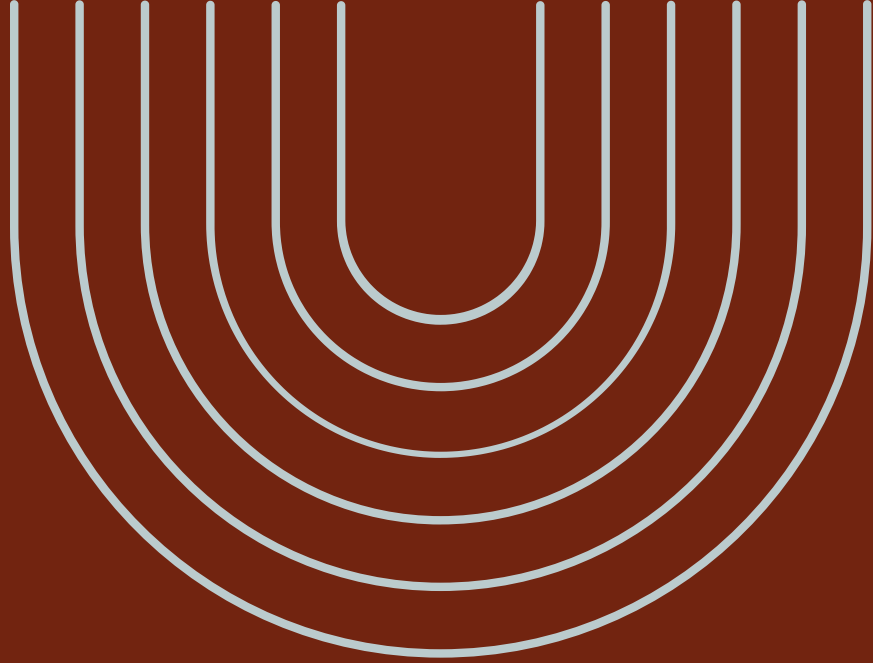


SANTA CLARA GENERAL PLAN UPDATE

*Residents' Workshop
April 29, 2025*

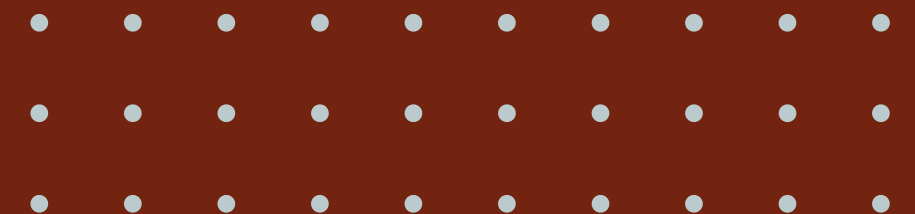



INTRODUCTIONS

Welcome & Team Introductions– *Jim McNulty, Director*
Background & Reflection– *Councilmember Ben Shakespeare*

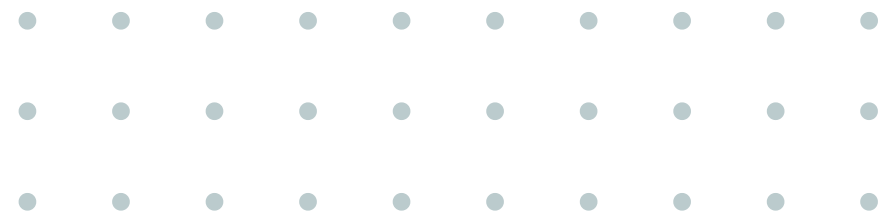


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- 
01. *ACTIVITY 1: HOW DO YOU
DEFINE COMMUNITY?*
 02. OVERVIEWS & BRIEF PRESENTATIONS
 03. *ACTIVITY 2: WHAT IS IMPORTANT
IN THE COMMUNITY?*
 04. REPORT-OUTS
 05. WRAP UP & NEXT STEPS

AGENDA



01.

ACTIVITY 1

How do you define community?



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HOW DO YOU DEFINE COMMUNITY?



- Describe a moment(s) when you felt most connected to this community.
- Share your moment(s) with your group and identify patterns, themes, or values that are common. What is it that you valued in each of these moments?
- Identify qualities of the City that are missing, that should be restored, preserved, or created to build a strong community.
- Share the patterns, themes, and values with the larger group – what do you, collectively, value about community?



02.

