



# The City of OKLAHOMA CITY

## Development Codes Update Stakeholder Advisory Team Special Meeting

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### AGENDA

### 1:00 p.m. April 2, 2021

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During the COVID-19 pandemic, no physical location will be provided for this meeting. The meeting will instead be live streamed from remote locations as allowed by SB 1031, 25 O.S. Supp. 2020 § 307.1 (C). Instructions on how to join the meeting can be found on the second page of this agenda.

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#### TEAM MEMBERS

Santiago Arzate, Allison Barta-Bailey, Jessica Black, Todd Booze, Gary Brooks, Andy Burnett, Ofelia Cancio, Nathan Cao, Jorge Charneco, James Cooper, Scott Cravens, Joel Dixon, Jonathan Dodson, Clay Farha, Chris Fleming, Asa Highsmith, Julie Hornbeek, Andrew Hwang, A.J. Kirkpatrick, Mark Livingston, David Lloyd, Ricardo Montoya, Kenyon Morgan, Nikki Nice, Jim Parrack, Emily Pomeroy, Janis Powers, Deemah Ramadan, Todd Stone, Tim Strange, Bryce Thompson, Marcus Ude, Mark Zitzow

Geoff Butler, Planning Director  
Lisa Chronister, Assistant Director  
Sarah Welch, Program Planner  
Marilyn Lamensdorf, Senior Planner  
Mark Mishoe, Admin Coordinator  
Susan Randall, Municipal Counselor

#### ALL MEMBERS ATTENDING THE MEETING BY VIDEO CONFERENCE

PHONE 1(346)248-7799 cell phone  
Toll Free: 1(877)853-5257 or 1(888)475-4499 landline only  
Meeting ID: 932 0861 2003  
Join Zoom Meeting: <https://okc.zoom.us/j/93208612003>

## **PARTICIPANT INSTRUCTIONS**

### **VIDEO TELECONFERENCE MEETING**

The City encourages participation in the public meeting from the residents of Oklahoma City. The City Council Chamber will be closed and the only alternative to participate in the meeting will be by video teleconference. Below are instructions on how to access the meeting and how to request to speak on certain agenda items.

To participate in the meeting via ZOOM, go to **Meeting URL:**

<https://okc.zoom.us/j/93208612003>

When prompted, enter Meeting ID: **932 0861 2003**

- To participate in the meeting by cell phone, call **1(346)248-7799**
- To participate by land line toll free, call **1(877)853-5257 or 1(888)475-4499**
- To speak on a certain agenda item, place a call in advance of the meeting to (405)297-2406 or e-mail [mark.mishoe@okc.gov](mailto:mark.mishoe@okc.gov). Include your name, the agenda item number and the reason you would like to speak (protest, representing applicant, request continuance, i.e.). **Please submit your request prior to the beginning of the meeting to avoid receiving your request after your item has been considered.** City staff will attempt to submit requests received during the meeting to the Chair. Please press \*6 to speak when recognized by the Chair.

The Chair will announce at the beginning of the meeting that if connections are lost, the City will attempt to restore communications for a maximum of 30 minutes and if communications cannot be restored, the meeting will reconvene at a certain date, time and place. If you are disconnected from the video conference, please try again before calling 405-297-2406.

It is the policy of the City to ensure that communications with participants and members of the public with disabilities are as effective as communications with others. Anyone with a disability who requires an accommodation, a modification of policies or procedures, or an auxiliary aid or service, or alternate format of the agenda in order to participate in this meeting should contact the ADA Coordinator of the Planning Department at 405-297-2406 or TDD (405) 297-2020 as soon as possible but not later than 48 hours (not including weekends or holidays) before the scheduled meeting. The Planning Department will give primary consideration to the choice of auxiliary aid or service requested by the individual with disability.

**Stakeholder Advisory Team**

April 2, 2021 Special Meeting

Agenda - Page 3 of 3

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **MEETING GOALS**
4. **REVIEW PROJECT OUTREACH**
6. **PUBLIC COMMENT**
7. **SCHEDULE & NEXT STEPS**
8. **MEETING RECAP**
9. **ADJOURN**



# OKC Development Codes Update

Stakeholder Advisory Team Meeting #6

April 2, 2021 | 1:00 p.m.

