

Agenda

Planning Commission

City of Kalamazoo



Thursday, July 7, 2022

7:00 PM

City Commission Chambers – 241 West South Street

A. CALL TO ORDER/ROLL CALL

B. ADOPTION OF FORMAL AGENDA

C. APPROVAL OF MINUTES

1. Approval of Minutes from the Planning Commission meeting on June 2, 2022

D. COMMUNICATIONS AND ANNOUNCEMENTS

E. PUBLIC HEARINGS

1. PC #2022.06: 2001 Cameron St. / 1510 and 1518 Bryant Street. Tree of Life School is requesting a special use permit to expand school facilities onto 1510 and 1518 Bryant Street.

F. DISCUSSION/ACTION ITEMS

1. PC #2022.07: Update to the Public Participation Policy

G. REPORTS

1. City Planner's Report
2. 2022 Site Plan Review Spreadsheet

H. PUBLIC COMMENTS

I. CITY COMMISSION LIASON COMMENTS

J. PLANNING COMMISSIONER COMMENTS

K. ADJOURNMENT

City of Kalamazoo
PLANNING COMMISSION
Meeting Minutes
June 2, 2022
DRAFT

Members Present: Gregory Milliken, Chair; David Burgess; Brian Pittelko; Jennifer Swan; Michael Harrison; Shardae Chambers; Sakhi Vyas, Vice Chair

Members Excused: Mariah Phelps; James Pitts

City Staff: Christina Anderson, City Planner; Beth Cheeseman, Executive Administrative Assistant; Chris Praedel, City Commissioner; Peter Eldridge, Assistant City Planner; Nolan Bergstrom, Community Planner

A. CALL TO ORDER/ROLL CALL

Commissioner Milliken called the meeting to order at 7:01 p.m.

Planner Anderson proceeded with roll call and determined that the aforementioned members were present.

B. ADOPTION OF FORMAL AGENDA

Commissioner Vyas, seconded by Commissioner Burgess, moved approval of the June 2, 2022, Planning Commission agenda as presented. With a voice vote, the motion carried unanimously.

C. APPROVAL OF MINUTES

Commissioner Harrison, seconded by Commissioner Pittelko, moved approval of the April 7, 2022, minutes as presented. With a voice vote, the motion carried unanimously.

D. COMMUNICATIONS AND ANNOUNCEMENTS

None.

E. PUBLIC HEARINGS

None.

Commissioner Milliken shared information about how people can call in for Public Comments on non-agenda items.

G. DISCUSSION/ACTION ITEMS

1. P.C. #2002.05: Community Sustainability Plan Presentation

Planner Bergstrom shared that there have been dozens of engagement events since the Community Sustainability Plan (CSP) was kicked off in 2019. He indicated that touchpoints with residents helped form

the CSP. Planner Bergstrom said the most recent engagement activities included an open house at City Hall, a virtual townhall, presentations to the Kalamazoo Climate Crisis Coalition, the rotary club, Friendship Village, and multiple Boards & Commissions. There have been 55 responses of online feedback. Planner Bergstrom emphasized that it was the engagement that helped them get the 10 goals, 83 actions, and 29 strategies that are present in the CSP. The CSP visions formed into Chapters which include Green Circular Economy, Accessible Complete Network, Healthy Prepared Community, and Affordable Efficient City. Staff reviewed engagement and determined the top six strategies: 1) Remove barriers and develop tools that lead to more solar deployment; 2) Align local policies with the circular economy; 3) encourage density for more sustainable land use; 4) Invest in programs that protect community health; 5) retrofit and weatherize existing buildings to reduce energy waste; and 6) Pilot a community solar project. Mr. Bergstrom said that these are starting points. As the plan is implemented, priorities may shift. He shared the items currently on their wait list. These are things they don't want to forget but will take more time and resources than currently available. Those items are: 1) Mitigate flooding to protect people and property; 2) Equitably increase the tree canopy; 3) Electrify city light-duty fleet; and 4) Invest in resilient stormwater infrastructure. Planner Bergstrom said the draft was available for public viewing, and the feedback portion had since closed. He said it was time to incorporate the feedback into the final draft. The next steps are a presentation at a Committee of the Whole meeting on June 6. It will then be up for adoption at the City Commission business meeting on June 21.

Commissioner Vyas asked if there are restrictions in the zoning code for solar panels. Planner Bergstrom indicated there weren't restrictions in the zoning code, but said they are formalizing a permitting process for solar panels. They are also looking into a program to help them get a better sense of where the panels are going, who is getting them, and who is installing them.

Commissioner Milliken asked what feedback they had received. Planner Bergstrom said there had been positive feedback about their top priorities. He thought there was some hesitation about the implementation of the plan. Planner Bergstrom said the plan will need to be reviewed often. They have strategies they are prioritizing now, but there may be time when priorities shift. For example, if they get funding to target flooding and stormwater infrastructure, then that work will become their priority. He said that people seemed unsure about the community solar project – what that would look like and where would it go. Planner Bergstrom said their first step would be to explore those questions and have more engagement in the neighborhoods.

Commissioner Milliken asked if the six strategies outlined would be their first things to implement. Planner Bergstrom said they worked with the Environmental Concerns Committee (ECC) to score and rank the strategies. He said there is a strategy for each chapter. Three of those strategies deal specifically with internal processes and zoning. Those items will take time but won't have a large financial cost.

Commissioner Milliken thanked all those involved in creating the CSP.

2. Public Participation Plan Update

Planner Anderson announced that they were not streaming on Facebook but were streaming live on YouTube.

Planner Anderson said the Public Participation Plan (PPP) was created after Imagine Kalamazoo in order to put together an engagement process that could be used for other programs, policies, and projects. Also, a PPP is required as part of the Redevelopment Ready Certification (RRC) through the MEDC. The PPP helps to understand the impact of a project, who should be at the table, and how to reach those people. Planner Anderson said they began the update process before Covid and are now bringing it back. She plans to bring this presentation back to the Planning Commission in July for an approval.

Planner Anderson reported that the policy is a commitment to outreach and engagement as part of everyday work with the City. It is an understanding of who should be at the discussion table and the importance of engaging before, during, and after an activity. She said they need to make sure they are communicating results to keep in touch, and to measure the success of their work and what should be adjusted. Planner Anderson explained there are three major areas of changes to the policy: developer and applicant outreach; creation of an internal community of practice group; updates to the engagement guide and tool kit.

Planner Anderson stated that staff already recommends a minimum level of engagement activities when an applicant comes with a rezoning or special use request. Now they have formalized what outreach the applicant is required to do on their own. The document outlines different requests and recommended/required activities. She said they want to make sure the engagement activities are being done consistently. Planner Anderson said the PPP had loosely been out for review since 2019/2020, but they didn't receive a lot of comment.

Planner Anderson said they are working on creating a Community of Practice group. This is a group that shares a common interest or activity and collaborates to do the work better. She explained how that fits several departments within the City. They are all engaging the community on programs, projects, and policies. If they work collaboratively, it will keep from causing meeting/activity fatigue for residents and staff. The Community of Practice group will help support each other's creation and implementation of each department's public participation strategies. This will help them to collect, evaluate, and share data among departments regarding engagement techniques. She thought this group will help them tell the city's story. They hope to start meeting this summer – quarterly or bi-monthly. They will have a short-term focus of who is going where in the next month and a long-term focus of how they can better communicate/evaluate. Planner Anderson said they hope to do a barrier engagement study. This study should help them know how they can change activities to make sure everyone has the opportunity to participate.

The Engagement Guide and Toolkit is a step by step guide. It goes into detail on how someone can define their project: who is served, who are the stakeholders, what level of engagement is needed. Then you create an engagement strategy. Planner Anderson said there is information in the tool kit about how to plan accessible and inclusive activities. There are also tips on promoting participation and communicating results. Planner Anderson talked about templates which are included in the toolkit. She said the idea is to see the same documentation across the board. This tool will allow discussion of what has/hasn't happened and keep a record of that work. Tools are organized based on type of engagement such as informing or collaborating. Planner Anderson said staff, Neighborhood Associations, or developers can go through the list and think about what will best serve them for the project.

Planner Anderson said they also added some pictures and tweaked some of the language in the plan. She shared that the plan was presented internally to Directors of departments. The Community of Practice group was well received.

Commissioner Milliken asked if the PPP was referenced in the zoning ordinance. Planner Anderson responded that it was not referenced in the zoning code because it can be used for everything. She indicated that when they update the administrative review and approval section in the zoning code, they can reference the PPP. Commissioner Milliken wondered if an applicant didn't follow the PPP, would it be a zoning violation. Planner Anderson explained that it wouldn't be a violation of the zoning ordinance, but it would be a violation of the policy. She said that when they update application forms for this board and others, they note that if the applicant hasn't done engagement, they are not setting themselves up for success. They may risk not being heard at the meeting. Commissioner Milliken noted that their two most frequent cases are zoning requests and special use permits. For rezoning requests, engagement is required, for special use permits, engagement is recommended. He thought it will be a more subjective call. Commissioner Milliken said it was helpful to have the policy more cut and dry. Cases may not have to come before them if they haven't met that requirement. Planner Anderson said that she believes the value of engagement activities has been seen. People want to come before boards and have success with their request. If there is a guide to reach out and collaborate, the applicant's chance of success at this stage will only increase.

Commissioner Pittelko shared that he liked the Engagement Activities Toolkit Benefits and Challenges section. He asked if City staff steer the applicants in certain directions depending on the activity. Planner Anderson said they have guided rezoning the most because they have larger impacts. They want to make sure the activity is effective. She said that when they do neighborhood plan engagement, the more robust engagement kit will be handy. Planner Anderson noted that with work coming up in the City, they will be mindful to follow their own policy.

Commissioner Burgess thought it looked very impressive. He liked the variety and structured responses (if you want to achieve this, use these tools). He cautioned against having a rigid plan that stifles new ways to engage.

Planner Anderson said this plan would be on the Planning Commission agenda in July to ask for their support for approval.

H. REPORTS:

Planner Anderson announced the special meeting scheduled for June 22. She said they would also have the July 5 meeting.

Planner Anderson said that staff (Nolan Bergstrom, Zach DuMont, and Jae Slaby) have been busy with many neighborhood activities. There are four or five neighborhood plans actively in the works as well as others that are working on internal organization.

Planner Anderson announced that the City offices will be closed on Monday, June 20th for the Juneteenth holiday. The City Commission meeting will be on Tuesday, June 21. She said they will be doing an in-depth presentation on streets projects at the COW meeting that afternoon. A website will be live shortly. Planner Anderson encouraged them to attend in-person or tune in.

PUBLIC COMMENTS:

No in-person or call-in comments.

I. CITY COMMISSION LIAISON COMMENTS

Commissioner Praedel asked the Planning Commissioners to keep Commissioner Pitts in their thoughts. He reported that the City Commission tabled the text amendments to Ch. 50 zoning at the May 16 meeting. He said they needed more time to understand changes and engage with City staff.

Commissioner Praedel said they approved project design work (\$955,000) to convert to two-way streets. He emphasized that this will be game changing for the City of Kalamazoo – taking it to the next level. They will dig up everything under the road. This will include new sidewalks, islands, traffic calming initiatives, bike lanes, sidewalk safety enhancements. Commissioner Praedel noted that there are essentially two highways through downtown. He said people speed, it's not pedestrian friendly, and it isolates Northside and Eastside neighborhoods. This conversion will be underway in 2024.

Commissioner Praedel said that 75 intersections will be given safety enhancements this summer. Forty of them will get audible speakers, crosswalk markings, backplate enhancements, and span wires. The City of Kalamazoo launched a new website. He announced that Kalamazoo was selected as one of 13 international cities to participate in the Bloomberg Center for Public Innovation to examine sidewalk safety in winter. Commissioner Praedel shared that fireworks will be acceptable on Juneteenth. He felt it was important for equity to allow them on Juneteenth as well as July 4.

J. MISCELLANEOUS COMMENTS BY PLANNING COMMISSIONERS

Planning Commissioners noted the special meeting on Wednesday, June 22 at 7pm and the regular meeting on July 7.

K. ADJOURNMENT

Commissioner Milliken adjourned the meeting at 7:54 pm.



Planning Commission Staff Report

City of Kalamazoo

Date: **7/7/2022**

Item: **E.1.**

TO: City of Kalamazoo Planning Commission

FROM: Reviewed by: Christina Anderson, AICP, City Planner
Prepared by: Pete Eldridge, AICP, Assistant City Planner

DATE: July 7, 2022

SUBJECT: PC #2022.06: 2001 Cameron St. / 1510 and 1518 Bryant Street. Tree of Life School is requesting a special use permit to expand school facilities onto 1510 and 1518 Bryant Street.

BACKGROUND:

The Tree of Life School is located at 2001 Cameron Street, which is in the Manufacturing - General District (M1). The Tree of Life School received a special use permit approval in 2011 for the initial construction of the 4,900 square foot school, playground and parking lot. In 2016, a second special use permit approval allowed for a 12,100 square foot addition to the east side of the existing building for additional classrooms and offices. The school has a current enrollment of 84 children in kindergarten through eighth grade.

Tree of Life purchased the lot at 1518 Bryant Street in 2016 and is working with the Land Bank to purchase the adjacent lot at 1510 Bryant Street. Together, the two parcels total .4 acres with frontage on both Bryant Street and Cameron Street. Tree of Life has developed a plan for recreational facilities and gardens for these lots, which are zoned Residential - Single Dwelling District (RS5). The RS5 District, like the M1 zone, permits schools and school facilities with approval of a special use permit. This is an expansion of the school facilities onto new lots, which requires approval of a special use permit.

STRATEGIC VISION ALIGNMENT:



Complete Neighborhoods - residential areas that support the full range of people's daily needs



Youth Development - A place with supports where young people thrive

Strategic Vision Goal, Master Plan 2025 and Edison Neighborhood Plan Alignment:

This project touches on the Strategic Vision Goals of Complete Neighborhoods with regard to supporting a range of services for neighborhood residents. It also touches on Youth

Development with the enhancement of outdoor recreation and gardens for students. The Future Land Use Map identifies these properties as R1, Low Intensity Residential. Schools are considered a special use in residential zones. The Edison Neighborhood Plan does touch on youth development which aligns with this project.

COMMUNITY ENGAGEMENT:

Inform (one-way conversation) – the community will be made aware of the project.

Appropriate Depth of Engagement:

Public hearing notices were mailed on June 22nd to all surrounding property owners within 300 feet of the school. Tree of Life has put out a social media post about the project, will conduct outreach to the neighboring property owners and has contacted the Edison Neighborhood Association.

Engagement/Communication Tools:

Letters, Emails, Social Media Posting

FINDINGS:

The Planning Commission's role is to approve or disapprove special use permit requests based on the following criteria from Chapter 8 of the Zoning Ordinance. Staff's opinion of the level of conformance of the project with the criteria is provided in the bolded text.

