



The Scotts Valley **Land Use Element** addresses the physical features of the city's residential neighborhoods and commercial districts, including the mix and density of land uses, mobility connections and public infrastructure. It describes a pattern of development in Scotts Valley consistent with the General Plan vision statement and guiding principles, as described in Chapter **1**.

LAND USE ELEMENT

Introduction

The Land Use Element contains goals, policies and a land use map indicating the planned location, amount and intensity of residential, commercial, industrial, public and open space lands. The land use policies need to be considered together with the land use map to assess the City's intentions for future development and conservation within the community. The land use map implements the goals and policies contained throughout the Scotts Valley General Plan.

The Land Use Element is intended to protect the hillside forests which provide the essential character of the valley, develop the urban core near major transportation corridors, and foster a healthy business community which can provide most of the goods and services for the City and ensure a broadly-based housing supply.

Current Status

Recommended by Planning Commission to City Council – DATE

Accepted by City Council at Public Hearing – DATE

Background and Context

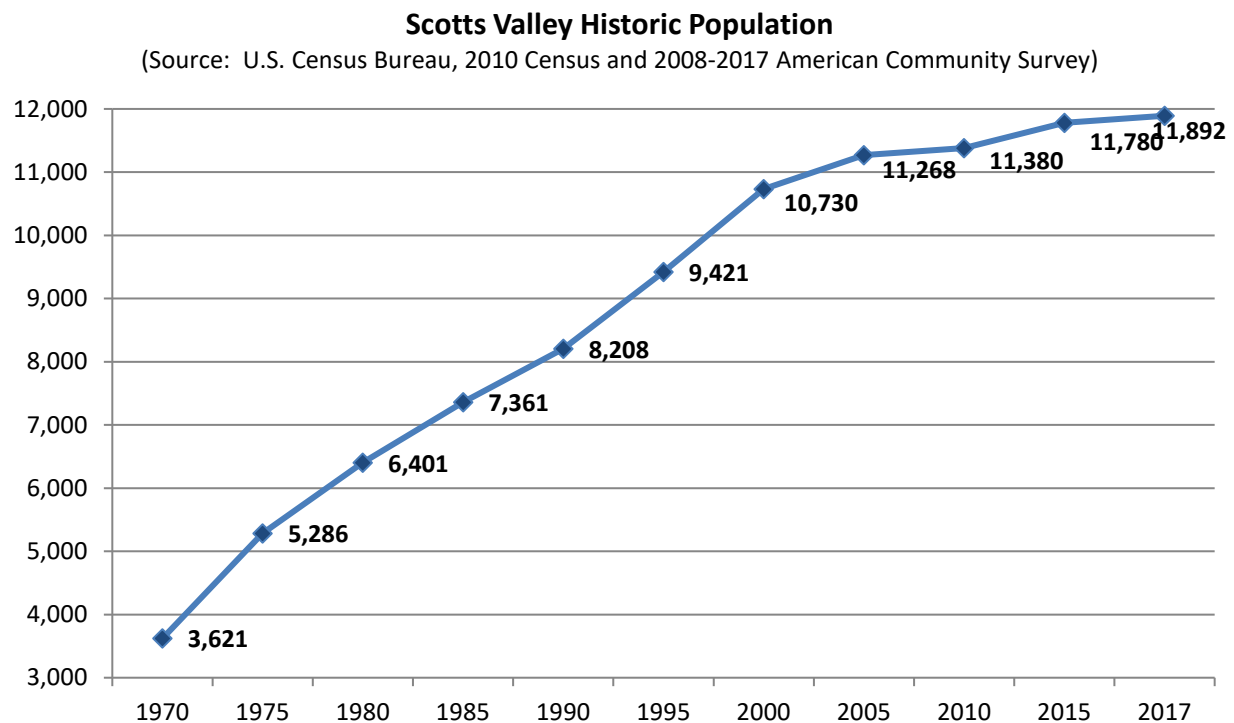
Existing Conditions

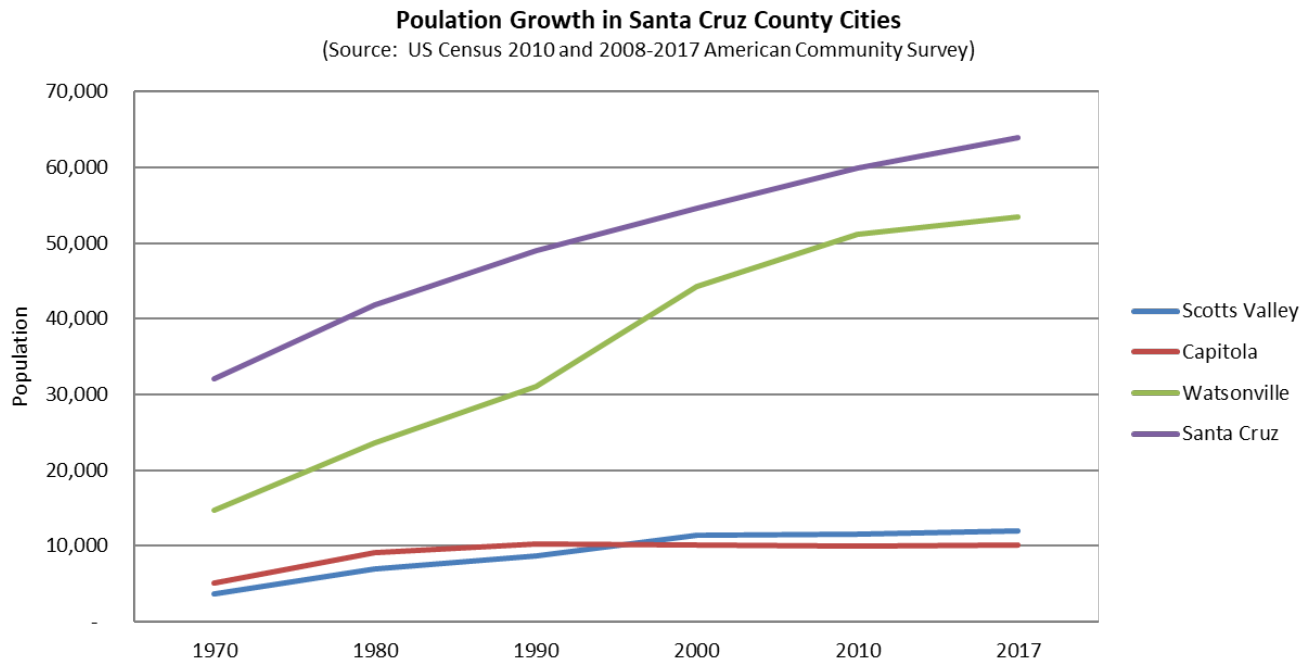
Since incorporation in 1966, the City of Scotts Valley has evolved as a balanced community with family-oriented residential neighborhoods, innovative light-industrial and manufacturing businesses, and strong retail/services corridors along Mount Hermon Road and Scotts Valley Drive. The City's topography reinforces the notion of a community in a valley, surrounded by forested hills and scenic landscapes.