# Agenda

1. Call to order
2. Roll call
3. Meeting goals
4. Review project outreach strategy
5. Public comment
6. Schedule & next steps
7. Meeting recap

# Meeting Goals

- Review the code update public outreach strategy
- Collect feedback on effective tools and what groups should be engaged





# Project outreach

Development Codes Update Project

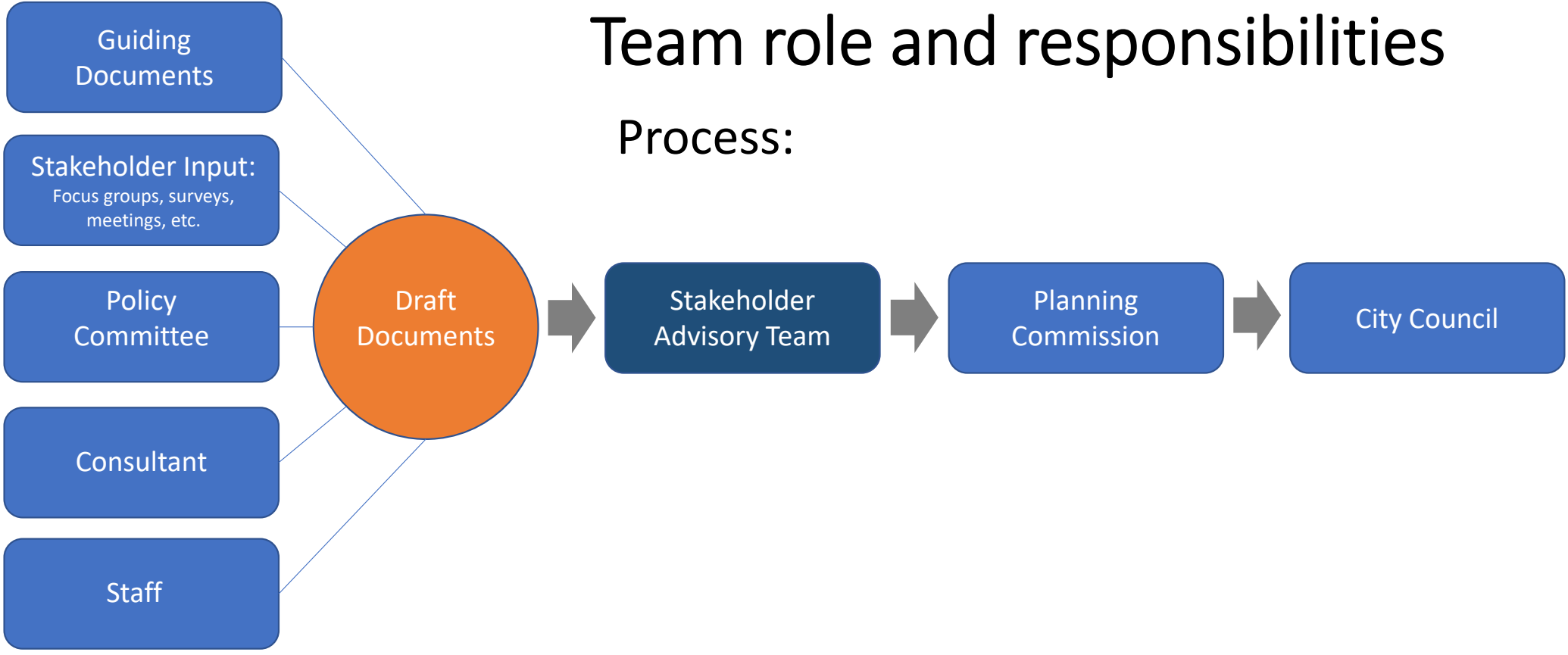
# Team role and responsibilities

- Review draft documents.
- Act as a sounding board.
- Promote awareness.