1. That the proposed special use is appropriate for its proposed location and compatible with the character of surrounding land uses and the uses permitted in the zone district(s) of surrounding lands.

The school has existed at 2001 Cameron Street since 2011 and the lots on the south side of Bryant Street have remained vacant. The use of the lots on Bryant Street for recreational facilities and gardens associated with the school will be a low impact use of the land which will benefit the students.

2. That the proposed special use complies with § 4.2: Use Standards of the Zoning Ordinance.

There are no special provisions listed for schools in Chapter 4, Section 4.2.

3. That the location and design of the proposed minimizes adverse effects, including visual impact of the proposed use on adjacent lands by: 1) avoiding significant adverse impact on surrounding lands regarding service delivery, parking and loading, odors, noise, glare, and vibration, and does not create a nuisance; 2) retaining, to the greatest extent possible, the natural features of the landscape where they provide a barrier or buffer between the proposed special

use and adjoining lands; 3) locating buildings, structures, and entryways to minimize impact; 4) providing appropriate screening, fencing, landscaping, and setbacks.

The location of the recreational facilities and gardens will be across the street from homes on the north side of Bryant Street. The recreational space will be buffered with garden plots along the frontage of Bryant Street. There are no plans to light these facilities.

4. That the proposed special use minimizes environmental impacts, and conforms to all relevant environmental protection standards of this Ordinance, or any other state or federal laws.

The school expansion is not anticipated to result in any environmental impacts.

5. That there is adequate road capacity available to serve the proposed special use.

There is adequate road capacity. Additionally, students will walk from the school across the street to access the recreational space and gardens.

6. That the proposed special use is designed to ensure safe ingress and egress onto the site and safe road conditions around the site.

The proposed use will be designed with the recreational space directly across the street from the school. The gardens will surround this recreational space on the west and north sides, creating a buffer. No new driveway access points are proposed.

7. That there are adequate potable water, wastewater, solid waste, park, police, and fire/EMS facilities to serve the proposed special use.

The site is adequately served by all of these facilities.

8. That the proposed special use is located and designed so that adequate access onto the site is provided for fire, police, and EMS services.

Adequate access exists for these services to this site.

9. That the proposed special use complies with the appropriate standards in Chapter 6: General Development Standards.

The proposed project will be evaluated by the Site Plan Review Committee for appropriate vegetative screening or fencing.

10. The proposed special use complies with all standards imposed on it by all other applicable provisions of this Ordinance for use, layout, and general development characteristics.

The special use permit will meet the applicable provisions of the Zoning Ordinance and is subject to Site Plan Review.

RECOMMENDATION:

Staff recommends approval of the special use permit to expand school facilities onto 1510 and 1518 Bryant Street as it meets the above criteria.



COMMUNITY PLANNING & ECONOMIC DEVELOPMENT

245 North Rose Street, Suite 100
Kalamazoo, MI 49001
(269) 337-8044
www.kalamazoocity.org
www.imaginekalamazoo.com

June 22, 2022

**NOTICE OF A PUBLIC HEARING FOR A SPECIAL USE PERMIT
FOR 2001 CAMERON STREET / 1510 AND 1518 BRYANT STREET**

Dear Property Owner/Occupant:

You are receiving this notice because you either own or occupy property that is near this site. An application for a special use permit has been received. The applicant is requesting to expand school recreational facilities onto 1510 and 1518 Bryant Street.

All Special Use Permits are reviewed by the Planning Commission at a public hearing. During the public hearing, the applicant will present the request. Then the public will have an opportunity to provide comments on the special use permit. The final decisions on a Special Use Permits is by the City Planning Commission.

APPLICANT: Tree of Life School

APPLICATION #: P.C. #2022.06

LOCATION OF PROPERTY: 2001 Cameron Street / 1510 and 1518 Bryant Street

PROPOSED SPECIAL USE: Expanding school recreational facilities onto 1510 and 1518 Bryant Street which are in the Residential – Single Dwelling District (RS-5).

DATE OF HEARING: A public hearing will be held by the **Planning Commission** on Thursday, July 7, 2022, at 7 p.m. in the City Commission Chambers at City Hall, 241 W. South Street. This meeting will also be streamed live on the [City's Facebook page](#) and [YouTube Channel](#). Check www.kalamazoocity.org for details.

To examine documents related to this request or provide written comments, please contact Pete Eldridge at eldridgep@kalamazoocity.org or call (269) 337-8806. The agenda will be posted at <https://kalamazoomi.civicclerk.com/web/home.aspx>

Sincerely,

Peter C. Eldridge, AICP
Assistant City Planner



Community Planning & Economic Development

245 N. Rose Street, Suite 100 • Kalamazoo, MI 49007

(269) 337-8026 • www.kalamazoo-city.org

PLANNING COMMISSION APPLICATION

APPLICANT INFORMATION			
Name: <u>Tree of Life School</u>		Mailing Address: <u>2001 Cameron</u>	
City: <u>Kalamazoo</u>		State: <u>MI</u>	ZIP Code: <u>49001</u>
Phone: <u>269-718-7428</u>	Email: <u>info@tol-school.org</u>	Preferred Contact: ☒ Email ☐ Phone	
PROPERTY OWNER INFORMATION			
<i>If the applicant is not the property owner, owner must sign application or provide a letter stating that owner gives consent for the application to be filed.</i>			
Name: <u>Adam Sterenberg (Representative)</u>		Mailing Address:	
City:		State:	ZIP Code:
Phone:	Email:	Preferred Contact: ☐ Email ☐ Phone	
PROPERTY INFORMATION			
Property Address(s): <u>1518 Bryant & 1510 Bryant</u>			
Parcel Identification Number(s): <u>06-26-144-319</u>		Zone District (kalamazoo-city.org/maps): <u>RS-5</u>	
TYPE OF REQUEST			
☐ Rezoning		☐ Planned Unit Development (PUD)	
☐ Text Amendment		☐ Preliminary Subdivision	
(Chapter(s) _____, Section(s) _____)		☐ Right of Way Vacation	
☒ Special Use Permit			
Description: <u>For the school + community Basketball Court, tether ball + gardens</u>			
ATTACHMENTS			
☒ \$ <u>375</u> Fee		☐ Completed Review Sheet	
☒ Other documents or engagement information			
Note: 10 days before meeting provide update on outreach to neighbors or provide any letters of support			
SIGNATURE			
Signature of Applicant: <u>[Signature]</u>		Date: <u>5-27-22</u>	
Signature of Owner (if different than applicant):		Date:	

PLANNING COMMISSION

SPECIAL USE PERMIT REVIEW SHEET

Please describe use which requires a special use permit: (may also provide on a separate sheet):

Tree of Life owns the lot located at 1518 Bryant and wants to put in a day use full basketball basketball, two tether ball areas and community gardens.

Tree of Life will buy 1510 Bryant from the Landbank upon special use approval for community gardens. See attached drawings.

Review Criteria for Special Use Permit

The Planning Commission will use the following criteria to review Special Use Permits. Please reach out to staff if you have any questions.

Will the proposed special use be appropriate for this location and compatible with the character of surrounding land uses and the uses permitted in the zone districts?

Yes.

Does the proposed special use comply with the Use Standards of Chapter 4 and Chapter 50 for this land use?

Yes.

Will the location and design of the special use reduce any negative impacts on surrounding lands with regard to: visual impact, parking and loading, odors, noise, glare, and vibration?

The present lots are scrub forest used for dumping and people parking their vehicles on it. The basketball court may generate more noise than animals or parked cars.



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Does the location and design of the special use reduce undesirable effects, including visual impact of the proposed use on adjacent property by retaining some natural features of the landscape to provide a buffer between the special use and adjoining lands?

All surrounding lots are fenced in. Tree of Life has raised the standard for visual impact for ten years in our neighborhood and will continue to do so.

Does the location and design of the special use reduce adverse effects, including visual impact of the proposed use on adjacent property by locating buildings, structures, and entryways to reduce impact?

Yes.

Does the location and design of the special use reduce adverse effects, including visual impact of the proposed use on adjacent property by providing appropriate screening, fencing, landscaping, and setbacks?

Yes.

Will the proposed special use reduce environmental impacts, and conform to all environmental protection standards of this Ordinance, or any other state or federal laws?

Yes.

Will there be adequate road capacity available to serve the proposed special use?

Yes.



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Will the proposed special use be designed to ensure safe ingress and egress onto the site and safe road conditions around the site?

Yes.

Will there be adequate potable water, wastewater, solid waste, park, police, and fire/EMS facilities to serve the proposed special use?

Yes.

Will the proposed special use be located and designed so that adequate access onto the site is provided for fire, police, and EMS services?

Yes.

Does the proposed special use meet the appropriate standards in Chapter 6: General Development Standards?

Yes.

Does the proposed special use meet all standards imposed on it by all other sections of this Ordinance for use, layout, and general development characteristics?

Yes.

GENERAL NOTES:

1. Owner: Tree of Life School - Adam Stenberg - Principal
2001 Cameron Street
Kalamazoo, MI 49001

2. Legal Description: Kalamazoo County Condominium Subdivision Plan No. 216 Edison Millwood Pointbreak
Condominiums according to the master deed recorded 2007-004666, 1st Amendment recorded
2009-036384 Unit 18 & 19

3. Site Drainage: Paved areas drain into grass areas. Provide silt fence around all new construction
areas. Also protect all nearby storm water inlet with silt fencing and keep street clean of construction
debris and dirt

4. Parking: None

5. Driveways: Existing to remain as is.

6. Trash: None

7. Utilities: None

8. Exterior Lighting: None

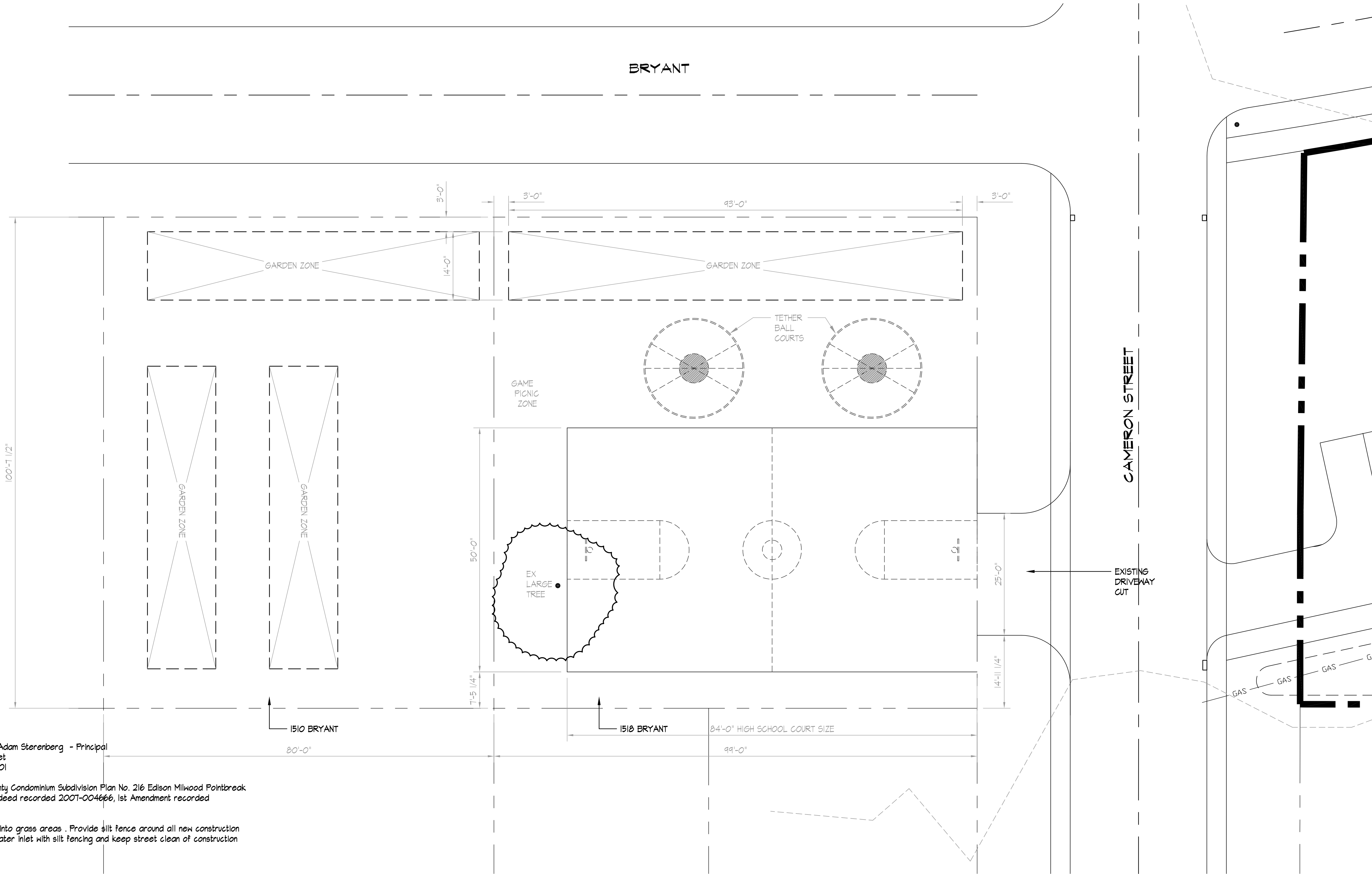
9. Fencing / Screening: None

10. Area Calculations:
Gross Area: 179'-0" x 100'-0" 1 1/2" = 18012 sq ft. = .42 A
Building Area: None

11. Sign: None

12. Estimated vehicle trips: None

13. Bicycle parking: Current bike rack SW corner of existing bldg for 6



WEST PLAY GROUND ADDITION
SCALE 1" = 10'



PLAY GROUND EXPANSION



6330 Terrington * Kalamazoo, Michigan 49009
(269) 372-7227 Fax: (269) 372-3954
e mail: bvanderweele@vanderweele.com

PROPOSED WEST PLAY GROUND

TREE OF LIFE

2001 BRYANT STREET,
KALAMAZOO, MICHIGAN



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XREFs.

