

Correspondence
2/19/25 Planning Commission Meeting
Public Outreach Policy for Planning Applications
RTC 24-1059

From: [REDACTED]
To: [Sheldon Ah Sing](mailto:Sheldon.Ah.Sing)
Subject: Re: Draft Update to Public Outreach Policy for Planning Applications
Date: Tuesday, February 11, 2025 4:55:04 PM

Hello Sheldon,

Thank you so much, this is helpful!

I also appreciated the statement in the document that Community Meeting will be conducted as hybrid meetings. To make that more clear perhaps rather than the wording "will be conducted as hybrid" this might warrant use of the word 'shall,' as in "shall be conducted as hybrid."

Plus I was glad to see a section on Website Posting that will include initial plans, updated plans, video recordings, community meeting notes and a FAQ.

These additions will make the City of Santa Clara's development processes more transparent and also bring them into line with other local city governments' requirements.

Sincerely,

Susan Hinton

On Feb 11, 2025, at 13:14, Sheldon Ah Sing <sahsing@santaclaraca.gov> wrote:

Hi Susan,

Thanks for the suggestion on the comparison documents. There is now a redline document available online. You can find the file at the link below:

<https://www.santaclaraca.gov/home/showpublisheddocument/86195>

Sheldon S. Ah Sing, AICP | Development Review Officer
Community Development Department | Planning Division
1500 Warburton Avenue | Santa Clara, CA 95050
D: 408.615.2480 | email: SAhSing@SantaClaraCA.gov

www.SantaClaraCA.gov

<image003.png>

From: [REDACTED]
Sent: Monday, February 10, 2025 1:01 PM
To: Planning Public Comment <PlanningPublicComment@santaclaraca.gov>
Subject: Re: Draft Update to Public Outreach Policy for Planning Applications

You don't often get email from [REDACTED]
Subject: Comments on the February 2025 Draft Update to Public Outreach Policy for Planning Applications

Dear City Planners and City Planning Commission,

The draft focuses on where and when to make public outreach notices, with no guidance on content guidance.

1) As for the draft itself, it would have been massively helpful to have seen the specific changes that are being proposed.

To see a legislative body that does this quite well, visit <https://leginfo.legislature.ca.gov/>. In a specific example, see nearly any bill's "Compare Versions" tab.

https://leginfo.legislature.ca.gov/faces/billVersionsCompareClient.xhtml?bill_id=202520260SB45

While the City of Santa Clara may not have the bandwidth to set up as nice a website as the state, surely use of any standard word processor, for example Microsoft Word, allows for edit tracking and version comparison.

2) Content guidance, for example:

- **Why not insist that when a presentation will be given on a certain day and time, that the presentation be made available in advance**, in the same way that City Council Agendas must include accompanying documentation, including presentations, to be uploaded before the meeting?

Today, in 2025, we have a quite good internet. Posting documents ahead of a meeting should be a slam dunk.

3) **All presentation meetings should include remote participation, with the ability to make comments and ask questions..**

This is because some citizens can't easily travel. Also this saves GHG used in driving across the city.

Again, in 2025, we have a quite good internet. Posting documents ahead of a meeting should be a slam dunk.

Sincerely,

Susan Hinton

Resident of the City of Santa Clara for 35 years.

From: Planning Public Comment <PlanningPublicComment@santaclaraca.gov>

Sent: Tuesday, February 11, 2025 8:29 AM

To: Clysta Seney [REDACTED] Planning Public Comment <PlanningPublicComment@santaclaraca.gov>; Sheldon Ah Sing <sahsing@santaclaraca.gov>; Lesley Xavier <LXavier@santaclaraca.gov>

Subject: RE: Public Outreach Comment

Good Morning,

Your email has been received in the Planning Division, thank you for taking the time to provide your comments.

ELIZABETH ELLIOTT | Staff Aide II

Community Development Department | Planning Division

1500 Warburton Avenue | Santa Clara, CA 95050

O : 408.615.2450 Direct : 408.615.2474

-----Original Message-----

From: Clysta Seney [REDACTED]

Sent: Monday, February 10, 2025 1:12 PM

To: Planning Public Comment <PlanningPublicComment@santaclaraca.gov>

Subject: Public Outreach Comment

[You don't often get email from [REDACTED] Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Included in the City of Santa Clara are four main waterways: Calabazas, San Tomas Aquino, Saratoga, and the Guadalupe River.

Is it possible to add a Trails/Waterways Specific Use which includes notifying any Santa Clara citizen interested in developments adjacent to trails and waterways?

I am thinking of how Levi Stadium has impacted the bottom of the San Francisco Bay. The developer

could have helped pay for mitigations to area closures that the stadium events require that would facilitate bicyclists and pedestrians to move easily and securely through those neighborhoods. Now it seems it's all on the community to resolve and shoulder after the fact.

As the City builds up and up and up with fewer parking spaces there will be impacts to corridors that are much further away including other cities. Such a special use could help those seeking proactive and regional solutions.

If not, is there another way that a citizen who cares about waterways and trails can be advised of planning developments which could significantly impact the current or future use of them?