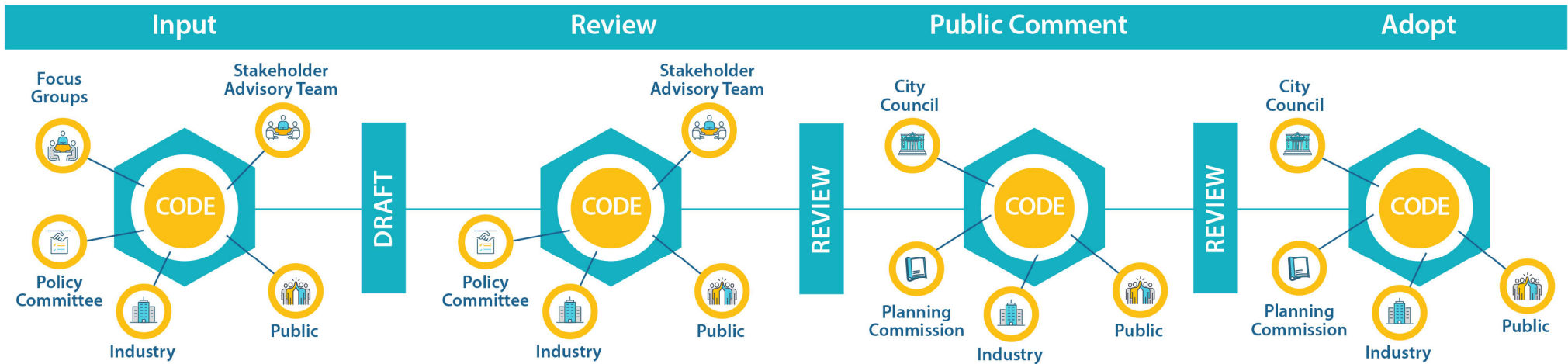
# Team role and responsibilities

Process:



# Community Outreach & Engagement Process

Focusing on the Input Phase during 2021



# Reaching as Many People as Possible

- Property owners and residents
- Community and neighborhood groups
- Traditional business
- Economic development representatives
- New businesses and development types
- Developers
- Construction industry
- Sign industry
- Real estate industry
- Legal representatives working in the development community
- Officials and department staff
- Association of Central Oklahoma Governments (ACOG)
- Advocacy groups, such as health and transportation organizations
- Younger generations
- Limited English Proficiency speakers
- Faith-based institutions
- Homebuilders
- Design professionals, such as engineers, architects, landscape architects, and urban designers
- Planning Commissioners
- Financiers/Lenders

# Who else should be engaged?

Start the presentation to see live content. For screen share software, share the entire screen. Get help at [pollev.com/app](https://pollev.com/app)

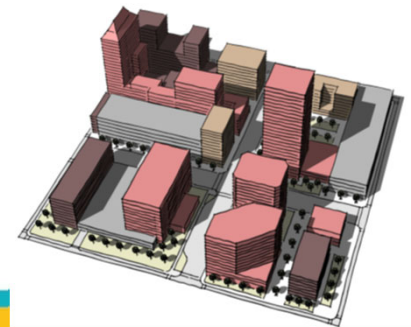
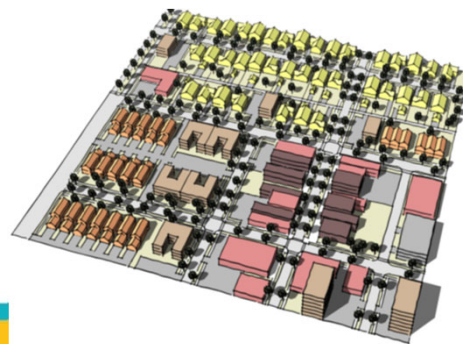
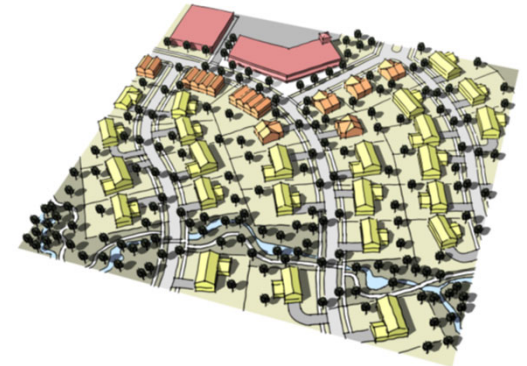
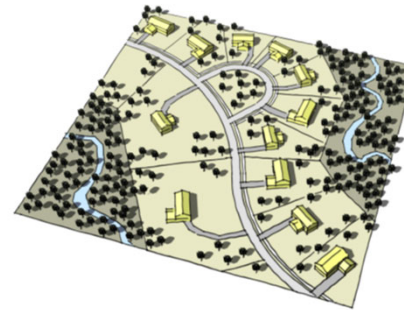
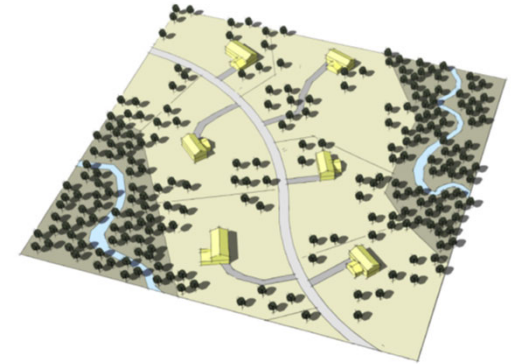
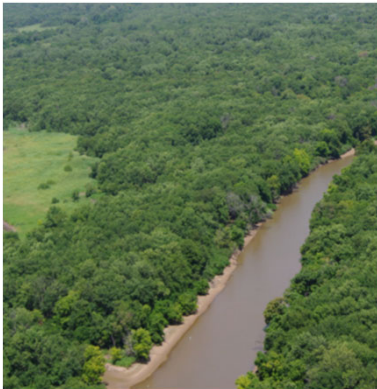
# Strategies for Outreach & Engagement