PLOT SCALE
1/1
ISSUE DATE:
5/19/22
DRAWN BY:
BAV
SHEET NO.
PROJECT NO.
C1.01
10686

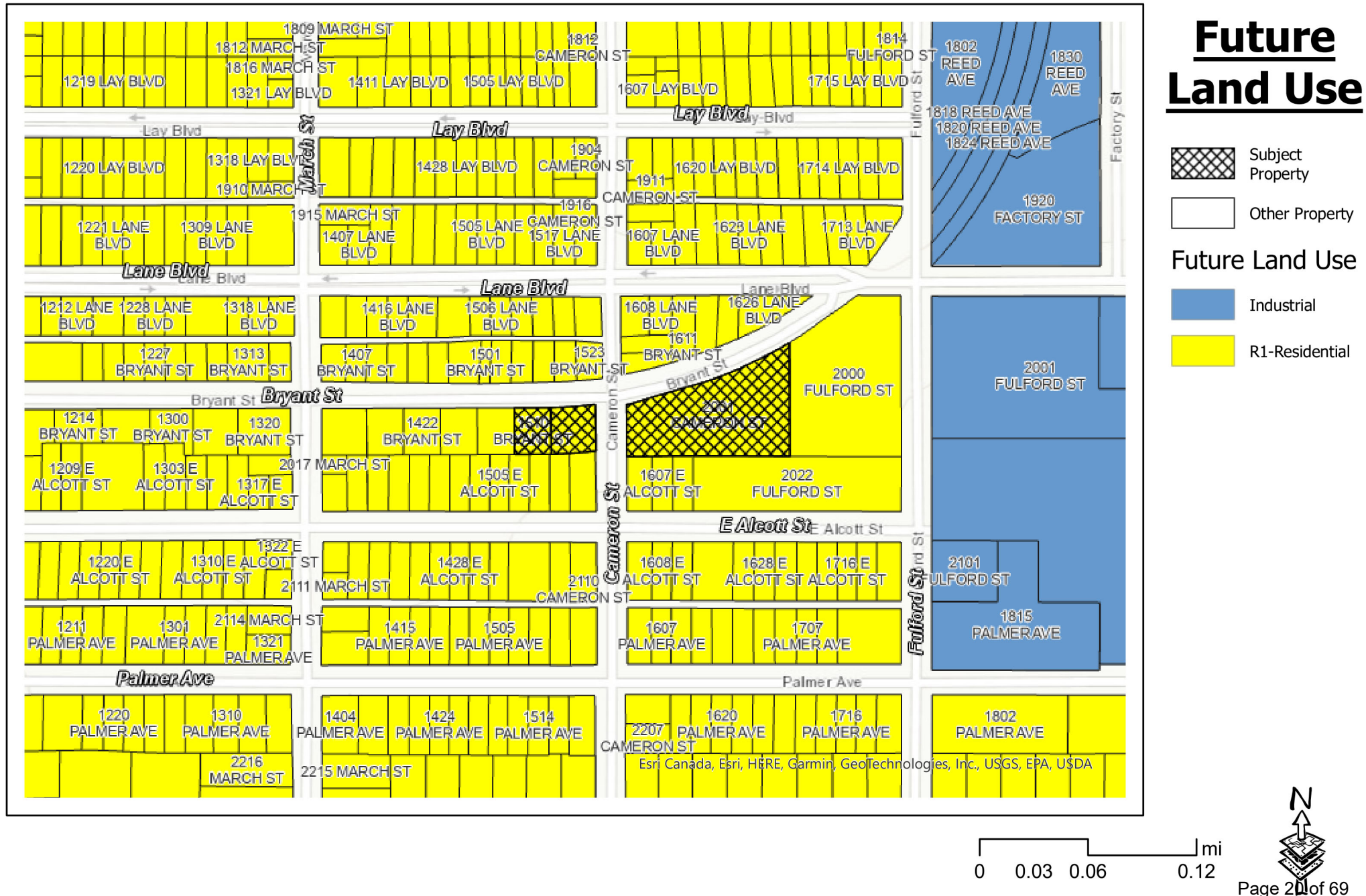
PC #2022.06 – 2001 Cameron Street / 1510 and 1518 Bryant Street Special Use Permit for Expansion of School Facilities on to Bryant Street Lots



PC #2022.06 - 2001 Cameron Street / 1510 and 1518 Bryant Street Special Use Permit for Expansion of School Facilities on to Bryant Street Lots

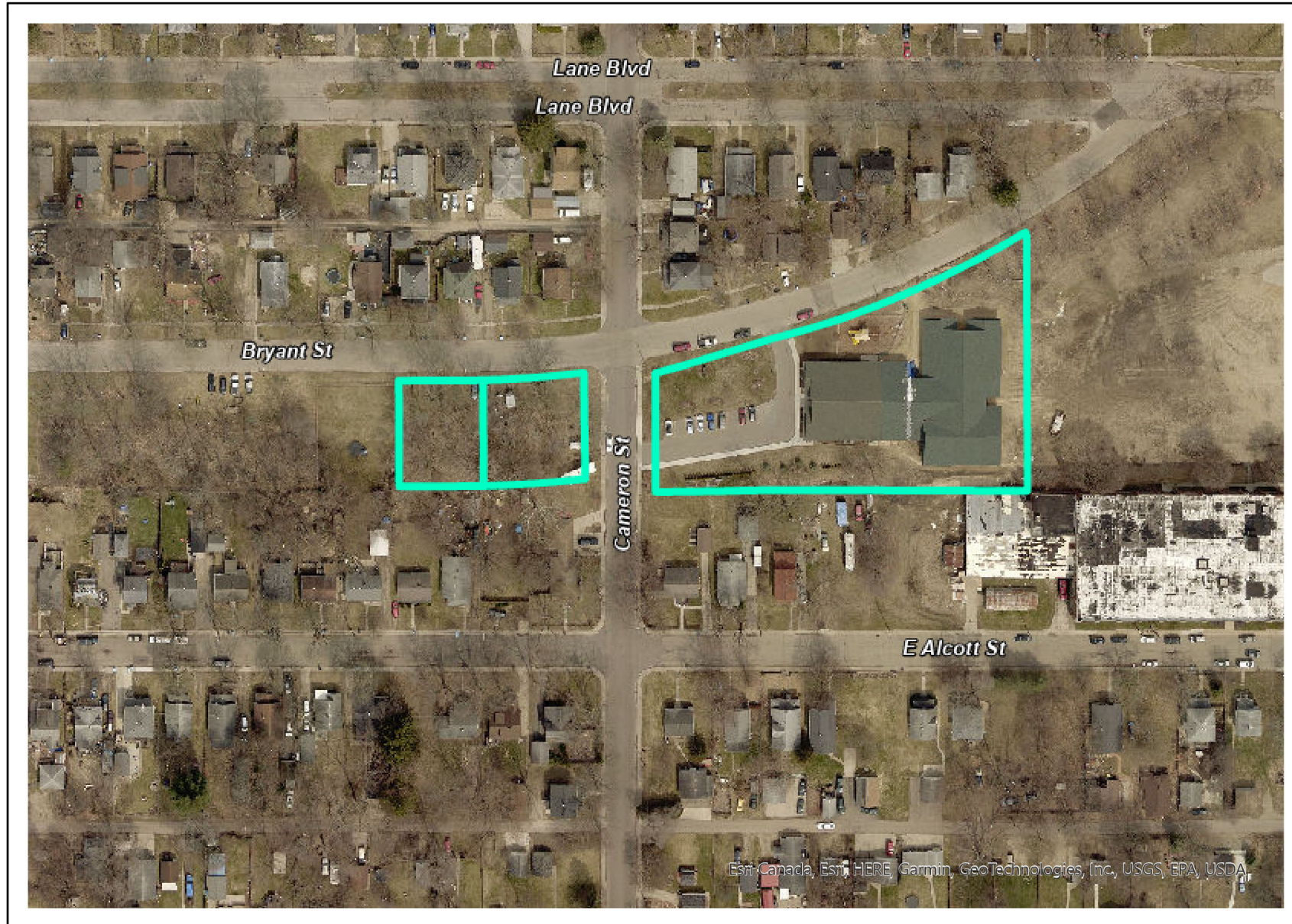


PC #2022.06 - 2001 Cameron Street / 1510 and 1518 Bryant Street Special Use Permit for Expansion of School Facilities on to Bryant Street Lots



PC #2022.06 – 2001 Cameron Ave./1510 and 1518 Bryan St.

Special Use Permit for Expansion of School Facilities on to Bryant Street Lots



Aerial

 Subject Property

2018

 Red: Band_1
 Green: Band_2
 Blue: Band_3

Esri, Canada, Esri, HERE, Garmin, GeoTechnologies, Inc., USGS, EPA, USDA

0 0.01 0.03 0.06 mi





Public Participation Policy 06/22/2022

THE CITY OF KALAMAZOO



imagine
kalamazoo
2025

What are the great things that need to STAY or
be BUILT ON to make Kalamazoo the best city in
the world?

Mix of residential
& commercial
need more variety
in price

Love Brick Streets
while keeping the
area walkable

Keep the old buildings!
↑
Agree
yes!

What is in the way of getting great work done?

Money! but times are
getting better

A community

the kalamazoo 2025

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Goals & Guiding Principles

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Commitment to Public Participation

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"Public Participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process."

- International Association of Public Participation, Core Values

Goals & Guiding Principles

Commitment to Public Participation

Kalamazoo is a vibrant, diverse, and active community, and its Public Participation Policy must reflect this. The City of Kalamazoo recognizes the importance of prioritizing meaningful engagement with citizens in all decisions that affect their lives - across all departments, and throughout the lifetime of all policies, projects, and processes. Effective public participation is

- A means of building and strengthening relationships.
- A commitment to honoring the public's contributions.
- An opportunity to give citizens influence over the decision-making process.

This document aims to create a predictable public participation process in alignment with Imagine Kalamazoo (IK2025) and Diversity, Equity, & Inclusion (DEI) goals. It serves as both an overarching visioning document and a "one-stop shop" for engagement standards and tools. This Public Participation Policy is both a resource guide for the City and an outline of the engagement process for community members. This increases accountability - City staff have an agreed-upon path to follow; developers and neighborhood leaders have set requirements; and the community has clear expectations.



Imagine It! Engagement activities during Imagine Kalamazoo 2025

Guiding Principles of Engagement

Ensure that all who may be impacted have an opportunity to participate.

The opportunity to engage must be made available to those who may be impacted by the proposed project or plan. This first requires a knowledge of who could be impacted, before developing a plan on how the outreach will occur. Working with neighborhood associations, local institutions, such as community groups or places of worship, businesses, and others active in the plan or project area will help identify who should be at the discussion table. Throughout the engagement process, it is important to check-in and see who has and has not participated and to remain flexible to change course as needed to reach stakeholders.

Recognize public participation as integral to decision-making across all City departments, Community Organizations, and Developments.

Engagement through public participation should not be limited to a specific plan or project. To be effective, projects of all types must be informed by community voices. It is our aim that this Public Participation Policy informs decision-making processes across departments and community projects, serving as both a record of public participation successes and a resource for further decision making.

Actively engage throughout the planning process.

The City of Kalamazoo views public participation as integral to each phase of a project's development, from beginning planning stages to final implementation and maintenance. Consistent public



Bike Rodeo Event (2022) at Mayor's Riverfront Park.

participation efforts can also help to mitigate tensions that may arise in between the various stages of project development. The Community Engagement Planning Guide and Toolkit outlines a variety of engagement tools that can be used throughout the life of a project.

Innovate by continuously developing tools that support our diverse community.

Public participation tools are suited to the community and its needs. The City of Kalamazoo recognizes that no single participation technique or tool can effectively reach all members of our community. We are committed to the consistent development and re-evaluation of our engagement methods to ensure we are nimble, transparent, and responsive in our efforts. The use of data to guide this process will become increasingly important to support these activities, making sure that those impacted are included in our outreach efforts.

Our Public Participation Policy when used with the Community Engagement Planning Guide and Toolkit holds innovation, creativity, and inclusion as key to successful outreach programs that serve and support all members of the Kalamazoo community.

Report back to the community and improve upon our Public Participation Policy.

Successful public participation processes are transparent and cyclical, with the City continuously seeking feedback and improving on methods and policies. The City commits to a system of social accountability to track outcomes and report back to the community. The imaginekalamazoo.com web site

has become the central location for project and plan information; use of this site to report continued work and progress will strengthen its importance as a two-way communication tool.

Ensure that City actions align with public participation input to the greatest extent possible.

Community engagement cannot exist in a vacuum. The City has a duty to ensure that outreach is followed by action. Public participation should directly inform City actions and citizens should have influence over decisions that impact their lives.



Youth activities to discuss traffic calming on Westnedge Avenue and Park Street.

Communicating Outcomes & Social Accountability

The City of Kalamazoo is dedicated to sharing public participation outcomes with the community in a timely and thorough manner. It is essential that participants are briefed on how their input shaped the decision-making process. This promotes transparency, makes the community a stakeholder in a project, and provides valuable information for residents who may not have had the chance to participate in initial project phases. Reporting outcomes and debriefing is also greatly beneficial for the City – with the benefit of hindsight. This is an opportunity to receive meaningful feedback on public participation efforts as a whole.

Every plan, policy, and project should include a clear strategy for communicating outcomes. Though it may change in response to feedback, new information, or

community conditions, it is critical that this strategy is established up front. Community members should be able to get a sense of how the feedback is used to shape a project or activity—from its initial phases to the final product. While it is important for the City to continually seek feedback, public participation is effective only if this feedback is used in a productive way. City staff must be intentional when implementing public participation strategies for projects that have already been set in motion.

Communicating project progress and after-action reviews of projects is equally as important. Imaginekalamazoo.com, City social media tools, and reports at neighborhood meetings can all be used to share key progress benchmarks with the public. Upon completion of a project, an appropriate celebration should be held, including ribbon-cutting, posting of an Imagine Kalamazoo sign, social media post, newspaper announcement, etc.). Regular public check-ins after project completion, are critical to monitoring success or the need for adjustments.



Imagine Kalamazoo at Work sign at Davis Street Park notes that this project was a direct result of the 2025 Master Plan and Neighborhood Plans

Community of Practice

The commitment to continuous and open engagement with the Kalamazoo community begins with the recognition by City staff across departments that engagement is critical to all our work. In order to engage well for any City activity and in any circumstance, staff needs to work together and be nimble in the face of our ever changing world. This can be best realized through a Community of Practice. A Community of Practice is defined as a "group of people who share a concern or passion for something they do and learn how to do it better as they interact regularly"¹.

A Community of Practice for City engagement would consist of staff from across departments coming together regularly to not only discuss upcoming projects or activities, but also understand how these intersect with each other and how they might benefit from coordinated outreach. This group would also take the lead on long-term, City-wide projects, such as reviewing our communication methods and language in order to better engage.

A Community of Practice for City engagement would be the keepers of this policy and would

- Commit the City to achieving its engagement goals.
- Facilitate collaboration between City Departments, as they each engage the community.

- Engage more efficiently to limit community engagement fatigue.
- Support each other's efforts during times of crisis or unusual circumstances to maintain the pledge for continuous, predictable engagement.
- Evaluate which engagement tools work best in what situations and how to adjust when engagement did not go as planned.
- Use the City's Diversity, Equity, and Inclusion lens to ensure those who are impacted by decisions are a part of the process.
- Collect, evaluate, and share data gathered through engagement.
- Share the City's story throughout all its communities.



Community, Planning & Economic Development (CPED) and Public Services staff at Lunch Time Live in Bronson Park.