Thank you for your outreach.

From: [Planning Public Comment](#)
To: [REDACTED] [Sheldon Ah Sing](#); [Lesley Xavier](#)
Subject: RE: Feedback on the Policy for Public Outreach for Planning Applications
Date: Tuesday, February 11, 2025 8:27:30 AM
Attachments: [image001.png](#)
[image003.png](#)

Good Morning,

Your email has been received in the Planning Division, thank you for taking the time to provide your comments.

ELIZABETH ELLIOTT | Staff Aide II
Community Development Department | Planning Division
1500 Warburton Avenue | Santa Clara, CA 95050
O : 408.615.2450 Direct : 408.615.2474

From: Jesse Wang [REDACTED]
Sent: Monday, February 10, 2025 12:36 PM
To: Planning Public Comment <PlanningPublicComment@santaclaraca.gov>
Subject: Feedback on the Policy for Public Outreach for Planning Applications

You don't often get email from [REDACTED] [Learn why this is important](#)

Hello,

The draft policy contains lots of wording about how the city will reach the public, but it does not say much about how the city will collect feedback. I know there is a formal process to give feedback when showing up to city meetings in person, but I would say the majority of working families are not able to make it to those meetings. Sometimes there are online surveys, which is a good way to provide feedback. I would ask that the city also look to other ways via social media or web platforms to provide feedback. Perhaps utilizing the MySantaClara app, or comments from the online meeting streams. Also regarding social media, I would like to suggest the City of Santa Clara to have representation on BlueSky. This is a twitter like platform, but it is open-source and has well enforced moderation for social conduct. It would be nice to offer engagement on this platform, which is not a billionaire owned platform such as facebook/twitter/instagram. In fact, it would be great if the City of Santa Clara ceased its relationship with Twitter.

Thanks,

--

Jesse Wang

From: [REDACTED]
To: [Sheldon Ah Sing](#)
Cc: [REDACTED], [Lesley Xavier](#)
Subject: Re: Draft policy
Date: Monday, February 10, 2025 5:54:31 PM
Attachments: [image006.png](#)
[image001.png](#)
[image002.png](#)
[image003.png](#)

Sheldon,

Thanks again for meeting with Jhaid and me two weeks ago and doing so with such patience and grace.

Thanks for touching base with your colleagues thereafter. Jhaid and I appreciate your reflections below and the efforts to make the policy better. Your current proposal is an improvement from the old policy.

That being said, if we understood your email below, the City is making zero changes to the draft based on our feedback last week. That's too bad. Y'all are missing an easy opportunity — to incorporate ideas from a community-based organization with community engagement expertise that will be affected by the policy. Your decision will inform our advocacy going forward, including our forthcoming action alert.

If you have any other insights on your process leading into next week, please let us know. Otherwise, we'll see you next week and please expect some emails coming your way from our members.

Take good care - Alex

--
Alex Shoor
Executive Director | Catalyze SV
www.CatalyzeSiliconValley.org
[Get Catalyze SV apparel](#) | [Schedule time w/Alex](#)

On Feb 7, 2025, at 3:22 PM, Sheldon Ah Sing <sahsing@santaclaraca.gov> wrote:

Hi Jhaid,

Thank you for your feedback on the draft public outreach policy. We appreciate working with our stakeholders on this important initiative. Releasing the draft ahead of the Planning Commission meeting was in response to stakeholders requesting that we release the document with sufficient time for all to provide feedback. We wanted to address some of your comments as well as provide additional context.

Our intention is to present the draft policy to the Planning Commission on February 19 and hear from all stakeholders. The Planning Commission at their discretion may recommend no changes to the existing policy or additional changes to the draft policy.

Catalyze SV and the City share a common interest in improving the City's outreach for Planning projects—which include private development applications, like conditional use permits; as well as City-sponsored projects, like new specific plans. It is our understanding that there are not many other cities in the area that have a public outreach policy for Planning applications, which reflects our innovation.

An aim of this policy is to measure how effectively the project sponsor integrates community feedback into the project's design based on the outreach. We are trying to establish a process where we can include informing, consulting, involving and where possible collaboration with stakeholders. Not every project scope is the same and every project has different levels of interest from the community. We are trying to create and maintain a balance between effective outreach and aligning with the State's goals and expectations on housing production. Regarding non-residential development, we can expect that there would be more interest in projects that are within the vicinity of residential properties. The draft policy includes flexibility that will allow the City to achieve these outreach goals. We are trying to match the outreach with what may be the expected interest in the project, some of which would not be known until a project is submitted and we conduct the early and initial outreach.

The policy categorizes projects into "small", "standard", "large" and "significant interest". Large and significant interest projects are similar and have the same requirements. There may be times when a small or standard project would be considered a significant interest project and subject to increased outreach.

We recognize that technology and outreach methods change over time and just because the policy does not specifically mention a technology or method does not mean that it cannot be used.

Clarifying “initial visioning meetings” are for projects with General Plan amendments and zoning amendments.

