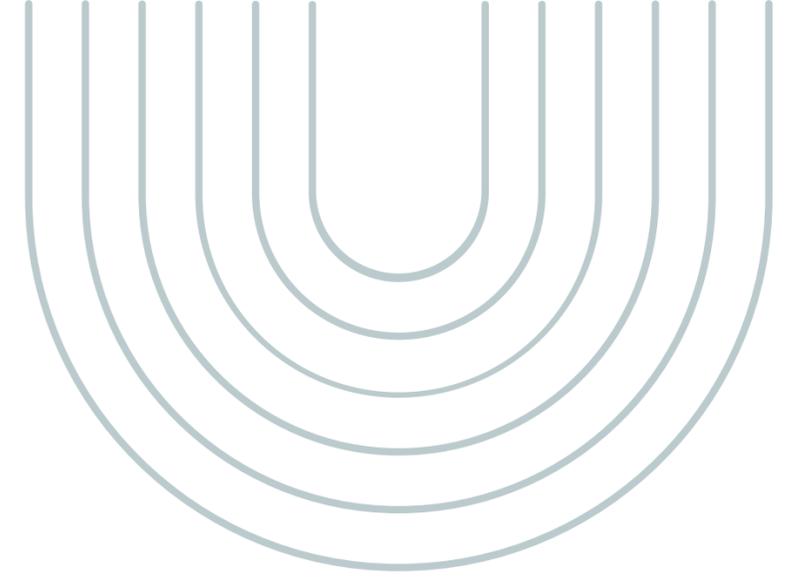




# SANTA CLARA GENERAL PLAN UPDATE

*Kick-Off Meeting  
January 7, 2025*



**01.** WHAT IS A GENERAL PLAN?

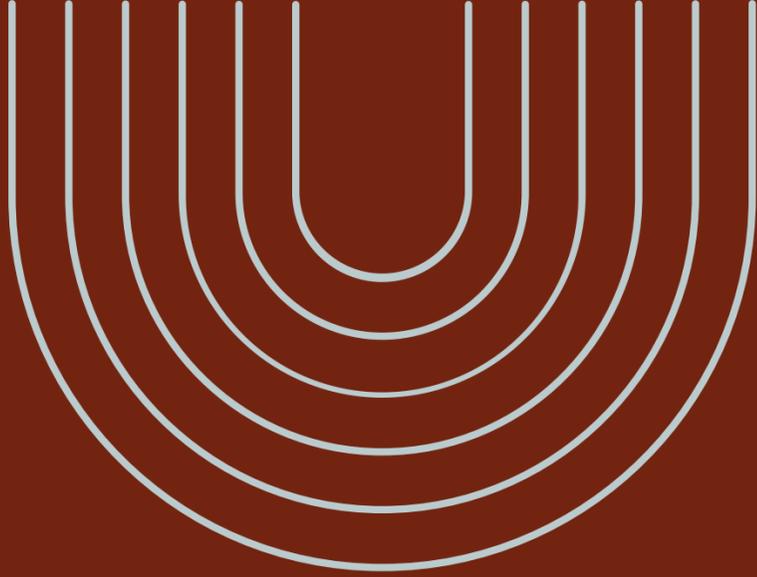
**02.** PROJECT OVERVIEW AND SCHEDULE

**03.** SWOT ANALYSIS

**04.** SMALL BREAK-OUT

# AGENDA



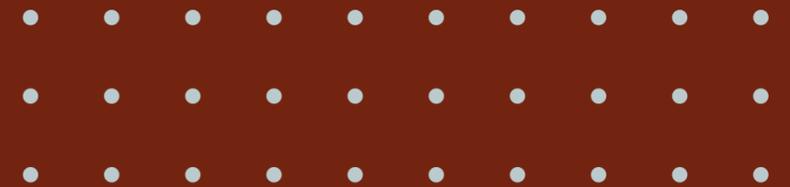


# INTRODUCTIONS

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



*Planning Outpost*



# 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.



*Planning Outpost*



*Planning Outpost*

01.