Community of Practice

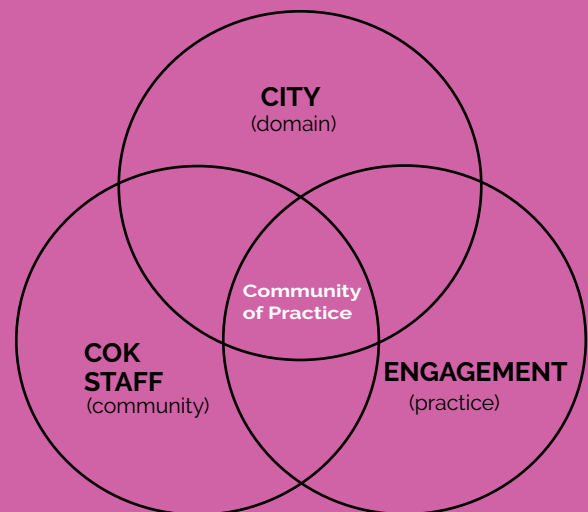
A Community of Practice is a group that shares a common concern or interest for something they do and by collaborating they learn how to do the work better. A Community of Practice has 3 critical elements:

Domain. The community's common or shared interest; what the group is committed to or members of.

Community. In supporting the shared interest, the community works together and engages in discussions and activities.

Practice. The work done by the community. It's done best when a shared set of resources are available.

Departments that regularly work and evolve together in a Community of Practice for Engagement allow the City to better tell its story, build trust; maintain trust; and create a predictable and dependable relationship with the community.



¹ Jean Lave & Etienne Wenger-Trayner (1991) <https://wenger-trayner.com/introduction-to-communities-of-practice/>

Community Engagement Policy: Developers & Petitioners

The City believes communication with stakeholders and adjacent property owners is key to a successful project, whether the project is publicly or privately initiated. The purpose is to provide information on upcoming projects and an opportunity for the community to ask questions in advance of public hearings and meetings to eliminate confusion, and/or garner support for a project. In short, these steps make for a more successful review process for a developer, a petitioner (someone who is applying for review and approval from the City for a project) and the Kalamazoo community.

The City will continuously work to ensure a transparent review process for all projects. To this end, staff will publicly post and share development applications and plans and/or support outreach meetings to discuss projects. These activities are in addition to the state-mandated notice activities associated with several of the City's boards, including posting in the local newspaper and notification by

mail to property owners and occupants within 300' of the proposed project. These required notices are the responsibility of City staff. In turn, to achieve an open development process, the City asks petitioners to undertake outreach to those stakeholders impacted by a potential project and those who live in close proximity.

The following outlines the outreach activities for development or petitioner driven project types. It is important for petitioners to understand:

- Prior to initiating any outreach for an upcoming or current review application, Petitioners must speak with Planning Division staff.
- Not following the outreach requirements could result in a delay of public hearings or approvals.
- During the review or public hearing, a presentation on the engagement activities by the developer/petitioner will occur.

These discussions allow questions to be answered in advance of the public hearing, can eliminate confusion, and/or garner support for the project. In short, these steps make for a more successful review process ...

Engagement is **RECOMMENDED** when proposed projects requires review through the following processes:

1. Variance Requests
2. Special Use Permits
3. Site Plan Review

Engagement is **REQUIRED** when any proposed project requires review through the following processes:

1. Rezoning ¹ and Planned Unit Development (PUD)
2. Natural Features Protection (NFP), per Chapter 50
3. Street Vacations that will result in a change in traffic patterns, as determined by the Traffic Engineer

Engagement Activities

To inform or engage adjacent residents, property owners, businesses, and organizations, the following outreach activities are undertaken. The Engagement Activities by Review Board and Commissioner Table on page 13 outlines which activities are recommended (R) and which are required (X) based upon the request.

Outreach

The developer/petitioner outreaches to those adjacent to the project and other key stakeholders to provide information, an opportunity to learn more, and share dates of public meetings. Outreach can be done through door knocking, fliers, door hangers, phone calls, or letters/post cards to property owners and/or occupants. These efforts should seek to



Plan It! Imagine Kalamazoo engagement meeting.

Outreach to property owners/occupants within at least 300' of the property and the neighborhood association or neighborhood point of contact.

reach those within at least 300' of the property. At a minimum the following information should be shared:

- Proposed project details
- Requested approvals
- Date of public hearing and/or outreach meeting
- Where plans/proposal can be viewed
- Where additional information can be obtained
- Point of contact for project

If a property owner or occupant cannot be reached through the outreach activity, the above information in the form of a flyer, message, or letter must be left or sent via mail as a follow up.

In addition to property owners and occupants, developers/petitioner will reach out to the neighborhood association or neighborhood point of contact to provide the above information on the proposed project, timeline, and the requested review.

Outreach should be started at least 14 days before any scheduled review or public hearing. The developer/petitioner will provide a summary of the outreach activities for the Board or Commission staff

reports, including which properties or organizations were included in the outreach activities. Staff will provide deadlines for this information. A presentation to the Board or Commission on the outreach efforts will also be expected of the developer/petitioner during their project introduction.

Informational Meeting

Some projects require an informational meeting with adjacent residents, property owners, and area stakeholders before reaching a public hearing or review by a City board. This meeting is an opportunity for the developer/petitioner to present information on the proposed project and answer any questions or concerns.

To ensure a successful meeting, the developer/petitioner should work with City Staff and the Neighborhood Association or point of contact to select a date and time to maximize attendance in that neighborhood. This meeting can be a part of the regularly scheduled Neighborhood Association meeting or a uniquely scheduled meeting.

Outreach should be completed at least 14 days before, and the informational meeting should occur at least 7 days before, the scheduled review or hearings

Proper advertising for the meeting is the second critical step for a successful meeting. Meeting information should be shared during the outreach activities and can be coordinated with the City's notice. The meeting should occur at least 7 days prior to the scheduled review or public hearing by the City board.

The developer/petitioner will provide a summary of the outreach activities for Board or Commission staff reports. Staff will provide deadlines for this information. A presentation to the Board or Commission on the outreach efforts will also be expected of the developer/petitioner during their project introduction.

City Support of Engagement

The City can support the developer/petitioner engagement efforts upon request through the following:

- Providing addresses for properties and contact information for the neighborhood(s) association or other primary contact (Excel table).
- Sharing or posting information on City web or social media sites (surveys or meeting info).
- Including information on meetings in the State required notice activities.
- Communicating a clear timeline for when these activities should occur.

ENGAGEMENT ACTIVITIES BY REVIEW BOARD & COMMISSION

APPROVAL REQUESTED	CITY REVIEW BOARD	OUTREACH	MEETING	CITY NOTICE
Site Plan Review	Site Plan Review Committee			Post Plans on City Web; Public can sign up to receive alerts
Variance	Zoning Board of Appeals	R		City sends notice in the newspaper & letters to property owners/occupants within 300'
Administrative Appeal	Zoning Board of Appeals	R		
Special Use Permit	Planning Commission	R		
Rezone and Planned Unit Development (PUD)	Planning Commission	X	X ¹	
Street Vacation ²	Planning Commission	X	X	
Natural Features Protection Projects - Per Chapter 50-6.2L(1)(c)	Natural Features Protection Review Board	X		

¹ An outreach meeting is not required when the intended project will result in 12 or less dwelling units or less than 2,500 square feet of commercial.

² Engagement required when vacation would cause a change in traffic patterns.

R - RECOMMENDED ACTIVITY

X - REQUIRED ACTIVITY

State Regulations

In accordance with State of Michigan legislation, certain minimum requirements of public participation must be met. The City of Kalamazoo's Public Participation Policy not only abides by this legislation, but also strives to go above and beyond it, incorporating community voice in all projects across all departments. State legislation regarding public participation is detailed below:

Open Meetings Act

The Michigan Open Meetings Act was created to ensure government transparency and accountability to citizens. It requires certain meetings of public bodies to be open to the public, timely public notice of these meetings, and the keeping of minutes at these meetings.

The entirety of the act can be accessed through the State Department or at the following web address:
<http://www.legislature.mi.gov/documents/mcl/pdf/mcl-act-267-of-1976.pdf>

In accordance with PA 267 of 1976, the City of Kalamazoo will hold meetings in the City Hall building located at 241 West South Street, which is accessible to the public.

The public will be notified within 10 days of the first meeting of a public body in each calendar or fiscal year; the body will publicly post a list stating the dates, times, and places of all its regular meetings at City Hall.

If there is a change in schedule, within three days of the meeting in which the change is made, the public body will post a notice stating the new dates, times, and places of regular meetings.

For special and irregular meetings, public bodies will post a notice indicating the date, time, and place at least 18 hours before the meetings.

Note: A regular meeting of a public body which is recessed for more than 35 hours can only be reconvened if a notice is posted 18 hours in advance.

Public bodies will hold emergency sessions without a written notice or time constraints if the public health, safety or welfare is severely threatened and if two-thirds of the body's members vote to hold the emergency meeting.

Planning Enabling Act (PA 33 of 2008)

The Michigan Planning Enabling Act serves to codify laws regarding county, city, and village planning.

The entirety of the act can be accessed through the State Department or at the following web address:

[http://www.legislature.mi.gov/\(S\(xj3g1jal1er4tq45ve4x5vuz\)\)/documents/mcl/pdf/mcl-act-33-of-2008.pdf](http://www.legislature.mi.gov/(S(xj3g1jal1er4tq45ve4x5vuz))/documents/mcl/pdf/mcl-act-33-of-2008.pdf)

In accordance with PA 33 of 2008, the necessary parties will be notified via first class mail, personal delivery or electronic mail notice explaining the Planning Commission's intent to plan and requesting the recipient's cooperation and comment.

Before approving a proposed master plan, a Planning Commission will hold not fewer than one public hearing on the proposed master plan. The hearing will be held after the expiration of the deadline for comment as outlined in the act.

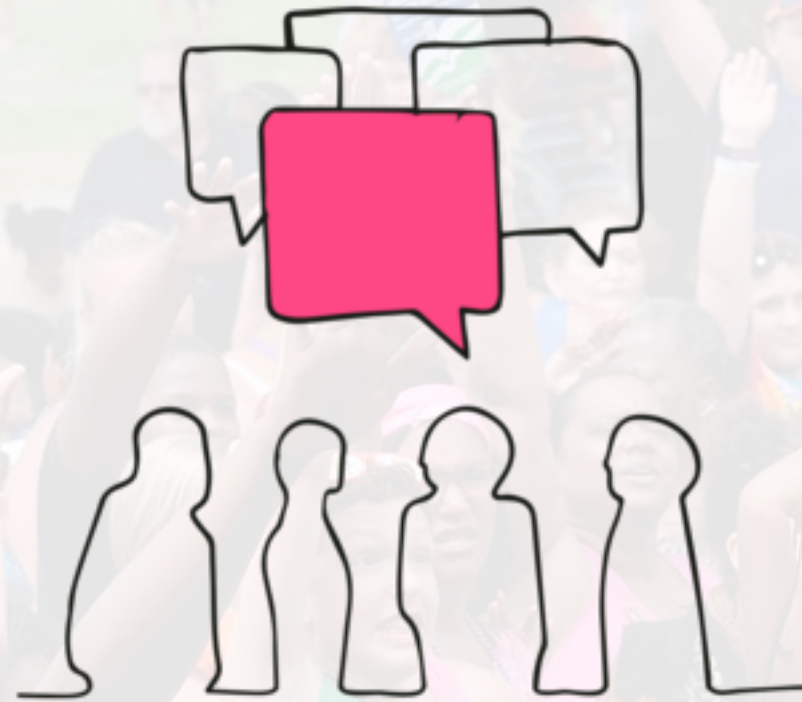
The Planning Commission will give notice of the time and place of the public hearing not less than 15 days before the hearing by publication in a newspaper of general circulation within Kalamazoo.

The Planning Commission will also submit notice of the public hearing by first class mail, personal delivery or electronic mail to the previously listed entities for review.

After the adoption of the master plan, the Planning Commission may publish and distribute copies of the master plan or of any report, and employ other means of publicity and education.



City Commissioners listening to a presentation in chambers.



Community Engagement Planning Guide & Toolkit



imagine
kalamazoo
2025



Overview

The Community Engagement Planning Guide and Toolkit is designed to support the most effective engagement. Its a working document to put the Public Participation Plan into action for city projects and engagement initiatives.

The first part of the guide will walk through the different steps to planning engagement with examples of how to fill out the worksheets to create your **Engagement Plan**.

After walking through each step, there are blank worksheets at the end of the guide available for you to fill out to plan engagement for your project as well as an **Engagement Activities Toolkit** to help you think through each activity.

Sources:

Albemarle County Virginia, 10 Steps for Creating a Public Participation Plan

Arlington Virginia, A Six-Step Public Engagement Guide for Capital Projects

Planetizen Course, Planning and Promoting Your Community Engagement Process by Dave Biggs

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Step 1: Define the Project

To start off, think through the overview of your project, where it will take place, how it aligns with existing City plans, who will carry out the project, what the timeline for the project is, and what will it generally include.

When considering the parameters of the project, think about what decisions have already been made about the project and what decisions still need to be made. Be intentional when implementing engagement strategies for projects that have already been set in motion.

Be intentional
when implementing
engagement strategies for
projects that have already
been set in motion.

1 Define the Project

LOCATION

Specific address, neighborhood, city-wide

123 Copper Street in the Centre
Neighborhood

PARAMETERS

Deadline, budget, decisions that have already been made

Collect input and design in 2020,
construction in 2021.
Budget is \$1 million

TIMELINE

Start Month/Year
April 2020

End Month/Year
Aug. 2021

PROJECT TEAM

Name	Title
Project Manager	
John Smith	Director
Amy Kay	Event Coord.
Sarah Leme	Ranger

DESCRIPTION

Overview of the project, What decisions will be made?

Through this project we will be redesigning Copper Street Park based on input from residents who live near or visit the park.

PLAN ALIGNMENT

Was this project listed in an existing plan? Which goals or actions in these existing plans relate to your project?

Existing Plans Check all that align

- | | |
|--|---|
| ☒ 2025 Master Plan | ☒ Parks & Recreation Plan |
| ☐ HUD Consolidated Plan | ☒ Centre
Neighborhood
Neighborhood Plan |
| ☐ Shared Prosperity Plan | |
| ☐ Sustainability Plan | |

List Related Plan Actions or Goals

Review park facilities or types to
detail appropriate amenities

STRATEGIC VISION GOALS

Check all that apply

- ☐ Shared Prosperity
- ☐ Connected City
- ☒ Inviting Public Places
- ☒ Environmental Responsibility
- ☐ Safe Community
- ☒ Youth Development
- ☒ Complete Neighborhoods
- ☐ Strength Through Diversity
- ☐ Economic Vitality
- ☐ Good Governance

Find a blank copy of this form on page 16

Step 2: Identify Stakeholders & Impact

Stakeholders

A Stakeholder is anyone who will be involved in or affected by the project. They are the people or organizations who you will want to be engaging with to reach out further into the community.

Listed below are some examples of stakeholder groups. This is not a complete list, but is intended to get you started.