EXISTING CONDITIONS OVERVIEW

Demographics & Growth– *Fred Turnier, Planning Outpost*
Infrastructure & Services– *Travis Marden, J-U-B Engineers*



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VISION & THEMES

Vision & History– *Mimi McKenna, Heritage Committee*
SWOT Themes– *Valerie Claussen, Planning Outpost*



SWOT ANALYSIS

and Resident Survey Themes



SURVEY THEMES

SERVING OTHERS

- Small town feel, big city amenities
- Close to trails amenities
- Preserving natural views & nature
- Beautiful quaint historic

THE PEOPLE

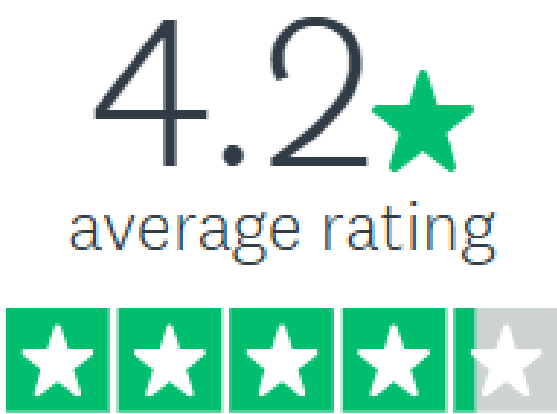
- Don't overdevelop
- Less congested compared
- Swiss days & traditions
- Natural beauty

COMMUNITY MINDEDNESS

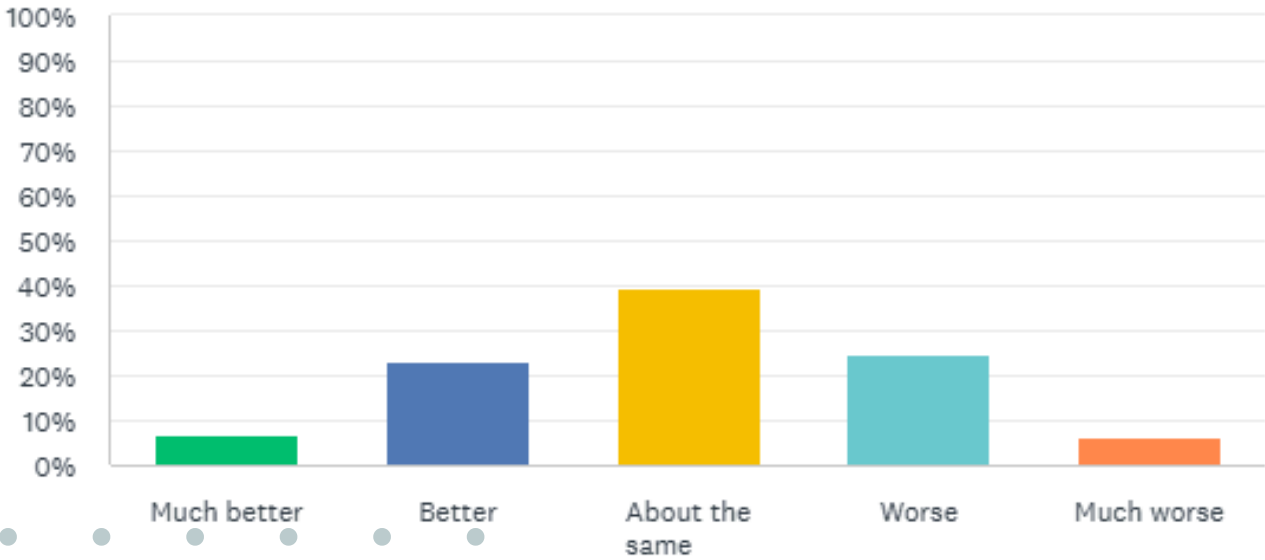
- Safe
- Trees & character of main street
- Boutique bedroom community
- The weather