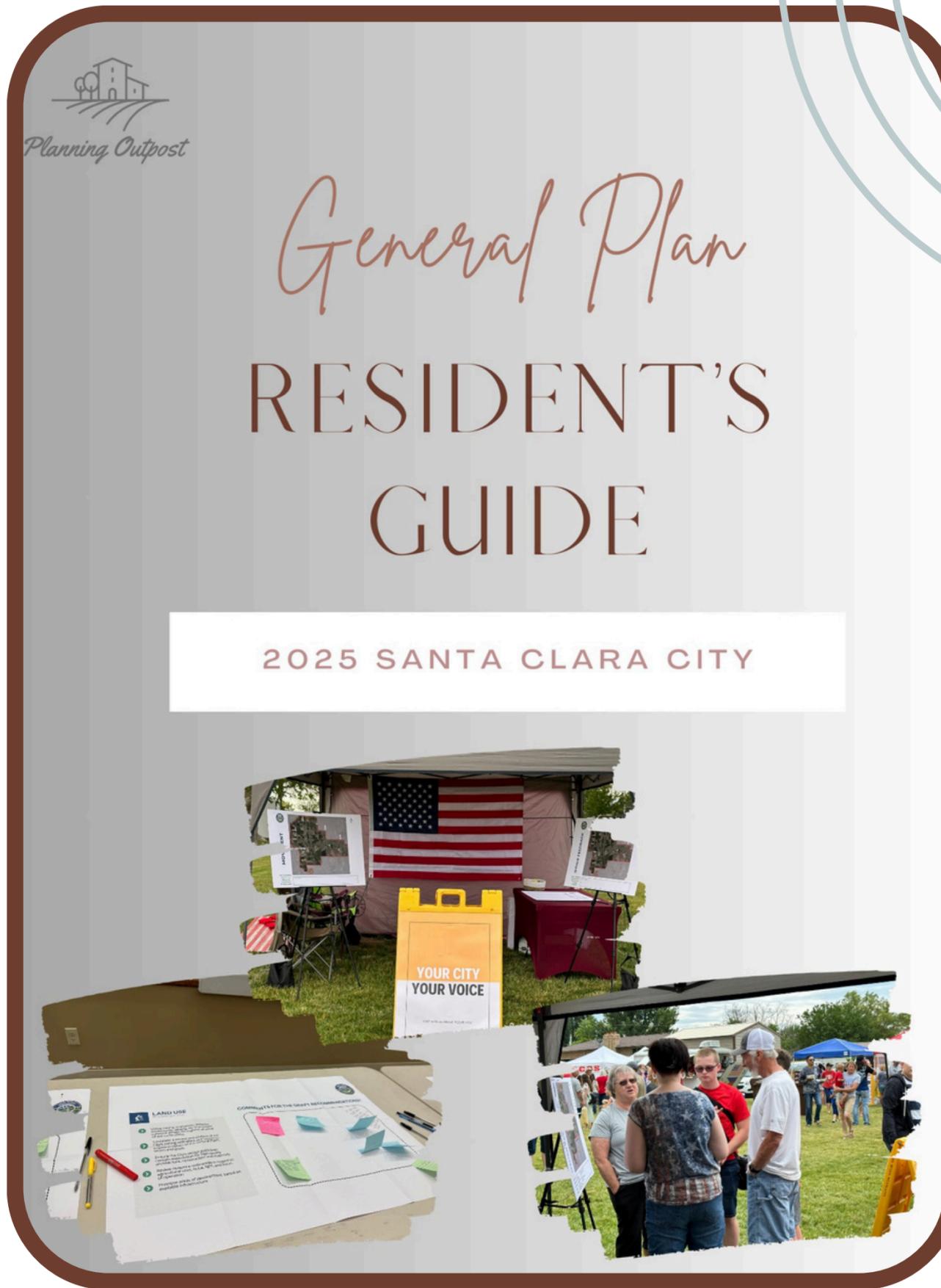
# WHAT IS A GENERAL PLAN?