The following summarizes the existing conditions and future growth projections and plans for various land uses within the planning area.

Population

As of 2017, there were an estimated 11,892 people who call Scotts Valley home. Since 1970 (four years after incorporation; population 3,621), the population has increased by 8,271 persons, or nearly 70 percent. Between 1970 and 2000, Scotts Valley experienced the highest annual growth rate (7.10 %) of any city in Santa Cruz County. However, given the limited amount of vacant land available for new development and other factors, growth since 2000 has slowed considerably. Overall, Scotts Valley growth is relatively modest when compared to the cities of Watsonville and Santa Cruz which together have increased their population by nearly 70,000 over the same time period.





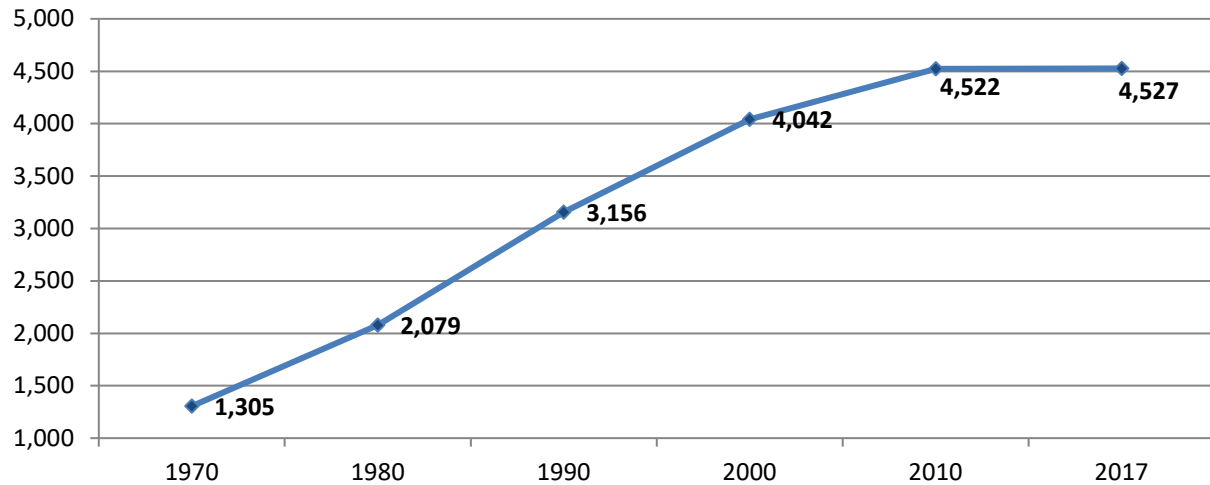
Housing

Since incorporation in 1966, the City has had a considerable increase in population, creating a significant demand for housing. Between 1970 and 2017, the City added 3,222 housing units, however, since 2010, the number of housing units has leveled off and fewer units per year have been constructed as compared to previous growth rates.

Residential uses include both single and multiple-family residences, apartments and condominiums and mobile home parks. Residential development has been guided by the topography, geology, vegetative cover, access to transportation and service facilities. Larger lots with low densities have been developed in the hillsides with single family detached homes in the Whispering Pines, Granite Creek and Hacienda/Cadillac neighborhoods. Higher densities are located on the valley floor close to local shopping, public services and transportation facilities such as the neighborhoods on Blake Lane, Jolley Way, Trammel Way, and along Bean Creek Road. Mobile home parks within the City include Monteville, Spring Lakes, Vista Del Lago, and Mountain Brook. Monteville, Spring Lakes and Mountain Brook are deed-restricted adult communities.

Scotts Valley Total Housing Units

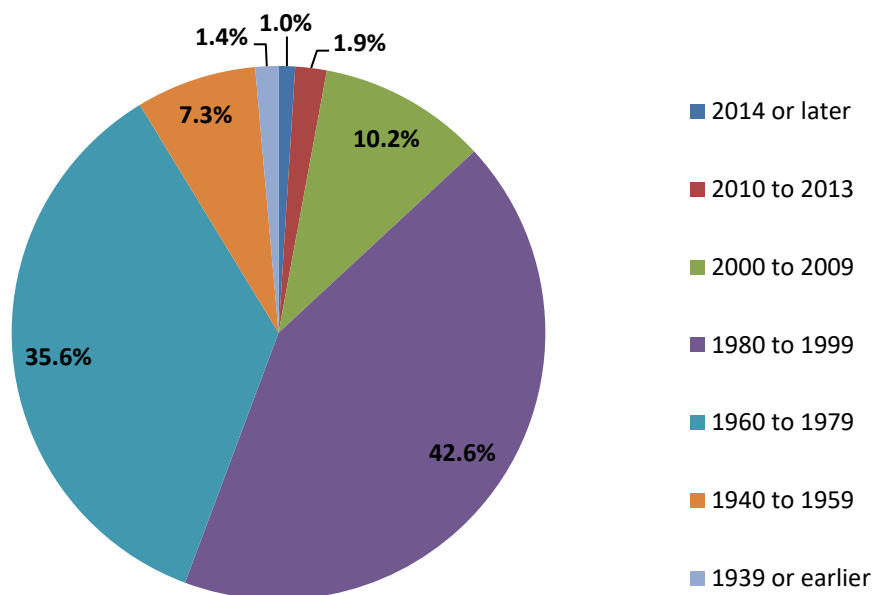
(Source: U.S. Census Bureau, 2010 Census and 2008-2017 American Community Survey)



As shown below, 88% of the existing housing stock was constructed between 1960 and 2000. Most of these homes (56%) are detached, single family houses. The other 44% of the housing stock is made up of apartments and condominiums, attached houses, and mobile homes.

