



City of Santa Fe, New Mexico

Santa Fe Forward

The City of Santa Fe's General Plan Update

Overview & Initiation

Project Team



WSP USA

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



CITY OF SANTA FE

DESIGNWORKSHOP

Design Workshop

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



Leland Consulting Group

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

Jan

2025

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
- Guides private and public investments
- Creates equitable opportunities for all Santa Feans

Key Elements of *Santa Fe Forward* General Plan Update

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



- **Vision, Goals, & Policies**
- **City's Physical Form & Function**
- **Economic, Social, & Natural Environment**
- **Public 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

Key Elements

- **Existing Conditions:** Evaluating housing, demographics, transportation, and the economy.
- **Community Input:** Highlighting key needs through resident feedback.
- **Policy Recommendations:** Addressing zoning, regulations, and actionable strategies.
- **Scenario Planning:** Guiding future phases with neighborhood models.
- **Built on Past Work:** Building on insights from the 1999 General Plan and beyond.

Assessment Report Topics

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



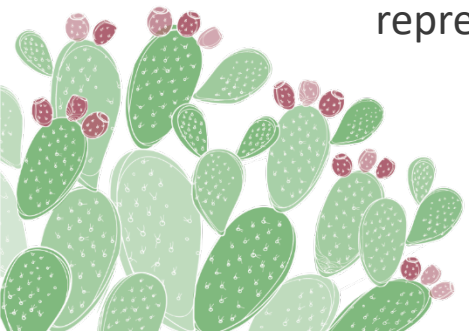
Interactive Project Website, Social Media, & Visual Communications



Alignment & Collaboration with the Land Development Code Update

Community Partner Program

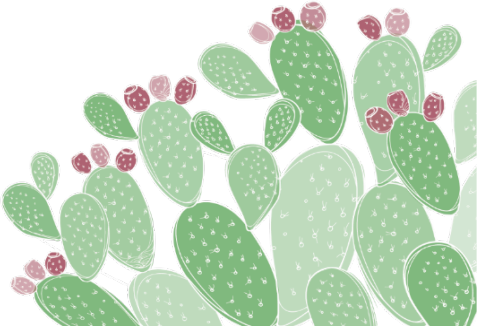
- 501(c)(3)-affiliated community-based organizations
- Representative of diverse and equity-focused groups and organizations
- Compensated through micro-grants
- Roles/expectations
 - Engagement events
 - Community conversations
 - Community ideas and information
 - Co-analyze policies and technical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



Technical Working Group

Key Elements

- 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



Santa Fe Forward Project Website



[Home](#)

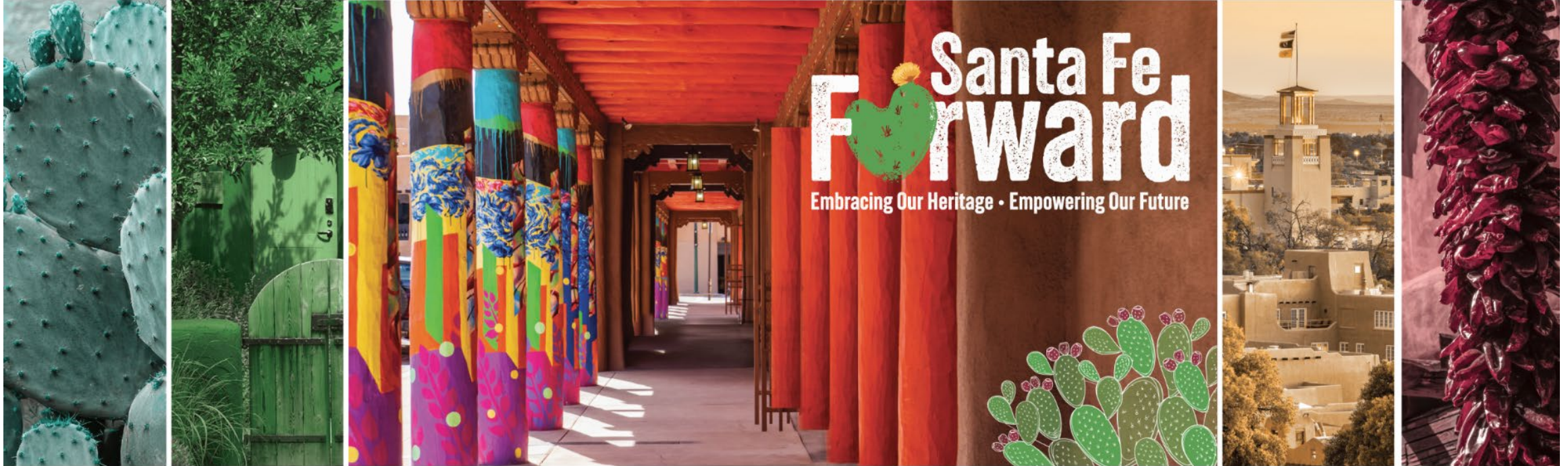
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Embracing our Heritage and Empowering our Future Together!

