

Shelburne Public Engagement Strategy

30 Apr 2023

1. Introduction

Project Overview

The Shelburne bylaw modernization project will give Shelburne new land use regulations (zoning and subdivision). The objectives of the project include:

- ensuring land use regulations implement policies of the current town plan,
- ensuring land use regulations conform to existing statutory requirements,
- streamlined administrative procedures resulting in improved efficiency in decision-making and greater certainty for all parties to the development review process,
- revised zoning districts,
- provide draft regulations that can support a successful NDA application:
 - Pedestrian oriented smart growth neighborhoods
 - Housing choice.

The Shelburne bylaw modernization project will engage the community and stakeholders through a range of participatory planning efforts, including:

- informal meetings to increase public awareness of the project and its objectives,
- neighborhood meetings to explore neighborhood form now and in the future,
- topic meetings discussing key subjects for preparing effective local land use regulations.

2. Purpose and Goals

Disseminate information to the community and stakeholders by:

- Connecting directly with Town of Shelburne boards and commissions who work to protect and enhance the landscape,
- Publicizing the project through existing online venues such as Front Porch Forum,
- Tailor messaging and outreach to connect with community members such as renters,
- Ensuring messages provide context and are accessible to the public.

Facilitate a welcoming dialog about future development in Shelburne by:

- Producing interactive maps mounted on our website with online feedback forms,
- Interviewing key stakeholders,
- Holding neighborhood meetings,
- Developing a presence at community events and activities.

Encourage positive public involvement throughout the planning process by:

- Giving people knowledge they need to participate effectively and respectfully,
- Tailoring outreach and participation strategies to fit different audiences and issues.

3. Partners & Stakeholders

This public engagement strategy for the Shelburne bylaw modernization project seeks to inform and engage individuals and organizations representing the following interests:

- People who live, work and own property in Shelburne generally,
- Town committees
 - Housing
 - Equity and Diversity
 - Historic Preservation and Design Review
 - Natural Resources & Conservation
 - Bike & Pedestrian Paths
 - Development Review
 - Parks and Rec
- Municipal departments
 - Fire
 - Highway
 - Wastewater
 - Water
- Other community groups or organizations
 - Neighborhood groups or homeowners' associations
 - Shelburne Farmers Market
 - Shelburne Business and Professional Association
 - Shelburne Museum
 - Shelburne Farms
 - SAFE
- Tenants and landlords
- Development professionals
- Affordable housing providers
 - CHT
 - Cathedral Square

The partner and stakeholder matrix below is intended to be a starting point for outreach efforts and will be revised and expanded as needed throughout the project:

NAME/CONTACT	CONTACT DETAILS	NOTES
Pam Brangan	pbrangan@ccrpcvt.org	Chair, Housing Committee
Jennie Hoenigsberg	shelburneeandd@gmail.com	Equity and Diversity Committee
Fritz Horton	hortonfw@comcast.net	Chair, Historic Preservation
Gail Albert	gailalb@gmail.com	Chair, Natural Resources
Nicole Carpenter	carpentercoker@yahoo.com	Chair, Bike/Ped
Mark Sammut	msammut@wmorrissey.com	Chair, DRB
Andrew Dickerson	adickerson@shelburnefire.org	Fire Chief
Paul Goodrich	lgood41398@aol.com	Highway Superintendent
Chris Robinson	crobinson@shelburnevt.org	Wastewater Superintendent
Bart Sherman	bsherman@shelburnevt.org	Water Superintendent
Alec Webb	awebb@shelburnefarms.org	President, Shelburne Farms
Thomas Denenberg	tdenberg@shelburnemuseum.org	Director, Shelburne Museum

