



# **Town of Ocean Isle Beach CAMA Land Use Plan Update**

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## **Citizen Participation Plan**

**Prepared for the  
Cape Fear Council of Governments**

**By**

**Mark T. Imperial, Ph.D.  
Designated Planner-in-Charge**

**&**

**Kristina Theodorson, Intern  
Cape Fear Council of Governments**

**Town of Ocean Isle Beach  
Three West Third Street  
Ocean Isle Beach, NC 28469**

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**Telephone (910) 579 - 2166 Fax (910) 579 - 8804**

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**Town of Ocean Isle Beach  
CAMA Land Use Plan Update  
2006 - 2007**

**Advisory Committee**

Calvin Chandler, Chair, [cchandler@atmc.net](mailto:cchandler@atmc.net), 910.754.6786  
Dean Walters, Vice-Chair, [dwaltersgroup@atmc.net](mailto:dwaltersgroup@atmc.net), 910.579.6605  
Daisy Ivey, [divey@oibgov.com](mailto:divey@oibgov.com), 910.579.2166  
Larry Sellers, [lsellers@oibgov.com](mailto:lsellers@oibgov.com), 910.579.2166  
Debbie S. Smith, [debbie@sloanerealty.com](mailto:debbie@sloanerealty.com), 910.579.6216  
Justin Whiteside, [jwhiteside@oibgov.com](mailto:jwhiteside@oibgov.com), 910.579.2166  
Frank Williamson, [frank@williamsonrealty.com](mailto:frank@williamsonrealty.com), 910.579.2858

**Town Council**

Debbie S. Smith, Mayor, [debbie@sloanerealty.com](mailto:debbie@sloanerealty.com)  
C.D. Blythe, Mayor Pro-Tem, [cdblythe@atmc.net](mailto:cdblythe@atmc.net)  
Richard Donovan, Commissioner, [rdonovan@mindspring.com](mailto:rdonovan@mindspring.com)  
D.B. Grantham, Commissioner, [davegrantham@granthamgraphics.com](mailto:davegrantham@granthamgraphics.com)  
Dean Walters, Commissioner, [dwaltersgroup@atmc.net](mailto:dwaltersgroup@atmc.net)  
Suzie Wooten, Commissioner, [suziew@2khiway.net](mailto:suziew@2khiway.net)

**Town Staff**

Daisy Ivey, Town Administrator/Finance Director, [divey@oibgov.com](mailto:divey@oibgov.com), 910.579.2166  
Larry Sellers, Assistant Town Administrator, [lsellers@oibgov.com](mailto:lsellers@oibgov.com), 910.579.2166  
Kitty Coley, Deputy Town Clerk, [kcoley@oibgov.com](mailto:kcoley@oibgov.com), 910.579.2166  
Larry Cook, Building Inspector, [lcook@oibgov.com](mailto:lcook@oibgov.com), 910.579.3469  
Justin Whiteside, Planning, [jwhiteside@oibgov.com](mailto:jwhiteside@oibgov.com), 910.579.3469  
Elva Jess, Town Attorney, 910.457.9506  
Al Crawford, Fire Chief, 910.579.2166  
Curtis A. Pritchard, Police Chief, 910.579.4221

**Planner-in-Charge**

Mark T. Imperial, Ph.D. University of North Carolina at Wilmington  
[imperialm@uncw.edu](mailto:imperialm@uncw.edu), 910.962.7928

**Website**

<http://www.oibgov.com/>

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## **Introduction**

This Citizen Participation Plan (CP Plan) is designed to provide residents and property owners of the Town of Ocean Isle Beach with a range of opportunities to participate in the process of updating the community's Land Use Plan. The Coastal Resources Commission (CRC) places major emphasis on supporting local efforts to involve citizens and property owners in the development and implementation of local land use plans; citizen involvement in plan-making processes contributes to better plans and improves their prospects for implementation.