Age of Housing Stock

(Source: American Community Survey, U.S. Census Bureau, 2017)





American Community Survey, U.S. Census Bureau (2011)

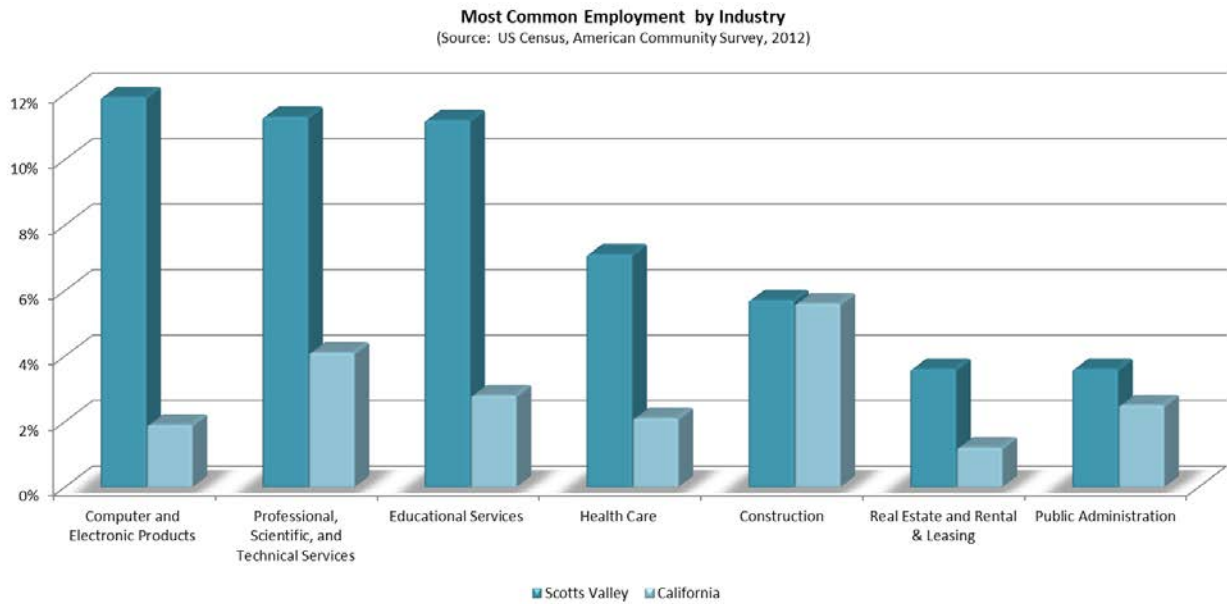
In 1991, the city adopted a “Planned Development zone district which allows projects to be individually designed to meet the needs of the property zoned “PD”. This flexibility allows a project to be constructed at the maximum allowable density while considering the topography, vegetation, and other constraints to development.

The street network plays an important role in the development of the residential neighborhoods. In the hillside neighborhoods, streets are typically narrow to preserve the existing topography and vegetation. These narrow streets, however, prevent residents from using the street for guest parking since emergency vehicles must be able to pass at all times. The absence of streets and adequate access can also prevent neighborhoods from accessing shopping and service areas or other residential areas without traveling with the congestion of the work force. For example, the neighborhoods west of Scotts Valley Drive have only one access through the city (Scotts Valley Drive). Because there are no local streets solely for residential traffic, many of the residences are located on narrow, dead-end streets off Scotts Valley Drive.

Consequently, there is no defined neighborhood west of Scotts Valley Drive. The lack of access also limits development east of Highway 17 along Green Hills Road. Currently, the only access to Scotts Valley or Highway 17 is at the intersection of Glen Canyon Road and Mount Hermon Road.

Employment

Scotts Valley has over 700 employers who provide more than 5,000 jobs within the city limits. As of 2017, the unemployment rate was 5.2%, less than that of Santa Cruz County (6.7%). As shown in the chart below, the most common employment industries are computer and electronic products, professional scientific and technical, educational services, and healthcare; all of which rank far higher than the average rate of employment as compared to the State of California.



Employment related land uses include retail services, office, and light industrial uses. Major retail/services centers include Kings Village Shopping Center, Scotts Village, Scotts Valley Square and Graham Plaza. Community commercial shopping centers are located along Mount Hermon Road. Scotts Valley Junction is located at the northern end of Scotts Valley Drive.

Retail, professional services and offices are also located along Scotts Valley Drive. These tend to be locally-owned businesses and include restaurants, banks, insurance, real estate, and specialty services.

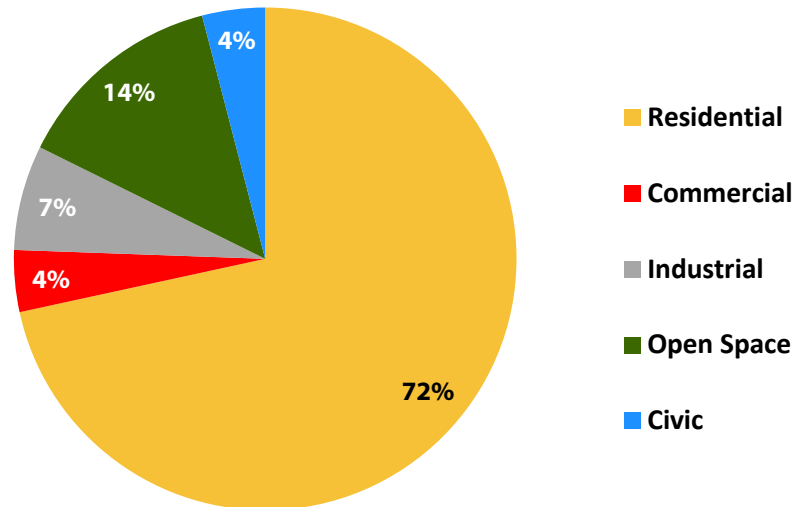
Light industrial areas include the Aviza Technology site north of Mount Hermon Road (now vacant), the Enterprise Technology Center east of highway 17 and north of Granite Creek Road, and a variety of businesses between Scotts Valley Drive and Highway 17 along Disc Drive / El Pueblo Road / Janis Way. The primary uses are computer technology, manufacturing, and bulk retail services.

Land Use

The City of Scotts Valley is comprised of approximately 4.6 square miles. Land uses in the City includes residential, commercial, industrial, open space, and civic (government) uses. A large majority (72%) of Scotts Valley is designated residential, which includes both single and multiple-family residences, apartments and condominiums and mobile home parks.

1994 General Plan Land Use Designations (Acres)

(Source: City of Scotts Valley GIS, 2014)