SURVEY OVERVIEW

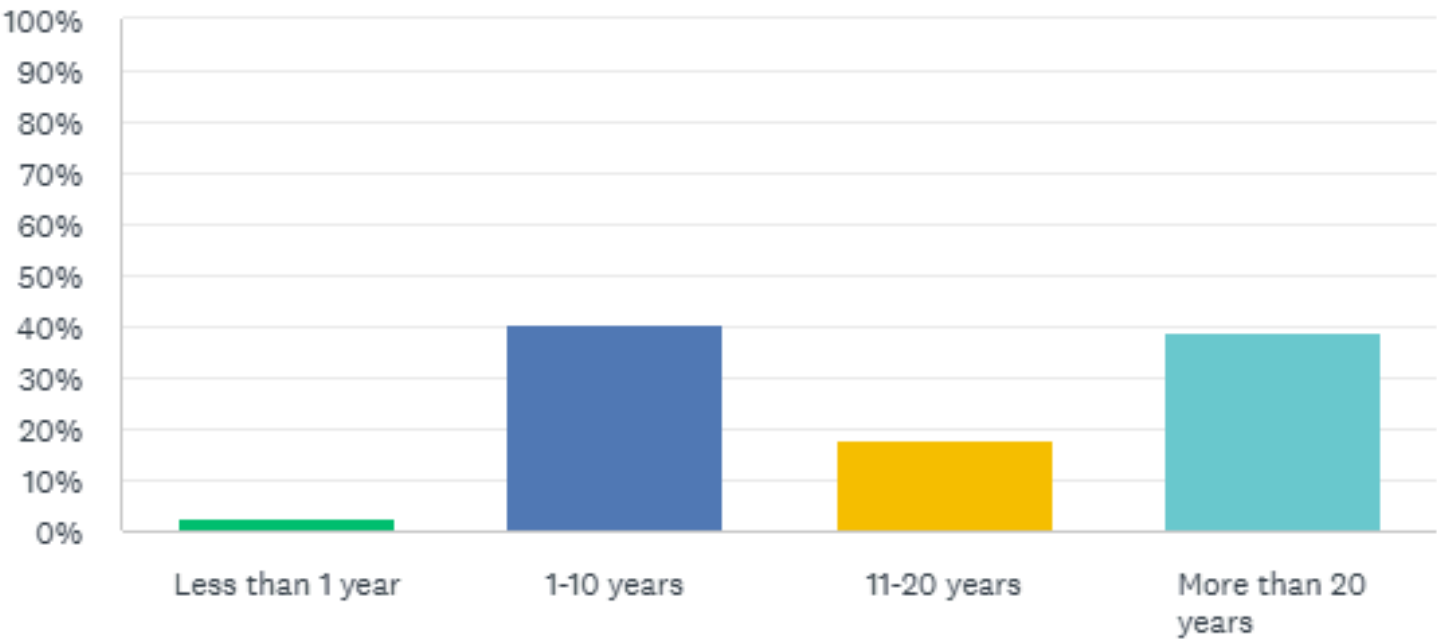
How satisfied are you with the overall quality of life in Santa Clara City?



How does the quality of life in Santa Clara City today compare to ten years ago, or since you moved to the community if less than 10 years?



How long have you lived in Santa Clara City?



Combined SWOT from January 7, 2025 Kick-Off Meeting* and Resident Survey (Mar 3rd -Apr 7th)

STRENGTHS

Internal attributes and resources that support the community.

SW

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.

OT

THREATS

External factors that could have negative impacts for the community.

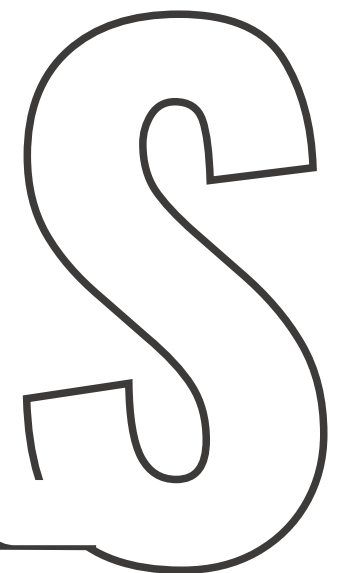
**With City Council, Planning Commission and Heritage Commission*

STRENGTHS

- *Character of neighborhoods*
- *Quality of Housing*
- *Trash removal, Stormwater, Water, Internet services*
- *Public Safety services*
- *Schools*
- *Connectivity and pedestrian sidewalks and facilities*
- *Conditions of the roadways*
- *Trails and greenways*
- *Community and neighborhood parks*
- *Environmental and proximity to open space*
- *Housing and Neighborhoods*
- *Historic Downtown*

- Small town
- Water - own
- Staff
- People - residents
- Location
- Relationship with neighbors
- Roads - infrastructure
- Open space - around
- Downtown
- Commercial - retail
- Charming
- Stable - financial

historic downtown Good people welcoming
 bedroom community small town charm services want keep think
 open spaces hometown feel etc Main Street well Santa Clara natural beauty businesses
 place growing friendly charm sense community St George now schools
 historical close great beautiful small still historic growth
 much weather feel trees love family red rocks nature
 quaint Location small town s people area live history amenities many
 housing diverse scenery safe small town feel community city safety quiet safe Character
 maintained need Everything good neighborhoods quiet city safety quiet safe Character
 little mountains clean peaceful nice community feel friendly people care easy access
 home Swiss Days lack atmosphere big friendliness also downtown
 really cleanliness see proximity small town atmosphere used red mountains
 Santa Clara Drive love Santa Clara