*What is not a General Plan?*



# 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.

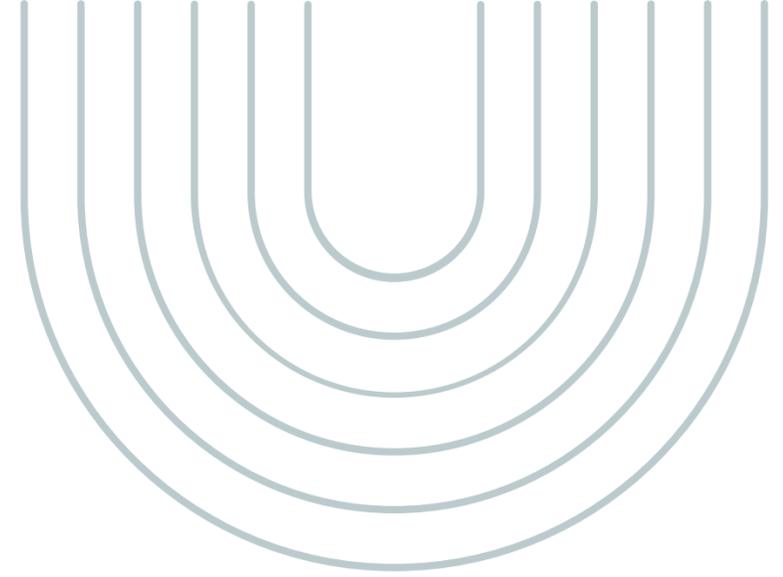
# PROJECT OVERVIEW

*and Project Schedule*



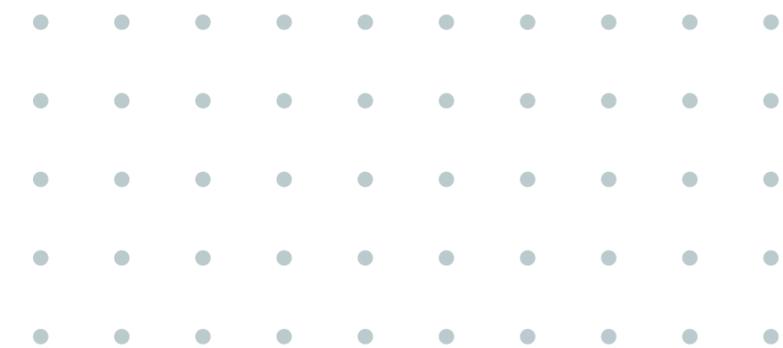
# UPDATED GENERAL PLAN

- 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<br>3/31/2025 | Resident Insights Survey  |
| April    | 4/29/2025                  | <b>Values &amp; Visions Open House</b><br>In-Person Stakeholder Meetings              |
| May      | 5/1/2025 and<br>5/6/2025   | On-Line Stakeholder Meetings  |
| June     | 6/10/2025                  | <b>Future Land Use Map &amp; Priorities Open House</b><br>HC/PC/CC Joint Work Session |



**SANTA CLARA GENERAL PLAN UPDATE**  
**PUBLIC PARTICIPATION PLAN**

| Month             | Date                       | Participation Element   |
|-------------------|----------------------------|---|
| September         | 9/9/2025                   | <b>Final Plan Open House</b><br>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*  |
| <b>Throughout</b> | 1/7/2025 thru<br>1/31/2026 | <i>General Plan Update Website<br/>City's Social Media, Newsletters &amp; Utility Billing Communications<br/>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**

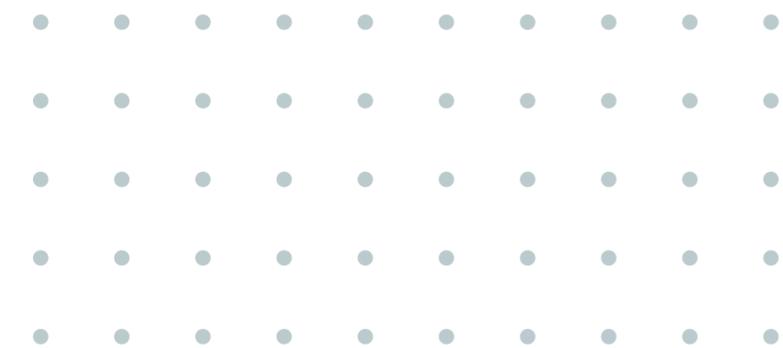
External factors that could have negative impacts for the community.



# 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?





04.

