



Forward

Embracing Our Heritage • Empowering Our **Future**

The City of Santa Fe's General Plan Update

Overview and Initiation

16 January 2025



CITY OF SANTA FE

Project Team

**City of
Santa Fe**

Santa Fe, New Mexico



CITY OF SANTA FE

WSP USA

Global consulting firm with local presence in New Mexico. Expertise in community development and infrastructure.



**Leland Consulting
Group**

Provide deep expertise in the strategic, market, financial, and economic elements of Santa Fe.

DESIGNWORKSHOP

Design Workshop

Support land use and urban design for preservation, creating opportunities, activity centers, and the natural environment.

Overview

- Purpose, Need, and Benefits
- Work Plan and Project Team
- Assessment Report Outline
- Public Engagement and Communications
- Next Steps



Why Update the General Plan?

Purpose:

- Establishes a collective vision for Santa Fe
- Foundational policy guide to set priorities and values
- Lays out long-term goals and implementation strategies

Need:

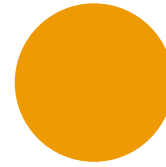
- Some priorities and needs have changed
- Capitalize on opportunities
- Address challenges from an evolving world

Benefits:

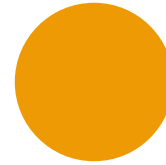
- A consensus vision and plan streamlines implementation and operations
- Focuses private and public investments
- Creates opportunities for all Santa Feans

Santa Fe Forward General Plan Update Components

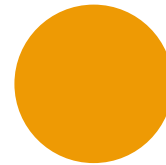
- Resilient, Sustainable & Equitable
- Respectful of Heritage, Supporting the Present & Guiding the Future



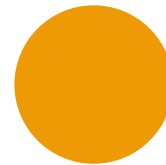
Vision, Goals & Policies



Physical Form and Function



Economic, Social and Environment



Services, Facilities & Culture

Three-Year Work Plan

STEP 1 Mobilization & Understanding	Launch Public Engagement & Digital User Platform, Deliver Assessment Report	25%
STEP 2 Vision & Goals	Build Public Awareness, Affirm and Develop Vision & Goals	20%
STEP 3 Scenario Planning	Facilitate Community Feedback on Potential Scenarios	20%
STEP 4 Development of Plan	Draft & Final Plan Developed	20%
STEP 5 Work Program & Funding Plan	Identify Resources to Implement & Integrate Equity Guidelines	10%
STEP FORWARD Governing Body Action, Implementation, & Evaluation	Final Action/Action	5%
STEP ONGOING Administrative Coordination, Engagement & Communication	Project Website Updates, Social Media Campaigns, Individual Interested Party Briefings	Continuous

Assessment Report

Comprehensive review of Santa Fe's existing conditions, trends, and community input, building on prior work since 1999 to inform the General Plan Update.



Key Components:

- Foundational information and summary of existing conditions
- Public input
- Issues and community needs that emerged
- Policy recommendations

Assessment Report Topics

1. Demographics
2. Land Use, Neighborhoods, and Housing
3. Historical and Cultural Resources
4. Arts and Culture
5. Economic Development
6. Transportation
7. Community Services and Facilities
8. Natural Resources, Resilience, and Climate Change
9. Governance



Public Engagement & Communications Launch

Broad, Equitable, Bilingual, & Collaborative
Engagement for All of Santa Fe



Community Partners Program



**Technical Working Group &
Interested Party Briefings**



**Open Houses, Community
Conversations, & Tabling Events**



**Interactive Project Website, Social
Media, & Visual Communications**



**Alignment and collaboration with
the Land Development Code Update**



Community Partner Program

- 501(c)(3)-affiliated community-based organizations
- Representative of diverse and equity-focused groups and organizations
- Compensated through micro-grants
- Roles/expectations
 - Engagement events
 - Community conversations
 - Community ideas and information
 - Co-analyze policies and technical work
 - Enhance public participation/ensure inclusive representation



Technical Working Group

Group of diverse, knowledgeable stakeholders providing technical input on topics being studied and the engagement process.



Key Components:

- Up to 15 members who reside, work or operate a business in Santa Fe and surrounding area
- Operates as a technical reference group, no authority over staff or resources
- Input for project team in creating an inclusive, equitable, and community-centered plan



Let's Move Forward Together



Thank You.