Thank you so much for being here today! My name is Sarah Cawrse, and as a reminder, I work for the Community Planning and Development department in the City and County of Denver and I’m the project manager for the Advancing Equity in Rezoning project. We are all here for the third task force meeting for this project!

I’m going to give a recap on the completed progress of the project, upcoming progress, and an overview of what will be discussed at the meeting today.
• As a quick reminder of what’s happened, at the third Task Force meeting we discussed Denver's Rezoning Trends and got feedback on the Draft Issues and Goals.
We had the first Community Meeting on April 5th where we gave an overview of the project, discussed what we have heard so far, made attendees aware of other ways to stay engaged, and received feedback on the draft issues and goals.
And we also had three focus groups where the attendees discussed the challenges & barriers, and successes and opportunities for the rezoning process.

We have received a lot of feedback from the recent engagement efforts, and we will continue to incorporate feedback into the goals and objectives.
That was a summary of the project’s progress. So, what will we cover today at this meeting?
1. We will do quick introductions.
2. Strategy with Rox will report out on a summary of feedback from the focus groups.
3. We’d then greatly appreciate the task force members that attended the community meeting to report out on that.
4. Then we’ll move into discussing the topic of Public Awareness for the rezoning process. Our meeting today will be an example of how we will approach discussion of topics going forward.
5. And towards the end of the meeting there will be time for public comment.
• We know what we’ve done, but I’ll go over where we are headed with this meeting and future meetings.
• We’ve discussed issues and opportunities, as well as the draft goals and objectives.
• We'll continue to update these based on feedback received and will share an updated version with Task Force members for help in discussing potential solutions going forward.
• Those will guide our discussions moving forward.
• The meeting today, and the next few meetings will be focused on a topic.
- So, the discussions we have around the topics will help to generate recommendations.
- As part of the discussion we'll also share how peer cities structure their rezoning process.
- We don’t have to decide on a specific approach in each meeting, instead, we should focus on elevating recommendations and discussing potential solutions.
• As we discuss recommendations or potential solutions, we WILL be looking back and making sure they meet the goals and objectives.
• There will be trade-offs that we will need to evaluate, for example one potential idea may add public awareness but it could add cost or complexity to small rezonings.
Where We Are Headed

- And that they address the original issues and opportunities.
• Down the road, we will use what is discussed at these topic-based meetings, evaluate it against our goals and objectives, and then move forward with a preferred approach.
• Again, the preferred approach should still address the original issues and opportunities and achieve the goals and objectives.
• We realize that we are at an in-between moment.
• We have heard a lot of feedback and city staff are in the process of creating a summary document of the issues and opportunities.
• We will more formally update the goals and objectives as well.
• We will send these documents to you and get feedback and buy-in from the Task Force.
• In the meantime, we will move forward today and start discussing the topic of Public Awareness and potential recommendations, such as how we notice or make people aware of rezonings.
• Now, I’d like to pass it off to Yvonne and Sabrina from Strategy with Rox to start the report out of the focus group meetings.
• Today we will begin our series of discussions with the topic of Public Awareness.
• At upcoming meetings, we will discuss Public Input & the Applicant Process, and Equitable Outcomes & Review Criteria.
• We’ll start today by quickly reviewing Denver’s rezoning process before looking outward to review how other cities do this.
• We’d like to try and focus the conversation here, on public awareness, and reserve comments for other parts of the rezoning process for their respective meetings.
• So, what is public awareness?
• During the rezoning process, this means when people are notified, how people are notified, and who gets notified.
• We’ll break down our discussion into these 3 categories.
• How input is used, and how people engage with the rezoning process will be a part of later discussions during later meeting.
What we heard about public awareness

**Public Awareness Issues:**
- Noticing requirements are not equitably accessible and notifications use technical language
- Review criteria and process are difficult to understand
- Inadequate language access (translation or interpretation)
- Notifications to Registered Neighborhood Organizations & concern of inadequate representation

**Objectives related to Public Awareness:**
- Customize rezoning materials and notifications
- Improve public awareness and input opportunities

We want to tie this conversation back to our recently identified issues and objectives for this project

**The identified issues that relate to public awareness are:**
- Noticing requirements are not equitably accessible and use technical language
- Review criteria and process are difficult to understand
- Inadequate language access (translation or interpretation)
- Notifications to Registered Neighborhood Organizations & concern of lack of representation

**Objectives related to Public Awareness include:**
- Customize rezoning materials and notifications for different types of rezonings
- Improve public awareness and input opportunities
A large component of setting up this discussion was a review of practices in Denver’s peer cities.

We looked first at cities that have similar populations, growth trends, and similar numbers of rezonings.

Then we also pulled in a wide variety of other cities to learn what we can from cities that differ from Denver in these ways.

We looked at Portland, San Francisco, Los Angeles, Boise, Salt Lake City, Aurora, Boulder, Fort Collins, Albuquerque, Austin, Minneapolis, Chicago, Kansas, Nashville, Atlanta, Charlotte, Columbus, and New York City.

And we reviewed their rezoning practices, processes, and policies.

The following slides describe these practices and polices, they are not considered to be best practices or suggested alternatives but provide an insight into how much rezoning processes can vary.