- Residents (of specific neighborhood, street, or city-wide, etc.)
- Neighborhood associations/points of contact
- Local nonprofits or churches
- Entrepreneurs/business owners
- Major employers
- Neighboring municipalities
- City staff or departments
- City Commissions & Boards
- Senior groups
- Students (K-12, Kalamazoo College, Kalamazoo Valley Community College, Western Michigan University)
- Transportation-oriented organizations
- Young professionals

2 Identify Stakeholders & Impact

PROJECT IMPACT

PLACES that will be impacted

Ex: Neighborhood, streets, natural feature, access to water

Copper Street Park area. Natural Features: mature trees and a river.

PEOPLE that will be impacted

Ex: Business, home owner, renter, citizen rights or liberties

Residents who use and/or live near the park. Centre Neighborhood Association

PROCESSES that will be impacted

Ex: New website, phone number, or office location, bill paying, permitting, accessing services

N/A

Level of impact

Considering the places, people, and processes being impacted, determine whether your project will have a high or low impact on the community.

☐ Low Impact

☒ High Impact

Impact Area

Considering the places being impacted, determine whether your project will impact a small or large area.

☒ Small Area

☐ Large Area

PROJECT PARTNERS

Are there other groups or organizations that will be helping carry out the project?

Greenspace Architects

STAKEHOLDER GROUPS

Stakeholders are anyone that you will need to engage throughout your project. Consider who will be impacted by the project, be interested in the project, have knowledge or expertise on the topic, and make decisions for the project (schools, churches, nonprofits, neighborhood residents, businesses, government departments, boards/commissions, etc.)

Centre Neighborhood Residents City Commission
Centre Neighborhood Association
Centre Neighborhood Youth
Residents who visit the park
Environmental groups
Planning Commission

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Step 3: Determine Level of Engagement

Impact Scale Grid

The **Impact Scale Grid** is a categorization tool that considers how the size and scope of a particular project might inform the type and depth of engagement that should be pursued.

This grid is particularly important given the City's dedication to utilizing public participation tools in the implementation of projects of all types, from high-impact, large-geography efforts like Master Plan updates to low-impact, small-geography efforts like minor street improvements.

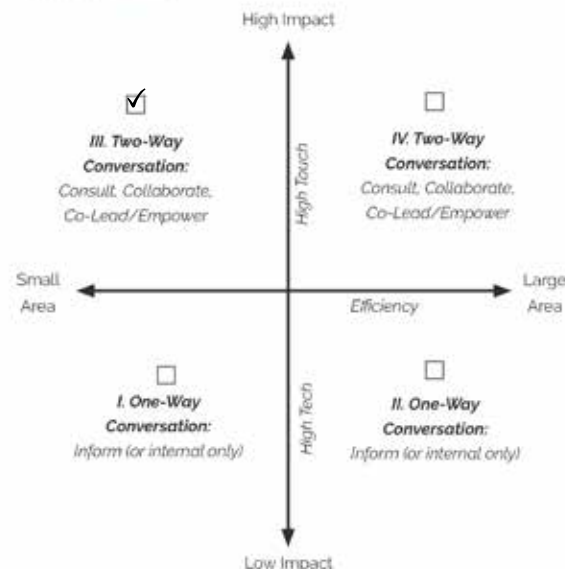
These categorizations are helpful when considering the reach of a project and what public participation tools might be most effective.

For example, Type I (low-impact, small-geography) and Type II (low-impact, large-geography) projects require 1-way, informative participation, while Type III (high-impact, small-geography) and Type IV (high-impact, large-geography) require 2-way consulting, collaboration, and or/ co-leadership. Ultimately, a higher impact level must correspond to an increase in stakeholder involvement.

3 Determine Level of Engagement

Based on the level of impact and impact area you determined on the last page, check the applicable quadrant on the Impact Scale Grid below. This grid and the decision tree on the next page will help determine the level of engagement required for your project. In general the higher impact, the more in-depth engagement is required.

IMPACT SCALE GRID



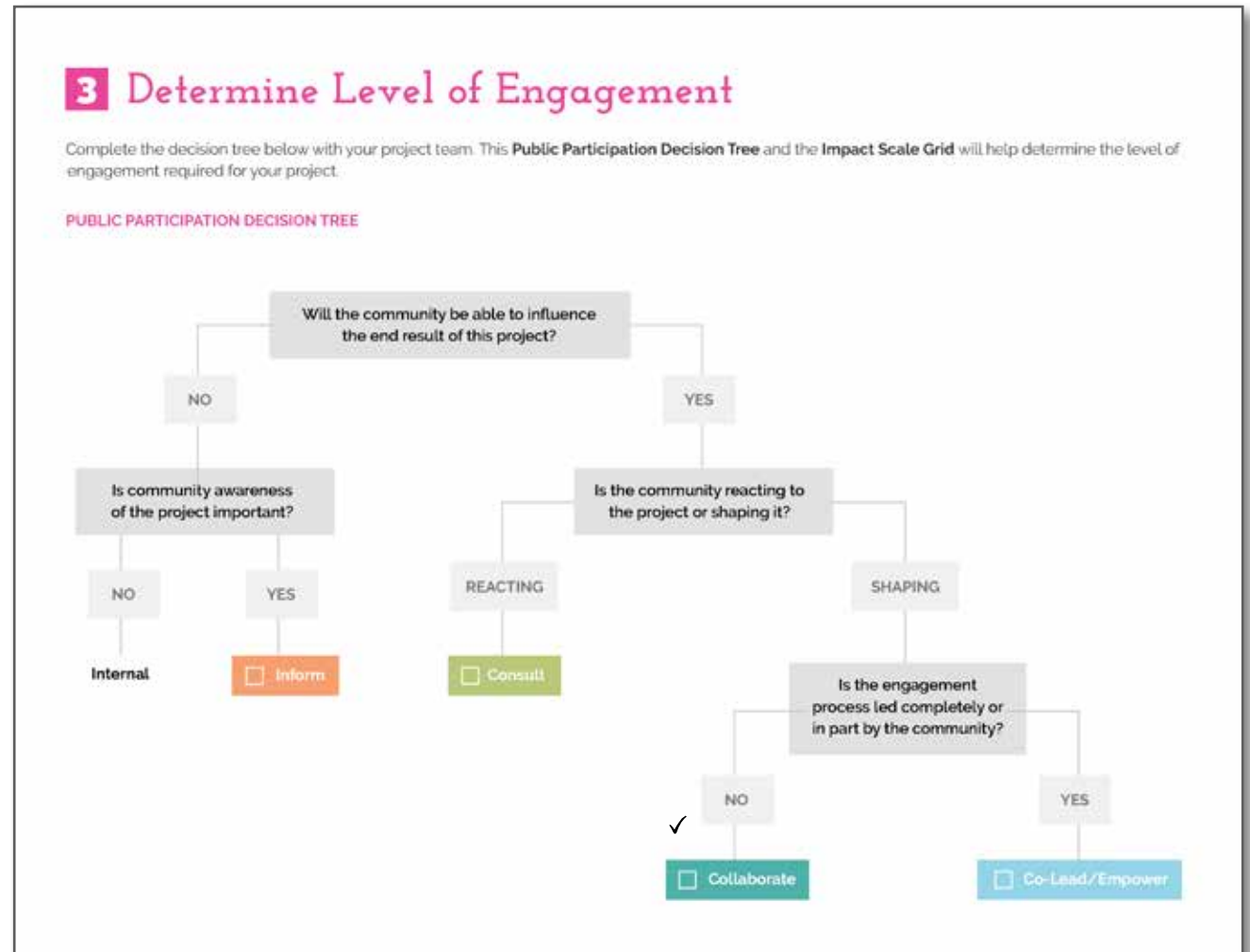
TYPE	CLASSIFICATION	PROJECT EXAMPLE	LEVEL OF ENGAGEMENT	METHODS
I	Low impact, Small Geography	Lead water service replacement	1 way - Inform	Neighborhood newsletter, neighborhood email blast, social media
II	Low impact, Large Geography	Citywide hydrant flushing	1 way - Inform	E-blasts, website, social media
III	High impact, Small Geography	Zoning Map Update	2 way - Consult, Collaborate or Co-lead	Neighborhood meeting, door-to-door canvassing, door hangers, direct mail
IV	High Impact, Large Geography	Master Plan Update	2 way - Consult, Collaborate or Co-lead	Imagine Kalamazoo website, Town Hall meeting, focus groups

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Step 3: Determine Level of Engagement

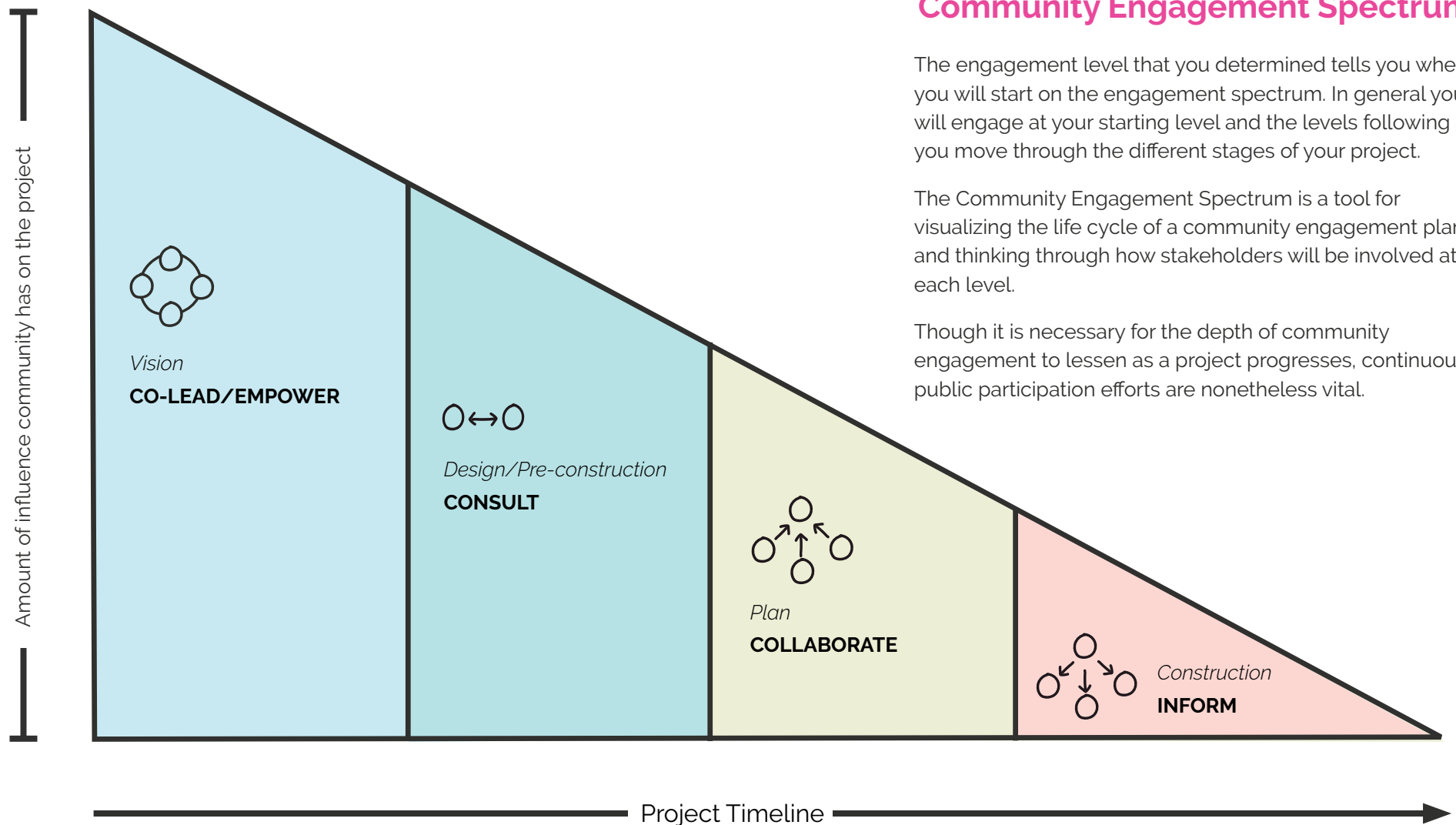
Determining what level of engagement is required for your project will help you pick your engagement activities. The **Public Participation Decision Tree** is a tool designed to guide City staff towards a given project's most appropriate depth of engagement. We will be considering four different engagement levels:

- Inform
- Consult
- Collaborate
- Co-Lead/Empower

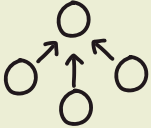
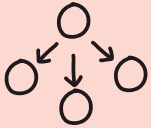


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Step 3: Determine Level of Engagement



Step 3: Determine Level of Engagement

ENGAGEMENT LEVEL & DESCRIPTION		PROJECT EXAMPLES	ENGAGEMENT ACTIVITIES	
	<i>Vision</i> Co-Lead/Empower Working alongside the community or the community leads the engagement process	• Master Plan Update • Neighborhood Planning	• Meetings On the Go • University Partnership • Work Group/Coalition	
	<i>Plan</i> Collaborate The community shapes the project through lots of back and forth to create solutions	• Street Design • Park Improvement Planning • Zoning Ordinance Updates	• Engagement Meetings • Focus Groups • Pop-Up Table • Post Construction Surveys	
	<i>Design/Pre-Construction</i> Consult Presenting concepts or ideas to the community and asking them to react and share their input on them	• Street Tree Planting Locations • Pothole Locations	• Living Walls • Standard Surveys • Statistically Significant Surveys • Post Construction Surveys	
	<i>Construction</i> Inform Keeping the community informed of project updates, construction dates, and outcomes	• Street Construction • Lead Water Service Removal • Park Improvement Construction	• Mailing • Door Hanger • Briefing • Printed Informational Materials • Flyer • Neighborhood Newsletter • Press Release	• Social Media Post • Website Post • TV, Radio, Newspaper or Billboard Posting • Celebration Ceremony • Informational Meeting • Signage • Email Blast

Step 4: Create an Engagement Strategy

Engagement Goals

Engagement goals should explain what you hope to accomplish through engagement. They can include how many people you want to engage overall, goals for communicating project outcomes, milestones you want to reach, etc. Keep the SMART method in mind when developing your goals; they should be **S**pecific, **M**easurable, **A**chievable, **R**ealistic, and **T**imely.

Opportunities

Opportunities are anything that might be helpful throughout your engagement plan. This could be any resources available to you such as residents and their skills, knowledge, or connections. These could also include community meeting spaces or connections to media, universities, nonprofits, or businesses.

Limitations

Limitations are anything that might set certain parameters for your project or your engagement process. Your limitations may include your budget, decisions that have already been made for the project, and any legal restrictions.

4 Create an Engagement Strategy

Engagement goals should explain what you hope to accomplish through engagement. They can include how many people you want to engage, goals for communicating project outcomes, milestones you want to reach, etc. Make sure they are SMART: Specific, Measurable, Achievable, Realistic, and Timely.

