

# BECOMING AN EFFECTIVE HOUSING STEWARD: HOW TO ADVOCATE FOR ZONING REFORMS

## what is Zoning?

Local zoning ordinances create different districts in your community and determine:

- how land can be used (e.g. residential, commercial, or industrial)
- what can be built (e.g. single family or multi-family housing, minimum lot sizes, height restrictions, or parking requirements)
- process for obtaining permits (e.g. by-right or special permission required)

## why is it Important?

The consensus among housing experts is that strict zoning laws:

- reduce supply and diversity of available housing options
- increase cost of home ownership and rent burdens
- exacerbate racial and income segregation across communities

**Relaxing zoning regulations is the key to more abundant, affordable, and inclusive housing on the North Shore.**

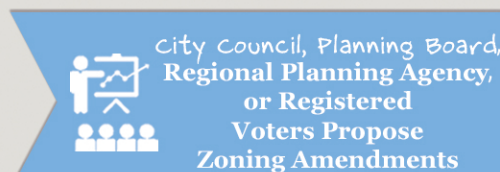
## what Government Bodies are Involved?

Under a **City Council** form of government, voters directly elect a **Mayor** and the **City Council**, which varies from 9 to 13 members.

The **Mayor** is Chief Executive who appoints key officials. They also have some veto power over council actions.

The **City Council** is the Chief Legislative body empowered to adopt ordinances and zoning law changes. The **Council** meets on a regular basis to consider legislation and hold hearings.

Each city also has a **Planning Board**, whose 5 to 9 members are appointed by the **Mayor** with confirmation from the **City Council**. The board is responsible for reviewing and holding public hearings on proposed zoning changes and other matters related to land-use and development.



Submit to  
City Council

(if initiated from outside body)



Submit to  
Planning Board  
for Review



Planning Board  
Holds Public  
Hearing



Planning Board  
Submits Report  
to City Council



City Council  
Holds Public  
Hearing and Votes  
on Amendments

## what is the Process for changing Zoning Laws?





# How Can I Voice my Support or Opposition to Proposed Zoning changes?

State law requires the **Planning Board** to hold a public hearing with a comment period after the amendments to zoning by-laws are initially proposed.

You have two opportunities to voice your support or opposition to proposed zoning changes.

You can *and should* speak at both meetings, if possible, to maximize your impact.



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**City Council** will also have a public hearing where you can comment on the same amendments previously heard by the **Planning Board**.

## How to Make Effective Comments at Planning Board and City Council Hearings:

The process looks similar in both cases. The chair or council president will let you know when the public comment period opens up. **Remember, your goal is to persuade. How you speak is just as important as what you say.**

### PLAN...

Plan ahead. You may only have 1-2 minutes to speak, so write out your main message and talking points ahead of time. This will ensure you keep it **short, simple, and sweet** – the key to persuasion.

### INTRODUCE...

Introduce yourself. State your name, address, and whether you **support/oppose** the proposal.

### ADDRESS...

Address the decision makers. **Direct your comments to the board or town meeting members in general.** They are your audience. Avoid getting into a debate with specific commenters.

### BE...

Be polite, factual, and personal. After you have stated your position, explain it to your audience using facts and personal stories that illustrate why it matters to you. Always keep it positive. Never insult those skeptical or critical of your position. **The goal is to change hearts and minds.**

*End with a thank you.*



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