- Developing **messaging** to introduce the project to the community
- Sharing **information** about:
  - Project purpose and goals
  - Process/schedule
  - Why zoning matters
  - Ways to comment
- Recognizing the coronavirus (COVID-19) pandemic and utilizing **virtual tools (and safe in-person activities)** to help meaningful communication and engagement take place



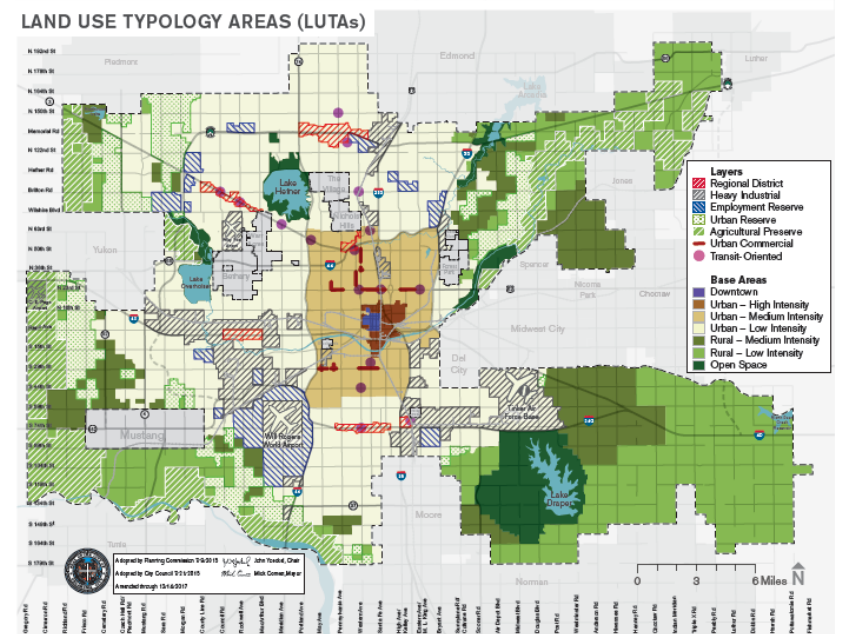
# Strategies for Outreach & Engagement (cont.)