Hopefully, this provides some context. Let me know if you would like to discuss further.

Sheldon S. Ah Sing, AICP | Development Review Officer
Community Development Department | Planning Division
1500 Warburton Avenue | Santa Clara, CA 95050
D: 408.615.2480 | email: SAhSing@SantaClaraCA.gov

www.SantaClaraCA.gov



From: Jhaid Parreno [REDACTED]
Sent: Friday, January 31, 2025 4:57 PM
To: Sheldon Ah Sing <sahsing@santaclaraca.gov>
Cc: Alexander Shoor [REDACTED]
Subject: Re: Draft policy

Good afternoon Sheldon,

Thank you once again for meeting with us today. We appreciate the opportunity to discuss the draft policy.

As discussed, here is a [copy](#) of the draft with our comments and notes for your review. We look forward to hearing back from you next week regarding any updates based on our conversation.

As a courtesy to you and City staff, we'd like to reiterate that Catalyze SV will be sending out an action alert to encourage participation in the upcoming planning meeting. This will also provide an additional perspective on the draft that aligns with our organizational values.

We plan to emphasize our key priorities for this policy, which include:

- Equity focus
- Community engagement bench
- Early involvement and notification

Thank you for your continued partnership, and I look forward to hearing from you next week!

From: [REDACTED]
To: [PlanningCommission](#)
Cc: [Afshan Hamid](#); [Lesley Xavier](#); [Sheldon Ah Sing](#); [Alexander Abbe](#); [REDACTED]
Subject: Re: City's Community Engagement Policy Coming to Your Commission on 2/19
Date: Monday, February 3, 2025 3:00:26 PM
Attachments: [image003.png](#)

You don't often get email from [REDACTED] [Learn why this is important](#)

Elizabeth,

Thank for you your response. And for including staff we've worked with like Lesley and Sheldon; we had a very productive meeting with Sheldon last week (thank you for the time, Sheldon!).

We look forward to staying in touch with y'all at the City leading into the 2/19 PC meeting - Alex

--
Alex Shoor
Executive Director | Catalyze SV
www.CatalyzeSiliconValley.org
[Get Catalyze SV apparel](#) | [Schedule time w/Alex](#)

On Feb 3, 2025, at 12:11 PM, PlanningCommission <PLANNINGCOMMISSION@santaclaraca.gov> wrote:

Good Afternoon Alex,

This is to confirm that your email has been received in the Planning Division and by way of my reply I am included the appropriate city staff for their review. Please note, your comments will be part of the public record on this item.

Thank you,

Elizabeth Elliott | Staff Aide II
Community Development Department | Planning Division
1500 Warburton Avenue | Santa Clara, CA 95050
O: 408.615.2450 | D: 408.615.2474

www.SantaClaraCA.gov



From: Alex Shoor [REDACTED]
Sent: Friday, January 31, 2025 8:28 PM
To: PlanningCommission <PLANNINGCOMMISSION@santaclaraca.gov>; Lance Saleme <LSaleme@SantaClaraCA.gov>; Mario Bouza <mbouza@Santaclaraca.gov>; Yashraj Bhatnagar <YBhatnagar@Santaclaraca.gov>; Qian Huang <QHuang@Santaclaraca.gov>; Priya Cherukuru <PCherukuru@SantaClaraCA.gov>; Nancy Biagini <NBiagini@SantaClaraCA.gov>; Eric Crutchlow <ecrutchlow@santaclaraca.gov>
Cc: Jhaid Parreno [REDACTED]
Subject: City's Community Engagement Policy Coming to Your Commission on 2/19

You don't often get email from [REDACTED] [Learn why this is important](#)



Santa Clara Planning Commissioners,

For Catalyze SV, community engagement is at the heart of what we do.

On May 20, 2021, Catalyze SV members from our Community Engagement Committee had a very fruitful, collaborative meeting with six City of Santa Clara Planning staff about reforms to the City's community

engagement policy. Our members provided in-depth, specific feedback on how the City's community engagement policy could be strengthened, including our top recommendations:

1. bring community into the process earlier and
2. ensure underrepresented communities are represented.

Since then, we have waited patiently — and regularly asked for updates — as the City paused its progress on these reforms.

After we emailed city staff inquiring about an update on January 17, 2025, we learned that an advanced draft policy was published and that you will vote on it on February 19, *before* we had an opportunity to provide input on the draft.

So our next step was this: today, we provided line-by-line feedback to the city staff member working on the policy on what we like about the draft and how to improve it (let us know if you'd like a copy of this). But we don't know if any of those recommendations will be incorporated into the draft coming to you on November 19.

So this email to you is about previewing our involvement in this policy and giving you a heads up that we expect to be advocating for the best possible policy in the weeks ahead.

If the City puts that on the table for you on 2/19, outstanding, we'll advocate for it wholeheartedly! If not, we may be asking you to send the policy back to staff for further input before you take another vote on it.

If you have any questions for Catalyze SV, please feel free to reach out to me directly (as always, probably best to avoid replying all to avoid any Brown Act violations). Also, we're happy to meet with Commissioners individually over the next 2+ weeks. Would that be valuable to you in your process?

