



Planning Commission

**Item #2: Action on Public
Outreach Policy for
Planning Applications**

February 19, 2025



Overview

- Background / What do we do now?
- Why are we revising the Policy
- What are the changes?
- Feedback
- Next steps / Recommendation





Background

- Adopted Policy for Public Outreach in 2017
- Meets and goes beyond State requirements
- On-site posting, web site notification and community meetings
- Intent is to engage stakeholders early





Why are we revising the Policy?

- Feedback to have earlier notification
- Feedback to engage hard to reach populations
- Post COVID-19 best practices
- Embraced new technologies
- A good opportunity to update the Policy to clarify and set expectations





What are the changes?

- Revisions to the definitions
- Early notification for projects without community meetings
- Encouraging to use 3rd party community engagement specialist for hard-to-reach populations
- Improving logistics for community meetings
- Initial visioning meeting for General Plan / Rezones
- Increased notification radius for large / Significant interest projects





What are the changes?

- Created new application types and specific uses matrix
 - Categorized two land use types

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	
Drive-In/Drive-Through establishments					X
<ol style="list-style-type: none"> For any of the above applications, the Director may make a determination that the application qualifies as a significant interest project. For projects requiring a public hearing. 					
X Requirement O See City Code for noticing requirements					



Feedback

- How to improve equity in the outreach process
- Increasing notification requirements
- Reminders for people of the options to be informed
- Requiring 3rd party engagement consultants





Next steps / Recommendation

- Hear feedback on draft Policy
- Commission may recommend additional changes
- Recommend to the City Council adoption of draft Policy



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

I want to...

Search for ...



El Camino Real



2344

Land Parcels: 290-07-138

Scale 1913

100 ft



