

To: Mayor and City Council
Thru: Douglas J. Hewett, ICMA-CM, City Manager
From: Chris Williams, Management Analyst
Date: April 13, 2026
RE: Public Notice Visibility Improvements

Purpose

The purpose of this administrative report is to provide a response regarding the agenda item, *“Enhancing Zoning Public Notice Visibility and Digital Accessibility for City Communications.”*

Discussion

This agenda item reviews public notice practices, including signage and digital communication methods, and opportunities to improve visibility and resident awareness of City actions and meetings.

Key Findings

Staff review identified the following:

1. Physical Signage Visibility Enhancements

Opportunities exist to improve public visibility of hearing notices through enhancements to sign size, placement, and design. The current signage measures 24” x 36”; however, larger formats would require increased durability and specialized materials, resulting in higher production costs.

The Development Services Department is currently collaborating with the Marketing and Communications Department to redesign signage for improved visibility and to create a consistent look that can be utilized across multiple forms of hearing-related advertising.

In addition, Development Services has recently implemented a policy requiring signage to be posted along each street frontage of a property and the placement of a minimum of two signs on properties exceeding three acres.

2. Digital Accessibility and Promotion Channels

The City maintains several official digital communication platforms, including its website, social media channels, FayTV/government access broadcasting, and email notification systems. When used strategically, these tools can significantly enhance public awareness of meetings and hearing-related activities.

The Development Services Department is currently working in coordination with the Marketing and Communications Department to develop a dedicated webpage that will serve as a centralized source for information on upcoming hearings. This information would include, maps, agenda packets, staff reports and more. This page will be accessible through the City’s website and linked via QR codes placed on signage, mailings, and social media posts.

In addition, both departments are collaborating on a more structured approach to posting and promoting hearings across social media platforms. Once implemented, Marketing and Communications will also assist in producing short FayTV segments to inform the public on how to access and navigate this new resource.

3. Expanded Notification and Outreach Options

Community meetings and City-hosted engagement events, such as Community Watch gatherings and *Doug in the District*, provide valuable opportunities for neighborhood leaders and residents to receive and share information regarding City notices and initiatives. Leveraging these existing touchpoints can help broaden public awareness and improve overall community engagement.

For specific development proposals, the Development Services Department is exploring a potential ordinance amendment that would establish criteria requiring applicant-hosted neighborhood meetings for projects exceeding a defined size threshold or residential unit count prior to rezoning or Special Use Permit hearings.

4. Promotion and Event Prioritization Considerations

Staff coordinates closely across departments to identify promotional needs and ensure appropriate timing for outreach efforts. As these efforts continue to expand, establishing clearer criteria for prioritizing events and notices will enhance consistency, improve efficiency, and better manage staff capacity. This approach will also help ensure that outreach activities are strategically aligned with the City's broader goals and communication objectives, resulting in a more coordinated and effective public engagement process.

Conclusion

Collectively, these strategies represent a comprehensive approach to improving public awareness, accessibility, and engagement related to zoning and development hearings. By enhancing traditional notification methods, expanding digital communication tools, improving signage, and leveraging existing community engagement opportunities, the City can provide clearer, more consistent access to information.

Rather than expanding notification distances, which has not demonstrated increased participation, these recommendations focus on improving how information is delivered and accessed. Through continued coordination between Development Services and Marketing and Communications, these efforts will support a more transparent, efficient, and user-friendly notification process while better informing residents and encouraging meaningful public participation.

This memo is information only, no action required unless Council moves to add to an upcoming Work Session.