

To: City of St. Louis Planning Commission
From: Don Roe, Executive Director
Subject: Repeal and replacement of adopted rule pertaining to: (I) Required Submittals for Planning Commission Consideration of Neighborhood Plans, and (II) Public Hearings thereon
Date: June 26, 2020

EXECUTIVE SUMMARY

This resolution submits to the Planning Commission for its adoption an amendment to repeal and replace rules governing: (i) minimum submittal requirements for Planning Commission consideration of neighborhood plans, and (ii) establishment of a public comment procedure.

BACKGROUND

Section 89.330.1 RSMo. and City of St. Louis Ordinance# 64687, Section 7, subparagraph 3 provide, in relevant part, "The Planning Commission shall adopts rules for the conduct of its business... "Among the many responsibilities of the Planning Commission is the consideration and adoption of "neighborhood plans". Therefore, the Planning Commission may adopt rules for the consideration and adoption of "neighborhood plans".

Staff believes that prudent and deliberate consideration of a neighborhood plan by the Planning Commission can only be achieved if: (i) a certain level of innovative engagement strategies are used, and equitable representation is aimed for; if (ii) certain topics are covered and addressed by each plan, while ensuring the neighborhood is able to customize by their specific priorities; if (iii) neighborhood plans are well integrated with citywide and regional plans, and (iv) the public is given an opportunity to comment on such plan(s).

Staff recommends that the Planning Commission repeal and replace the rule setting forth: (i) minimum submittal requirements as a condition to the Commission's consideration of such neighborhood plans, and (ii) continue to allow for an opportunity for public comment. Staff's newly proposed minimum submittal requirements is attached hereto as Exhibit A.

REQUESTED ACTION

That the Planning Commission repeal the existing rule and replace as set forth in Exhibit A.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF ST. LOUIS PLANNING COMMISSION AS FOLLOWS:

1. The City of St. Louis Planning Commission hereby repeals the rules adopted in resolution PDA-099-00-ADM approved at the October 4, 2000 Planning Commission, adopts the following rule:
 - A. As a condition to its consideration and adoption of any neighborhood plan submitted to it, the Planning Commission shall have received all information described on the attached Exhibit A. Nothing herein shall be construed as prohibiting the Planning Commission from considering reasonable variability from the standards as outlined in Exhibit A, or requiring, acting in its reasonable discretion, additional information and/or documents as a condition to its consideration and adoption of a neighborhood plan.
 - B. Upon receipt and preliminary review of all such information/documents, staff of the Planning and Urban Design Agency shall refer same to the Planning Commission at any regular or special meeting of the Planning Commission at which time the Planning Commission shall direct staff to set at least one (1) public hearing at a date, time and place to receive public comment and to consider adoption of the plan. Notice of said public hearing and the voting procedures on said plan shall follow those set forth in Ordinance 64687, Section 11.
2. The Executive Director of the Planning and Urban Design Agency of the City of St. Louis may undertake any and all actions necessary or prudent to effectuate the intent of this Resolution including but not limited to the drafting and publication of forms to facilitate the submittal of such information.

Neighborhood Plans

Minimum Submittal Requirements for Adoption

Don Roe, Executive Director of Planning & Urban Design Agency

General Basic Requirements

In addition to the Community Engagement, Topical Coverage, and Local and Regional Implementation requirements outlined on the following pages, there are a few basic requirements that must be met in order for a neighborhood plan to be considered for adoption.

1. The Planning Area shall follow City identified Neighborhood boundaries. In order for the City to effectively and efficiently ensure all areas of the City have high-quality plans, common boundaries shall be used to provide coverage. Planning teams should work with Planning Staff in order to determine the best boundaries, within the City's Geographic Information System, for a Neighborhood Planning area, prior to beginning their process.
2. Should a neighborhood planning boundary divide an important corridor due to the established neighborhood boundaries, the Plan may include parcels on both sides of that corridor and expand the community engagement notification techniques to this geography. At the time when the neighborhood on the opposite side of the corridor begins their neighborhood planning process, considerations may be given to alteration of the original neighborhood plan. If the new plans are substantially different, the new neighborhood planning team must collaborate with the adjacent neighborhood group or organization to come to a mutually agreed upon solution.

The following pages outline additional requirements for community engagement, topical coverage, and local and regional implementation. While these are intended to be minimum requirements, the Planning Commission *may* consider variability from these standards. Should a request be made to vary from these standards, appropriate rationale must be provided with the submission to allow the Commission the ability to make an informed decision.

Community Engagement

While this document provides the minimum requirement for public engagement for adoption of a neighborhood planning process, each individual planning process will need to be paired with a wide-variety of engagement strategies tailored to the anticipated needs of the community. In order to gather as much feedback as possible, and to engage those that would not typically be able or willing to participate, planning teams will need to use a toolbox of standard, focused, and online/tech engagement, including but not limited to all of the strategies marked with an asterisk below, and at least one additional strategy from each category:

Standard Engagement

- *Public Meetings
- *Advisory/Steering Committee
- Newsletters
- Stakeholder Interviews
- School/Youth Workshops
- Focus Groups

Focused Engagement

- *Piggy-Back on other events
- Field office hours
- Pop-up events
- Community Vision Wall
- Celebration & resource fairs
- Other Innovative Engagement Solutions

Online/Tech Engagement

- *Website
- Social Media
- Text Message Subscriptions
- Interactive Online Tools
- Keypad polling

While this provides a guide for how community engagement can and should be pursued, planning teams should tailor their strategies to the community within the planning area; this may require some adjustments as community responses are collected, based on needs and information gaps.

