



SANTA CLARA GENERAL PLAN UPDATE

*Kick-Off Meeting
January 7, 2025*



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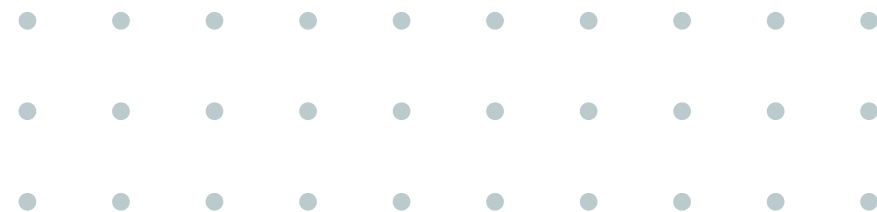
01. WHAT IS A GENERAL PLAN?

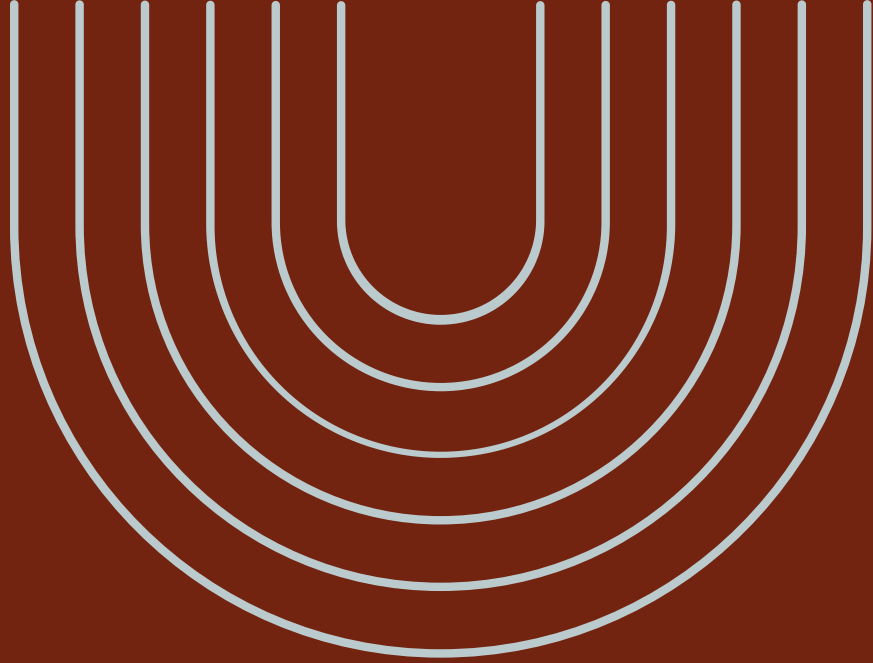
02. PROJECT OVERVIEW AND SCHEDULE

03. SWOT ANALYSIS

04. SMALL BREAK-OUT

AGENDA



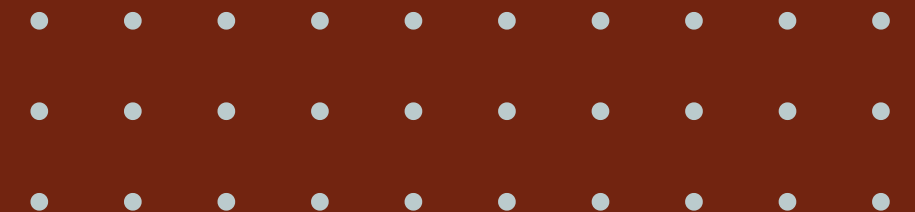


INTRODUCTIONS

Kick-off Meeting Attendees
Santa Clara's Land Use Consultant Team



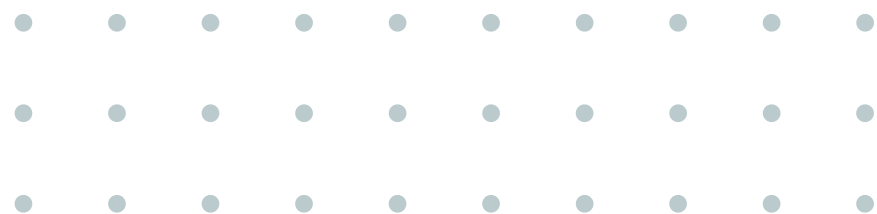
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PLANNING OUTPOST

Planning Outpost, LLC is a boutique land use and municipal consulting firm specializing in serving local governments throughout the Intermountain West. Some of our primary services include:

- Drafting General Plans, Small and Specific Area Plans, city-wide strategic plans.
- Implementation tools such as Updating Codes, Zoning and Subdivision Ordinance revisions.
- Fee Studies/ Cost of Service
- Business Process Improvements
- Public engagement services from engagement plan development, leading processes to reporting out success metrics.