Specifically, the CP Plan is designed to achieve the following objectives:

- To improve the community's understanding of the impact that land use and development have on quality of life in Ocean Isle Beach;
- To increase the community's understanding of the Coastal Area Management Act (CAMA) planning process and requirements;
- To assess the impact of existing land use and development policies on the community;
- To provide opportunities for residents and property owners to participate in the identification and development of future land use and development policies;
- To create a base of public support to implement the updated Land Use Plan's policies, programs, and recommendations.

The CP Plan is also designed to satisfy the requirements of the North Carolina Department of Environment and Natural Resources (NC DENR) Division of Coastal Management (DCM). Accordingly, the plan describes the advisory committee designated by the Town of Ocean Isle Beach as the lead planning group (contact information provided in Appendix A). It describes the public participation activities that will be used to solicit information from the public, provide information to the public, and involve the public in the decision making. It also provides a timeline with a tentative schedule of participation activities (Appendix B), as well as a series of benchmarks for completing the land use plan update in accordance with a grant awarded to the Town of Ocean Isle Beach pursuant to CAMA (Appendix C).

## **Designation of the Lead Planning Group**

One requirement of the land use plan update is to designate a lead-planning group to oversee the planning process and provide input to the plan's policies, programs and recommendations. The Town of Ocean Isle Beach has designated a 7 member Land Use Plan Advisory Committee (LUPAC).

Members of the LUPAC include two of the Town's elected officials; two members of the Ocean Isle Beach Planning Board; and, three Town staff members. The LUPAC members are representative of citizens and business owners within the Town of Ocean Isle Beach's municipal boundary, as well as citizens from the Town's ETJ area. The membership of the LUPAC and their contact information is provided in Appendix A.

The LUPAC generally meets at 3:00 PM, on the first Thursday of the month, although occasional adjustments are made to accommodate schedule conflicts. All meetings will be open to the public and are advertised by the Town Administrator in compliance with NCGS 143-318.9 to 143-318.18. Once meeting agendas have been prepared, a copy of the agenda will be provided via email to all members of the LUPAC; the Town Planner will be responsible for posting the agendas for access by members of the general public. Notices of all LUPAC meetings will be posted at least 10 days in advance of the meeting. Every effort will also be made to notify local newspapers (*Brunswick Beacon*) in advance of the meetings so that they can publicize meeting times and locations. Notices will also be posted on the website used to provide information about the planning process.

The LUPAC is responsible for providing overall leadership and guidance for the Land Use Plan Update. The members of the LUPAC will have the following duties and responsibilities:

- Help publicize public participation events in the community and recruit residents and property owners to attend.
- Assist with the organization, management and facilitation of public participation events (e.g., aid in small group facilitation, greeting and signing in people, summarizing meeting results, etc.).
- Provide advice and guidance to staff responsible for the preparation of the CAMA Land Use Plan update. This includes, but is not limited to identifying concerns and key planning issues, developing a community vision, developing goals, preparing draft policies, and the future land use map.
- Serve as a public contact to make it easier for citizens to get information and provide input to the land use plan.
- Review technical materials to help ensure that they accurately represent the current situation and recent trends in the Town of Ocean Isle Beach.
- Recommend and present the Land Use Plan Update to the Town Council.

The first meeting of the LUPAC was held on March 2, 2006. At this meeting, the LUPAC designated Mr. Calvin Chandler as its Chair; Mr. Dean Walters was designated as the Vice-Chair. The Chair of the LUPAC is responsible for leading meetings and helping all members and the public share their ideas on agenda topics. The Vice-Chair of the LUPAC is responsible for filling this role in the Chair's absence. The planner-in-charge and staff consisting of UNCW graduate students will provide staff support for the LUPAC. Staff will prepare the agendas and materials that will be the focus of discussion at LUPAC meetings. All meeting agendas will include time to hear comments from the public.

Appendix B provides a general outline of the public participation schedule and the purposes of the events. These activities are described in more detail in the following section. Interested members of the public should consult an updated schedule of events on the website or contact the Town Clerk as the dates listed in Appendix B are subject to change. The Town will keep a record of residents and property owners who speak at any of the LUPAC meetings and other public participation events and will retain any written comments it receives. The Town Clerk will hold the names of speakers and written comments on file and provide them to the DCM District Planner during the review of the draft land use plan update.