Current Holding Capacity

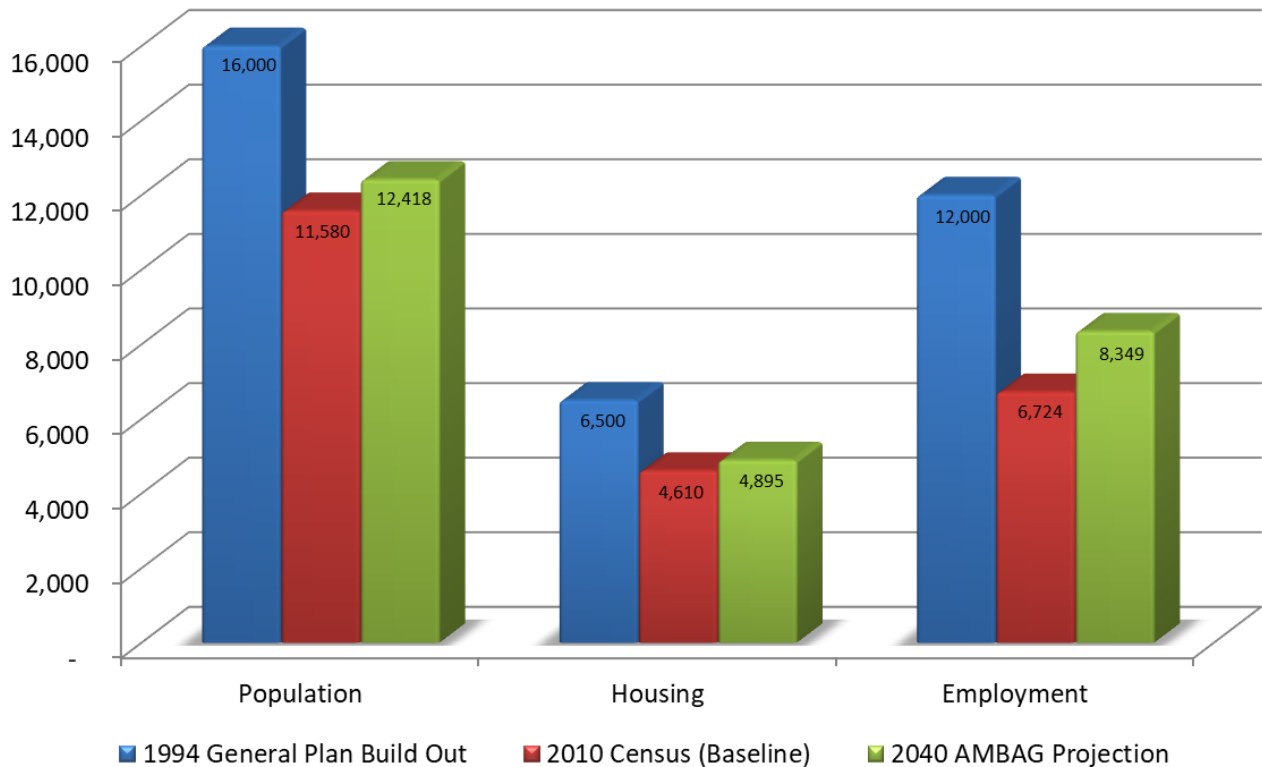
Holding capacity refers to the maximum amount of development that can be accommodated if all land uses shown on the General Plan Map were built. This capacity is commonly expressed in terms of population, housing units, and jobs.

The 1994 General Plan was prepared during a period of rapid and sustained growth that was assumed to continue to the horizon year of 2015. Between 1960 and 1990, the annualized growth rate for Scotts Valley averaged 3.11%, which is a very high rate of growth. Employment growth was more rapid, growing at an annualized rate of 7.7% between 1982 and 1990.

If all the residential land shown on the existing 1994 General Plan Land Use Map were built out, Scotts Valley would contain approximately 6,500 housing units, supporting a population of about 15,000. If all the industrial, commercial, office, and other employment generating land were built out, Scotts Valley would contain approximately 6.2 million square feet of building floor area, or enough to support about 12,000 jobs. As shown in the chart below, these projections are far greater than what has been projected by AMBAG (2018) for the City of Scotts Valley by the year 2040.

1994 General Plan Build-Out Comparison

(Source: Scotts Valley General Plan (1994) and AMBAG (2018))



Understanding Density and Intensity

Residential “Density”

The term “density” in a land use context is a measure of the desired population or residential development capacity of the land. Residential density is described in terms of dwelling units per gross acre (du/ac). Gross residential acreage is defined as the area developed to residential use, exclusive of local serving streets, alleys or arterials. A dwelling unit is a building, or a portion of a building, used for human habitation and may vary considerably in size from small apartments to large single-family homes. For example, the density of a residential development of 200 dwelling units occupying 50 gross acres of land is 4.0 du/ac.

Non-Residential “Intensity”

The term “intensity” refers to the degree of non-residential development based on building characteristics such as height, bulk, floor area ratio, and percentage of lot coverage. The City of Scotts Valley uses “building coverage” which is defined in the City’s Municipal Code as “the horizontal area measured within the outside of the exterior walls of the ground floor of all main and accessory buildings on a lot. The coverage of a structure, or portion thereof, not provided

with surrounding exterior walls shall be the area under the horizontal projection of the roof or floor above.”

Development Considerations

Allowing all parcels to be developed to the maximum density or intensity is not the intention of this general plan. The intention is to reflect a maximum development envelope or density range under appropriate conditions, and in accordance with applicable detailed zoning regulations. There are many factors that may limit or affect a development’s ability to achieve the maximum intensity on a specific parcel, resulting from the parcel’s physical limitations, the City’s zoning standards, and how an owner/developer chooses to address the function and design of the development. These factors may include, but are not limited to, the following:

- Parcel size and configuration
- Height limits
- Lot coverage allowed
- Requirements for setbacks, build-to standards, landscaping and open space
- Development standards and design guidelines
- Type of parking provided (e.g. surface, below-grade, or structured)
- Adjacency to sensitive land uses, such as single-family neighborhoods.

General Plan Land Use Designations

[Table LU-1: Scotts Valley General Plan Land Use Designations](#) describes the density, land uses and corresponding zoning for each general plan land use designation. These designations are shown in [Figure LU-1: Scotts Valley General Plan Land Use Designations](#).

If a project is proposed which is inconsistent with the General Plan Land Use Map, the property owner may apply for a General Plan Amendment. The City Council must be able to make a specific finding that the proposed amendment to the General Plan is in the public's interest or deny the amendment. Amendments to each required General Plan element are allowed up to four times per year.

The zoning process consists of the rezoning of lands within the incorporated City limits (or the pre-zoning of property proposed for annexation) from one zoning district to another. The rezoning of property directly implements the land use designations as shown on the Land Use Map since, by state law, the rezoning of property must be consistent with the General Plan.

Zoning applications are reviewed by various city departments for consistency with City Council and General Plan policy, as well as, to identify specific public improvements and requirements such as streets, storm and sanitary sewer and street lights. Review by other public agencies is also incorporated in the zoning process as appropriate.

Zoning changes take two forms: conventional zoning and Planned Development overlay zoning. Conventional zoning districts contained in the City's Zoning Ordinance include a range of allowed land uses, development intensities and standards within the major land use categories: residential, commercial and industrial, together with zoning districts for other land uses such as Public/Quasi-Public and Open Space. The various ranges of allowed use and development intensity correspond generally to the respective General Plan land use designations, thereby allowing the application of a zoning district to a property which implements the land use intended by the General Plan.

Planned Development zoning reflected in a General Development Plan and adopted by the City Council provides the means to tailor zoning regulations and to apply specific standards for the development of a particular site. This process enables the City Council to consider the unique characteristics of a site and its surroundings to better implement the citywide objectives, goals and policies of the General Plan and to provide site-specific development standards. Anytime Planned Development zoning is utilized, the standards established for the zoning district which reflects the General Plan designation are tailored as part of a General Development Plan.

