

General Plan Steering Committee Representatives from Member Groups

The 19 member General Plan Update Steering Committee will be comprised of the following representatives from the following groups:

City Council: Vice Mayor Joe Kornder and Council member Jamie McLeod, with Council member Will Kennedy as the alternate;

Planning Commission: Commissioner Teresa O'Neill and Commissioner Todd Fitch;

Historical Landmarks Commission: Commissioner Ed Richards;

Parks & Recreation Commission: Commissioner Jerry Marsalli

Senior Citizens Commission: Commissioner Alice Pivacek with Commissioner Frank Kadlecek as the alternate;

Youth Commission: Vacant

Chamber of Commerce: David Delozier, Owner, Peterson's Insurance Agency

Silicon Valley Leadership Group: Brian Brennan, Director – Membership Retention and Recruitment

Commercial Developer: Ray Hashimoto, Principal of HMM Engineers

Housing Advocate: Dixie Baus, Affordable Housing Director, The CORE Companies;

Housing Developer: Joe Head, President, Summerhill Land;

Environmental Group: Michele Beasley, Southbay Field Rep., Greenbelt Alliance;

Santa Clara Unified School District: Board Member Andy Ratermann

Residents (4): Thomas Banholzer

Patrician Finnigan Biocini

Kevin Park

Peter Yoon

SCOPE OF THE GENERAL PLAN

The new General Plan, when adopted by the City Council, will govern all subsequent City actions relating to Santa Clara's physical development. The General Plan is mandated by and derives its authority from California Government Code Section 65300, which requires each city and county in California to adopt a General Plan, "for the physical development of the county or city, and any land outside its boundaries which...bears relation to its planning." Although the law allows jurisdictions a great deal of flexibility in General Plan preparation, planning law requires seven mandatory elements to be addressed. These are land use, circulation, housing, conservation, open space, noise, and safety. In addition to these statutory elements, jurisdictions may also adopt optional elements that relate to their physical development and that have the same force and effect as the statutory elements.

The General Plan Update will cover all of the mandated elements except for housing, which was last adopted in 2002 and will be updated separately from the General Plan. The General Plan will also include two additional elements: an Community Design and Historic Preservation Element, which will address issues related to livability and historic conservation; and a Sustainability Element, which will address the city cohesively through economic and environmental sustainability and social equity.

GENERAL PLAN UPDATE TIMELINE

1. Reconnaissance, Organization and Public Participation Program. February – May, 2008
2. Issues and Visioning. February – October, 2008
3. Existing Conditions, Opportunities and Challenges. February – October, 2008
4. Travel Demand Model. March – September, 2008
5. Alternative Plans. October, 2008 – February, 2009
6. Preferred Plan Selection and Refinement. March, 2009 – June 2009
7. Draft General Plan. May – December, 2009
8. Housing Element. February, 2008 – June, 2009
9. Draft EIR. May, 2009 – February, 2010
10. Public Review/Final EIR. December, 2009 – April, 2010
11. Adopted General Plan. May, 2010
12. Zoning Ordinance Update. May, 2009 – July, 2010

STEERING COMMITTEE MEETINGS

#	Date	Time	Purpose
1	July 10, 2008	5:30-7:30 PM	General Plan: Issues and Visioning
2	August 28, 2008	6:00-7:30 PM	EIR and Housing
3	Nov-2008		General Plan: Alternative Plans concepts
4	Dec-2008		Housing Element: Policy Review
5	Mar-2009		General Plan: Preferred Plan Concept
6	May-2009		General Plan: Preferred Plan and Key Goals
7	Jul-2009		General Plan: Framework Concept and Policy Direction
8	Aug-2009		Zoning: Issues and options
9	Nov-2009		EIR: Significant Impacts and Proposed Mitigations
10	Feb-2010		General Plan: Joint Meeting with CC/PC on Final General Plan and EIR
11	Apr-2010		Zoning: Draft Ordinance

Santa Clara General Plan Steering Committee ***Proposed Ground Rules for Discussion***

Mission Statement: The mission of the General Plan Steering Committee is to recommend long-range goals, policies and land uses to the Planning Commission and the City Council for the City of Santa Clara General Plan Update.

A. Principles and Decision Making

The Santa Clara General Plan Steering Committee will operate according to the following principles:

1. **Approach:** Disagreements between participants will be regarded as problems to be solved rather than battles to be won.
2. **Consensus Based Decision-Making:** The Steering Committee will strive to achieve its decisions by consensus. In seeking consensus, each member has an obligation to articulate interests, propose alternatives, listen to proposals and build agreements by negotiating in good faith. In exchange, each member has the right to expect:
 - A full discussion of agreement and areas of disagreement, if any;
 - An opportunity to revisit issues on grounds of substantial new information during the group's deliberations;
 - A clear statement by the dissenting party as to the potential adverse affect of a proposed recommendation; and,
 - An alternative suggestion that seeks to satisfactorily address the concerns expressed by the dissenting party as well as the interests of other members of the group.
3. **Meeting Participation Principles:**
 - a) **Inclusiveness:** Steering Committee meetings and related activities will be conducted to ensure the ideas and views of all members are considered equally and compromises are made on behalf of the Steering Committee as a whole.
 - b) **Full Engagement:** All Steering Committee members will utilize active listening skills and refrain from interrupting others.
 - c) **Equal Participation:** All members will be provide others the opportunity to speak by allowing equal time for other speakers and minimizing domination of discussions.
 - d) **Accessibility:** All Steering Committee members will have access to the same information.