## Public Participation Techniques

A wide range of techniques will be used to provide information to the public, obtain information about public opinions, and involve citizens in the Land Use Plan Update. These include:

- Initial public information meeting/workshop
- Community workshops
- Community open house – if needed
- Public hearing
- Informal meetings with interest groups and organizations – as necessary
- Website : <http://www.oibgov.com/Index-Land%20Use%20Plan.htm>
- Fact sheets and other educational materials provided
- *Brunswick Beacon* and other media outlets
- Ocean Isle Beach local government television channel (Channel 8)
- Atlantic Telephone information channel
- Mailing list / email distribution list

Staff responsible for preparing the Land Use Plan Update, in consultation with the LUPAC, will periodically evaluate the effectiveness of these techniques and make modifications as necessary to ensure that there is adequate public participation throughout the planning process. The following sections describe the anticipated use of these public participation activities.

### *Initial Public Information Meeting*

The initial public information meeting, required by the CAMA grant from DCM, was held on Thursday, May 4, 2006, at 6 p.m. in the Betty S. Williamson Meeting Hall. The Town gave two public notices of the initial public information meeting. The first appeared not less than 30 days before (April 4, 2006) and the second appeared not less than 10 days before the meeting (April 24, 2006). In addition to the public notices, the CAMA grant requires the town to notify the local Coastal Resources Advisory Committee member(s) and the DCM District Planner of the date, time and location of the meeting; this correspondence was sent. The Town of Ocean Isle Beach took additional steps to notify the public regarding this meeting such as posting flyers around town, advertising on the town's website, using the Ocean Isle Beach local government television channel (Channel 8) and the Atlantic Telephone information channel.

The initial public information meeting/workshop was used to describe the CAMA requirements, the existing Land Use Plan policies, and the planning process used to update the land use plan. The public information session also described the opportunities for how the public could become involved in the planning process. This public information meeting was followed by a workshop that provided interested members of the public with an opportunity to participate in a group discussion with LUPAC members to help identify issues and problems affecting the community. A single list of the most important issues and problems affecting the community was generated.

### ***Community Workshops***

Community workshops will be used periodically as a means of providing the public with opportunities to interact with the members of the LUPAC. The intended target audience for the workshops includes residents, property owners, business owners and operators, real estate professionals, members of Town committees and associations, and other interested stakeholder groups. The workshops will generally begin with a short PowerPoint presentation to provide the participants with some general information to help frame the discussions. This will be followed by either a facilitated discussion or small breakout sessions to provide the public with an opportunity to interact directly with LUPAC members. The workshop will then end with some discussion of the results of the breakout sessions and discussions.

Two workshops are tentatively planned. The first will be coupled with the initial public information session and focus on the overall community vision and identifying priority problems. The second session will focus on the new policies, programs, and recommendations contained in the land use plan update. It is also possible that one or more workshops could be held to deal with specific issues such as public access, land use compatibility, infrastructure carrying capacity, natural hazard areas, water quality, or other local areas of concern if these issues prove to be controversial or the LUPAC determines that it needs additional public input on these issues.

Although Public Notice requirements state that only 48 hours notice need to be given for special meetings, every effort will be made to begin advertising the community workshops at least 14 days in advance. Notice of the meetings will be forwarded to the *Brunswick Beacon* for dissemination, of the time, date, location, and topic of the workshop. The workshops will also be advertised on the website, the Ocean Isle Beach local government television channel (Channel 8), the Atlantic Telephone information channel, and through other appropriate venues. The Town will keep a record of residents and property owners who participate in the workshops and will retain any written comments it receives. Participants in workshops will be notified of subsequent workshops and open houses either by mail or email.