- Engaging community members based on the **Land Use Typology Areas (LUTAs)**



# Strategies for Outreach & Engagement (cont.)

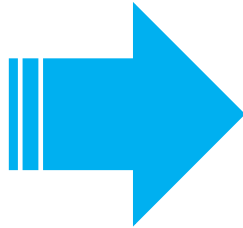
- Gathering public feedback about development **issues** and **opportunities** that can inform code updates related to signs, districts, and other elements of the development code
- Incorporating the feedback gathered into the initial draft of the ***OKC Development Codes Update***



# Tools for Outreach & Engagement

## **Project Broadcasting**

- Contact list
- Press releases
- Bill inserts
- Social media
- E-mail marketing
- Story mapping
- Others (TBD)



## **Discussions and Commenting by LUTA**

- Virtual focus groups
- Virtual public meetings
- Opinion surveys
- Project displays and comment boxes placed in accessible community spaces
  - Libraries
  - Schools
  - Community centers
  - City Hall
  - Other locations (TBD)
- Others (TBD)



# Tools for Outreach & Engagement (cont.)



**CITY NEWS** okc.gov

Welcome **lisa.chronister@okc.gov**

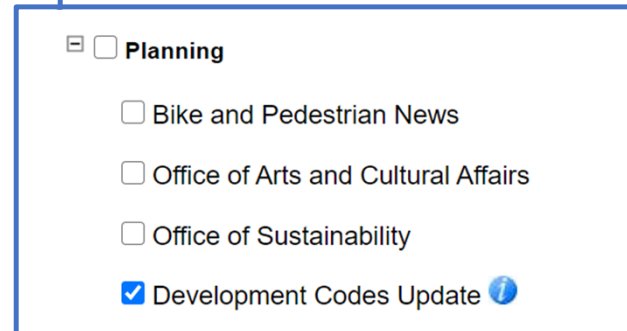
**Quick Subscribe for lisa.chronister@okc.gov**


City of Oklahoma City offers updates on the topics below. Subscribe by checking the boxes; unsubscribe by unchecking the boxes.

Access your [subscriber preferences](#) to update your subscriptions or modify your password or email address without adding subscriptions.

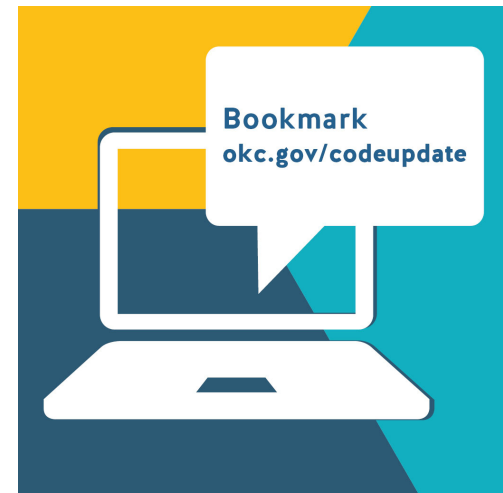
**Subscription Topics**

- City of Oklahoma City, Oklahoma
- City News



- Planning**
  - Bike and Pedestrian News
  - Office of Arts and Cultural Affairs
  - Office of Sustainability
  - Development Codes Update 

# Tools for Outreach & Engagement



**In your experience, what outreach strategies and tools have been the most effective?**



# Discussion



# Public Comment

# Schedule and Next Steps

- Provide feedback:

[www.okc.gov/codeupdate](http://www.okc.gov/codeupdate)

<https://www.surveymonkey.com/r/codeokc>

- Next SAT meeting

- Homework

The screenshot shows the 'PLANNING DEPARTMENT' website with a navigation menu on the left and a main content area. The main content area is titled 'DEVELOPMENT CODES UPDATE' and includes a sub-header 'DEPARTMENTS • PLANNING • CURRENT PROJECTS'. Below the title are social media icons and a 'FEEDBACK' link. The main content features a graphic with three overlapping hexagons (yellow, blue, and teal) and the text 'OKC Development Codes Update'. Underneath is an 'Overview' section with a paragraph describing the project. A 'Get Involved' section contains two links: 'Sign up for email updates' and 'Submit feedback about Oklahoma City's existing codes and regulations'. The second link is highlighted with a red box and a black arrow pointing to it from the left. On the right side of the page, there is a 'Department Contacts' section listing Lisa M. Chronister and Sarah Welch, and a 'Downloads & Resources' section with links to 'Sign Code Draft 2020-11-06 Change Chart'.

# Meeting Recap

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- Review the code update public outreach strategy
- Collect feedback on effective tools and what groups should be engaged



Thank you!



March 17, 2021