Shelburne Business and Professional Association	shelburnebpavt@gmail.com	
Chris Galipeau, Civil Engineering Associates	cgalipeau@cea-vt.com	Frequently does work in Shelburne and is familiar with the regulations.
Ken Belliveau	kbnvt08@gmail.com	Former staff
David Shenk	dshenk@shenkenterprises.com	Developer, has done multiple projects in Shelburne
Brian Precourt	precourtcompany@gmail.com	Developer and landowner in Shelburne
Heather Moore	director@shelburnecraftschool.org	Director, Shelburne Craft School
Dave Wheeler	dwheeler@southburlingtonvt.gov	Deputy Director of Water Resources, South Burlington
Chris Snyder	csnyder@snyderhomesvt.com	Developer, Kwiniaska
Bart Frisbie	bart@sterlinghomesvt.com	Developer, Gardenside
Matt Cohen	mattyocohen@gmail.com	Owner, Fiddlehead Brewing
Kevin Clayton	kclayton@villagewineandcoffee.com	Owner, Village Wine and Coffee
Rotary Club	charlotteshelburnerotary@gmail.com	
Miranda Lescaze	Miranda.Lescaze@champlainhousingtrust.org	Director of Real Estate Development, Champlain Housing Trust
SAFE	shelburnesafe@gmail.com	
Betsy Cieplicki	bcieplicki@shelburnevt.org	Director, Parks and Recreation
Adam Nilson	adam@atlasgunworks.com	President and CEO, Atlas Gunworks

4. Public Outreach

Branding

All messages and materials will be consistently branded with the logo below to establish a recognizable identity for the project:



Messages

Outreach materials and methods will include:

- Project webpage, which will be the clearinghouse for project information and materials. The consultants will develop and maintain the webpage, which will be linked from the town website.
- Project contact list, which will be started with contacts on the partners and stakeholder list and will be added to throughout the project as people sign up to receive information. When press releases are distributed via traditional media, an update will also be sent by email to the project contact list.
- A town wide postcard mailing in advance of the neighborhood meetings providing a link for more information, announcing upcoming events, and inviting participation. To be developed and sent by the consultants, with town staff providing the mailing list.
- Press releases. The consultants will provide a press release suitable for distribution to traditional media, as well as shorter summaries suitable for distribution to email and listserv groups.
- In-person outreach. The consultants and town staff will meet with various organized groups and key stakeholders in-person as needed during the project. Much of the in-person outreach will occur during the informal meeting phase.

Events and Activities

Project events and activities will include:

- Kick-off meeting (Apr 12)
- Informal Meetings (Jul-Sep 2023). Existing groups. Farmers market.
- Neighborhood Meetings (Jan-Feb 2024) to discuss zoning districts.
- Topic Meetings (May-Jun 2024) to present draft regulations. Topics to be determined.
- Planning Commission work sessions. The consultant team will be meeting with the Planning Commission as needed monthly. All Planning Commission meetings are open to the public and provide opportunity for public comment.

5. Public Engagement Timeline

The project timeline below outlines the project schedule for the major public engagement components including deliverables, milestones, meetings, and events. It is anticipated that this timeline will continue to be developed as work proceeds:

	DESCRIPTION	ADVANCE DEADLINES	MATERIALS
APR	12 PC mtg. - kick-off		
MAY	11 PC mtg. - audit	Audit provided by May 5	Regulatory audit
JUN	08 PC mtg. - audit		
JUL	13 PC mtg. – outline and methods		Presentation
AUG	10 PC mtg. – admin procedures	Materials by Aug 4	Draft chapter (v1)
SEP	14 PC mtg. – site design & engineering	Materials by Sep 8	Draft chapter (v1)
OCT	12 PC mtg. – allowed uses	Materials by Sep 29	Draft use table
NOV	09 PC workshop – zoning districts & map	Materials by Nov 3	Draft maps & chapter (v1)
DEC	14		
JAN	11 Neighborhood meetings (present zoning districts concepts for feedback)		Handouts, presentations

	DESCRIPTION	ADVANCE DEADLINES	MATERIALS
FEB	08 PC workshop (consideration of feedback, decisions on proposed districts)		Summary of public comments
MAR	14 PC mtg. – full draft	Materials by Mar 8	Full draft (v2)
APR	11 PC mtg. – full draft		
MAY	09 Topic meetings (present draft regulations) ?		Handouts, presentations
JUN	13 PC workshop (consideration of feedback, direction for further revisions)		Summary of public comments
JUL	11 PC mtg. – full draft	Materials by Jul 5	Full draft (v3)
AUG	08 PC mtg. – full draft		
SEP	12 PC public hearing	Warn by Aug 28	Hearing draft (v4), report & warning
	26 PC workshop (consideration of feedback, assess need for further revisions)		Summary of public comments
OCT	10 PC mtg. – recommended draft	Materials by Oct 4	Final PC draft (v5)