



**CITY OF DUBLIN
ADMINISTRATIVE ORDERS
OF THE CITY MANAGER**

ADMINISTRATIVE ORDER 8.4	
TO:	Director of Planning, Website Administrator, GIS Administrator
FROM:	Marsha I. Grigsby, City Manager
SUBJECT:	Community Plan Maintenance and Amendment Policy
DATE:	September 10, 2013

I. PURPOSE

The purpose of this Administrative Order is to establish a policy for the regular maintenance and periodic amendment of the Dublin Community Plan (the "Community Plan") following its conversion to a web-based format. It is the intent to establish and communicate reasonable standards designed to preserve the integrity of the Community Plan as an official reflection of City policy (as approved by City Council), while also providing for an efficient means to keep technical information in the Community Plan relevant and up-to-date in a responsive and publicly-transparent manner. This Policy will provide a structure in which City staff can determine the most appropriate procedures for updating and amending various aspects of the digital Community Plan. Questions regarding this Administrative Order should be directed to the Division of Land Use and Long Range Planning.

II. APPLICABILITY

It is the responsibility of Planning Director, Web Administrator, GIS Administrator and their designees to be aware of all aspects of this policy as may be applicable to their respective roles in maintaining and administering the Community Plan. Updates will be communicated through all of the normal City communication methods.

This Administrative Order shall be applicable to all City employees (Full Time, Part Time, Temporary, Seasonal) who may from time to time be involved in the maintenance or amendment of the Community Plan, as well as temporary employees provided by outside temporary employment agencies and independent contractors.

The policies and procedures set forth in this Administrative Order shall be applicable to all content of the Dublin Community Plan, as adopted by Ordinance

54-13, and as may be amended, updated or superseded by future ordinances. The Policy shall apply to all methods and formats used to record and publish the Community Plan's content, whether physical or digital.

III. POLICY

A. ADOPTION AND MAINTENANCE FRAMEWORK

The Community Plan, as adopted by City Council, will be amended and updated on as-needed basis. Two broad categories of Plan content are recognized by this Administrative Order: Policy Elements and Technical Elements. Procedures for future revisions, amendments or updates for each category are outlined below.

B. POLICY ELEMENTS

Policy content includes a variety of Plan elements that form the vision and direction for future growth and development of the City as established by City Council. Policy elements will be updated or amended by Council action.

1. Future Land Use Map and associated content¹

Amendments to future land use classifications as depicted on the Future Land Use Map and as described by text shall be reviewed by the Planning and Zoning Commission and approved by City Council.

2. Thoroughfare Plan and associated content¹

Amendments to thoroughfare classifications as depicted on the Thoroughfare Plan Map and associated table and as described by text shall be reviewed by the Planning and Zoning Commission and approved by City Council. This includes all related thoroughfare plan designations such as planned lane configurations and right-of-way widths, as well as planned roadway alignments and connection points. This also includes any Roadway Character designations as depicted on the Roadway Character Map and as described by text. The Thoroughfare Plan map and table may be updated as needed to reflect the completion of planned capital improvements; implementation updates shall be reported to the Planning and Zoning Commission and City Council as described in paragraph F below.

3. Special Area Plans¹

Amendments to Special Area Plans (or additions of new planning areas), including geographic plans, design recommendations, conceptual

¹ 'Base map' information (used to display existing conditions in maps also containing policy recommendations) may be updated as needed, as described elsewhere in this Administrative Order. Policy-level map information may only be revised as described in this section.

illustrations and associated text shall be reviewed by the Planning and Zoning Commission and approved by City Council.

4. Objectives and Strategies

The Community Plan includes numerous official statements of City policy and associated recommendations referred to as 'Objectives and Strategies.' Any amendment to an Objective or Strategy, except for revisions necessary to correct a typographical or grammatical error, shall be reviewed by the Planning and Zoning Commission and approved by City Council.