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01.

WHAT IS A GENERAL PLAN?

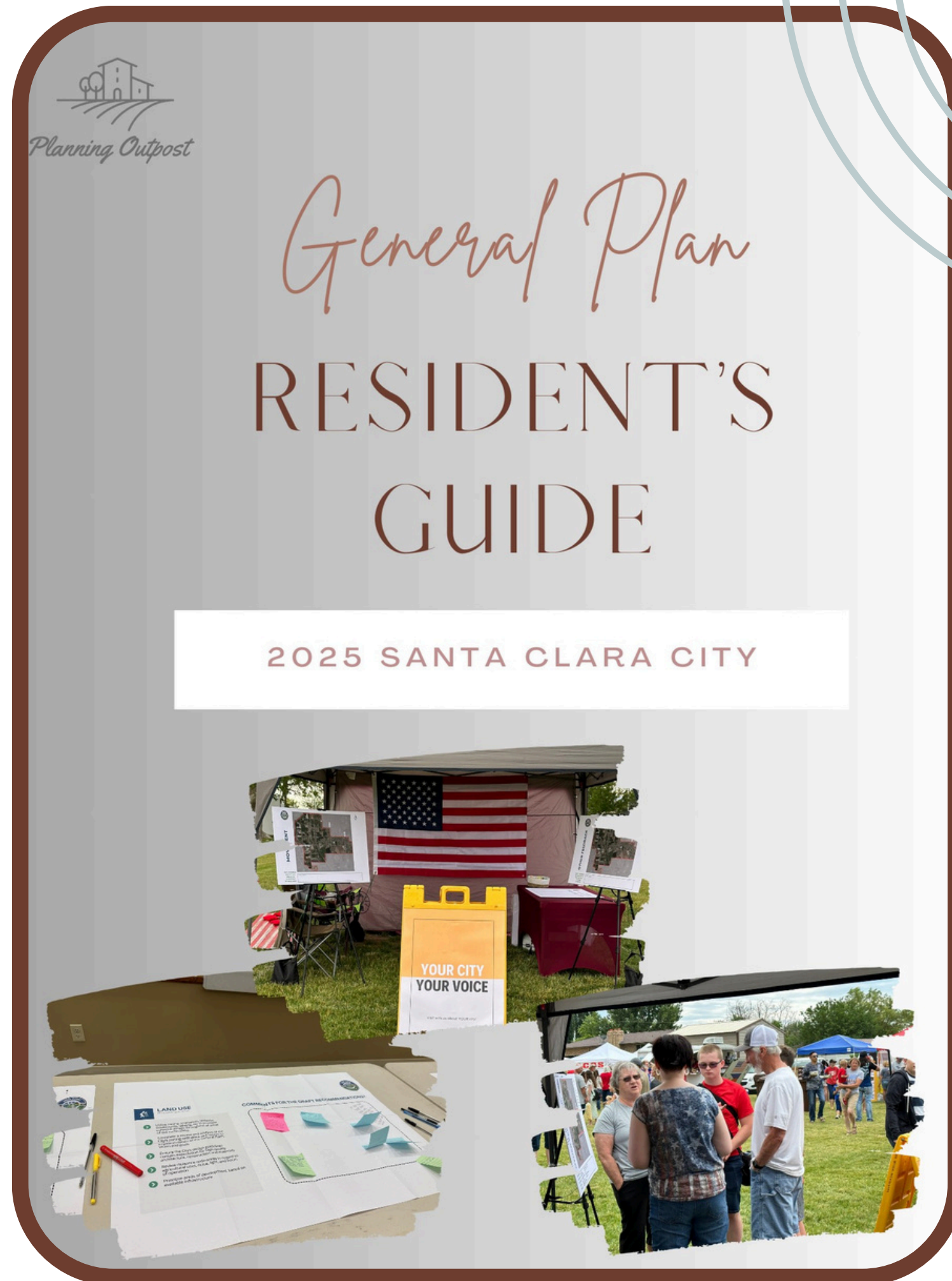
What is not a General Plan?