### ***Community Open House***

A community open house may be held near the end of the Phase I planning process or beginning of the Phase II process. The intended audience for the open house includes residents, property owners, business owners and operators, real estate professionals, members of Town committees and associations, and other stakeholder groups. The open house will provide residents and property owners with opportunities to review the maps and technical information compiled during Phase I of the planning process. The public will also have the opportunity to review existing policies, and identify areas where new policies, programs, and recommendations are needed. People who attend the open house will be able to interact informally with staff responsible for the Land Use Plan update as well as members of the LUPAC to discuss the proposed plan. Prior to the open house, a draft of the Phase I document will be available for review at Town Hall and on the Town's website.

The Open House would most likely be held on a Saturday to allow non-resident property owners a convenient opportunity to attend. Although Public Notice requirements state that only 48 hours notice need to be given for special meetings, every effort will be made to begin advertising the community open houses at least 30 days in advance. Notice of the open house will be forwarded to the *Brunswick Beacon* for dissemination, of the time, date, location, and topic of the workshop. The open house will also be advertised on the website, the Ocean Isle Beach local government television channel (Channel 8), the Atlantic Telephone information channel, and through other appropriate venues. Attendees at previous LUPAC meetings and workshops will be notified by mail or email of the open house. The Town will also keep a record of residents and property owners who attend the open house and will retain any written comments it receives.

### ***Public Hearing***

A public hearing will be held prior to the adoption of the Land Use Plan Update in accordance with requirements of CAMA. The public hearing on the Land Use Plan is likely to be held late spring when the draft policies and recommendations have been formulated. The public hearing will give citizens an opportunity to make official oral or written comments for the public record on the proposed land use plan update, prior to the Town Council's adoption of the plan. A notice will be placed in the *Brunswick Beacon*, on the webpage, on the Ocean Isle Beach local government television channel (Channel 8), on the Atlantic Telephone information channel, and on the Town's principal bulletin board no less than 30 days prior to the hearing. A second notice will be placed in the same locations no less than 10 days prior to the hearing.

### ***Informal Meetings with Interest Groups & Organizations***

One way that the staff responsible for the Land Use Plan Update will exchange information with affected stakeholders and the general public is by meeting informally with various civic organizations and interest groups throughout the planning process such as churches, Rotary clubs or the Ocean Isle Beach Chamber of Commerce. Staff will meet with these groups on an as needed or requested basis. Presentations and discussions will be tailored to the particular interests of these organizations. For example, presentations may provide an overview of the planning process or specific issues. The participants will then have an opportunity to discuss these issues with the staff responsible for the Land Use Plan Update. This will provide an opportunity for disseminating information about the planning process while simultaneously getting input from various interest groups in the community on their particular issues of concern.

### ***Website***

A website will be used to disseminate information to the LUPAC members and the general public. The website will include:

- The list of LUPAC members;
- Dates, times, and locations of all LUPAC meetings and public participation events;
- Minutes of LUPAC meetings;
- CP Plan;
- Phase 1 Report;

- Draft and Final Land Use Plan Update;
- Links to information useful to LUPAC members and participants in public participation activities;
- Slide show(s) used at public participation activities;
- Links to DCM information;
- Links to information available from other agencies and organizations that is of interest to LUPAC members or the general public; and,
- Fact sheets and other public education information pertaining to issues being addressed.

The Land Use Plan website will be maintained by the Ocean Isle Beach Planning and Zoning Department, and can be found at <http://www.oibgov.com/Index-Land%20Use%20Plan.htm>.

### ***Fact Sheets & other Educational Materials***

The planner-in-charge and the members of the LUPAC will explore the utility of developing fact sheets and other educational materials related to priority issues and problems. In some cases, these public education materials may be available from other organizations for distribution. These materials may be useful when trying to educate the public about key coastal management issues and problems. They can also provide information about things that homeowners and business owner/operators can do to address key issues and problems. Any public educational materials produced will be made available at public participation events, the Town Hall, the website, or other suitable locations.