OPPORTUNITIES

- Black Desert housing
 - Public transit
 - Outside with St. George
 - Have money
 - Not many riders
 - Working with federal government - congressmen
 - Washington county - regional partnerships
 - Annex south of city - BLM land
 - Housing opportunities
 - Western Corridor
-
- *Single family home developments*
 - *Character of the Downtown, commercial and historical areas of town*
 - *Access to everyday goods*
 - *Retail, personal services, Restaurants, entertainment*

Single family power rates housing options Affordable single family
 preservation Traffic flow expensive Energy
 properties Maintaining Stop safety Affordable left Preserving Slow growth
 spaces Affordable housing development open space
 Historic power Parks Water city improving
 utility costs community Traffic growth building make
 Santa Clara utilities cost new Protecting
 plan services streets roads Restaurants Transportation homes
 single family homes Water conservation need infrastructure
 Bringing Electricity historical Santa Clara Drive Controlling growth

THREATS

- Flood
 - Drought
 - Geologic hazards
 - Imported crime
 - Vandalism
 - Traffic
 - Build out
 - Commercial on city lines/boundaries
 - Funding infrastructure
 - Planned future maintenance
 - Cost of energy
 - Cemetery
 - Local control - mandates
 - Form based code
-
- *Large Apartment buildings*
 - *Mix of availability of shopping options*
 - *Opportunities for new commercial, office or employment development*
 - *Opportunities for jobs and employment*
 - *Mixed use, office business parks, manufacturing*



03.

ACTIVITY 2

What is important in the Community?

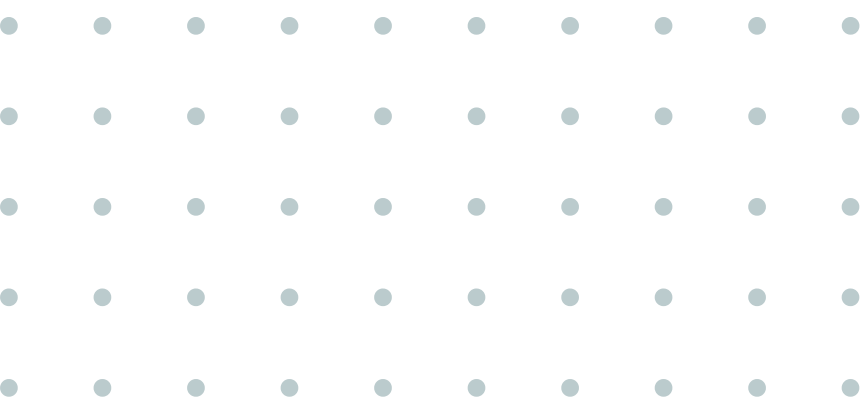


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WHAT IS IMPORTANT IN THE COMMUNITY?



- Review Vision and SWOT analysis. What are some positive implications (or what are you most excited about) regarding the realization of the Vision and SWOT analysis?
- What are some possible negative implications (or concerns) regarding the realization of the Vision and SWOT analysis?
- Share your thoughts with your group and identify common themes.
- Within the group, prioritize the top three positive and negative implications.



STRENGTHS

- *Character of neighborhoods*
- *Quality of Housing*
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- *Public Safety services*
- *Schools*
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OPPORTUNITIES

- *Single family home developments*
- *Character of the Downtown, commercial and historical areas of town*
- *Access to everyday goods*
- *Retail, personal services, Restaurants, entertainment*

WEAKNESSES

- *Availability of affordable housing*
- *Value of the Cost of the homes*
- *Student Housing*
- *Health care and medical services*
- *Services for Senior Citizens*
- *Transit options*
- *Access to regional transportation*
- *Congestions and traffic flow*
- *Ability of the major roadways to handle traffic*
- *Access to water features*
- *Code Enforcement/Upkeep of residential property*
- Limited on land - difficult to develop
- Smaller population
- Limited commercial - tax base
- Affordable housing
- Bedroom community
- Perceive (perception) expensive
- Limited financials
- Transportation - connectivity to other areas
- Utility corridors (difficulty obtaining)
- Valley vs heights - land use ideas
- Residents negative to change

THREATS

- *Large Apartment buildings*
- *Mix of availability of shopping options*
- *Opportunities for new commercial, office or employment development*
- *Opportunities for jobs and employment*
- *Mixed use, office business parks, manufacturing*
- Flood
- Drought
- Geologic hazards
- Commercial on city lines/boundaries
- Funding infrastructure
- Planned future maintenance
- Cost of energy
- Cemetery
- Local control - mandates
- Form based code
- Imported crime
- Vandalism
- Traffic
- Build out



04.

REPORT OUTS



05.