- e) **Tolerance for Contrary Opinions:** Steering Committee members will show courtesy, honesty, and respect for each other during all communications, especially when giving or receiving contrary opinions as well as positive or negative feedback.

4. **Communications and Information Sharing:**

- **Information Sharing:** Relevant information can play an important role in the development of informed consent. At the same time, too much information or information of limited relevance can cause confusion and slow down the process. Where individual members wish to share written or printed information with the group as a whole, such information should be provided to the City's staff Project Manager at least one week prior to any scheduled meeting to allow for duplication and/or distribution prior to the meeting.
- **E-mail Communication:** Electronic communication shall be guided by the same general protocols for communication, problem solving and negotiation that are followed when the group is in general face-to-face sessions. Any email communications used to share information should again be provided to the City's staff Project Manager at least one week prior to the meeting for distribution to all members.

B. Consensus Process

Decision making within the Steering Committee will be by a process that aims to achieve consensus. "Consensus" does not necessarily mean that all members of the committee are equally enthusiastic about the decision or recommendation. It does mean that everyone in the group is willing to "live with" the agreement, even though some individuals might prefer an alternative solution.

While straw polls may be taken to ascertain the general attitude of the group to a given issue or proposal, the group shall refrain from formal voting as a preferred decision-making structure. During deliberations, an effort will be made to explore the levels of agreement within the group if there appears to be disagreement on a proposal by the group. The six levels of agreement include:

1. I can say an unqualified "yes" to the decision. I am satisfied that the decision is an expression of the wisdom of the group
2. I find the decision perfectly acceptable. It is the best of the real options that we have available to us.
3. I can live with the decision even though I am not especially enthusiastic about it.
4. I do not agree with the decision but I am willing to support the decision because I trust the wisdom of the group.
5. I feel that we have no clear sense of unity in the group. We need to do more work before mutual agreement can be reached.

6. I do not agree with the decision and feel the need to register my disagreement.

Using these levels of agreement does not mean that 100 percent support will be required to move forward with plans or recommendations. It does mean that every effort will be made to reach mutual agreement and that opposing points of view will be presented and explained if mutual agreement cannot be reached. Differing points of view will typically be forwarded to the Planning Commission and City Council in the context of the Steering Committee minutes. Ultimately, the Planning Commission and City Council can take into account the levels of agreement in the group when making recommendations and decisions, respectively.

Based on the levels of agreement, a mutually acceptable solution will be outlined. This may require that some members to modify their initial positions so others can “live with” the solution.

If no mutually acceptable solution can be found for specific proposals, the areas of agreement and disagreement will be noted and passed on to the Planning Commission and the City Council.

Brainstorm on General Plan Vision

CITY CHARACTER AND IDENTITY

- How should Santa Clara feel? (“Small town,” suburban, job center, etc.)
- How should Santa Clara look? (contemporary, tall buildings, Mission style, etc.)

NEIGHBORHOODS AND HISTORIC PRESERVATION

- What will improve Santa Clara’s neighborhoods? (neighborhood-oriented retail centers, greater walkability, public safety)
- What areas should be preserved in the City? (Old Quad, etc.)

LAND USE AND MIX

Industrial and Office Areas

- Should certain areas be maintained for employment?
- What type of uses should be retained, particularly in industrial areas?

Mixed Use Areas

- Where might mixed uses be located in the City? (Downtown, Station Area, El Camino Real, Stevens Creek Boulevard—others?)

Retail and Entertainment Areas

- What areas would be good for expansion of retail and entertainment?
- What kinds of retail development would you like to see along El Camino Real? Downtown?
- What are good typologies of retail development? (Santana Row, Rivermark, etc.)

ENERGY AND SUSTAINABILITY

- How should the City encourage sustainability? (Incentives for green building, energy efficiency for new construction, investment in green technology companies, etc.)
- What environmental resources should be protected? (Water supply/conservation, creeks, etc.)

PARKS AND PUBLIC FACILITIES

- What are the top priorities for parks and open space? (location, usability/size, etc.)
- What are the key concerns for public facilities as the City grows in terms of fire, police, schools, or other City infrastructure?

TRANSPORTATION AND TRAFFIC

- What should be the future priorities? (Alternative transit, walkability and bike trails, parking, traffic congestion, etc.)