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RESIDENT'S GUIDE

General Plan Resident's Guide will be available for residents on project website and as the City would like to distribute information.



General Plan

PURPOSE

- ✓ GUIDING DOCUMENT FOR LAND USE DECISIONS
- ✓ ESTABLISHES COMMUNITY & LAND USE POLICIES

General Plan

WHAT IT IS

- ✓ VISION, POLICIES AND GOALS SPECIFICALLY TAILORED TO THE CITY
- ✓ A DYNAMIC & LIVING DOCUMENT



General Plan

WHAT IT IS NOT



✓ NOT CITY LAWS OR
THE SAME AS “THE
ZONING ORDINANCE”

✓ NOT JUST A LAND
USE MAP

✓ NOT A GUARANTEE FOR A
REZONING OR SPECIFIC
BUSINESSES



02.

PROJECT OVERVIEW

and Project Schedule



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UPDATED GENERAL PLAN

- Updated General Plan meeting current State Code requirements
 - Moderate Income Housing
 - Water Use & Preservation
 - Land Use
 - Transportation/Traffic
 - Parks & Trails
 - Economic Development

PUBLIC ENGAGEMENT

- Substantial Public Engagement Program
 - Survey
 - Open Houses
 - Stakeholder Meetings
 - Project Website
 - Public Hearings



SANTA CLARA GENERAL PLAN UPDATE

PUBLIC PARTICIPATION PLAN

Month	Date	Participation Element
January	1/7/2025	HC/PC/CC Joint Kick-Off Meeting
February	2/1/2025 thru 3/31/2025	Resident Insights Survey
April	4/29/2025	Values & Visions Open House In-Person Stakeholder Meetings
May	5/1/2025 and 5/6/2025	On-Line Stakeholder Meetings
June	6/10/2025	Future Land Use Map & Priorities Open House HC/PC/CC Joint Work Session



SANTA CLARA GENERAL PLAN UPDATE

PUBLIC PARTICIPATION PLAN

Month	Date	Participation Element
September	9/9/2025	Final Plan Open House HC/PC/CC Joint Work Session
October	10/9/2025	PC Work Session*
November	11/13/2025	PC Public Hearing*
November	11/19/2025	CC Work Session*
December	12/10/2025	CC Public Hearing*
Throughout	1/7/2025 thru 1/31/2026	<i>General Plan Update Website City's Social Media, Newsletters & Utility Billing Communications Dedicated Engagement Specialists</i>

*Some of these meetings may be virtually attended

03.

SWOT ANALYSIS

and Stakeholder Questionnaire



STRENGTHS

Internal attributes and resources that support the community.

S

W

WEAKNESSES

Internal factors that might hinder the community's ability to achieve its objectives.

OPPORTUNITIES

External factors that the community can capitalize on or use to its advantage.

O

T

THREATS

External factors that could have negative impacts for the community.



STAKE HOLDER QUESTIONNAIRE



- 1) What are the most unique assets in Santa Clara?
- 2) What do you see as Santa Clara's top priorities?
- 3) What do residents value most?
- 4) What are the three biggest challenges Santa Clara is facing?
- 5) Does Santa Clara have what you consider a downtown or the "heart of Santa Clara"? If so, where is it?
- 6) What are the potential roadblocks to improving the downtown or the community?
- 7) To accommodate future growth, what areas of the City are best for residential development? For commercial development?



STAKE HOLDER QUESTIONNAIRE (CONT'D)



8) Is there a desire to attract other types of development or sectors (e.g. industrial, tourism, etc.)?

9) What does your community most need, or what is your community missing?

10) What kind of development patterns do you think should be encouraged in Santa Clara?

11) What transportation infrastructure would you like to see more of / less of?

12) Outside of the City's Historic District, what building styles do you prefer regarding height, parking location, and architectural style?

13) What public community amenities (e.g., trails, rec center) would improve your quality of life?

14) What direction would you like Santa Clara to move in, and what changes would accompany that?



04.