Tailored zoning regulations include, but are not limited to, site intensities, location, height, coverage and structure appearance.

The second phase of a Planned Development zoning process, the Planned Development permit, is a site/architectural permit that implements the approved Planned Development overlay zoning of the property.

Table LU-1: General Plan Land Use Designations

General Plan Land Use Designation	Corresponding Zoning Designation	Residential Density / Commercial Building Coverage ¹	Description	Potential Land Uses
Residential				
Mountain	R-MT-5	1 du / 5 acres	Primarily for hillside areas of the city where environmental constraints require development at lower densities.	<ul style="list-style-type: none"> Single-family detached dwellings Secondary dwelling units Accessory structures Public parks and recreation areas Compatible public, quasi-public, and special uses
Rural	R-R-2.5	1 du / 2.5 acres	<p>To provide areas for large-lot residential living and minor agricultural activities.</p> <p>To preserve, to the greatest extent feasible, the natural topography while creating a living environment which best serves the needs of its residents.</p>	<ul style="list-style-type: none"> Single-family detached dwellings Secondary dwelling units Accessory structures Public parks and recreation areas Compatible public, quasi-public, and special uses
Estate	R-1-40	1 du /acre	To provide areas for single-family residential development where lot sizes and densities are designed to accommodate large areas of open space for recreational activities compatible with a residential environment.	<ul style="list-style-type: none"> Single-family detached dwellings Secondary dwelling units Accessory structures Public parks and recreation areas Compatible public, quasi-public, and special uses
Low	R-1-20	2 du/acre	To provide areas for households that desire rural/suburban living with a range of housing options and are designed to accommodate areas of open space for recreational activities compatible with a residential environment.	<ul style="list-style-type: none"> Single-family detached dwellings Secondary dwelling units Accessory structures Public parks and recreation areas Compatible public, quasi-public, and special uses

General Plan Land Use Designation	Corresponding Zoning Designation	Residential Density / Commercial Building Coverage ¹	Description	Potential Land Uses
Medium	R-1-10	5 du/acre	To provide areas for households that desire suburban living with a range of housing options, and to provide opportunities for limited neighborhood support uses and amenities.	<ul style="list-style-type: none"> ▪ Single-family detached dwellings ▪ Secondary dwelling units ▪ Accessory structures ▪ Public parks and recreation areas ▪ Compatible public, quasi-public, and special uses
Medium High	R-M-6 and R-M-8	9 du/acre	To provide areas for households that desire suburban living with a range of housing options, and to provide opportunities for neighborhood support uses and amenities.	<ul style="list-style-type: none"> ▪ Single-family attached and detached dwellings ▪ Townhouses and condominiums ▪ Secondary dwelling units ▪ Accessory structures ▪ Public parks and recreation areas ▪ Compatible public, quasi-public, and special uses
High	R-H	15 du/acre	To provide areas for households that desire urban living within a compact and walkable neighborhood and provide opportunities for neighborhood support uses and amenities.	<ul style="list-style-type: none"> ▪ Single-family attached dwellings ▪ Townhouses and condominiums ▪ Apartments ▪ Limited neighborhood-serving commercial ▪ Secondary dwelling units ▪ Accessory structures ▪ Public parks and recreation areas ▪ Compatible public, quasi-public, and special uses

General Plan Land Use Designation	Corresponding Zoning Designation	Residential Density / Commercial Building Coverage ¹	Description	Potential Land Uses
Very High	R-VH	20 du/acre	To provide areas for households that desire dense urban living within a compact, walkable neighborhood that is served by transit, and to provide opportunities for neighborhood support uses and amenities.	<ul style="list-style-type: none"> Townhouses and condominiums Apartments Neighborhood-serving commercial Secondary dwelling units Accessory structures Public parks and recreation areas Compatible public, quasi-public, and special uses
Commercial				
Professional	C-P	35%	To provide areas for administrative, business and professional offices in which merchandise is not manufactured or sold.	<ul style="list-style-type: none"> Professional services and office Compatible public, quasi-public, and special uses
Service	C-S	45%	To provide areas for convenient retail and service establishments that serve neighborhood and local populations and are served by transit and quality bicycle and pedestrian-friendly facilities.	<ul style="list-style-type: none"> Retail, professional services, and office Compatible public, quasi-public, and special uses Very High residential (mixed-use) is permitted providing adjacent uses are compatible and the residential use is secondary to the retail use. (Review with GPAC)
Shopping Center GPAC: Rename Urban Center Mixed-Use?	C-SC	35%	To provide areas for urban centers with retail and services, office, and mixed-use establishments that serve local and regional populations, and are well served by transit and quality bicycle and pedestrian-friendly facilities.	<ul style="list-style-type: none"> Retail, service, office Public gathering places such as plazas and courtyards Compatible public, quasi-public, and special uses Very High residential (mixed-use) is permitted providing adjacent uses are compatible and the residential use is secondary to the retail use.

General Plan Land Use Designation	Corresponding Zoning Designation	Residential Density / Commercial Building Coverage ¹	Description	Potential Land Uses
Industrial				
Light Industrial	I-L	50%	<p>To provide areas for manufacturing, product assembly, warehousing and supporting uses and amenities.</p> <p><i>Class 1</i> – Does not involve toxic materials nor involve a change of phase/state of any material in significant quantities.</p> <p><i>Class 2</i> – Involves the use of toxic materials and/or changes the phase/state of a material(s) in a significant way.</p>	<ul style="list-style-type: none"> Industrial or manufacturing Office, retail and service uses that provide support to employees Compatible public, quasi-public, and special uses This designation should not be located adjacent to a residential or commercial use without substantial buffers
Industrial R&D	PD	n/a	To provide areas that involve activities related to corporate or governmental innovation involved in scientific and applied research, technology, and product design and development.	<ul style="list-style-type: none"> Compatible public, quasi-public, and special uses Applies to the Enterprise Technology Center
Heavy Industrial GPAC: Delete and re-designate the Kaiser quarry site?	n/a		To provide areas that involve intensive manufacturing, mining and quarrying of minerals that due to their intensity of use are less compatible with residential and commercial categories	<ul style="list-style-type: none"> Mining / quarry Chemical manufacturing

General Plan Land Use Designation	Corresponding Zoning Designation	Residential Density / Commercial Building Coverage ¹	Description	Potential Land Uses
Other				
Public / Quasi-Public	P	n/a	To provide public facilities that are necessary or desired for public health, safety, and welfare and quasi-public facilities that serve the broader community.	<ul style="list-style-type: none"> Public and private educational facilities Emergency services Health care facilities Religious facilities Governmental buildings Cultural facilities
Open Space / Conservation	OS	n/a	To provide areas for the conservation of the community's natural or scenic resources.	<ul style="list-style-type: none"> Wetlands and open water Plant and wildlife habitats Timber production zones Floodplains Active and passive recreation facilities Greenways and trails Areas with permanent open space easements Buffers between developed areas Golf courses and commercial outdoor recreation facilities Farmlands and grazing areas Compatible public, quasi-public, and special uses
Special Treatment Areas	PD	n/a	To provide overlay designations for areas where planned developments or some form of special treatment is required for allow future development.	<ul style="list-style-type: none"> Land uses are variable. See Special Treatment Areas discussion, below.