# BREAK OUT

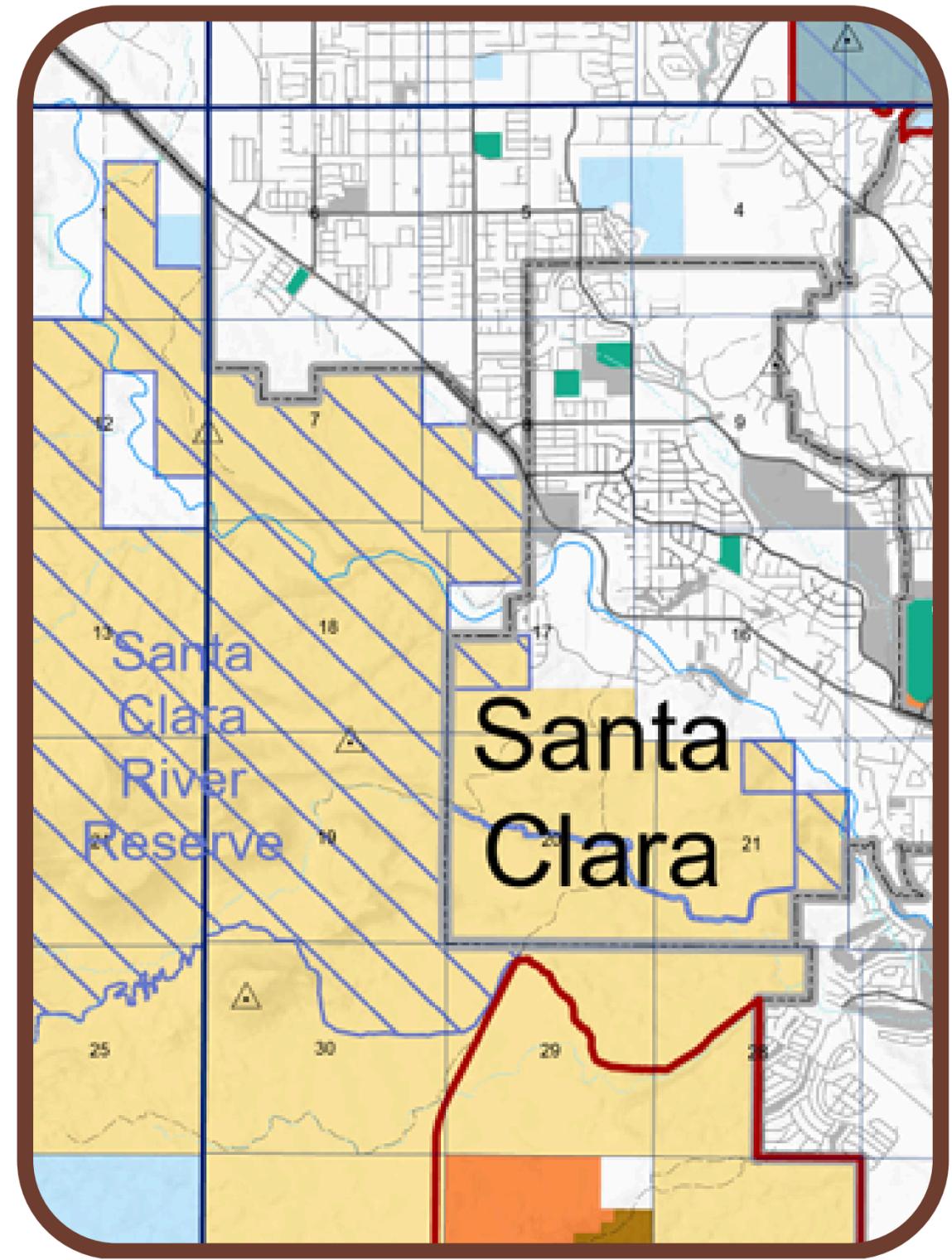
*and Wrap-Up*



# QUESTIONS?

Any items not covered?  
Any additional questions?

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





# THANK YOU

Valerie Claussen, MPA, AICP  
(801) 732-7200  
[santaclara@planningoutpost.com](mailto:santaclara@planningoutpost.com)  
[santaclara.planitusa.com](http://santaclara.planitusa.com)