We're excited to announce **Santa Fe Forward**, a visionary plan to prepare our city for a vibrant future through 2050!

Otherwise known as the City's General Plan, think of this as our collective vision, goals, and policy framework that shape our community's future.

Tell us more!

Use our mapping tool or take our survey to tell us what you love or what you would like to improve.

[Get Involved](#)

Santa Fe Forward Project Website

Why update the plan now?

Purpose

Establishes a collective vision and policy roadmap for the next **25 years** that aligns priorities, defines goals, and lays out implementation strategies.

Need

The current General Plan was adopted in 1999. This is a great opportunity for an **actionable** framework and updated vision that aligns with modern goals.

Benefits

Community-driven plan enhancing quality of life, guiding future investment, **empowering collaboration**, and aligning policies with priorities.

What will be included in Santa Fe Forward?

The General Plan Update will focus on addressing Santa Fe's current needs and challenges while preparing for future opportunities. Covering key areas like housing, transportation, land use, sustainability, and public services, the plan will take a comprehensive approach to shaping our city that reflects community priorities and long-term goals. Below, you'll find the project timeline, which outlines each major phase of the process. This timeline will be regularly updated to keep you informed about the plan's progress and highlight ways you can stay involved.

Click on the icons to review topics included in the plan.



Project Timeline

★ Project Launch & Community Awareness

First open house event, project and public engagement kicks off, draft assessment report published for public review

☆ Solidify Vision & Goals

Host community tabling events, community conversations, and open house events

☆ Exploring & Planning Potential Future Scenarios

Ongoing public engagement events and technical workshops on potential growth scenarios and plan concepts

Santa Fe Forward Project Website

Get Involved

Home / Get Involved

Be a part of Santa Fe's journey forward!

Santa Fe Forward is a community effort that will ensure broad, equitable, bilingual, and collaborative engagement. This page will be your guide to find ways to get involved, learn about upcoming events, and participate in virtual engagement activities below. **Your voice, perspective, and ideas** help us create a plan that reflects the hopes and needs of everyone who calls Santa Fe home. Let's move Santa Fe Forward, together.

We want to hear from you!

Engagement Map

Open

This Engagement Map allows the City of Santa Fe to better understand its community's concerns and needs. We want to hear what areas or characteristics you love about Santa Fe, or what should be improved.

Drop a marker to pinpoint your thoughts about a given location. Select the category of marker you would like to drop on the map. Feel free to add comments or images with your marker.

- Click the Information (i) icon below to learn more about marker categories.
- Click the Question Mark (?) icon below to learn more about how to interact with this Engagement Map.

1 contributions so far

Quick Poll

Open

Project Priorities

Let us know the top three (3) priorities you have for the future of Santa Fe.

- Affordable housing
- Diversity in housing options (multi-family, single family, etc.)
- Walkability & bikeability
- Road safety

Let's Move Santa Fe **Forward**, Together

Visit: SantaFeForward.org

Email: info@SantaFeForward.org





Thank You.