BREAK OUT

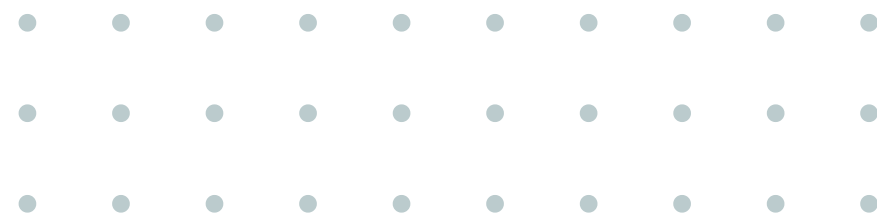
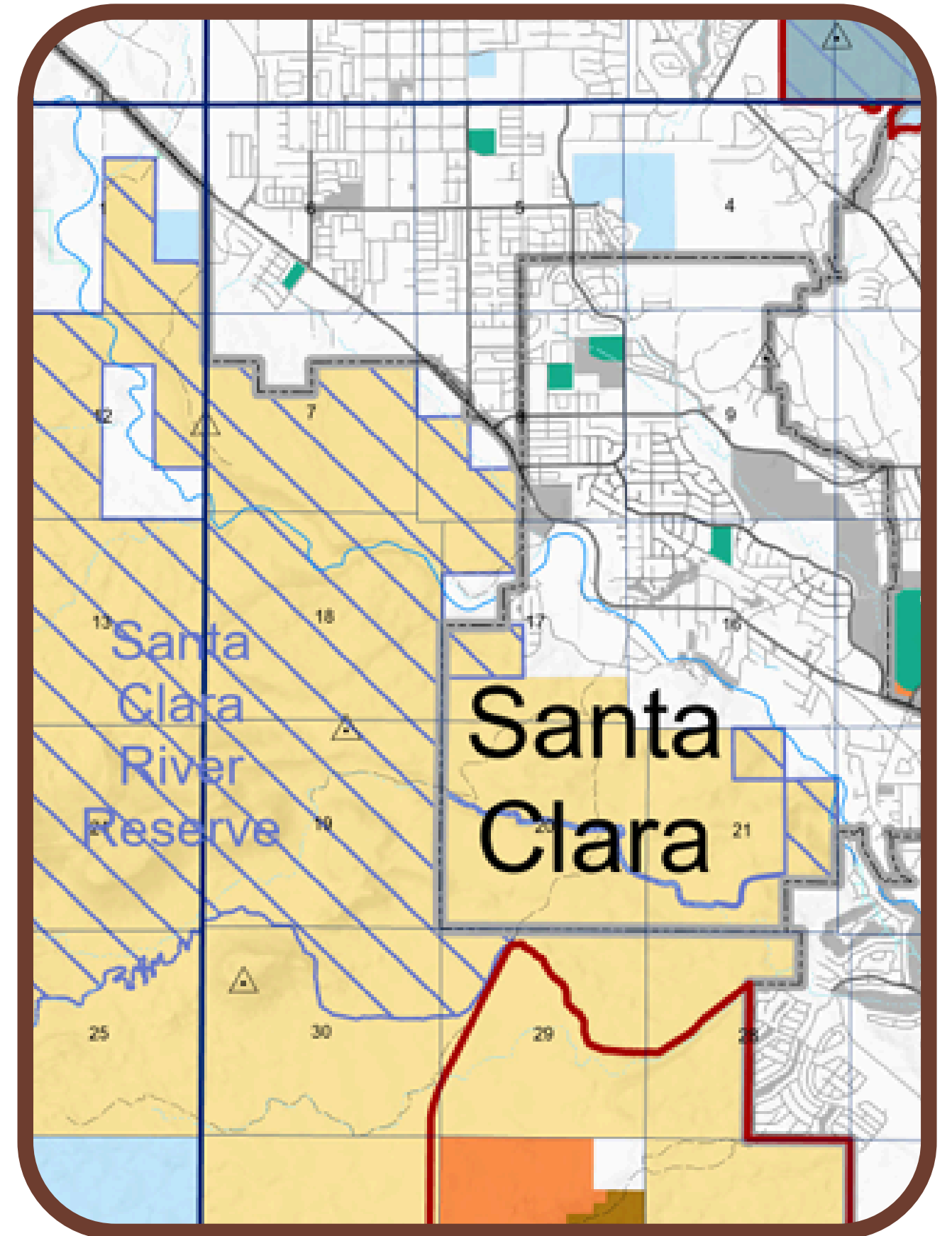
and Wrap-Up



QUESTIONS?

Any items not covered?
Any additional questions?

Short break-out at back of room for any additional feedback on the maps.





THANK YOU

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