Notes:

(1) Residential – maximum dwelling units/gross acre. Commercial – maximum building coverage.

(2) n/a – Not applicable.

Specific Plans

A specific plan is a tool for the systematic implementation of the general plan. It effectively establishes a link between implementing policies of the general plan and the individual

development proposals in a defined area. A specific plan may be as general as setting forth broad policy concepts, or as detailed as providing direction to every facet of development from the type, location and intensity of uses to the design and capacity of infrastructure; from the resources used to finance public improvements to the design guidelines of a subdivision. Specific Plans are authorized by California Government Code sections 65450 through 65457.

The City has three Specific Plans that are currently (2019) effective, as described below:

Town Center Specific Plan

XXX

Gateway South Specific Plan

The Gateway South Specific Plan (2007) was prepared to guide future development in the Gateway South Special Treatment Area (described below). The Specific Plan area is located on the north and south sides of Mount Hermon Road near the intersection of Highway 17. The plan designates parcels for a variety of residential, commercial, open space, and public uses on 43 acres.

Glenwood Specific Plan

The 195-acre Glenwood planning area consists of two, large, undeveloped parcels located on west and east sides of Glenwood Drive at the north end of the City of Scotts. Starting in 1991, various land plans and site boundaries were considered, including an initial proposal to construct 276 single-family homes and townhomes, an 18-hole golf course and clubhouse and a middle school.

Ultimately, due to significant environmental constraints and community opposition, the Scotts Valley Unified School District constructed a high school on 22 acres which was opened initially to freshman students in September of 1999. On the west side of Glenwood Drive, 49 single-family lot were constructed on 11 acres. Seven plus acres were dedicated to the expansion of Siltanen park and the remaining 160 acres are now preserved as permanent open space, known as the Glenwood Open Space Preserve.

Special Treatment Areas

Bethany Neighborhood Special Treatment Area

The BNSTA is approximately 80 acres with approximately 26 acres of buildable area that is primarily developed as an educational facility and associated uses. The remainder of the BNSTA is developed with single family residences. The area is located at the northern portion of the City, west of Highway 17 and is bordered on the west by Bethany Drive/Bethany Way and on the east by Scotts Valley Drive. The entire BNSTA is designated for Public/Quasi Public uses.

Buildable areas are those areas where the slopes are generally less than 10%. Development has already occurred in many of the buildable areas. The sole access to the Bethany area is via Bethany Drive. Most of the built and buildable areas of the BNSTA lie in the narrow valleys between the hills at elevations of 800 to 850 feet.





All properties in the BNSTA will be developed under the Planned Development zoning regulations to minimize traffic impacts and disruption to the surrounding residential neighborhood. The land use for these properties in the BNSTA will reflect a mix of institutional, residential, park, and open space designations similar to the existing educational campus.

However, within the BNSTA area, there are approximately 16 lots that are developed with single-family residences under separate ownership from the educational campus. These single-family residences may be modified consistent with the zoning regulations applicable to the R-1-10 zoning district in effect at the time. In the future, if these single-family residences become associated with the educational campus, any additions, modifications or redevelopment must comply with the Planned Development zoning regulations.







Gateway South Special Treatment Area

Previously identified as the Mount Hermon Road near Highway 17, the Gateway South Special Treatment Area (GSSTA) includes properties fronting Mount Hermon Road on the east between State Highway 17 and Glen Canyon Road. The Gateway Specific Plan, described above, identifies a plan for future development of the GSSTA.




Following are representative photos of development in Scotts Valley that apply to the residential, commercial, industrial and public/quasi-public General Plan Land Use Designations.

General Plan Land Use Category	Corresponding Zoning Designation
Residential	
Estate	R-1-40
	
Granite Creek Estates (single-family detached)	Granite Creek Estates (single-family detached)
Low	R-1-20
	
Casa Way (single-family detached)	Casa Way (single-family detached)

General Plan Land Use Category Medium	Corresponding Zoning Designation R-1-10
 <p data-bbox="332 785 669 810">The Vineyards (single-family detached)</p>	 <p data-bbox="924 785 1318 810">Scotts Valley Heights (single-family detached)</p>
Medium-High	R-M-6 and R-M-8
 <p data-bbox="358 1299 643 1325">Skypark (single-family detached)</p>	 <p data-bbox="980 1299 1265 1325">Skypark (single-family detached)</p>
High	R-H
 <p data-bbox="371 1814 630 1839">Hidden Oaks (condominiums)</p>	 <p data-bbox="964 1814 1279 1839">The Manor (single-family detached)</p>

General Plan Land Use Category	Corresponding Zoning Designation
Very High	R-VH
	
Town Center Collection (condominiums)	Pinnacle View (townhomes)
Commercial	
Professional	C-P
	
Bank of America Service	Glen Canyon Road
	C-S
	
Kaiser Permanente	Shell Gas Station

General Plan Land Use Category	Corresponding Zoning Designation
Shopping Center	C-SC
	
Kings Village	Kings Village
Industrial	
Light Industrial	I-L
	
Zero Motorcycles	Scarborough Lumber
Industrial R&D	I-RD
	
Enterprise Technology Center	Enterprise Technology Center

General Plan Land Use Category	Corresponding Zoning Designation
Other	
Public-Quasi Public	P
	
Scotts Valley Community Center	Scotts Valley Transit Center
	
Skypark	MacDorsa Park
Open Space / Conservation	OS
	
Skypark Linear Trail	Glenwood Preserve

Goals, Policies & Actions

Goal LU-1 Maintain and enhance Scott Valley’s small-town valley character and community-focused quality of life.

Policies

Regional

Policy LU-1.1 Regional Sense of Place

Support regional efforts to create a strong sense of place and support the efficient use of land.

Policy LU-1.2 Regional Coordination

Support projects, programs and policies to promote compatibility and mutually beneficial built environments and land uses with adjacent jurisdictions and other agencies.

City

Policy LU-1.3 Inclusiveness

Provide for a mixture of land uses that cater to the needs of people of all ages, backgrounds, and abilities.

Policy LU-1.4 Economic Viability

Encourage land use patterns and new development that enhance Scotts Valley’s long-term economic viability and promotes sustainable (green) businesses.