Thanks for your continued service to, and sacrifice for, Santa Clara,
Alex

P.S. Catalyze SV has been one of the sole community-based organizations engaged in this policy with Santa Clara. We wish the City and more organizations were collaborating on it to achieve a broader, more well-rounded perspective. We believe such input from community groups is critical to a great, equitable policy.

--

Alex Shoor
Executive Director | Catalyze SV
www.CatalyzeSiliconValley.org
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Public Notification, Outreach, & Engagement Policy for Planning Applications

The facilitation of inclusive community participation is an important goal for the City's conduct of the land use development process. The intent of this policy is to reform City practices that will provide the public with enhanced access to information related to land use development activity within Santa Clara to encourage community members to be informed and engage in the public process for the review of development proposals. The desired outcome of this Policy would be the extent to which the developer incorporates community feedback into the project design.

The Policy establishes notification, outreach, and engagement requirements for the City of Santa Clara that will be implemented in addition to the minimum noticing requirements provided by State law. Notification, outreach, and engagement activities are based on the City's level of discretion in deciding on a particular development proposal.

Definitions

Initial Development Proposal. For Large and Significant Interest Development Proposals, developers are encouraged to submit preliminary information about a project with conceptual drawings that include a tentative site plan and draft architectural renderings. The Director of Community Development also has the discretion to require an Initial Development Proposal for any project of any size.

Minor Development Proposal. Minor Use Permits, Off-Site Parking Permits, Reasonable Accommodation requests and Temporary Use Permits that have noticing requirements prescribed in the City Code. *These projects are not subject to this Policy unless deemed a Significant Interest Development Proposal.*


Small Development Proposal. A development proposal related to the construction, renovation, demolition, or expansion of a single-family house that requires a public hearing; up to four residential units; accessory structures that require a public hearing. Does not include minor use permits.


Standard Development Proposal. A development proposal that involves between five and 49 dwelling units, up to 30,000 square feet of commercial, or up to 50,000 square feet of office or industrial uses.


Large Development Proposal. A development proposal that involves over 49 dwelling units, 30,000 square feet or more of commercial uses, or 50,000 square feet or more of office or industrial uses.

Summary of Comments on Draft Updated Public Outreach Policy 20241219_CatalyzeSV comments.pdf

Page: 1


 Number: 1 Author: Alex Shoor Date: 1/31/2025 3:14:17 PM
No mention of best practices in other places or national research?

 Number: 2 Author: Alex Shoor Date: 1/31/2025 3:14:19 PM
if it's policy, shouldn't it be to dictate, not inform city policy?

 Number: 3 Author: Alex Shoor Date: 1/31/2025 3:14:14 PM
right off the bat, they seem to be on the inform end of the spectrum.

 Number: 4 Author: Alex Shoor Date: 1/31/2025 3:14:20 PM
redundant with "public with enhanced access to information"

 Number: 5 Author: Alex Shoor Date: 1/31/2025 4:28:14 PM
Not sure what this means? It doesn't seem like an outcome.

 Number: 6 Author: Jhaid Parreno Date: 1/31/2025 3:14:51 PM
Is there clarification on "level of discretion" ?

1 Significant Interest Development Proposal. A development proposal that the **2** Director determines has a high potential for a large degree of interest at a Citywide level.

Project Manager. A Community Development Department staff member who is responsible for processing the land use/or development applications.

Process

Development projects will need to advance through several stages of public notification, depending on the size and type of the project.

1. Initial Public Notification.

Purpose & Intent

The intent of the Initial Public Notification is to ensure that stakeholders and other interested parties have as much advance notice as possible of proposals. This provides stakeholders the opportunity to be informed about decisions that may affect them.

- **On-Site Posting.** For projects specified in Matrix A, the applicant is responsible for installing an on-site notification sign on the project site, consistent with the size and content requirements listed in this policy. The applicant is responsible for installing an on-site notification sign on the project site within the **30 days** of the application submittal. The Community Development Department will maintain a template that contains the format and contents of an “on-site posting” sign. The sign will reference, through use of a QR code and weblink address, a connection to the City’s project webpage for updated information. The applicant shall provide photo documentation that the sign has been posted to the Project Manager.
- **Mailed Notices.** Notices will be sent to all property owners and tenants within the radius specified in Matrix A.
 - If no community meeting is required, then a notice will be sent within **35 days** of applying.
 - If a community meeting is required, then the community meeting notice will serve as the “initial public notification”.
- **Website Posting.** For proposals specified in Matrix A, once the City receives a development application or an initial development proposal, the City will add information about the Project to the online, publicly accessible, recently filed projects list **3** updated, at a minimum, monthly, or more frequently).
 - The City project webpage will **4** also **5** include updated plans, video recordings of community meetings, **6** community meeting notes, and **7** frequently asked questions.










2. Community Meeting.

Purpose & Intent

8 The purpose of community meetings is to inform stakeholders and other interested parties about the development proposals, answer questions, **9** receive public comment, and address project issues before the Public Hearing.