WRAP UP

and Next Steps



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UPDATED GENERAL PLAN

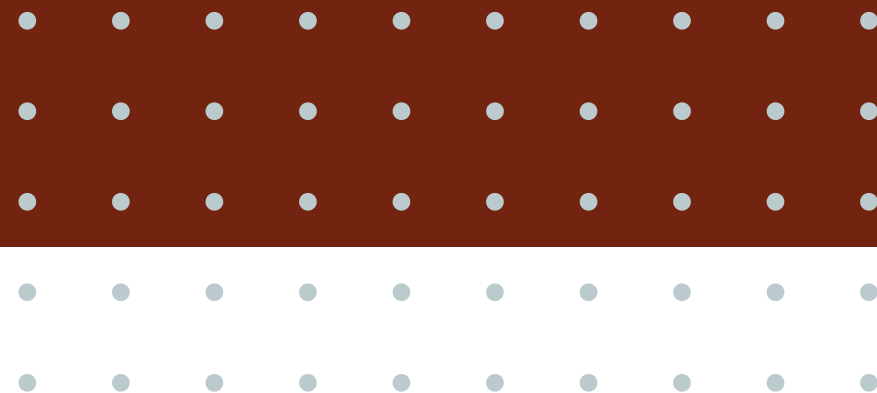
- Updated General Plan meeting current State Code requirements
 - Moderate Income Housing
 - Water Use & Preservation
 - Land Use
 - Transportation/Traffic
 - Parks & Trails
 - Economic Development

PUBLIC ENGAGEMENT

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

WHAT IS A GENERAL PLAN?

What is not a General Plan?



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





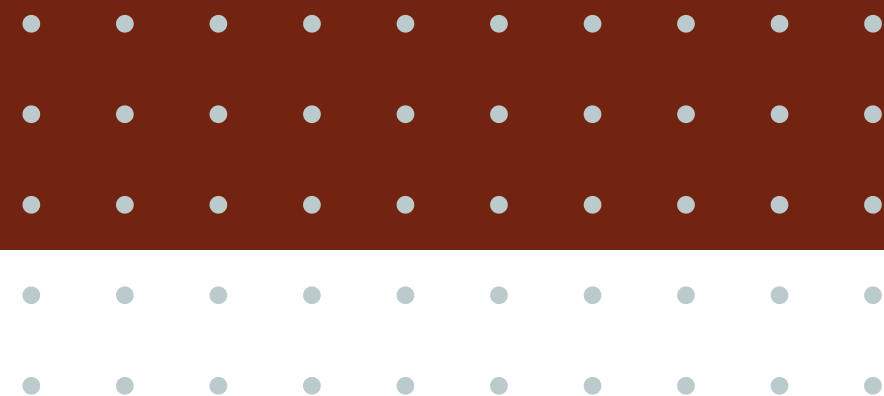
SANTA CLARA GENERAL PLAN UPDATE

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
June	6/10/2025	Future Land Use Map & Priorities Open House HC/PC/CC Joint Work Session

I LIKE... I WISH...

Closing Activity



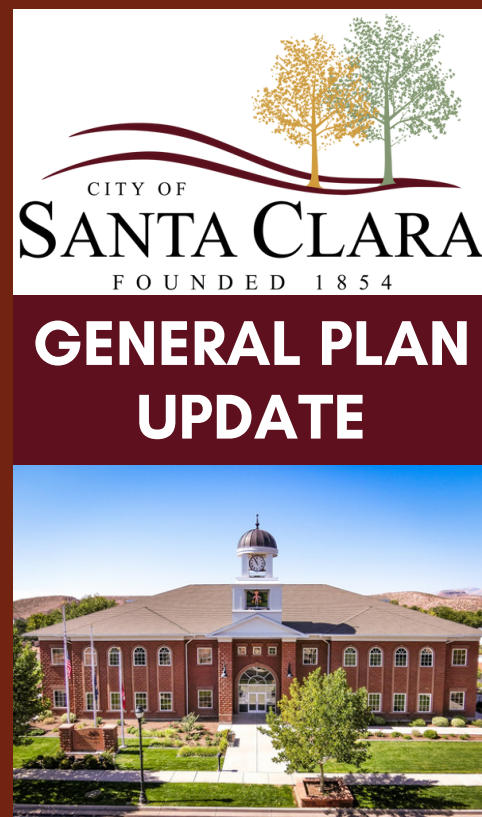
I LIKE... I WISH...



- What do you **like** most about Santa Clara?
- What do you **wish** for the future of Santa Clara as it relates to the General Plan?

Please leave your response card in the basket on the table.





THANK YOU

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