ENGAGEMENT GOALS

Goal 1	Goal 2	Goal 3
Engage at least 100 residents by the end of engagement	Engage youth in picking out playground equipment	Provide residents with weekly updates on park construction

OPPORTUNITIES

Anything that might be helpful throughout your engagement plan.

The Centre Neighborhood has an active following on Facebook. Posting opportunities and information on that page could be helpful for promotion.

LIMITATIONS

Anything that might set certain parameters for your project or engagement.

Our engagement budget for the project is \$1,000 for any materials, mailings, etc.

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Step 4: Create an Engagement Strategy

Engagement Overview

It will also be helpful to set up a general plan for each engagement level of your project. Check which engagement levels are applicable for your project and described how stakeholders will be engaged. Also think about what the timeline might be for each level and pick which engagement activities you will plan to do.

In order to respect the time investment of stakeholders, engagement activities should be meaningful and move the project forward.

For a list of engagement activities view the table on page 8 or for more details on each activity view the **Engagement Activities Toolkit** on Page 26 - 32.

4 Create an Engagement Strategy Continued

Check the level of engagement you determined from the Impact Scale Grid and Decision tree.

This is the level of engagement your project will start at. Also check all levels below your starting level as you will also engage at these levels as you move through the different stages of your project.

Fill out the engagement overview table for each applicable level for your project describing how stakeholders will be involved in each level and the engagement activities you plan to do.

ENGAGEMENT OVERVIEW

	ENGAGEMENT LEVEL	TIMELINE	HOW WILL STAKEHOLDERS BE INVOLVED	ENGAGEMENT ACTIVITIES
☐	Vision Co-Lead/Empower			
☒	Plan Collaborate	April - June 2020	Collaborate with residents about what they want the park to look like and have.	Engagement Meeting Living Wall
☒	Design/Pre-construction Consult	July - Sept. 2020	Review park design to make sure that we got it right, make minor tweaks needed.	Engagement Meeting Online Survey
☒	Construction Inform	Oct. 2020 - Aug. 2021	Share outcome, construction dates, and updates	Website Post, Email Blast, Social Media Post, Celebration Ceremony

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Step 4: Create an Engagement Strategy

Now that we have a general idea of what our engagement process will look like and have picked out our engagement activities, its time to plan out each of those activities.

For each engagement activity think about when and where it will take place, what stakeholder groups you are hoping to engage, what you need to carry out the activity successfully, how you will promote the opportunity to stakeholders, and how much it will cost. Refer to **Step 5: Ensure Activities are Accessible & Inclusive**

Check in with Project Team

Make sure that you are periodically scheduling check ins with your project team to see if you are on track to meet your engagement goals. If not, think about how you might need to change up your engagement plan and future activities.

Check in with Stakeholders

Its also important to update stakeholders on how the project is progressing. For more in depth engagement projects where each phase builds upon the last, be sure to explain how input has been used and what the next steps are.

4 Create an Engagement Strategy Continued

Plan out all of your engagement activities using the table below. Use the Engagement Activities Toolkit to help you think through each activity. Fill out as many sheets as needed for your activities.

ENGAGEMENT ACTIVITY List the engagement activity and a brief description	WHEN Specific date or month(s)	WHERE Location/city wide, online/in-person	WHO Stakeholder groups to be engaged	MATERIALS What will you need for this activity?	PROMOTION Social media, website, press release, flyer, etc.	COST For materials, promotion, etc.
Engagement Meeting - Collect input on boards	April 15	Copper Street Park, 123 Copper	All	Food, Boards, Markers, Photo ideas	Facebook event, Release, Postcard	\$500, Staff Time
Living Wall - Open ended: what do you wish was here?	April 15 - May 30	Copper Street Park, 123 Copper	Residents who visit the park	Board, markers	Social Media Post	\$10, Staff Time
Staff Check In - Do we have enough input to make a plan?	June 1			All input collected so far		Staff Time
Engagement Meeting - Review park plan	July 15	Copper Street Park, 123 Copper	All	Food, Boards with Park Plan, Markers	Facebook event, Release, Email Blast	\$200, Staff Time



Be sure to schedule time to update stakeholders on progress as well as time to check in with your project team. If you aren't meeting your engagement goals think about what changes you might need to make for future engagement.

Look through the Engagement Activities Toolkit on pages 26-32 to help you think through each activity.

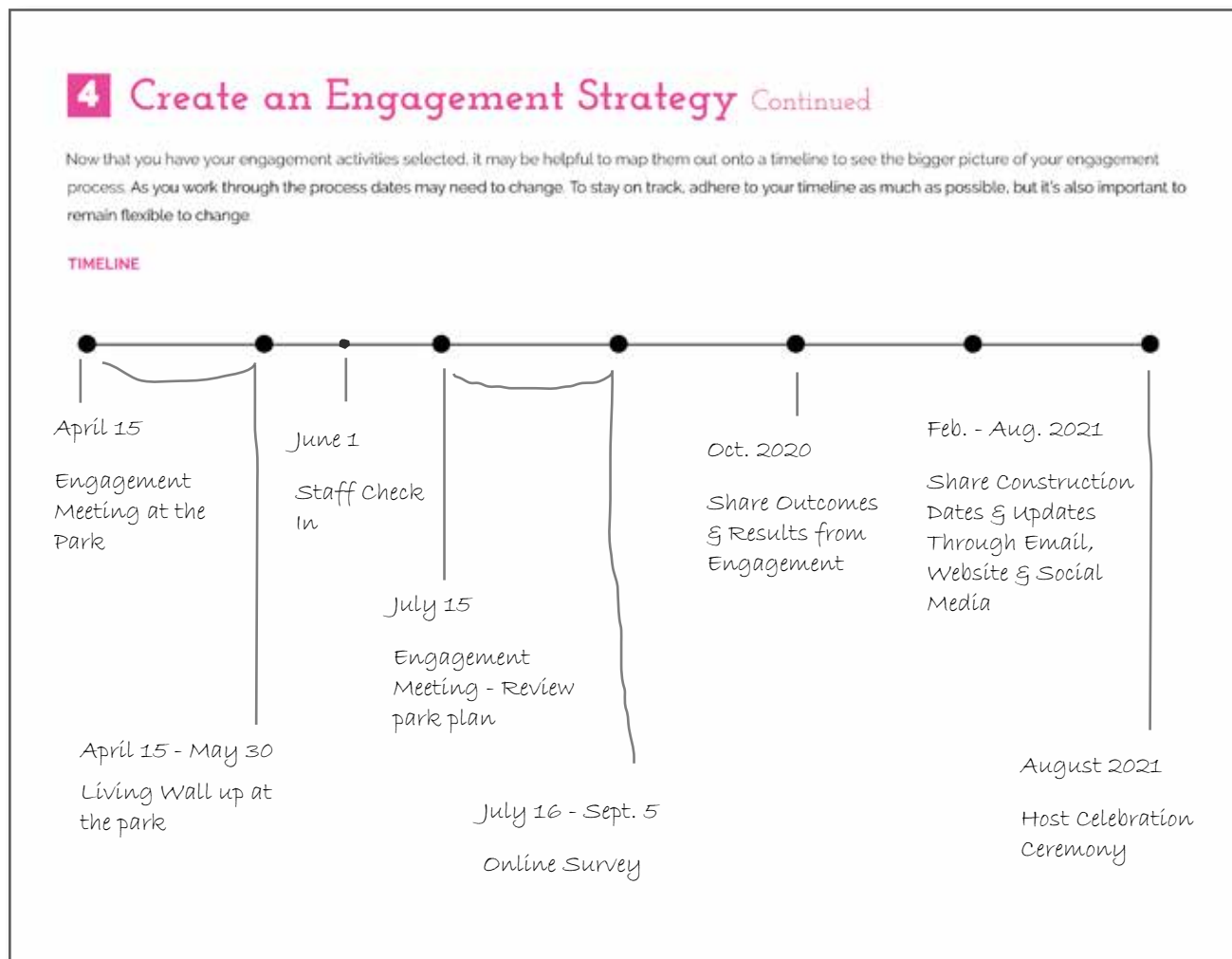
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Step 4: Create an Engagement Strategy

Taking the dates you wrote down on the activities worksheets, create a timeline for your engagement process. Also include any goals or milestones you would like to reach for your project or engagement with the dates.

The timeline will give you an overall feel of the timing for activities and a bigger picture of your engagement process.

As you work your way through the process you may find that you need to change things on your timeline. To stay on track you will want to adhere to your timeline as much as possible, but it's also important to remain flexible to change



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Step 5: Ensure Activities are Accessible & Inclusive

In order to achieve meaningful engagement with a broad range of the Kalamazoo community, activities must be planned so that all residents are able to participate.

It's important to think through and implement different strategies to make sure that communication and engagement opportunities are accessible, comfortable, and convenient for your stakeholders.

To learn more about how to make your engagement activities accessible, visit [Holding Inclusive Events: A Guide to Accessible Event Planning](https://autisticadvocacy.org/wp-content/uploads/2019/05/Accessible-Event-Planning.pdf) (found at: <https://autisticadvocacy.org/wp-content/uploads/2019/05/Accessible-Event-Planning.pdf>)

This Guide focuses on Universal Design, which in this context means designing an activity or event so that everyone can go and take part in that activity or event. It provides resources on physical, sensory, and cognitive accessibility.

5 Ensure Activities are Accessible & Inclusive

Below are some strategies to ensure your engagement activities and materials are accessible and inclusive. Check any you plan to do and list any other ideas you have.

ACCESSIBILITY

- ☒ Seek information from local leaders and residents to determine if a translator or sign language is required
- ☒ Ensure meeting locations have barrier free accessibility
- ☐ Arrange for transportation to and from meetings
- ☒ Ensure online documents are Screen Reader Accessible

COMFORT & CONVENIENCE

- ☒ Offer multiple different ways for stakeholders to share input (online, in-person, written on a board, etc.)
- ☒ Select time, day, and place that works best for those that you are engaging (May be outside of normal working hours, or mean hosting activities where they already are to make it quick and convenient)
- ☒ Provide food & childcare at engagement meetings
- ☒ Set up space to make everyone comfortable

CLEAR & READABLE MATERIALS

- ☒ Use a 12 pt or larger font size
- ☒ Avoid fonts with thin weights or a narrow width
- ☐ Fonts to try: Times New Roman, Verdana, Arial, Helvetica, Calibri
- ☐ Avoid color combinations that are difficult for someone who is color blind to read. Use patterns and textures to show contrast. (Avoid: Red & green, green & brown, blue & purple, green & blue, light green & yellow, blue & gray, green & gray, green & black.)
- ☒ Write simply and define acronyms, avoid jargon or overly technical descriptions
- ☒ Check the readability of text with applications like Hemingway Editor (Not exceeding 6th grade reading level)
- ☒ Include text, graphics, and educational information in materials
- ☒ Translate materials into all relevant languages
- ☒ Make materials visually interesting, consistent, and on-brand for the City
- ☒ Always include contact information, and social media/website links on handouts/flyers to access further information.

OTHER

- ☒ Be ready 20-30 minutes before start time
- ☒ Have more than you think you need of everything (handouts, pens, food)
- ☒ Clearly mark meeting location on the site. Use directional arrows and other way finding
- ☒ Ensure doors are unlocked the duration of the event
- ☒ Engagement activities for kids
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

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Step 6: Promote Participation & Communicate Results

Promote Participation

In all promotional materials make sure the benefit of engagement is emphasized. Consider what stakeholders might be interested in or what concerns they might have and connect those to the project.

Think through what your call to actions might be through different stages of the project. Make sure your calls to action are very clear and make it easy to get involved.

Communicating Results

It is essential that participants are briefed on how their input shaped the decision-making process. This is an important time to thank participants and create excitement around the completed project.

This promotes transparency and community ownership over a given project, and also provides valuable information for residents who may not have had the chance to participate in initial project phases. Reporting outcomes and debriefing is also greatly beneficial for the City – with the benefit of hindsight, this is an opportunity to receive meaningful feedback on public participation efforts as a whole.

6 Promote Participation & Communicate Results

PROMOTIONAL STRATEGY

How does your project align with the interests and concerns of your stakeholders? What is the benefit to them of getting involved?

If they live near or visit the park they will have an interest in it. They will get to help shape what the park will have.

What are your calls to action?

What do you want to see in Copper Street Park? Let us know!

Did we get it right? Review and share your input on the Copper Street Park Draft Plan!

How will you communicate with stakeholders and keep them up to date on the project?

Posting on social media. Have a sign in sheet at each meeting to collect emails. Send email updates. Post updates at neighborhood association.

In the last engagement level of the engagement spectrum, inform, you will be communicating the results of your project. Once you have compiled all of the input for your project fill out the sheet below to show how community input informed project decisions. This worksheet is not required for projects that start at the Inform level of engagement/don't include community input. Share this outcome information and updates with stakeholders.

COMMUNITY INPUT

What we heard

New playground for 8-10 year olds is needed

Park tree canopy is important

Install a pool

PROJECT OUTCOMES

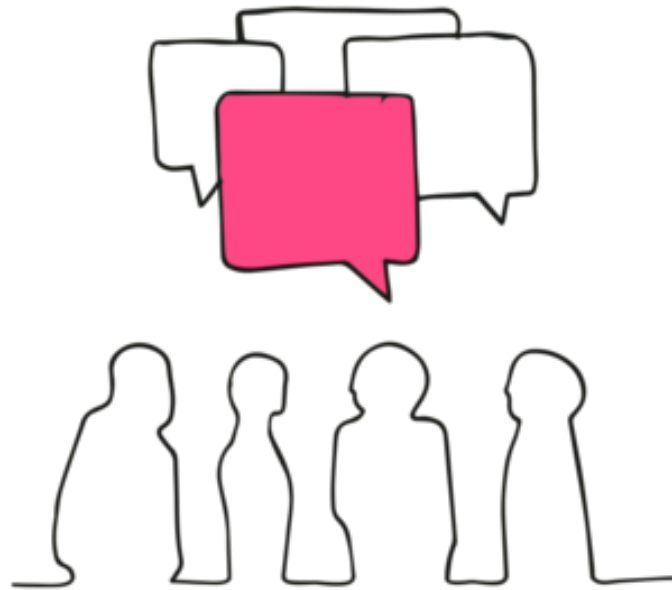
What we're doing

New playground for 8-10 year olds will be installed. Playground design was selected by neighborhood youth.

New amenities will be planned around existing trees. 10 new trees will be planted.

We unfortunately do not have the budget to install and maintain a pool in this location. Pool installation would also require removing several mature trees.

Find a blank copy of this form on page 25



Community Engagement Plan Template

PROJECT NAME

DATE CREATED

1 Define the Project

LOCATION

Specific address, neighborhood, city-wide

PARAMETERS

Deadline, budget, decisions that have already been made

TIMELINE

Start: Month/Year

End: Month/Year

PROJECT TEAM

Name	Title
Project Manager	

DESCRIPTION

Overview of the project. What decisions will be made?