Methods, Timing & Logistics

Page: 2

-
-  Number: 1 Author: Alex Shoor Date: 1/31/2025 3:53:11 PM
What about public lands?
-
-  Number: 2 Author: Alex Shoor Date: 1/31/2025 3:14:20 PM
Can we get more specific here and make it less subjective? How about a project that is 10 acres or more? Or above 500 homes?
-
-  Number: 3 Author: Alex Shoor Date: 1/31/2025 3:14:21 PM
That's good.
-
-  Number: 4 Author: Alex Shoor Date: 1/31/2025 3:14:25 PM
how about a asynchronous way for community members to offer input, like an online survey / comment wall?
-
-  Number: 5 Author: Alex Shoor Date: 1/31/2025 3:14:23 PM
Include all of the following or some?
-
-  Number: 6 Author: Alex Shoor Date: 1/31/2025 3:14:24 PM
Notes taken by the City?
-
-  Number: 7 Author: Alex Shoor Date: 1/31/2025 3:14:22 PM
Excellent!
-
-  Number: 8 Author: Alex Shoor Date: 1/31/2025 3:14:25 PM
The purpose of each community meeting is different, depending on the project. Community meetings should generally NOT be held when simply "informing" community members of a development in which they have little to no say.
-
-  Number: 9 Author: Alex Shoor Date: 1/31/2025 3:14:26 PM
For what purpose? Receiving the comment itself isn't valuable if it floats up into an ether that doesn't impact decision-makers.

Methods & Timing

For Standard, Large, and Significant Interest proposals, there should be at least one noticed community meeting within **60 days** of filing the application but in any event, must be held no more than **90 days** following the filing of the application. There should be a second noticed community meeting for Significant Interest proposals. Subject to the discretion of the Director of Community Development, attendance and presentation at a regularly scheduled community group or organization meeting may qualify as a community meeting, as may an Initial Visioning Meeting associated with an Initial Development Proposal. Additionally, applicants may take advantage of participating at existing community events, such as the City's Art & Wine Festival, however, this would be in addition to the community meeting.

Applicants are also encouraged to team up with a third-party whom specializes in community engagement or create partnerships with existing community-based organizations to help with connecting with hard-to-reach populations.

Logistics

The applicant shall coordinate with the Project Manager regarding the community meeting for logistics (time, place, and format). The community meeting at a minimum shall provide an overview of the project, identify potential issues, and allow ample time with stakeholders for questions and answers.

- **Meeting Format.** To increase public attendance, community meetings will be conducted hybrid. Attendance would be in person for the applicant and Project Manager while the community may participate in person or virtually.
- **Recordings.** Meetings will be recorded and posted on the City's project webpage.
- **Time.** If these meetings are scheduled during weekdays, they are encouraged to start after 5:30 PM.

Additional community meetings may be necessary at the discretion of the Director of Community Development for reasons not limited to but including change in scope for the project, additional community interest and a project that has been in process for longer than a year.

Community Meeting Noticing

All modes of community meeting noticing will be sent and/or posted online at least **15 days** in advance of the meeting, with a target of at least **14 days** prior to the meeting, consistent with the below outreach methods:

- **Mailed Notices.** Notices will be sent to all property owners and tenants within the radius specified in Matrix A.
- **Website Posting.** Notice of the community meeting will be provided on the Community Development Department's Planning Community Meetings webpage (<http://www.santaclaraca.gov/government/departments/communitydevelopment/planning-division/planning-community-meetings>), as well as the City's online calendars.
- **E-Mails.** E-mails will be sent to individuals that have identified themselves as interested parties for the specific project and to those who have signed up for Planning Community

