


**City Council**  
**August 19, 2025**  
**Item #6 RTC 25-643**  
**Action on the Update to the**  
**Public Outreach Policy for**  
**Planning Applications**

Sheldon Ah Sing  
 Development Review Officer  
 Afshan Hamid  
 Director of Community Development


1



**City of Santa Clara**  
 The Center of What's Possible


## Overview

- Why are we revising the Policy?
- What are the changes?
- Public and Planning Commission Feedback
- Planning Commission Recommendation
- Benchmarking with Other Jurisdictions



2

2


**City of Santa Clara**  
 The Center of What's Possible


## Background – 2017 Public Outreach Policy

- Exceeded State Requirements through requiring :
  - On-site posting
  - Web site notifications
  - Community meetings
- Purpose: Engage stakeholders early in the process




3

3


**City of Santa Clara**  
 The Center of What's Possible


## Why are we revising the Policy?

1. Community feedback to have earlier notifications
2. Desire to better engage hard to reach populations
3. Incorporation of Post COVID-19 best practices
4. Embrace new technologies for outreach
5. Opportunity to clarify policy language and set expectations




4

4


**City of Santa Clara**  
 The Center of What's Possible


## What are the changes?

- Revised definitions for clarity
- Early notification requirements for projects without community meetings
- Encouragement to use 3rd party community engagement specialist for hard-to-reach populations
- Improved logistics for community meetings
- Initial visioning meeting for General Plan/Rezoning
- Increased notification radius for large/Significant interest projects



5

5


**City of Santa Clara**  
 The Center of What's Possible

## Proposed Matrix B (Outreach Requirements)

Application Type	Minor	Small	Standard	Large	Significant Interest
Architectural Review (Hearing)		X	X	X	
Architectural Review (Admin)					
Minor Use Permit					
Off-Site Parking Permits	O				
Reasonable Accommodation					
Temporary Use Permit					
Conditional Use Permit			X	X	
Conforming Rezone w/ General Plan					
Significant Property Alteration (Major)		X			
General Plan Amendment					
Rezoning/Text Amendment			X		
Tentative Subdivision Map					
Variance					
Minor Use Permit	O				
<b>Specific Uses</b>					
Data Centers				X	
Drive-In/Drive-Throughs					X

X = required

O = see city code for noticing requirements

4

6



**City of Santa Clara**  
The Center of What's Possible

## Public and Planning Commission Feedback

- Improve equity in the outreach process
- Increasing notification requirements
- Provide reminders for people of the options to stay informed
- Requiring 3<sup>rd</sup> party engagement consultants for certain projects



7


**City of Santa Clara**  
The Center of What's Possible

## Recommendations

The Planning Commission concurred with the staff recommendation with additional revisions:

Type of Project	Current Notification Radius	Staff Recommendation	Planning Commission Recommendation
Standard Project	500 feet	500 feet	1/4 mile (1,320 feet)
Large/Significant Project	1,000 feet	1/4 mile (1,320 feet)	1/2 mile (2,640 feet)

- The policy is subject to review by the Planning Commission after four community meetings or six months, whichever occurs first.

8



 **City of Santa Clara**  
The Center of What's Possible

## Standard Project – 2455 Lawrence Expwy



9

9


 **City of Santa Clara**  
The Center of What's Possible

## Large/Significant Interest Project – 1100 Memorex Dr



10

10




**City of Santa Clara**  
The Center of What's Possible

## Benchmarking with Other Jurisdictions Notification Process

Jurisdiction	Noticing Radius
State Requirement	300 feet minimum
Cupertino	500 feet
Palo Alto	600 feet
East Palo Alto	300 to 600 feet
San Jose	300 to 1,000 feet
Santa Clara (Existing)	300 feet to 1,000 feet
Santa Clara (Staff Recommend)	300 feet to ¼ mile (1,320 feet)
Santa Clara (PC Recommend)	300 feet to ½ mile (2,640 feet)

11

11




**City of Santa Clara**  
The Center of What's Possible

## Summary

- Early notification of projects will allow people additional time to participate in the process and provide feedback when project revisions are more likely to occur.
- Additional guidance for community meetings will help enrich the process.
- Increasing the notification radius may not increase the interest in the project. It will increase the time and cost to process a project.
- The proposed Planning Commission recommended increases would make Santa Clara an outlier.
- Staff does not support the increase in notifications recommended by the Planning Commission.
- An alternative to increasing notices as recommended by the Commission is to gauge the public interest from the early notification and allow the Director to adjust the notification radius accordingly.

12

12



**City of Santa Clara**  
The Center of What's Possible

## Staff Recommendation

That the City Council adopt the updated Public Notification, Outreach & Engagement Policy for Planning Applications, as modified by the Planning Commission except for the proposed increased notification distances.

Santa Clara (Existing)	300 feet to 1,000 feet
<b>Santa Clara (Staff Recommend)</b>	<b>300 feet to ¼ mile (1,320 feet)</b>
Santa Clara (PC Recommend)	300 feet to ½ mile (2,640 feet)

13

13



**City Council**  
**August 19, 2025**  
**Item #6 RTC 25-643**  
**Action on the Update to the Public Outreach Policy for Planning Applications**  
**Sheldon Ah Sing**  
Development Review Officer  
**Afshan Hamid**  
Director of Community Development

14