



# Forward Santa Fe

Embracing Our Heritage • Empowering Our **Future**

## The City of Santa Fe's General Plan Update

### Overview and Initiation

7 May 2025



# Overview

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





# Why Update the General Plan?

- **Purpose:**
  - Establishes an updated collective vision for Santa Fe
  - Foundational policy guide to set priorities
  - Lays out long-term goals and implementation strategies
- **Need:**
  - Some values, priorities and needs have changed
  - Capitalize on the opportunities and address the challenges of this moment
- **Benefits:**
  - A consensus vision for plan's implementation and City operations
  - Focuses private and public investments for maximum impact
  - Creates opportunities for all Santa Feans



# 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.

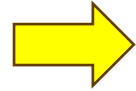
**DESIGNWORKSHOP**

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



# Three-Year Work Plan

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

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Introduciendo...

# Santa Fe Avanzando

Valorando Nuestra Herencia • Fortaleciendo Nuestro Futuro



Visite [SantaFeForward.org](http://SantaFeForward.org)



**Community Partners Program**



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



**Technical Working Group**



**Interactive Project Website  
("SocialPinpoint") and Social  
Media**



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



# Technical Working Group



- 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.





# Community Partner Program

- Community-based organizations (10)
- Representative of diverse interests, groups, and equity-focused communities
- Compensated
- Roles/expectations
  - Engagement events
  - Community conversations
  - Community ideas and information
  - Review policies and technical work
  - Enhance public participation to ensure inclusive representation



# 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:

- Summary of Existing conditions – snapshot in time
- Identification of planning issues and community needs (what has been accomplished from 1999? What remains?)
- Will later include findings from public engagement
- Policy recommendations for the GPU
- Foundation for scenario planning





# Assessment Report Outline

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

# Santa Fe Forward Project Website



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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 Engagement

## Engagement Chart

Engagement type	# of engagements
Social Pinpoint Website Visits	2,134
Social Pinpoint Engagement Map	234
Top three (3) Priorities Poll: Contributions	161
Technical Working Group Applications	44
Community Partner Applications	33
Emails	179
Voicemails	6
<b>Total Engagements:</b>	<b>2,791</b>

## Engagement Map

- Land Use & Neighborhoods - 144 Comments
- Transportation - 140 Comments
- Community Services & Facilities – 74 Comments
- Parks & Recreation – 59 Comments
- Economic Development – 44 Comments
- Housing – 33 Comments
- Land Capability – 17 Comments
- Natural Resources – 11 Comments
- Historic & Cultural Resources – 10 Comments
- Governance, Arts & Culture, Climate & Water – Less than 10 comments

## Quick Poll

- Affordable Housing and Walkability/Bikeability top 2 priorities

## Engagement Map

**Open**

This Engagement Map allows the City of Santa Fe to better understand community 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.

252 contributions so far

Enter an address

**Add Marker**

## 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 and bikeability
- Road safety
- Job opportunities
- Modernization
- Embracing the traditional Santa Fe feel
- Arts and culture
- Added greenspace
- Multi-use spaces (areas with shopping, restaurants, housing, etc.)
- Enhanced public transportation
- Increased tourism
- Measures to combat climate change/environmental harm
- Economic development
- Other (please specify)

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Thank You.