-
- T** Number: 1 Author: Alex Shoor Date: 1/31/2025 3:14:27 PM
Community meetings for projects that are approved by-right don't make a lot of sense.
-
- T** Number: 2 Author: Alex Shoor Date: 1/31/2025 3:14:32 PM
The number of community meetings is less important than the purpose of said meetings.
-
- T** Number: 3 Author: Alex Shoor Date: 1/31/2025 3:14:28 PM
recommend striking this. An existing entity with its own meetings isn't open in the same way a normal city community meeting is.
-
- T** Number: 4 Author: Alex Shoor Date: 1/31/2025 3:14:29 PM
also recommend striking for same reason as above.
-
- T** Number: 5 Author: Alex Shoor Date: 1/31/2025 3:14:29 PM
Excellent, yes!
-
- T** Number: 6 Author: Jhaid Parreno Date: 1/31/2025 4:29:02 PM
Good.
- T** Author: Jhaid Parreno Date: 1/27/2025 11:53:58 AM
Advocate for a joint Community Engagement bench (private and CBO) like City of SJ
- T** Author: Jhaid Parreno Date: 1/31/2025 4:29:02 PM
Catalyze SV pushes for "must" instead of "encouraged"
-
- T** Number: 7 Author: Alex Shoor Date: 1/31/2025 3:14:31 PM
Yes!
-
- T** Number: 8 Author: Alex Shoor Date: 1/31/2025 3:14:30 PM
Should equity be called out here?
-
- T** Number: 9 Author: Jhaid Parreno Date: 1/31/2025 4:11:11 PM
Child care? Food for in-person participants? Language support?
- T** Author: Alex Shoor Date: 1/27/2025 11:57:35 AM
Meeting should outline what is legally allowed to be built by right vs where there is opportunity for community input.
- T** Author: Alex Shoor Date: 1/31/2025 4:11:11 PM
And share agenda ahead of time.
-
- T** Number: 10 Author: Alex Shoor Date: 1/31/2025 3:14:33 PM
Good!
-
- T** Number: 11 Author: Alex Shoor Date: 1/31/2025 3:14:34 PM
Makes sense. As long as there is someone to moderate/assist with the folks online.
-
- T** Number: 12 Author: Alex Shoor Date: 1/31/2025 3:14:34 PM
Super!
-
- T** Number: 13 Author: Alex Shoor Date: 1/31/2025 3:14:35 PM
Makes sense.
-
- T** Number: 14 Author: Alex Shoor Date: 1/31/2025 3:14:36 PM
This should re-start the community engagement process. We want to incentivize developers proceeding with initial plans during which community is often most engaged. Major changes to project often come under the radar. Also, this one should not be at Director's discretion.
-
- T** Number: 15 Author: Alex Shoor Date: 1/31/2025 3:14:37 PM
Can you do 21 days?
-
- T** Number: 16 Author: Alex Shoor Date: 1/31/2025 3:14:37 PM
Yes, that's great!

Meeting emails through the City's eNotify system. Those on the notification list will be sent recordings and materials from community meeting(s); information on changes to the project; and information on the community meetings or other hearings.

- **Social Media.** Announcements will be posted on the City's social media accounts, such as Facebook and Nextdoor, to increase awareness of projects.
 - Increase Access to Non-English Speakers. The City may utilize social media targeting tools available to extend reach to non-English speaking community members.

A template of the community meeting notice shall be maintained by the Community Development Department. At a minimum, the notice shall include who is conducting the meeting, contact information for the applicant and City Project Manager, the topic of the meeting, the location of the subject property, time, and place of the meeting and sufficient information to provide the community with a basic understanding of the project.

3. Public Hearing.

Purpose & Intent

The Council recognizes the importance of using larger radii for mailing notices as a tool to broaden the awareness of stakeholders in the vicinity of a pending land use or development action. Therefore, for many types of approvals, this Policy goes beyond the State's notification requirements. By keeping the community informed about land use and development decisions, the City promotes a transparent process that encourages genuine and effective involvement with stakeholders.


Public Hearing Noticing


All modes of public hearing noticing will be sent and/or posted online at least **30 days** in advance of the hearing, with a target of at least **14 days** prior to the meeting, consistent with the below outreach methods.


- **Mailed Notices.** Notices will be sent to all property owners and tenants within the radius specified in Matrix A.
- **Website Posting.** Notice of the public hearing will be provided on the individual hearing body's agenda webpage.
- **E-Mails.** E-mails will be sent to individuals that have identified themselves as interested parties for the specific project and to those who have signed up for email alerts through the City's eNotify system for the hearing body to which the project will be presented.
- **Social Media.** Large and Significant Interest proposal public hearing announcements will be posted on the City's social media accounts, such as Facebook and Nextdoor.
- **Publishing.** For Large or Significant Interest proposals, notice of a public hearing may be advertised in the newspaper.


Types of Activities

Page: 4


 Number: 1 Author: Jhaid Parreno Date: 1/23/2025 4:44:38 PM
Good.

 Number: 2 Author: Alex Shoor Date: 1/31/2025 3:14:38 PM
ambiguous. Can you please be more specific?

 Number: 3 Author: Alex Shoor Date: 1/31/2025 3:14:15 PM
Noticing should be in easy to understand language and accessible who can't see or don't read English.

 Author: Alex Shoor Date: 1/31/2025 3:14:15 PM
How about specifying city process for this project?

 Number: 4 Author: Alex Shoor Date: 1/31/2025 3:14:39 PM
Nice objective!

 Number: 5 Author: Alex Shoor Date: 1/31/2025 3:14:40 PM
Same comment above. More time possible?

All development projects will be subject to a combination of on-site posting, website posting, email communications, social media, and community meetings, depending on the size and type of the project.