As we consider some of these ideas and others going forward, we'll need to evaluate them to ensure the move us toward reaching our objectives.
Denver currently notifies residents and property owners by 4 primary methods:

1. Postcards are sent to property owners within 200 ft of a proposed rezoning
2. Email notices are sent to Registered Neighborhood Organizations and At-Large & District Council Members
3. The rezoning application is posted to the webpage
4. And Public notice signs are posted on the subject property

- It’s important to note that the cost of noticing requirements, particularly postcard notices, generally falls back to the applicant WHICH CAN BE A CHALLENGE FOR SOME SMALLER APPLICANTS.
- Noticing time requirements are also a primary driver of the length of the process.
• Upon receipt of a complete rezoning application submittal, postcards and emails are sent, and the application is posted to the webpage
Prior to the Planning Board Public Hearing, postcards and emails are sent, the webpage is updated, and a public notice sign is posted on the subject property.
• Prior to the City Council Public Hearing, emails are sent, the webpage is updated, and an updated public notice sign is posted on the subject property.
• Now that we’ve looked quickly back at our own process, let’s look at when other cities notify residents and property owners of rezoning proposals.
When are mailed notifications sent?

<table>
<thead>
<tr>
<th>City</th>
<th>Notice at application submittal</th>
<th>Notice before Planning Board</th>
<th>Notice before City Council</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland, OR</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Austin, TX</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Aurora, CO</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Denver, CO</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Charlotte, NC</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Albuquerque, NM</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Salt Lake City, UT</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Kansas City, MO</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Boise, ID</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Boulder, CO</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Fort Collins, CO</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Nashville, TN</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>San Francisco, CA</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Minneapolis, MN</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Columbus, OH</td>
<td></td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

- Nearly all cities send a notice prior to their Planning Board Public Hearing.
- The majority send a notice prior to City Council Public Hearing.

- If we break down other cities mailed notice requirements in the same way we just looked at Denver’s, we see a few trends. TO BE CLEAR, THIS SLIDE IS ONLY SHOWING MAILED NOTICE.
- Most cities notice twice. At their version of a Planning Board Hearing, and City Council Hearing.
- Denver, along with some of our peers, notices earlier in the process – at the submittal of a complete rezoning application – so that folks can be aware and get involved earlier.
- It's important to note here, that Denver’s mailed notice requirements were recently updated through a text amendment in 2018. In that process, it was highlighted that earlier noticing was important.
Now that we’ve looked quickly back at our own process, let’s look at when other cities notify residents and property owners of rezoning proposals.
• So, how are people made aware of rezonings?
• These are the results of our research and review of peer cities. NOT BEST PRACTICES.
How do other cities notice communities?

- More information on a website
- Online open houses
- Notifications for new projects

City Website

- Allow residents to register for updates in a specific area
- Provide more information, project summary and intent, plain term explanation

Emailed Notification

- Community meetings held by the applicant or city
- At pre-application or post submittal stage
- Some have notification requirements

Community Meeting

- In addition to the common notice methods, some cities employ additional or improved methods of notification

Websites:
- Some cities maintain improved websites that provide more information about projects, the process, and how to get involved.
- Some also allow individuals to sign up for notifications

Email
- Some cities enable individuals to register to receive email notifications for rezoning applications within a particular area, such as a statistical neighborhood
- We also found some good examples of how email notifications are used to improve the level of information provided, in more languages, and in a way that is easier to understand

Community meetings
- Some cities require community meetings as part of their rezoning process
- Some are hosted by the applicant, some are hosted by the city
- Some are required prior to the rezoning application submittal, some are required after formal submittal of a rezoning application
• The final category in public awareness is Who is made aware if rezonings
• The final category in public awareness is Who is made aware if rezonings
### To whom are mailed or emailed notifications sent?

<table>
<thead>
<tr>
<th>City</th>
<th>Property Owners</th>
<th>Occupants or Residents</th>
<th>Registered Neighborhood Organizations or Associations or Similar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aurora, CO</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Charlotte, NC</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Albuquerque, NM</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Denver, CO</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Columbus, OH</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kansas City, MO</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minneapolis, MN</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portland, OR</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Austin, TX</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Boise, ID</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Salt Lake City, UT</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>San Francisco, CA</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Boulder, CO</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fort Collins, CO</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nashville, TN</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- This chart shows who notices are sent to during the process.
- When reviewing mailed and emailed notices, we looked across our peer cities and found that all these cities send some type of mailed notice to property owners within a certain radius of the proposed rezoning.
- 6 of these 18 cities also send a notice to occupants or residents – so that a renter or tenant would receive notice.
- And 12 of these cities send a notification to registered neighborhood organizations, neighborhood associations, or similar.
- This graph shows the mailing radius for notifications of rezoning applications.
- There is a wide variety of mailing distances, Nashville TN and Fort Collins have the largest radius with 1,000 and 800 feet.
- Most cities notice between 300-500 feet from the subject property.
- This radius may be related to the number of rezonings seen by each city, or the average property size in different cities.
- AND SOME CITIES VARY THE NOTICING DISTANCE BASED ON THE TYPE OF REZONING.
Variable noticing requirements

Variable notice requirements for different types of rezoning applications:
- Certain changes in use
- Size of subject property
- Potential to increase residential density

- For example, some cities have variable noticing requirements for different types of rezoning applications.
- Different thresholds, proposed changes, or development potential can trigger different noticing requirements.
• The final category in public awareness is Who is made aware if rezonings
Summary

- Noticing requirements vary across surveyed cities
- Denver uses many methods of notification, some better than other cities, and some can be improved or supplemented
- Our peer cities provide examples of improved and modernized outreach and notification methods
- Variable notice requirements may make the process equitable for a wide range of rezoning types
**NEXT STEPS:**

- Reach out with additional ideas for issues, goals & objectives, or recommendations
- May 25th, 3:00-5:00pm – Task Force Meeting #5

Please visit the project webpage for updates and other opportunities for engagement:

www.denvergov.org/equityinrezoning

THANK YOU!