PLAN ALIGNMENT

Was this project listed in an existing plan? Which goals or actions in these existing plans relate to your project?

Existing Plans Check all that align

- ☐ 2025 Master Plan
- ☐ HUD Consolidated Plan
- ☐ Shared Prosperity Plan
- ☐ Sustainability Plan
- ☐ Parks & Recreation Plan
- ☐ _____
Neighborhood
Neighborhood Plan

List Related Plan Actions or Goals

STRATEGIC VISION GOALS

Check all that apply

- ☐ Shared Prosperity
- ☐ Connected City
- ☐ Inviting Public Places
- ☐ Environmental Responsibility
- ☐ Safe Community
- ☐ Youth Development
- ☐ Complete Neighborhoods
- ☐ Strength Through Diversity
- ☐ Economic Vitality
- ☐ Good Governance

2 Identify Stakeholders & Impact

PROJECT IMPACT

PLACES that will be impacted

Ex: Neighborhood, streets natural feature, access to water

PEOPLE that will be impacted

Ex: Business, home owner, renter, citizen rights or liberties

PROCESSES that will be impacted

Ex: New website, phone number, or office location, bill paying, permitting, accessing services

Level of Impact

Considering the places, people, and processes being impacted, determine whether your project will have a high or low impact on the community.

☐ Low Impact

☐ High Impact

Impact Area

Considering the places being impacted, determine whether your project will impact a small or large area.

☐ Small Area

☐ Large Area

PROJECT PARTNERS

Are there other groups or organizations that will be helping carry out the project?

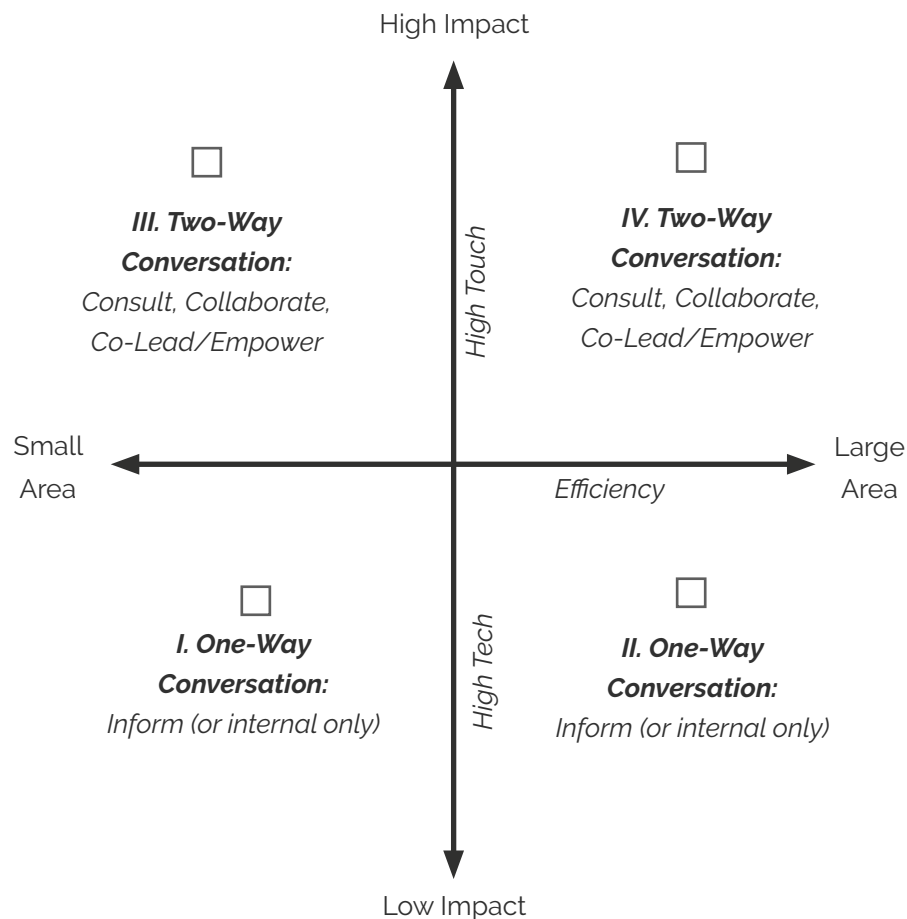
STAKEHOLDER GROUPS

Stakeholders are anyone that you will need to engage throughout your project. Consider who will: be impacted by the project, be interested in the project, have knowledge or expertise on the topic, and make decisions for the project (schools, churches, nonprofits, neighborhood residents, businesses, government departments, boards/commissions, etc.

3 Determine Level of Engagement

Based on the level of impact and impact area you determined on the last page, check the applicable quadrant on the Impact Scale Grid below. This grid and the decision tree on the next page will help determine the level of engagement required for your project. In general the higher impact, the more in-depth engagement is required,

IMPACT SCALE GRID

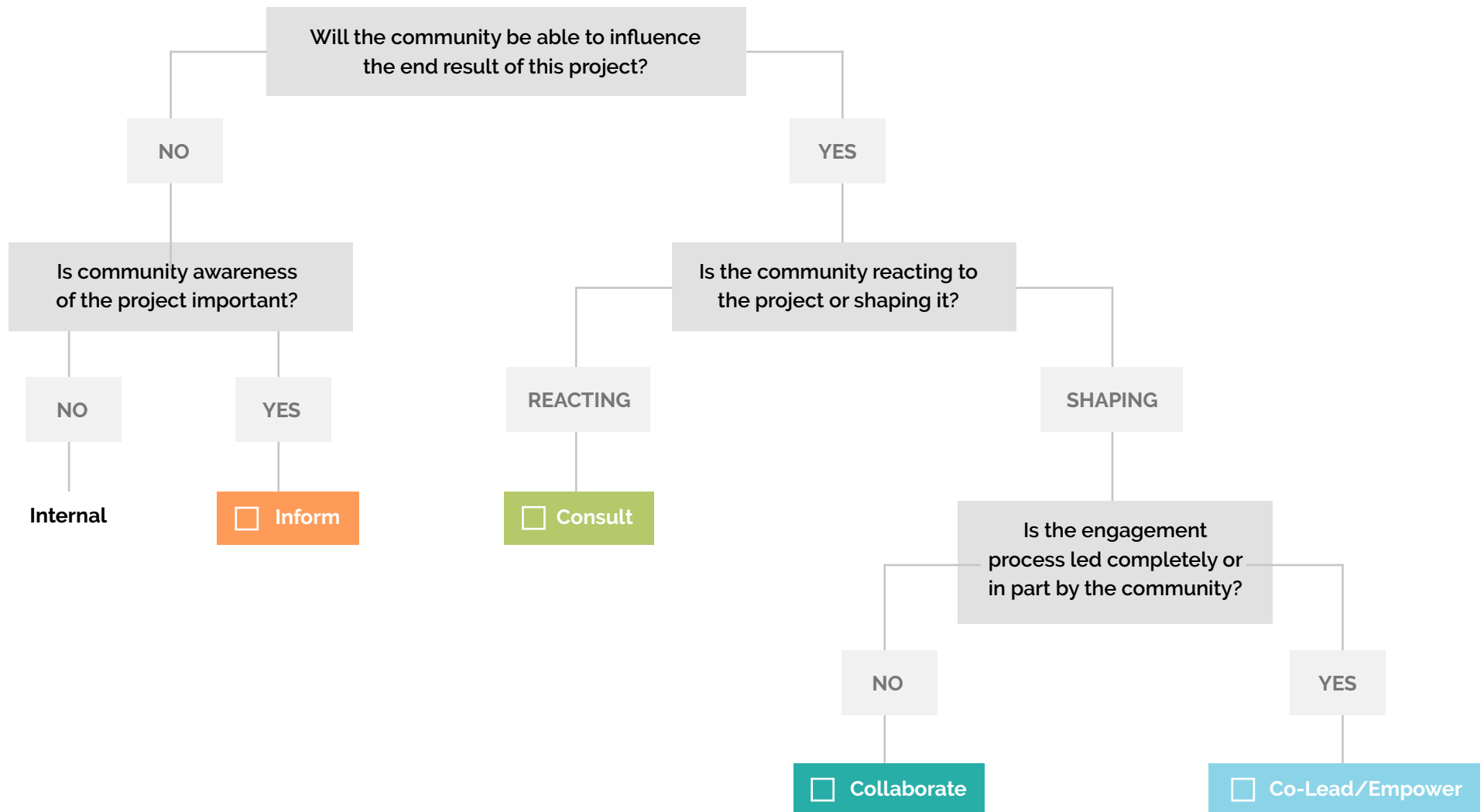


TYPE	CLASSIFICATION	PROJECT EXAMPLE	LEVEL OF ENGAGEMENT	METHODS
I	Low impact, Small Geography	Lead water service replacement	1 way - Inform	Neighborhood newsletter, neighborhood email blast, social media
II	Low impact, Large Geography	Citywide hydrant flushing	1 way - Inform	E-blasts, website, social media
III	High impact, Small Geography	Zoning Map Update	2 way - Consult, Collaborate or Co-lead	Neighborhood meeting, door-to-door canvassing, door hangers, direct mail
IV	High Impact, Large Geography	Master Plan Update	2 way - Consult, Collaborate or Co-lead	Imagine Kalamazoo website, Town Hall meeting, focus groups

3 Determine Level of Engagement

Complete the decision tree below with your project team. This **Public Participation Decision Tree** and the **Impact Scale Grid** will help determine the level of engagement required for your project.

PUBLIC PARTICIPATION DECISION TREE



4 Create an Engagement Strategy

Engagement goals should explain what you hope to accomplish through engagement. They can include how many people you want to engage, goals for communicating project outcomes, milestones you want to reach, etc. Make sure they are SMART: Specific, Measurable, Achievable, Realistic, and Timely.

ENGAGEMENT GOALS

Goal 1

Goal 2

Goal 3

OPPORTUNITIES

Anything that might be helpful throughout your engagement plan.

LIMITATIONS

Anything that might set certain parameters for your project or engagement.

4 Create an Engagement Strategy *Continued*

Check the level of engagement you determined from the Impact Scale Grid and Decision tree.

This is the level of engagement your project will start at. Also check all levels below your starting level as you will also engage at these levels as you move through the different stages of your project.

Fill out the engagement overview table for each applicable level for your project describing how stakeholders will be involved in each level and the engagement activities you plan to do.

ENGAGEMENT OVERVIEW

	ENGAGEMENT LEVEL	TIMELINE	HOW WILL STAKEHOLDERS BE INVOLVED	ENGAGEMENT ACTIVITIES
☐	<i>Vision</i> Co-Lead/Empower			
☐	<i>Plan</i> Collaborate			
☐	<i>Design/Pre-construction</i> Consult			
☐	<i>Construction</i> Inform			

4 Create an Engagement Strategy Continued

Plan out all of your engagement activities using the table below. Use the Engagement Activities Toolkit to help you think through each activity. Fill out as many sheets as needed for your activities.

ENGAGEMENT ACTIVITY List the engagement activity and a brief description	WHEN Specific date, or month(s)	WHERE Location/city wide, online/in-person	WHO Stakeholder groups to be engaged	MATERIALS What will you need for this activity?	PROMOTION Social media, website, press release, flyer, etc.	COST For materials, promotion, etc.



Be sure to schedule time to update stakeholders on progress as well as time to check in with your project team to review your engagement goals. If you aren't meeting your engagement goals think about what changes you might need to make for future engagement activities.

4 Create an Engagement Strategy Continued

Now that you have your engagement activities selected, it may be helpful to map them out onto a timeline to see the bigger picture of your engagement process. As you work through the process dates may need to change. To stay on track, adhere to your timeline as much as possible, but it's also important to remain flexible to change.

TIMELINE



5 Ensure Activities are Accessible & Inclusive

Below are some strategies to ensure your engagement activities and materials are accessible and inclusive. Check any you plan to do and list any other ideas you have.

ACCESSIBILITY

☐	Seek information from local leaders and residents to determine if a translator or sign language is required
☐	Ensure meeting locations have barrier free accessibility
☐	Arrange for transportation to and from meetings
☐	Ensure online documents are Screen Reader Accessible

COMFORT & CONVENIENCE

☐	Offer multiple different ways for stakeholders to share input (online, in-person, written on a board, etc.)
☐	Select time, day, and place that works best for those that you are engaging. (May be outside of normal working hours, or mean hosting activities where they already are to make it quick and convenient)
☐	Provide food & childcare at engagement meetings
☐	Set up space to make everyone comfortable

CLEAR & READABLE MATERIALS

☐	Use a 12 pt or larger font size
☐	Avoid fonts with thin weights or a narrow width
☐	Fonts to try: Times New Roman, Verdana, Arial, Helvetica, Calibri
☐	Avoid color combinations that are difficult for someone who is color blind to read. Use patterns and textures to show contrast. (Avoid: Red & green, green & brown, blue & purple, green & blue, light green & yellow, blue & gray, green & gray, green & black.)
☐	Write simply and define acronyms, avoid jargon or overly technical descriptions
☐	Check the readability of text with applications like Hemingway Editor (Not exceeding 6th grade reading level)
☐	Include text, graphics, and educational information in materials
☐	Translate materials into all relevant languages
☐	Make materials visually interesting, consistent, and on-brand for the City.
☐	Always include contact information, and social media/website links on handouts/flyers to access further information.

OTHER

☐	Be ready 20-30 minutes before start time
☐	Have more than you think you think you need of everything (handouts, pens, food)
☐	Clearly mark meeting location on the site. Use directional arrows and other way finding
☐	Ensure doors are unlocked the duration of the event
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6 Promote Participation & Communicate Results

PROMOTIONAL STRATEGY

How does your project align with the interests and concerns of your stakeholders? What is the benefit to them of getting involved?

What are your calls to action?

How will you communicate with stakeholders and keep them up to date on the project?

In the last engagement level of the engagement spectrum, Inform, you will be communicating the results of your project. Once you have compiled all of the input for your project fill out the sheet below to show how community input informed project decisions. This worksheet is not required for projects that start at the Inform level of engagement/don't include community input. Share this outcome information and updates with stakeholders.