### ***Brunswick Beacon and Other Media Outlets***

The *Brunswick Beacon* is a weekly newspaper which is widely read in the vicinity of Ocean Isle Beach. With a circulation of over 17,000, the *Brunswick Beacon* serves Shallotte, the islands of Holden Beach, Sunset Beach and Ocean Isle Beach, as well as a number of other coastal communities in southern Brunswick County. The planner-in-charge and members of the LUPAC will work with the editorial staff of the *Brunswick Beacon* and other media outlets where possible, to publicize scheduled meetings and events as well as to encourage articles explaining the land use planning process and issues that arise related to the land use plan.

### ***Ocean Isle Beach Local Government Television Channel and Atlantic Telephone Information Channel***

The Town of Ocean Isle Beach is fortunate enough to have its own local government television channel (Channel 8). This television channel is available to those who reside on the island. The Town of Ocean Isle Beach also has access to the Atlantic Telephone information channel. This television channel is available to residents on the island, and resident within the ETJ area. The planner-in-charge and members of the LUPAC will work with the television channel operators to publicize scheduled meetings and events as they arise during the land use planning process.

### ***Mailing List/Email Distribution List***

Members of the public that attend the public information meeting, public workshops, and open house will be asked to furnish their mailing and email addresses. This list will be maintained throughout the planning process and announcements about public workshops, open houses, and public hearings will be sent by mail or email to list members. These events will also have traditional public notices and will be advertised in the *Brunswick Beacon*, on the Ocean Isle Beach local government television channel (Channel 8), and on the website.

### **Evaluation and Modification of the Plan**

The LUPAC will conduct an on-going evaluation of the CP Plan and make corrections as needed. Accordingly, the public participation schedule in Appendix B and the list of planned participation activities is subject to change if the LUPAC determines that there is a more effective way to accomplish their objective of educating the public and involving them in decision making. Modifications will be made on an ongoing basis until an appropriate combination of meetings and other methods for dissemination of information and community feedback is found. A major review will also be conducted at the end of the first year (2006), in preparation for beginning Phase II of the CAMA planning program. Any needed changes resulting from this review will be communicated to the Town Council. The Town Council and Planning Board will also receive quarterly updates on the progress of the Land Use Plan Update as well.

**Appendix A:**  
**Membership-Land Use Plan Advisory Committee (LUPAC)**

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<b>Name</b>	<b>Phone</b>	<b>Email Address</b>
Calvin Chandler, Chair	910.754.6786	cchandler@atmc.net
Dean Walters, Vice-Chair	910.579.6605	dwaltersgroup@atmc.net
Daisy Ivey	910.579.2166	divey@oibgov.com
Debbie S. Smith	910.579.6216	debbie@sloanerealty.com
Larry Sellers	910.579.2166	lsellers@oibgov.com
Justin Whiteside	910.579.2166	jwhiteside@oibgov.com
Frank Williamson	910.579.2858	frank@williamsonrealty.com

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## Appendix B

### Public Participation Schedule\*

Activity	Objectives/Results	Schedule
<b>1<sup>st</sup> Qtr.</b>  Town of Ocean Isle Beach  LUPAC meeting	<ul style="list-style-type: none"> <li>▪ Designation of LUPAC as the lead planning group</li> </ul> <ul style="list-style-type: none"> <li>▪ First LUPAC meeting and initial orientation session</li> <li>▪ The LUPAC picks its chair</li> <li>▪ Introduces members to the CAMA requirements</li> <li>▪ Familiarizes advisory committee members with their roles and responsibilities</li> </ul>	  March 2, 2006
<b>2<sup>nd</sup> Qtr.</b>  LUPAC meeting  Initial Public Information Meeting/Public Workshop  LUPAC meeting	<ul style="list-style-type: none"> <li>▪ Plan the public information meeting/public workshop</li> <li>▪ Decide on mass mailing/invitation to public meeting/workshop</li> </ul> <ul style="list-style-type: none"> <li>▪ Increase community understanding of current land use and development policies, their effect, and the way current plan is used</li> <li>▪ Acquaint public with process for soliciting community input</li> <li>▪ Obtain information from the community on the vision for the community and priority problems</li> </ul> <ul style="list-style-type: none"> <li>▪ Compile a list of key planning issues and problems based on the workshop</li> <li>▪ Discuss vision statement</li> <li>▪ Review policies and recommendations of other related plans for consistency with vision and problems</li> </ul>	  April 6, 2006  May 4, 2006  June 1, 2006
<b>3<sup>rd</sup> Qtr.</b>  LUPAC meeting  LUPAC meeting	<ul style="list-style-type: none"> <li>▪ Finalize key planning issues, vision and aspirations</li> <li>▪ Begin analysis of existing and emerging conditions for housing, population, and the economy</li> <li>▪ Review final population and economic forecast</li> </ul> <ul style="list-style-type: none"> <li>▪ Review existing land use map</li> <li>▪ Conduct natural systems analysis</li> <li>▪ Discussion of past accomplishments and future issues for the public works department</li> </ul>	  July 6, 2006  September 7, 2006