1 Notification Activities

Are to be provided for the community to be informed about projects, which are typically housing projects, for which the City has limited authority to require discretionary changes, pursuant to State law. Projects that utilize State housing laws such as SB 9 (2017), SB 35 (2021), and AB 3194 (2018), adhere to the Notification Activities. The purpose of Notification Activities is to share with the community the project details and schedule. Examples:

- Second dwellings and lot splits pursuant to SB 9 (2021), when a preliminary Planning application is submitted
- Subdivisions creating 10 or fewer residential lots pursuant to SB 684 (2023)

2 Outreach activities

Are to be provided for the community to be informed and provide input into a project which as proposed, adheres to the City's General Plan and is not utilizing State laws that limit most discretionary changes. Projects that adhere to the City's General Plan will at a minimum implement the City's intended land use vision (type of land use and density) for the site; however, through the implementation of outreach activities, the community can provide input on the architecture, site design, and raise issues of concern that should be addressed by the project. Examples:

- Rezoning, consistent with General Plan
- Conditional Use Permits
- Tentative Subdivision Maps (not including SB 9 lot splits)


Engagement activities

For ³more significant projects, engagement activities involve additional outreach to allow the community to identify or provide feedback on potential community benefits that would enhance the greater community with the implementation of the project. Projects triggering engagement activities would need to file an initial development proposal with conceptual drawings that include a tentative site plan and draft architectural renderings.


In addition, developers must hold an ⁴initial visioning meeting (conducted in the same way as community meetings) during the preliminary review ⁵stage to allow for community to provide input on potential future land uses on the site or for the consideration of the development of the site plan and architecture. The applicant will also request feedback from the community regarding potential community benefit(s) that would provide amenities or attributes desirable and/or accessible to the broader community.


In addition to the ⁶initial visioning meeting, a community meeting(s) would still be required, (see community meetings section for logistics), within the first two months after the formal development application has been filed, to share proposed plans and respond to feedback received during the initial visioning meeting. Examples:

- An amendment to the existing General Plan land use designation to a residential designation, when the current designation is nonresidential
- An amendment to an existing residential General Plan land use designation to a differing density
- Long-range planning projects, including, but not limited to specific plans, significant Zoning Ordinance amendments, General Plan updates, and other policy documents, will

 Number: 1 Author: Alex Shoor Date: 1/31/2025 3:14:41 PM
Don't understand this section. Add more clarity. How do these laws affect SC's community engagement approach/policy?

 Number: 2 Author: Alex Shoor Date: 1/31/2025 3:14:42 PM
Now I'm seeing signs of IAP2's Spectrum here, great!

 Number: 3 Author: Alex Shoor Date: 1/27/2025 12:01:36 PM
For any project where there is opportunity for community benefits, not just "significant projects".

 Number: 4 Author: Jhaid Parreno Date: 1/31/2025 4:29:20 PM
Nice!

 Number: 5 Author: Jhaid Parreno Date: 1/27/2025 12:01:35 PM
Good.

 Number: 6 Author: Alex Shoor Date: 1/31/2025 3:14:42 PM
Good name for it.

be treated as Significant Interest proposals in accordance with the Public Outreach Matrix. ¹For these long-range projects, other community engagement tools such as the creation of a community task force or citizen advisory committee; surveys; and workshop(s) will be utilized.

Public Outreach Policy and State / City Law Consistency

The City and Developer shall achieve substantial compliance with the requirements in this Policy, as well as with any applicable notification criteria contained in State statutes or City ordinances.

Additional Outreach

The Project Manager for each application will maintain a list of interested parties for each application and said list will be notified by email when environmental documents are available for review and at least ²30 days in advance of community meetings or public hearings. The Director of Community Development maintains the discretion to require mailed notices to a larger radius than that called for by this policy.

Process and Alternate Language Information


³All notifications will link to information on City planning processes as well as how community members can access information in languages other than English.


Additional outreach modes and efforts may be required above and beyond what are called for in this policy based on the type of project.


Matrix A: Outreach Modes

Method	Minor	Small	Standard	Large	Significant Interest
On-Site Posting		11"x17"	2'x3'	4'x6'	4'x6'
Initial Mailed Notice			X	X	X
Website Posting			X	X	X
Ongoing Communication		X	X	X	X
⁴ Mailing Radius	•	300 feet	500 feet	¼ mile	¼ mile
Initial Visioning Meeting		X	X	X	X
Community Meeting			X	X	X
Mailed Notices			X	X	X
Online Calendar/ Website Posting			X	X	X
Email to Interested Parties and E-Notify			X	X	X
Social Media			X	X	X
Public Hearing					
Mailed Notices		X	X	X	X
Online Calendar/ Website Posting		X	X	X	X

Page: 6

 Number: 1 Author: Jhaid Parreno Date: 1/23/2025 5:00:46 PM
Good.

 Number: 2 Author: Alex Shoor Date: 1/31/2025 3:14:43 PM
21 days. People are busy. Their calendars fill up. They need more notice. And if you want folks there, City should give it to them.

 Number: 3 Author: Jhaid Parreno Date: 1/23/2025 5:01:48 PM
There is no requirement or guideline for translation?

 Number: 4 Author: Alex Shoor Date: 1/27/2025 11:59:37 AM
Need to be bigger.