5. General policy statements and associated content

The Community Plan includes a number of general policy statements that provide context for the specific planning and development recommendations described above. These include, but are not limited to:

- The Community Plan's 'Building Block' concepts (Foundations Chapter)
- The Ten Land Use Principles (Land Use Chapter)
- Key Planning Issues (Land Use Chapter)
- Any other general statement of City policy, recommendation or guideline intended for use in decision-making by City staff or by elected or appointed officials
- Any supplemental content (photos, illustrations, charts, tables, geographic information, *etc.*) that is used to visually communicate City policy, recommendations or guidelines intended for use in decision-making by City staff or by elected or appointed officials

Any amendment to a general policy statement or associated content, except for revisions to correct typographical or grammatical errors, shall be reviewed by the Planning and Zoning Commission and approved by City Council. Geographic information may be updated as needed to reflect the completion of planned capital improvements; implementation updates shall be reported to the Planning and Zoning Commission and City Council as described in paragraph F below.

C. TECHNICAL ELEMENTS

Technical content includes a variety of factual, statistical and descriptive Community Plan elements that supplement and inform Policy Elements, but which do not themselves provide policy direction. Technical content will be maintained administratively, under the direction of the City Manager or designee. This approach will ensure that the Community Plan's factual background information and descriptions of existing development conditions throughout the city are always correct and up-to-date.

1. Descriptive and Factual Content

The Community Plan contains a variety of text descriptions, photographs, illustrations, figures and tables that are used to communicate existing conditions or supplement descriptions of completed planning and analysis processes. Content that is used solely to provide descriptive or factual information and is not used to communicate a specific policy recommendation may be updated as necessary to maintain relevancy and accuracy. Examples include, but are not limited to:

- Text descriptions of existing conditions (*e.g.* development and infrastructure)
- Text descriptions of plans or policies in other jurisdictions,
- Text descriptions of completed planning and analysis processes
- Photographs of existing conditions
- Figures, charts, tables, etc. of existing conditions/inventory information
- References or links to relevant external information sources or the City's main website

2. Technical Map Content

a. Base Data

The Community Plan includes numerous maps depicting technical and/or policy-related information. Many of these maps are embedded in the Community Plan Website as 'live' user-interactive services, linked directly to the City's Geographic Information System. These embedded maps display a variety of 'base' data, such as, but not limited to: aerial photographs, roads, parcel lines and ownership information, corporate boundaries, *etc.*

b. Inventory Data

In addition to base data used for all maps, some maps and/or data in the Community Plan are used primarily as an inventory of existing conditions. Examples include:

- Existing Land Use
- Community Facilities
- Utilities
- Environmental Features
- Historic Properties

c. Technical Data Maintenance

Base data and inventory data display existing conditions using the most current and accurate data available to the City. These data types are used broadly by other GIS services throughout the City in

addition to the Community Plan; as such they will be updated by the GIS Administrator or designee on an as-needed basis, and will be reflected on applicable Community Plan map services in an on-going manner. A summary of base and inventory updates will be provided to the Planning and Zoning Commission and City Council as part of regular status reports described in paragraph F below.

3. Implementation Updates

As the Community Plan is implemented through the completion of public improvements and private development, some text descriptions or graphic depictions of planned or potential conditions may be updated to reflect implementation. This may include map features displayed as 'planned' (or using a similar description such as 'potential,' 'future,' etc.), such as planned roadways, bikeways, utilities, parks, public facilities, *etc.*, provided that the item clearly represents the implementation of the depicted feature and there is no longer a need to depict the item as 'planned.' A summary of implementation updates will be provided to the Planning and Zoning Commission and City Council as part of regular status reports described in paragraph F below.

D. FORMAT AND FUNCTIONALITY

The Community Plan website and its technical components should be maintained in working order at all times to ensure continuous public access to all Plan content. The Web Administrator shall determine the most appropriate website platform(s) and methods for organizing and displaying Community Plan content on computers and other web-enabled devices. The GIS Administrator shall determine the most appropriate map service platform(s) and methods for organizing and displaying the Community Plan's map content.