	<b>Activity</b>	<b>Objectives/Results</b>	<b>Schedule</b>
<b>4<sup>th</sup> Qtr.</b>	LUPAC meeting	<ul style="list-style-type: none"> <li>▪ Review land use and development analysis</li> <li>▪ Discuss land suitability analysis</li> <li>▪ Review GIS maps for land suitability analysis</li> <li>▪ Discussion of past accomplishments and future issues for the planning department</li> </ul>	October 5, 2006
	LUPAC meeting	<ul style="list-style-type: none"> <li>▪ Review community facilities and town services analysis</li> <li>▪ Review infrastructure carrying capacity analysis</li> <li>▪ Discussion of policy analysis</li> </ul>	November 9, 2006
	LUPAC meeting	<ul style="list-style-type: none"> <li>▪ Review policy analysis</li> <li>▪ Review final draft of GIS maps</li> <li>▪ Set date for public hearing and Town Council approval of Phase I report</li> </ul>	December 7, 2006
<b>Phase II – Year 2</b>			
<b>1<sup>st</sup> Qtr.</b>	LUPAC meeting	<ul style="list-style-type: none"> <li>▪ Finalize policy analysis</li> <li>▪ Begin reviewing draft policies for hazards</li> <li>▪ Begin reviewing draft policies for Infrastructure</li> <li>▪ Approve updated Citizen Participation Plan</li> </ul>	January 2007
	Website	<ul style="list-style-type: none"> <li>▪ Post draft Phase I report for public review</li> </ul>	January 2007
	LUPAC meeting	<ul style="list-style-type: none"> <li>▪ Review and approve Draft Phase I report</li> <li>▪ Approve draft Hazards policies</li> <li>▪ Approve draft Infrastructure policies</li> <li>▪ Discuss draft policies for Public Access</li> <li>▪ Discuss draft policies for Water Quality</li> </ul>	February 2007
	Community Open House	<ul style="list-style-type: none"> <li>▪ Summarize for the public the trends and problems described in the draft Phase I report</li> <li>▪ Have the public review existing policies and identify areas where new polices, programs, and recommendations are needed</li> </ul>	February 2007
	Town Council	<ul style="list-style-type: none"> <li>▪ Approve the Phase I report and send to DCM</li> </ul>	Late February or early March 2007
	LUPAC meeting	<ul style="list-style-type: none"> <li>▪ Approve draft Public Access policies</li> <li>▪ Approve draft Water Quality policies</li> <li>▪ Discuss draft Land Use Policies</li> <li>▪ Discuss future Land Use Map</li> <li>▪ Discussion of other policies of interest</li> </ul>	March 2007