COMMUNITY INPUT

What we heard



PROJECT OUTCOMES

What we're doing

Engagement Activities Toolkit

Inform

ACTIVITY	THINK IT THROUGH	BENEFITS	CHALLENGES
Mailing Printed & mailed informational materials (Newsletters, postcards, reports/guides)	Ensure content is clear and readable. Postcard vs mailer in envelope	Widespread distribution.	Can be expensive. Limited readership. Limited space. Environmental Impact.
Door Hangers Printed informational materials hooked on resident's door knobs.	Ensure content is clear and readable. If laid out accordingly, it is possible to include a tear off postcard on the door hanger for residents to easily respond	Affordable and can be printed in house, providing flexibility and quick turnaround May stand out more than a postcard.	Distribution can be time consuming for large areas. (Typically best for 200 or less addresses) Limited space for text.
Printed Informational Material Includes newsletters, brochures, issue papers, and fact sheets.	Ensure content is clear and readable. Can be distributed in person or linked online.	Fosters accountability; documents the planning process.	Limited distribution networks can leave some populations out of the conversation. Limited space. Readership can be limited.
Press Release	Well-suited for distributing information about major project developments and milestones, technical or legal information. Can also be posted on website as news.	Can distribute precise information; language is often used directly in articles. Easy to track, provides accountability.	Low media response rate. Limited readership.
Flyer Handouts announcing City meetings, events, and other initiatives.	Neighborhood associations, community organizations, and local businesses can be ideal distribution points.	Simple, cost-effective way to get your message across. Includes community members who may not have access to Internet, television, etc. Distribution presents an opportunity to connect with community partners and engage them in the process.	Limited information can be conveyed. Distribution can be time consuming for large areas.

ACTIVITY	THINK IT THROUGH	BENEFITS	CHALLENGES
Neighborhood Newsletter Inclusion of information in neighborhood newsletters (physical or online).	Well-suited for reaching out to particular neighborhoods.	Cost effective, makes use of existing mailing systems. Opportunity to connect with neighborhood residents in the way that they have identified as working best for them (physical mailing, social media, etc.). Fosters contact with active community members.	Mailing entity may be unclear to the reader. Information may only reach those who are already actively engaged with the neighborhood.
Social Media Post Includes Facebook, Twitter, and Instagram	Use a variety of post formats, including text, photos, videos, polls, and events. Create Facebook events for all City gatherings to increase attendance. Reply promptly to community inquiries and comments.	Economical and instant method of reaching out to a broad population. Encourages community involvement and City accountability; allows community members to visibly comment on City posts.	Those without Internet access are left out. Major community events can create a flood of comments that can be difficult to respond to.
Website Post	Use concise, accessible language. Share links to social media pages. Make materials visually appealing and user-friendly.	Economical and instant. Encourages accountability; easy to look back on the progression of a project.	Community members are fairly unlikely to visit websites unless there is a particular reason to do so (this is why sharing links is vital). Those without Internet access are left out.
Email Blast Emailing project updates to past event or meeting attendees	You will want to have sign in sheets at your meetings/events for people to sign up. You could also include a sign up form online.	Economical and instant. Keeps people who have already showed interest in your project up to date and engaged.	Limited to the list of emails you have.
TV, Radio, Newspaper, Billboard Posting	Consider the best days of the week, times of day, and sections or channels to reach intended audience.	Widespread distribution.	Can be expensive. Limited information can be conveyed. Information may not always be watched/listened to/read thoroughly.

ACTIVITY	THINK IT THROUGH	BENEFITS	CHALLENGES
Celebration Ceremony Includes ribbon-cuttings, festivals, and other special events to celebrate the completion of a project.	Include community partners to increase visibility, build relationships, and, in some cases, share costs. Consider how other public participation tools can improve your celebration. When appropriate, can include post surveys and/or information about new and upcoming projects.	Opportunity to celebrate successes and increase visibility of a project. Often draws positive attention from the press. Celebration ceremonies that are open to the public are often very popular.	Can be costly in terms of time and resources.
Briefing Short, one-way presentation at existing community meeting or event (civic clubs, nonprofits, etc.)	It is important to consider your audience and present at a wide range of meetings. What groups might present an opportunity to reach out to underrepresented populations? You may want to handout Printed Informational Materials <i>Virtual Option:</i> Record video or presentation with audio.	Can be an effective way to make contact in the community and build interest in City projects. Requires time from City staff, but similar presentations can be used for different groups.	Can be easy to fall into a routine of meeting with only a select few groups. Project stakeholders may not be target audience.
Informational Meeting A meeting to inform residents about an upcoming project or construction	Have detailed project information ready to share (purpose, timeline, how residents will be impacted, how to stay up to date, etc.) Think about what questions residents might ask about the project. You may want to handout Printed Informational Materials <i>Virtual option:</i> Live stream or record and share online for review or for those who couldn't attend at scheduled time.	Gives residents the opportunity to ask questions and get answers face to face.	A great deal of outreach and effort is required to achieve strong attendance.
Signage Signs placed at a project site to indicate completion. Includes semi-permanent/permanent signs as well as temporary signage such as yard signs.	A practical method for physical development projects. Use appropriate logos/icons and text to promote City initiatives like Imagine Kalamazoo 2025. If relevant, include community partners' logos. Consider the duration that the sign will be up. Make a plan about who will take down the sign.	Great way to reach users of the space. Can help community members to understand a project's connection with the City; increases transparency. Can be a branding/marketing opportunity in multiple ways— can show off City logos, and also can appeal to potential partners.	Can be expensive. Vandalism is a concern. Check local sign code or Right of Way Requirements

ACTIVITY	THINK IT THROUGH	BENEFITS	CHALLENGES
Standard Surveys Surveys/questionnaires distributed online or in person at engagement events or pop-up tables	It is important to be intentional with survey questions and distribution. Think about how residents will have access to the survey. Reach out to community partners to assist in distribution. Keep surveys short and include background information residents will need to know. <i>Virtual option:</i> Online survey with a prerecorded presentation for information or instructions.	Cost-effective Allows for a variety of questions Can be an opportunity to collect email addresses for updates with an optional email address question.	Distribution can be uneven, and results can be easily skewed.
Statistically Significant Surveys Surveys/questionnaires mailed randomly to a sample population.	For statistically valid results, should be developed and conducted by an outside group.	Opportunity for statistically valid results from a wide sample of the population.	Can be costly to implement, both in time and resources. Response rate often low. Can be a slow process. Once the survey has been set in motion, there is little room for change.
Post Surveys Surveys/questionnaires after the completion of a project.	Consider the best way to distribute (mail, email, and in-person) Be intentional with the questions that you ask— try to focus on things that the City can have an active response to. "Would you like to see similar projects in the future?" is more productive than "Do you like this project?" # of post surveys at what interval <i>Virtual option:</i> Surveys can be done virtually.	If well-designed, can provide incredibly valuable input on how successful a project was and ways to improve. Can serve as a community builder by reminding community members of the work that has already been done and reconnecting them with the City.	Response rates can be low. Can be difficult to get in touch with past participants. If questions are not phrased well, you can get input that is impossible to act on.

Consult

ACTIVITY	THINK IT THROUGH	BENEFITS	CHALLENGES
Living Walls Interactive posters, on which community participants can write or draw out responses to a given prompt.	Prompts and responses are generally quite broad; best for initial planning and data-gathering. Make sure categories are distinct and clear. <i>Virtual option:</i> Can be done virtually in both a live setting using digital white board applications and asynchronously to allow participation at anytime.	Adaptable, intuitive, and transparent. Can create a space for engagement between participants and a sense of ownership over the process. Opportunity to reach individuals and groups for whom privacy is a concern; living walls can be dropped off at an organization and used internally. Can be used as an engagement exercise during meetings or events, or displayed in public spaces for a longer period of time.	Limited information can be conveyed. Cannot follow up with individual respondents.

Collaborate

ACTIVITY	THINK IT THROUGH	BENEFITS	CHALLENGES
Engagement Meetings Open community meeting with space for back-and-forth interaction.	Consider other public participation tools that might be useful as part of the meeting — living walls, surveys, etc. <i>Virtual Option:</i> Can be done virtually.	Increases sense of community ownership over the planning process. Flexible and adaptable; can be used with a variety of other public participation tools depending on topic/audience.	A great deal of outreach and effort is required to achieve strong attendance.
Focus Groups In-person, small-group meetings.	Planning ahead is important — how will the questions that you ask now help your project moving forward? <i>Virtual Option:</i> Can be done virtually in both large and small groups.	Provides traceable data. Reaches broad, representative population.	Can be expensive and time consuming.
Pop-Up Table Outreach and engagement at existing community-organized meetings and events.	Opportunities for engagement include Art Hop, farmers' markets, neighborhood association meetings, and community organization meetings. <i>Virtual Option:</i> Use break out room functions and digital white boards, like Miro or Mural.	Opportunity to meet community members in a setting that is convenient and familiar. Opportunity to connect with community members who might not attend City organized meetings or be online.	Important to be respectful of community boundaries; ensure that the City is not "stepping on toes" and barging in without invitation.

Co-Lead/Empower

ACTIVITY	THINK IT THROUGH	BENEFITS	CHALLENGES
Meetings on the Go Packets of information distributed to community members who are hosting their own meetings about a City initiative.	Ideal for use with community groups, clubs, neighborhood associations, or social groups. Easily adaptable to various group sizes and types. <i>Virtual Option:</i> Meetings can be held virtually or live.	Increases sense of community ownership over the planning process. Flexible and require minimal City resources; City staff not needed to facilitate. Can be useful for engaging groups, such as privacy sensitive community organizations, that might be hesitant to attend City-led meetings.	Can be difficult to ensure that information from the meetings gets accurately reported back to the City. Conversation topics may stray from initial agenda.
University Partnership Collaborative efforts between City departments and Kalamazoo colleges/universities.	Can include City presentations at university events, joint research opportunities, and town hall-style meetings on university campuses.	Collaboration can be a mutually beneficial tool Universities often have access to time, resources (particularly computer programs), and skills that the City may not. For students, partnership can present a professional development/research opportunity.	Successful collaboration requires time and effort on behalf of all parties. City needs do not always align well with university calendars.
Work Group/Coalition A group of businesses, organizations, residents, City staff, topic experts, etc. who will help with planning, engagement, and implementation of your project	What businesses, organizations, etc. are either located near or around your project or might be interested in your project. Also consider how members will benefit from joining your coalition, how much time they will need to invest, and any information you will need to provide them about your project and engagement.	These members can be an important resource for engagement and help with increasing your reach. Increases community ownership over the planning process.	Coordinating and scheduling meetings, etc. can be time consuming Finding a time that works for everyone to meet can be challenging

**CITY OF KALAMAZOO
SITE PLAN REVIEW PROJECT LIST**

Year 2022	Project Address	Project Description	Applicant	Property Owner	Pre-App. Received	Pre-App. Meeting	Pre-App. Approval Date	Date Site Plan Rec.	Fee	Committee Meet. Date	Design Review	Site Plan Review Status	Final Site Plan Approval Date	Final Inspect.
PSP22-001	719 N Burdick	New Mixed Use Building	Young Kings & Queens	Young Kings & Queens	10/29/2021	11/17/2021	11/17/2021	1/5/2022	\$500	2/2/2022	NA	Site Plan Approved	2/17/2022	
PSP22-002	2839 Millcork	Cell Antenna Colocation	Crown Castle USA, INC	Sprint Spectrum, LLC	11/7/2021	NA	12/22/2021	1/7/2022	\$250	2/2/2022	NA	Site Plan Approved	2/4/2022	
PSP22-003	4401 Siesta St	Cell Antenna Colocation	Tara Jones / SBA Communications	City of Kalamazoo	11/18/2021	12/15/2021	12/15/2021	1/10/2022	\$250	2/9/2022	NA	Site Plan Approved	2/11/2022	
PSP22-004	519 W Willard St	Cell Antenna Colocation	Haley Law Firm, LLC	Cellco	12/13/2021	1/5/2022	1/5/2022	1/17/2021	\$250	2/9/2022	NA	Site Plan Approved	2/11/2022	
PSP22-005	1505 N Burdick St	Change of Use to add retail auto parts store	Nelson Nave, AIA	Northside Association for Community Development	1/13/2022	1/26/2022	1/26/2021	2/11/2022	\$250	3/9/2022	NA	Project Under Review	5/17/2022	
PSP22-006	4221 S Westnedge Ave	Change of Use to cat café (Kennel)	Kzoo Cat Café	Kzoo Cate Café	1/24/2022	2/9/2022	2/9/2022	2/22/2022	\$250	3/16/2022	NA	Site Plan Approved	3/29/2022	
PSP22-007	4305 Portage St	Change of Use To Marihuna Retailer	JEK Properties, LLC	JEK Properties, LLC	10/14/2021	10/27/2021	10/27/2021	3/17/2022	\$250	4/6/2022	NA	Site Plan Approved	5/4/2022	
PSP22-008	530 S Rose St	New Senior Housing	Hurley & Stewart	PGJ Development, LLC	11/16/2021	12/16/2021	12/16/2021	3/22/2022	\$500	4/20/2022	NA	Project Under Review		
PSP22-009	2605 E Kilgore Rd	Building Addition to Zoetis Facility	Zoetis	Zoetis	12/2/2021	2/2/2022	2/2/2022	3/29/2022	\$500	4/27/2022	NA	Project Under Review		
PSP22-010	855 S Drake Rd	New Modular Building	Jed Dingsen	Calvary Baptist Church	1/5/2022	2/9/2022	2/9/2022	3/30/2022	\$500	5/4/2022	NA	Project Under Review		
PSP22-011	105 E Walnut	Cell Antenna Colocation	LCC Telecom Services	South Mall Limited Dividend	NA	NA	NA		\$250	6/1/2022	NA	Application in Process	6/3/2022	
PSP22-012	2001 Fulford	Cell Antenna Colocation	LCC Telecom Services	The Trinity Group, LLC	NA	NA	NA		\$250	6/1/2022	NA	Application in Process	6/3/2022	
PSP22-013	440 W Kalamazoo Ave	New Building for ISK	AR Engineering	Integrated Serices of Kalamazoo	3/7/2022	3/23/2022	3/23/2022	4/29/2022	\$500	6/1/2022	DDRC	Project Under Review		
PSP-014	1827 Reed	Cell Antenna Colocation	Haley Law Firm	Reed 1827, LLC	12/30/2021	1/19/2022	1/19/2022	5/8/2022	\$250	6/1/2022	NA	Project Under Review		
PSP22-015	813 W Kilgore	Cell Antenna Colocation	American Tower	City of Kalamazoo	NA	NA	Na	5/12/2022	\$250	6/8/2022	NA	Project Under Review		
PSP22-016	519 W Willard St	Cell Antenna Colocation	American Tower	Cellco	3/29/2022	4/13/2022	4/13/2-22	5/12/2022	\$250.00	6/8/2022	NA	Project Under Review		
PSP22-017	1827 Reed	Cell Antenna Colocation	American Tower	Reed 1827, LLC	3/29/2022	4/13/2022	4/13/2022	5/12/2022	\$250.00	6/8/2022	NA	Project Under Review		
PSP22-018	219 W South St	Rebuild Parking Lot and Sidewalk												
PSP22-019	1802 E Main St	Redevelop Building for Restaurant Use												
PSP22-020	508 Harrison	New Mixed Use Development												
PSP22-021	519 W Willard St	Cell Antenna Colocation (Increase Tower Height)												
PSP22-022	440 E North St	Rebuild Parking Lot and Right of Way Work												
PSP22-023	1601 E Main St	New Mixed Use Development												
PSP22-024	3419 S Burdick	Cell Antenna Colocation												