The web-based format of the Community Plan allows for efficient integration of new technologies and other adjustments to improve functionality. Such improvements should be undertaken from time to time to enhance access and usability of the Community Plan, but shall not have the effect of altering Community Plan content or creating the perception that content is being altered, expanded, or removed without prior approval by City Council, except where associated with technical updates as described in paragraph C above. Format and functionality-related elements include, but are not limited to:

- General graphic design standards
- Font style standards
- Website search and navigation features
- Interactive map display, functionality and feature symbology
- General content management requirements

- Image quality standards
- User-enabled printing capabilities
- Public comment/contact options and social sharing features
- Adjustments necessary due to changes or upgrades to relevant digital technologies

E. SUPPLEMENTAL WEB CONTENT

The web-based format of the Community Plan provides an opportunity to incorporate supplemental information that is related to the Community Plan, but which is not considered part of the Community Plan's official content. Such supplemental features may be located on the website home page and/or primary navigation bar(s). Examples include, but are not limited to:

- Explanations or tutorials (*e.g.* videos, flyers, web posts, etc.) to help readers understand how to use or interpret the Community Plan
- News updates related to Plan implementation efforts
- A calendar of Community Plan-related events (*e.g.* public meetings, webcasts, etc.)
- Archives of previous Community Plans and records of past or proposed Community Plan amendments and updates
- Links to relevant information sources or other planning documents

F. REPORTING, ARCHIVING, AND PUBLIC REVIEW

As a public document and official representation of City policy, the Community Plan should be maintained in an orderly and transparent manner. The most recent adoption or amendment date(s) and supporting documents (*e.g.* ordinances, resolutions, reports, etc.), shall be prominently displayed on the Community Plan website.

The Division of Land Use and Long Range Planning shall provide regular reports on the status of the Community Plan to the Planning and Zoning Commission and City Council on at least an annual basis. Reports and recommendations may be provided more frequently if deemed appropriate by the City Manager or as requested by City Council. Status reports shall document all recent or pending technical updates to Community Plan content and any functionality enhancements or other alterations to the Community Plan's web-based format. Reports shall also include recommendations for the consideration of policy-related amendments and/or additional studies, analyses or other planning efforts that may impact the Community Plan. All Community Plan status reports shall be posted prominently on the Community Plan website and subsequently archived for future reference. Public notification of technical updates and proposed policy amendments shall occur through all of the normal City communication methods.

G. PUBLIC COMMENT

The Community Plan website provides multiple opportunities for direct public feedback to various aspects of the Community Plan. Staff shall publicize public input opportunities for all proposed Community Plan amendments. Additional public involvement efforts should be undertaken as necessary for specific planning initiatives, geographic areas of interest or other amendment topics.

1. Posted Comments

The website allows members of the general public to submit comments directly related to specific sections of the Community Plan, and intended to be publicly visible on the website. All submitted comments shall be reviewed by the Website Administrator and/or Land Use and Long Range Planning for legitimacy by verifying the message is not an unsolicited bulk email (spam). Spam emails, messages determined to contain links to malicious websites, or messages that serve solely as a commercial or non-commercial advertisement may be filtered and removed.

All legitimate public comments shall be permitted to appear and remain on the Community Plan website for the 'lifespan' of the Community Plan or the applicable Community Plan section. If a section of the Community Plan is subsequently removed by amendment, the associated comments shall be archived. Comments shall not be prohibited based on their general content or on the commenter's support or opposition to any aspect of the Community Plan or to a proposed Community Plan amendment. However, comments may be prohibited from appearing on the website if they contain foul, derogatory or defamatory language.

2. Submitted Questions/Feedback

The website also allows members of the general public to submit a question or comment directly to staff via email, and not intended to be publicly visible on the website. Questions or comments submitted in this manner shall be forwarded to the appropriate staff member and a response shall be provided in a timely manner.

3. Other Feedback Options

Future enhancements to the Community Plan website may include additional options for public interaction and feedback. All future public comment features should follow the same principles as described above.