 1: Informational Seminars

- Re-imagining the original seminar topics as virtual learning opportunities.
- Currently working on powerpoints and filming of content area experts.
- Intent to launch videos on City website in early May.
- Residents may view online at their leisure.
- Working on options for written Q&A.
- Anticipated Timeframe: May

Phase 1: Informational Seminars

- Subcommittee wondering...
 - Should there be more seminars before we start public input?
- Potential topics:
 - Farmer's Market---what might “good” look like?
 - Daylighting the River---options/cost/implications
 - Concept of “placemaking”
- How might local stakeholders with knowledge/expertise be engaged to help build collective understanding? (DDA, Chamber, and/or other individuals)
- *Looking for input tonight from the full PC on these wonderings.*

Phase 2: Public Input on a Shared Vision for Our Future

- Currently discussing format/schedule for **Open House** type opportunities
 - Facilitated small group conversations focusing on:
 - What's good in our current MPlan language?
 - What's missing in our current MPlan language?
 - Suggestions for improvements in identified sections
- Format may be influenced by status of public health situation
- Anticipated Timeframe: June

Phase 2: Public Input on a Shared Vision for Our Future

- Online **survey(s)** available to all community members
 - Paper alternative to the extent practicable given the public health situation.
- Subcommittee interviewed potential providers on 2/25/20 and sought additional info/clarification.
 - **Recommendation tonight** that PC support the proposal from Carlisle Wortman Associates.
 - Equivalent capacity to deliver high quality product
 - Significantly lower cost
 - Established relationship will facilitate timely completion.
- Anticipated Timeframe: June for Survey #1

Phase 2: Public Input on a Shared Vision for Our Future

- The importance of “Feedback Loops”
 - After providing input (via open house/survey) the community will anticipate feedback from the PC: What did we hear and what will we do with that info?
 - Results of input should be shared quickly.
 - A **second survey** is recommended to refine results of survey #1 by reflecting on feedback from earlier public input and also to inform recommendations for language changes. (Cost included in current proposal.)
 - Feedback loops need to be built into later steps as well.

Phase 3: Preliminary Planning Review

- Planning Commission develops **language changes** relative to identified subareas of the Master Plan
 - Informed by comments received during public engagement activities
 - *Process might be expedited through a “writing subcommittee” working with the City Planner*
- **Public presentation** of draft language/revisions with structured opportunity for **community comment/feedback** (specific engagement strategies to be determined)
- Anticipated Timeframe: September/October

Phase 4: Implementation

- Planning Commission finalizes language relative to identified subareas
- PC submits language to City Council for distribution to neighboring communities
- PC reviews/revises as necessary based on comments from neighboring communities (if any)
- **Formal (mandatory) public hearing** after comment from neighboring communities
- Anticipated Timeframe: October/November

Anticipated Ongoing Subcommittee Work

- Continue to work with City Manager and Planning Consultant regarding:
 - Virtual Informational Seminars
 - Scheduling and format for Open Houses
 - Survey content and launch
 - Refining/tightening the implementation schedule
 - Impact of public health situation on this process
- Updates to be provided to the Planning Commission at regular meetings
- Public comment opportunity at every PC meeting

Comments/Questions/Feedback from the Planning Commission

Action requested tonight: Support for moving forward with CWA for survey development and implementation