Public Notification, Outreach, & Engagement Policy for Planning Applications

Method	Minor	Small	Standard	Large	Significant Interest
E-Mail to Interested Parties and eNotify			X	X	X
Social Media			•	X	X
Newspaper Notice			•	•	•
Projects Without Public Hearing					
Mailed Notices	•				
Online Posting	•				
X Always required • May be required (Refer to City Code)					

Matrix B: Application Types and Specific Uses


Application Type / Specific Uses	Minor	Small	Standard	Large	Significant Interest
Applications¹					
Architectural Review (DRH)		X	X	X	
Architectural Review (OTC)	O				
Conditional Use Permit			X	X	
Conforming Rezone with General Plan Designation		X			
General Plan Amendment			X		
Minor Use Permit	O				
Off-Site Parking Permits	O				
Reasonable Accommodation	O				
Rezoning/Text Amendment			X		
Significant Property Alteration (Major)		X			
Temporary Use Permit	O				
Tentative Subdivision Map			X		
Variance			X		
Specific Uses					
Data Centers ²				X	

Public Notification, Outreach, & Engagement Policy for Planning Applications

Application Type / Specific Uses	Minor	Small	Standard	Large	Significant Interest
Drive-In/Drive-Through establishments					X
<p>1. For any of the above applications, the Director may make a determination that the application qualifies as a significant interest project.</p> <p>2. For projects requiring a public hearing.</p> <p>X Requirement O See City Code for noticing requirements</p>					

References

06/27/2017 City Council adopted Public Outreach Policy for Planning Applications by Resolution 17-8456
 XX/XX/XXXX City Council Amended and Adopted _____ by Resolution XX-XXXX

From: [Planning Public Comment](#)
To:  [Sheldon Ah Sing](#)
Subject: RE: Comment on Updated Public Outreach Policy
Date: Tuesday, February 4, 2025 8:47:13 AM
Attachments: [image001.png](#)
[image003.png](#)

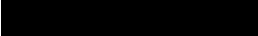
Thank you, Mark.

Your email and comments have been received in the Planning Division; we appreciate you taking the time to provide your input.

Elizabeth Elliott | Staff Aide II
Community Development Department | Planning Division
1500 Warburton Avenue | Santa Clara, CA 95050
O: 408.615.2450 | D: 408.615.2474

www.SantaClaraCA.gov

-----Original Message-----

From: ltmk 
Sent: Monday, February 3, 2025 6:08 PM
To: Planning Public Comment <PlanningPublicComment@santaclaraca.gov>
Subject: Comment on Updated Public Outreach Policy

Include a process for reminding city residents of the options to be informed about development projects. Perhaps this could include inclusion in city wide publications or emails and social media. Email notifications are likely the most effective but residents need to subscribe to them.

Mark Kelsey


From: J'Carlin [REDACTED]

Sent: Thursday, February 13, 2025 2:33 PM

To: PlanningCommission <PLANNINGCOMMISSION@santaclaraca.gov>; Lance Saleme <LSaleme@SantaClaraCA.gov>; Mario Bouza <mbouza@Santaclaraca.gov>; Yashraj Bhatnagar <YBhatnagar@Santaclaraca.gov>; Qian Huang <QHuang@Santaclaraca.gov>; Priya Cherukuru <PCherukuru@SantaClaraCA.gov>; Nancy Biagini <NBiagini@SantaClaraCA.gov>; Eric Crutchlow <ecrutchlow@santaclaraca.gov>; [REDACTED] Sheldon Ah Sing <sahsing@santaclaraca.gov>; Lesley Xavier <LXavier@santaclaraca.gov>; Manager <Manager@santaclaraca.gov>; Planning Public Comment <PlanningPublicComment@santaclaraca.gov>

Subject: Public Outreach Policy Needs Fixes Before Moving Forward

Some people who received this message don't often get email from [REDACTED] [Learn why this is important](#)

Dear Santa Clara Planning Commissioners, I care deeply about Santa Clara having an inclusive, collaborative, constructive community engagement policy. That's why I support Catalyze SV's call for you to return this policy to staff for refinement before approving it, rather than sending it to the Council now. I believe the policy is majorly lacking in 4 main areas: 1. It does not specifically speak to equity. Traditionally, the community engagement process has left out the voices of marginalized communities. Santa Clara has an opportunity to right that inequity. Community engagement policies should specify how they will connect with hard-to-reach communities. For instance, community meetings must include efforts like interpretation and translation, children's activities or childcare, online options for participation, and food. 2. The proposed policy should include stronger provisions about mobilizing the existing community to assist developers with community engagement. One way to do this is for Santa Clara to create a "bench" of community engagement contractors, especially local nonprofit organizations, that can be easily enlisted to assist developers in reaching the community. 3. The policy should be improved to reflect the number one piece of feedback from Catalyze SV members: more developments should take in early feedback from community members about what they'd like development to bring to their neighborhoods. 4. The policy needs to create a transparent feedback loop that

emphasizes how community feedback will be documented and shared publicly, as well as what ideas from the community developers will or will not be able to implement and why. Community engagement is a lot more meaningful when government and developers reflect back on what they learned and how it improved their plans. The Planning Commission needs to direct staff to make major revisions based on my input above and to solicit a wider variety of nonprofits to provide input on the policy. Only then should the policy return to the Planning Commission for approval. Sincerely,

Carlin Black

Aka J'Carlin