A summary of the engagement strategy in the Plan, must include the rationale behind the chosen strategy and where accommodations were made to ensure the engagement was representative of the community, as well as an overview or outline of the decision making process which distinguishes between and relates the collection of feedback and community decision making, given engagement results.

Additionally, an analysis and measure of the engagement should be included in the plan or appendix. Surveys results should fall at or above a 90% confidence level and margin of error at or below 5%. All demographics represented within the planning area should be represented in each phase of outreach feedback within +/- ten percent (10%). Should the feedback collected at the end of each phase not meet this standard, additional measures should be taken to close the gap. Should this additional effort not yield results within the specified window, the Planning Commission can consider the circumstances and provisions made to rectify the outreach, including but not limited to a weighted prioritization based on differences in demographic responses.

Finally, participation records such as sign-in sheets, pictures of engagement activities, and outreach materials should be added to the appendix.

Topical Coverage

In order to be considered, the plan must address each of the primary topics listed below. Additionally, each plan will need to address at least one secondary topic, and one focus area/topic. Should a neighborhood wish to address a secondary or focus topic not listed here, in lieu of those listed, a rationale should be provided and discussed with Planning Staff prior to being chosen. Each topic must include prioritization of recommendations yielded through community engagement and data analysis.

Primary Topics

- Existing Conditions¹
- Vision
- Land Use & Zoning
- Housing
- Sustainability*
- Connectivity
- Equity^{2*}
- Economic Development
- Safety*
- Implementation³

Secondary Topics

- Arts & Culture (i.e. Public Art, Cultural Corridors, etc.)
- Education/Youth
- Public Health*
- Urban Design/Urban Form
- Historic Preservation
- Homelessness
- Gentrification

Focus Areas/Topics

- Catalytic Projects
- Corridors
- Focus Areas
- Parking
- Brownfield Reuse & Remediation
- Vacancy Strategy
- Marketing & Branding
- Placemaking
- Streetscapes
- Reducing automobile use & reliance
- Waterfront reclamation

¹ The Existing Condition analysis can be in the plan itself or a separate document which is provided in the appendix but should summarize data and existing conditions for each of the topics in the plan, with the exception of vision & implementation.

² Equity must include Racial Equity, and should include a lens for other equity concerns, including gender, LGBTQ, Homeless, and Disabled populations as applicable.

³ Implementation must identify the key persons, organization(s), agency, and/or department who might be responsible for implementation and at minimum, the planning team must work to engage in intentional and specific conversation around the strategy or recommendation to ensure the responsible party agrees with the approach and is willing to be named as a responsible party.

* These topics may be considered individual and stand-alone topics, or they may be topics intentionally weaved throughout the plan document. Should a planning team determine that the latter is the desirable approach, the decision and rationale should be discussed in the plan.

Local & Regional Implementation

In addition to building topic areas which are relevant and desirable by the community within each planning area, these geographically specific plans must look to existing city-wide and regional plans, reports and organizations.

The goal for this requirement is not that all plans be the same, but rather coordinated. Should the planning process elicit wildly different results from these city-wide and regional documents, the planning team should actively work, to the extent possible, to amend or align these discrepancies with the agency that owns these documents to resolve conflicts, and the Neighborhood Plan document should provide an explanation of the resulting conclusion.

Adopted City-wide Plans

- Equitable Economic Development Strategy*
- Sustainability Plan*
- Strategic Land Use Plan³

Non-Adopted City-wide & Regional Plans & Reports

- Equity Indicators Report*
- Forward Through Ferguson Report
- Great Rivers Greenway Citizen-Driven Regional Plan
- East-West Gateway Connected 2045
- OneSTL
- Metro - Moving Transit Forward
- Community Health Improvement Plan
- Citywide Market Value Analysis
- GeoFutures Strategic Report

City-wide & Regional Organizations

- The Vacancy Collaborative
- The Green City Coalition
- East-West Gateway

Staff reserves the right to add additional plans, reports, and organizations to this list and those entities that embark on Neighborhood Planning should confer with the Planning and Urban Design Agency staff, as early in the planning process as possible, for a full list of city-wide and regional plans or reports that they need to connect with.

* These plans & reports must be intentionally integrated into the neighborhood plans' recommendations and strategies, as applicable to the vision of the neighborhood.

³ A Neighborhood Plan should align with the Strategic Land Use Plan, however, the Neighborhood Plan should not be dictated by such and may provide more specific guiding land use proposals, which in turn provide rationale for amendment of the Strategic Land Use Plan.