	<b>Activity</b>	<b>Objectives/Results</b>	<b>Schedule</b>
<b>2<sup>nd</sup> Qtr.</b>	LUPAC meeting	<ul style="list-style-type: none"> <li>▪ Approve draft land use policies</li> <li>▪ Approve any other draft policies</li> <li>▪ Review Section I-VII of the draft Land Use Plan and Appendices A-C</li> <li>▪ Schedule Public Workshop for May</li> </ul>	April 2007
	Public Workshop	<ul style="list-style-type: none"> <li>▪ Presentation of draft policies, programs, and recommendations</li> <li>▪ Small group discussions to get feedback</li> <li>▪ Prioritization exercise for policies, programs, and recommendations</li> </ul>	May 2007
	LUPAC meeting	<ul style="list-style-type: none"> <li>▪ Review Plan for the Future: Policies and Recommended Actions</li> <li>▪ Review Tools for Managing Development</li> <li>▪ Review Policy Analysis</li> <li>▪ Review Impacts of Policies on Management Topics</li> <li>▪ Review Action Plan &amp; Implementation Schedule</li> </ul>	May 2007
	LUPAC meeting	<ul style="list-style-type: none"> <li>▪ Discuss Results of public workshop and adjust policies and implementation schedule as needed</li> <li>▪ Review and approve Draft Land Use Plan</li> <li>▪ Set public hearing date for draft land use plan</li> <li>▪ Finalize draft land use plan update for public review</li> </ul>	June 2007
	Website	<ul style="list-style-type: none"> <li>▪ Post draft land use plan and related materials on the website for the hearing</li> </ul>	June 2007
<b>3<sup>rd</sup> Qtr.</b>	Public Hearing	<ul style="list-style-type: none"> <li>▪ Public hearing required by CAMA regulations</li> </ul>	June 2007
	Town Council	<ul style="list-style-type: none"> <li>▪ Present draft land use plan update to Town Council</li> <li>▪ Submit draft plan to DCM for review</li> </ul>	July 2007
<b>4<sup>th</sup> Qtr.</b>	LUPAC meeting	<ul style="list-style-type: none"> <li>▪ Amend Land Use Plan Update as needed based on DCM's comments</li> <li>▪ Approve Land Use Plan Update and forward to the Town Council for their approval</li> </ul>	November 2007
	Town Council	<ul style="list-style-type: none"> <li>▪ Approve Final land use plan update and forward to DCM and the Coastal Resources Commission (CRC)</li> </ul>	December 2007

**\*Note: Schedule is subject to change.**

## Appendix C

### Benchmarks for the Land Use Plan Update

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#### Benchmarks

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##### **1<sup>st</sup> Qtr: January 2006 to March 2006\***

- Complete contract requirements for DCM grant
- Designate planner-in-charge
- Complete subcontracts
- Create the LUPAC
- Initial orientation meeting of the LUPAC
- Adopt CP Plan
- Implement CP Plan

##### **2<sup>nd</sup> Qtr: April 2006 to June 2006**

- Initial public meeting/public workshop
- Update all maps and regulations
- Initial draft of dominant growth-related conditions that influence the plan, key planning issues and community concerns and aspirations
- Begin analysis of existing and emerging conditions (population, housing, economy)
- Final population and economic forecast
- Final existing land use map

##### **3<sup>rd</sup> Qtr: July 2006 to September 2006**

- Complete analysis of existing and emerging conditions
- Natural systems analysis
- Analysis of land use and development (including existing land use map)
- Phase I draft section dealing with existing issues and land uses

##### **4<sup>th</sup> Qtr: October 2006 to December 2006**

- Land suitability analysis
- Community facilities analysis
- Review current plan, ordinances, and policies
- LUPAC approves Phase I draft

##### **1<sup>st</sup> Qtr: January 2007 to March 2007**

- Phase I final draft submitted to DCM
- Revise CP Plan if necessary
- Implement revised CP Plan
- Begin plan for the future
- Draft policies and objectives approved by LUPAC

##### **2<sup>nd</sup> Qtr: April 2007 to June 2007**

- Complete plan for the future including future land use map and tools for managing development (Draft Phase II plan)
- Present Draft Phase II plan to Planning Board and/or Town Council
- Required public hearing

**3<sup>rd</sup> Qtr: July 2007 to September 2007**

- Phase II draft submitted to DCM for review
- DCM Review Period; July – November 2007

**4<sup>th</sup> Qtr: October 2007 to December 2007**

- Revised land use plan update based on DCM comments
  - Town Council adoption of the land use plan update
  - Submit land use plan update for CRC certification
  - CRC approval
-