Policy LU-1.5 Street Closures

Allow occasional street closures in the Town Center and other non-residential areas to create public spaces for temporary community activities. Plan and manage street closures to avoid diversion of traffic and parking into adjacent residential neighborhoods.

Policy LU-1.6 Public Facilities

Maintain and enhance the City’s public facilities to the highest and best use for the benefit of the entire community.

Policy LU-1.7 Neighborhood Parks

Maintain and improve neighborhood parks with a variety of facilities that cater to the needs and interest of city residents including youth, seniors, and persons with physical disabilities.

Policy LU-1.8 Public Art - Commercial

Commercial development should include public art. (LU-36.2)

Policy LU-1.9 Public Art – Residential

Public art, consistent with the small-town valley concept or adopted design guidelines, should be incorporated into residential projects where feasible. (LP-13.2, revised)

Policy LU-1.10 Public Art – Review Process

Public art shall become part of the design review guidelines and made available to developers, architects, landscape designers, city committees and commissions. All public art shall be reviewed by the Planning Commission. (LA-36.3)

Project

Policy LU-1.11 Design Quality

Encourage new development and redevelopment to incorporate high quality design that enhances the visual character of the community.

Policy LU-1.12 Compatible Development

Encourage new commercial and residential development that is compatible with neighboring land uses and development patterns.

Policy LU-1.13 Compatible Development – Residential

Prohibit new land use activities within and in close proximity to residential zones that generate undesirable impacts which cannot be mitigated. (LA-25)

Policy LU-1.14 Development Impacts – Residential

Encourage new residential development that minimizes impacts to residential neighborhoods through the incorporation of design guidelines and, where appropriate, mitigation measures.

Policy LU-1.15 Public Involvement

Encourage project applicants to consult with neighbors early in the project application review process.

Policy LU-1.16 Commercial Development – Landscaping

Commercial and industrial developments shall be designed and landscaped in an attractive manner and thereafter maintained to visually integrate the development with its surrounding context. (LA-33, revised)

Policy LU-1.17 Commercial Development – Lighting

Lighting of commercial and industrial areas shall be carefully controlled to the extent necessary for security, safety and identification without interfering with adjoining land uses. Lighting shall be directed away from public rights-of-way and adjacent residential land uses. (LA-43, LA 60)

Policy LU-1.18 Public and Quasi-Public Facilities

Designate areas for new public and quasi-public facilities and accessory facilities commensurate with the identified need. These facilities shall be conveniently located in or near the areas where they are intended to serve. (LP-68)

Policy LU-1.19 Coordination with Utility Providers

Work with utility providers to identify future utility expansion needs. Obtain easements from property owners to extend private utilities and/or promote cooperation between utility providers and property owners for acquiring easements or rights-of-way for utility expansions. (LA-70, revised)

Policy LU-1.20 Dedication of Park Land

Require new residential development to dedicate park land and/or to contribute park in-lieu fees to the City that enable the purchase of additional park land, or to provide recreational facilities, or to maintain existing parks consistent with the Parks Master Plan. (LA-73)

Actions

Action LU-1.1 Design Guidelines

Update the City’s Residential Design Handbook, Mt. Hermon Design Guidelines, and Commercial and Industrial Design Review Guidelines to reflect more contemporary architecture and urban design standards.

Goal LU-2 Maintain a well-defined valley community with boundaries defined by the planning area's natural features and environmental functions.

Policies

Regional

Policy LU-2.1 Annexations

When determined by the City Council to be consistent with the Vision Statement and Guiding Principles of this General Plan, consider pursuing annexations in accordance with the requirements as set forth in the City's Annexation Policy.

City

Policy LU-2.2 Edge Boundaries

Preserve open space and maintain very low intensity residential development at the edge of the city limits.

Policy LU-2.3 Preservation of Open Space

Preserve open space areas for the protection of public health and safety, provision of recreational opportunities and protection of natural resources. (LP-72)

Policy LU-2.4 Preservation of Riparian Corridors

During the development review period, require the preservation of riparian corridors consistent with state law and the policies described in the Open Space and Conservation element of this General Plan.

Neighborhood

Policy LU-2.5 Neighborhood Characteristics

Require new development to reinforce and be designed to support the unique natural qualities and environmental features in which it is located.

Policy LU-2.6 Natural Features

Protect and enhance natural features, including trees, hillsides, natural habitat, and riparian areas, that contribute to the unique identity of individual neighborhoods.

Policy LU-2.7 Bethany Neighborhood Special Treatment Area

All future development in the Bethany Neighborhood Special Treatment Area shall be reviewed and considered under the Planned Development zoning regulations.

Project

Policy LU-2.8 Land Sloped Less than 25%

Those areas of a parcel with slopes of less than 25% may be considered for construction consistent with sound development and planning principles. (LA-19)

Policy LU-2.9 Land Sloped 25% to 40%

Land sloped 25% or greater may be considered for a "density transfer" requiring the steeper slopes to be preserved with no disruption and "transferring" the units that would be allowed on the slopes of 25% or greater for construction on the more level portions of the parcel, if these portions are otherwise suitable for higher densities. (LA-20)

Policy LU-2.10 Land Sloped Over 40% -- Open Space Preservation

Land over 40% slope shall be preserved as open space, with no construction of any kind, with the exception of quarry reclamation or natural slope failure. During the development of the site, the density for the 40% slopes may be transferred for construction into the areas with a slope of less than 25% if these areas are otherwise suitable for higher densities. (LA-21)

Policy LU-2.11 Density Transfer Developments

Any density transfer developments may be pursued under the Planned Development Ordinance. (LA-22)

Actions

Action LU-2.1

Goal LU-3 Maintain a complementary balance of land uses throughout the city.

Policies

Region

Policy LU-3.1 Jobs / Housing Incentives

Work with representatives from regional, State, and federal agencies to include Scotts Valley in incentives programs that link housing to transportation and jobs.

Policy LU-3.2 Jobs / Housing Balance

Work with the County and other agencies to develop strategies for improving the region's jobs/housing balance and matching employment opportunities with housing costs.

City

Policy LU-3.3 Balanced Land Use Patterns

Foster land use patterns that balance economic, housing, community, and environmental needs, and promote social diversity.

Policy LU-3.4 Zoning Densities

Zone highest densities along transportation corridors. (LU-8)

Policy LU-3.5 Lot Consolidation

In areas where the existing lot pattern or size makes development difficult, the City shall encourage lot consolidation to promote planned commercial development. (LU-30)

Policy LU-3.6 Economic Viability

Ensure that land use patterns and new development enhance Scotts Valley's long-term economic viability and promotes sustainable businesses.

Policy LU-3.7 Job Creation and Retention

Maintain lands currently designated for commercial and industrial land use designations that promote job creation and retention.

