



Public Outreach Policy for Planning Applications

The facilitation of community participation is an important goal for the City's conduct of the land use development process. The intent of this policy is to inform City practices that will provide the public with enhanced access to information related to land use development activity within Santa Clara in order to encourage community members to engage in the public process for the review of development proposals. The Policy establishes outreach requirements for the City of Santa Clara that will be implemented in addition to the minimum noticing requirements provided by State law.

Definitions

Small Development Proposal: development proposal related to the construction, renovation, demolition, or expansion of a single-family house or duplex that requires a public hearing or public notification; accessory structures that require a public hearing; or minor use permits (e.g., those involving alcohol)

Standard Development Proposal: development proposals that involve between 3 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: development proposals that involve over 49 dwelling units, over 30,000 square feet of commercial, or over 50,000 square feet of office or industrial uses

Significant Interest Development Proposal: development proposals that have a high potential for significant interest at a Citywide level

Process

1. Initial Public Notification.

- ***On-Site Posting.*** The applicant is responsible for installing an on-site notification sign on the project site, consistent with the attached Policy for On-Site Noticing and Posting Requirements.
- ***Website Posting.*** The online, publicly accessible, recently filed projects list will be updated on a monthly basis or more frequently.

2. Community Meeting.

For Large and Significant Interest proposals, at least one noticed community meeting will be encouraged within 60 days of filing the application, but must be held no more than 90 days following the filing of the application. 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 a community meeting associated with a Preliminary Review application. Community meetings for Standard Development Proposals may also be required at the Director of Community Development's discretion.

Community Meeting Noticing

All modes of community meeting noticing will be sent and/or posted online at least 10 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 the Public Outreach Matrix.
- **Website Posting.** Notice of the community meeting will be provided on the Planning Division's Planning Community Meetings webpage (<http://www.santaclaraca.gov/government/departments/community-development/planning-division/planning-community-meetings>), as well as the City's online calendars. 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 Meeting emails through the City's eNotify system.
- **Social Media.** Announcements will be posted on the City's social media accounts, including Facebook and Nextdoor.

3. Public Hearing.

Public Hearing Noticing

All modes of public hearing noticing will be sent and/or posted online at least 10 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 the Public Outreach Matrix.
- **Website Posting.** Notice of the public hearing will be provided on the individual hearing body's agenda webpage. 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, including Facebook and Nextdoor.

- **Publishing.** For Large or Significant Interest proposals, notice of a public hearing may be advertised in the *Santa Clara Weekly*.

Long-Range Planning Projects

Long-range planning projects, including, but not limited to specific plans, significant Zoning Ordinance amendments, General Plan updates, and other policy documents, will be treated as Significant Interest proposals where feasible in accordance with the Public Outreach Matrix.

Where proposed long-range planning changes may have significant City-wide implications, publishing of community meeting and public hearing dates in the *Santa Clara Weekly* will be encouraged, and the City may choose to live stream/post a community meeting video on the City's website, Facebook, and YouTube accounts.

Preliminary Review Applications

Preliminary review applications are encouraged for Large and Significant Interest Development Proposals. Applicants for Preliminary Reviews may be encouraged to host a community meeting, particularly for Large and Significant Interest Development Proposals, subject to the discretion of the Director of Community Development.

Subdivision Maps

At a minimum proposed subdivision maps will be required to provide outreach in accordance with Title 17 of the City Code.

Public Outreach Policy and State / City Law Consistency

A hearing body may act upon an application that does not meet all outreach and notification criteria contained in this policy, so long as the project meets applicable State and City due process laws.

Additional Outreach

The Planning 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 10 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. Additional outreach modes and efforts may be required above and beyond what are called for in this policy.

Public Outreach Matrix

	Small	Standard	Large	Significant Interest
On-Site Posting	11"x17"	2'x3'	4'x6'	4'x6'
Website Information	X	X	X	X
Mailing Radius	300 feet	500 feet	1,000 feet	1,000 feet
Community Meeting		•	X	X
Mailed Notice		•	X	X
Online Calendar / Website Posting		•	X	X
E-mail to Interested Parties and E-Notify		•	X	X
Social Media		•	X	X
Public Hearing				
Mailed Notices	X	X	X	X
Online Calendar / Website Posting	X	X	X	X
E-mail to Interested Parties and eNotify		X	X	X
Social Media		•	X	X
Newspaper Notice		•	•	•

X Always required

• May be required

* Whenever feasible