Policy LU-3.8 Regional Commercial Services

Promote availability of commercial sites to accommodate a mix of professional office, service commercial, and shopping center developments consistent with the environmental, service, and economic goals of the City. (LU-28)

Policy LU-3.9 Neighborhood Commercial Services

Develop, maintain, and encourage economically viable neighborhood serving commercial districts.

Policy LU-3.10 Home Occupations and Telecommuting

Encourage the development and expansion of home occupations and telecommuting.

Policy LU-3.11 Infill Development

Support well-designed infill development on vacant and underutilized sites that enhances Scotts Valley’s quality of life.

Project

Policy LU-3.12 Infrastructure Costs

Require new development to pay it proportional share of the costs of expanded infrastructure needed to serve new development

Policy LU-3.13 Mass and Scale

Encourage that the mass, scale and height of new development is compatible with existing homes within residential neighborhoods.

Policy LU-3.14 Multi-Family Transition

Encourage that new multi-family housing located adjacent to single-family homes respects the size, scale, massing, and appearance of neighboring properties.

Policy LU-3.15 Architectural Character

Encourage that the architectural character of new development and substantial remodels complements the unique qualities of the neighborhood in which it is located and the overall valley character of Scotts Valley.

Policy LU-3.16 Valley Gardens Golf Course Site Policies?

Discuss with GPAC

Actions

Action LU-3.1 Update Development Impact Fees

Review the City’s impact fee requirements periodically and revise them as necessary to reflect current cost.

Goal LU-4 Encourage high-quality commercial and mixed-use development within the Mount Hermon Road and Scotts Valley Drive corridors that create an active and inviting public realm.

Policies

City

Policy LU-4.1 Commercial Development

Provide for attractive commercial development (including more intensive and higher quality ground floor retail) along commercial corridors, provided the uses are compatible with or transition easily to adjacent residential areas.

Policy LU-4.2 Public Amenities

Encourage new development to provide amenities that enhance the vitality of the corridor, such as outdoor dining and courtyards, publicly accessible or semi-public gathering places, and bicycle and pedestrian facilities.

Policy LU-4.3 Streetscape Improvements

Improve the physical appearance along arterial corridors through the installation of additional landscaping in the public right-of-way and improved bicycle and pedestrian facilities.

Policy LU-4.4 Scotts Valley Drive Mixed-Use Activity Node

Through incentives and coordination with property owners, encourage the development of activity nodes along Scotts Valley Drive that create a pedestrian-friendly setting. Improvements could include by are not limited to; wider sidewalks, outdoor courtyards, benches, distinctive property fronting landscaping, public art, and high-quality pedestrian crosswalks landscaped medians and bulb-outs, where appropriate. (Review with GPAC)

Policy LU-4.5 Mixed-Use on the West Side of Scotts Valley Drive

Encourage vertically and horizontally mixed-use along the west side of Scotts Valley Drive where appropriate. Incorporate site design features that are sensitive to adjacent residential uses. Seek to consolidate small lots to create a better-quality design and minimize driveways. (Review with GPAC)

Neighborhood

Policy LU-4.6 Neighborhood Impacts

Minimize negative impacts, particularly traffic, parking, and noise, on residential neighborhoods adjacent to Mount Hermon Road and Scotts Valley Drive. Incorporate design or mitigation measures into projects to avoid or minimize neighborhood impacts.

Policy LU-4.7 Neighborhood Connections

Provide pedestrian and bicycle improvements along Mount Hermon Road and Scotts Valley Drive that complement and connect with adjacent residential neighborhoods.

Project

Policy LU-4.8 Intensity

Within the Commercial Shopping Center (C-SC), Commercial Service (C-S) and Commercial Professional (C-P) land use designation, consider additional density on sites only when the project provides substantial benefits to the community (as demonstrated through consistency with other policies in this Plan) and minimizes or mitigates adverse impacts on adjacent properties. (Review with GPAC)

Policy LU-4.9 Public Spaces and Amenities

Encourage new development to include public spaces and amenities that create and strengthen focal points and activity along the two corridors.

Policy LU-4.10 Residential Uses

Where there is suitable lot size and access, encourage residential uses only when integrated with other mixed-use commercial development.

Actions

Action LU-4.1 Discourage Strip Commercial

Amend the Zoning Ordinance to discourage strip commercial development in favor of clustered commercial and mixed-use development along Scotts Valley Drive.

Action LU-4.2 Streetscape Improvement Plan along Mount Hermon Road and Scotts Valley Drive

In coordination with City departments (Planning, Public Works, Police), local agencies (Scotts Valley Fire District, Scotts Valley Water District), the Scotts

Valley Chamber of Commerce, and local businesses; seek funding to prepare a streetscape improvement plan for Mt. Hermon Road and Scotts Valley Drive. Identify opportunities for: 1) Complete street improvements as described in the Mobility Element of this General Plan that improve pedestrian and bicycle safety and access, 2) Improved aesthetic character and quality through better defined landscaping and hardscape standards, and 3) Incorporation of landscaped medians and other areas that utilize recycled water and are designed to minimize maintenance costs. Convene a committee of interested parties to help in the development of the streetscape improvement plan. **(Review with GPAC)**

Goal LU-5 Protect the ability of industrial and research and development uses to locate and operate within the City.

City

Policy LU-5.1 At-Risk Industries

Seeks ways to retain or convert at-risk industries and/or businesses to economically viable activities.

Policy LU-5.2 Underutilized Industrial Properties

Encourage and support redevelopment of underutilized Light Industrial (I-L) designated properties that promote research and development and specialty manufacturing as a means to encourage a diversified and high caliber workforce.

Policy LU-5.3 Lot Consolidation

Support efforts to consolidate lots and thereby improve the economic viability and vehicular access to industrial designated sites.

Policy LU-5.4 Compatibility with Surrounding Uses

Ensure that industrial areas are compatible with and do not adversely impact surrounding land uses. **(LO-57 and LP-54)**

Policy LU-5.5 Protection from Future Residential Development

To protect the long-term viability of existing industrial uses, carefully locate adjacent residential development with adequate setbacks and buffers to minimize potential conflicts and disturbances.

Policy LU-5.6 Landscape Buffering

Require buffers and landscaping in industrial developments to ensure compatibility with adjacent land uses and mitigate any potential adverse impacts. **(LP-58)**

Policy LU-5.7 Industrial Use – Lighting

Lighting of industrial areas shall be carefully controlled to the extent necessary for security, safety and identification without interfering with adjoining land uses. Lighting shall be directed away from public rights-of-way and adjacent residential land uses. (LA-60)

Project

Policy LU-5.8 Compatibility with Residential Uses

Industrial uses shall not be located or established where they increase traffic in surrounding residential areas. (LP-61, revised)

Policy LU-5.9 Kaiser Quarry Site

Discuss with GPAC