



GPAC Meeting No. 12

Draft Land Use Element

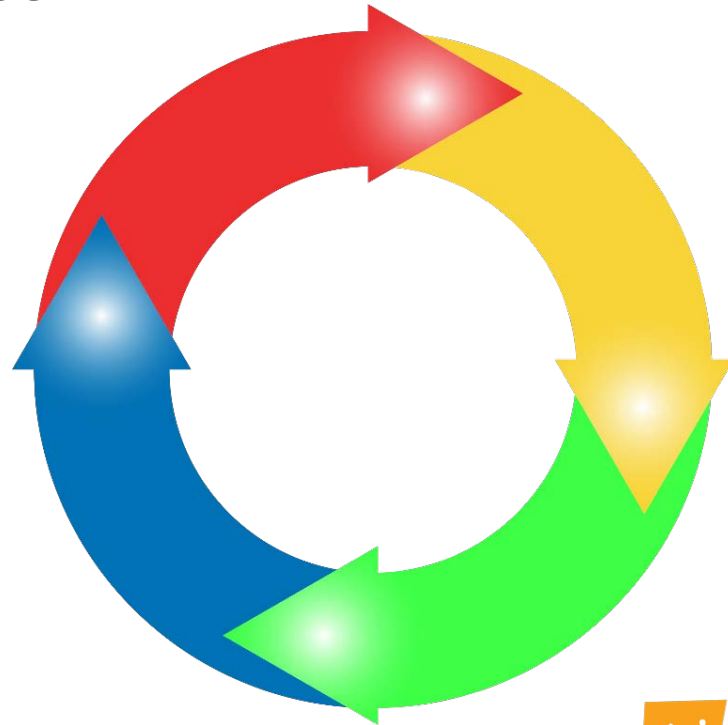
June 17, 2019

SVGP Organizing Principles

Category	General Plan Element
General	Vision & Guiding Principles
	Introduction
	Administration and Implementation
Built Environment	Land Use
	Housing
	Economic Development
Mobility	Mobility
Natural Environment	Open Space & Conservation
Community	Community Services & Facilities
	Safety & Noise

Project Phases

1. Project Initiation
2. Existing Conditions / Data Gathering
3. Vision and Guiding Principles
4. Prepare the General Plan
5. Land Use Alternatives
6. Environmental Review
7. Plan Adoption



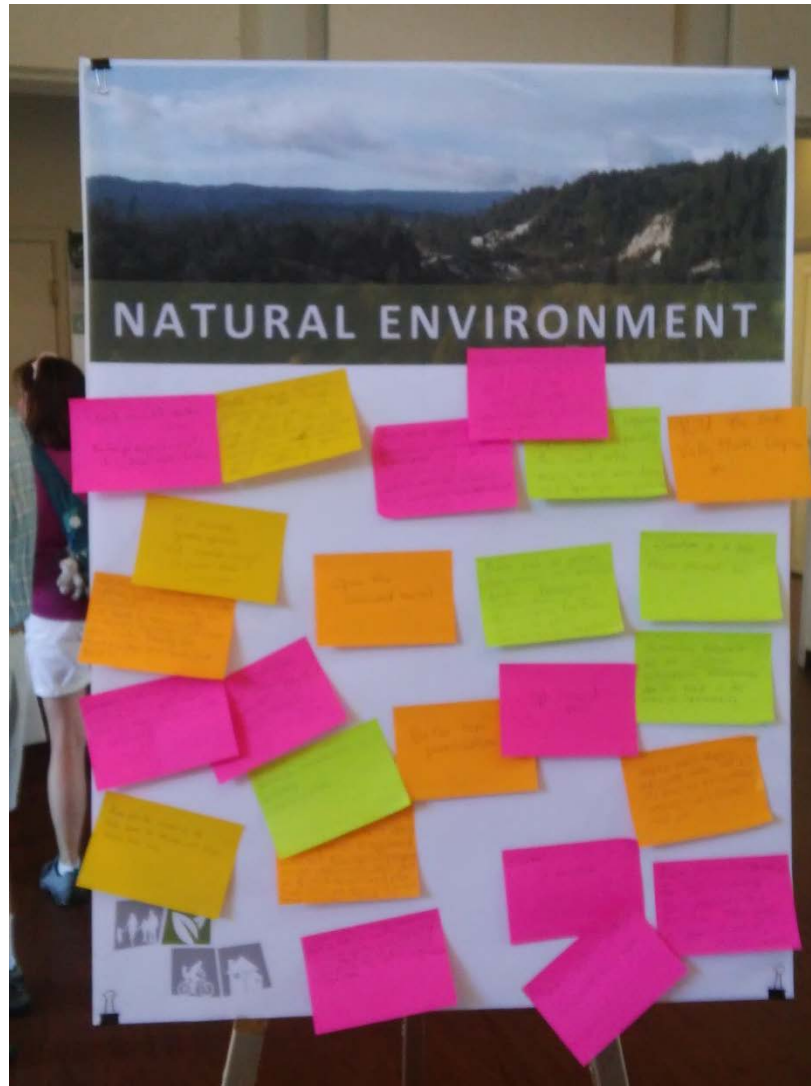
Envision SV Community Workshop



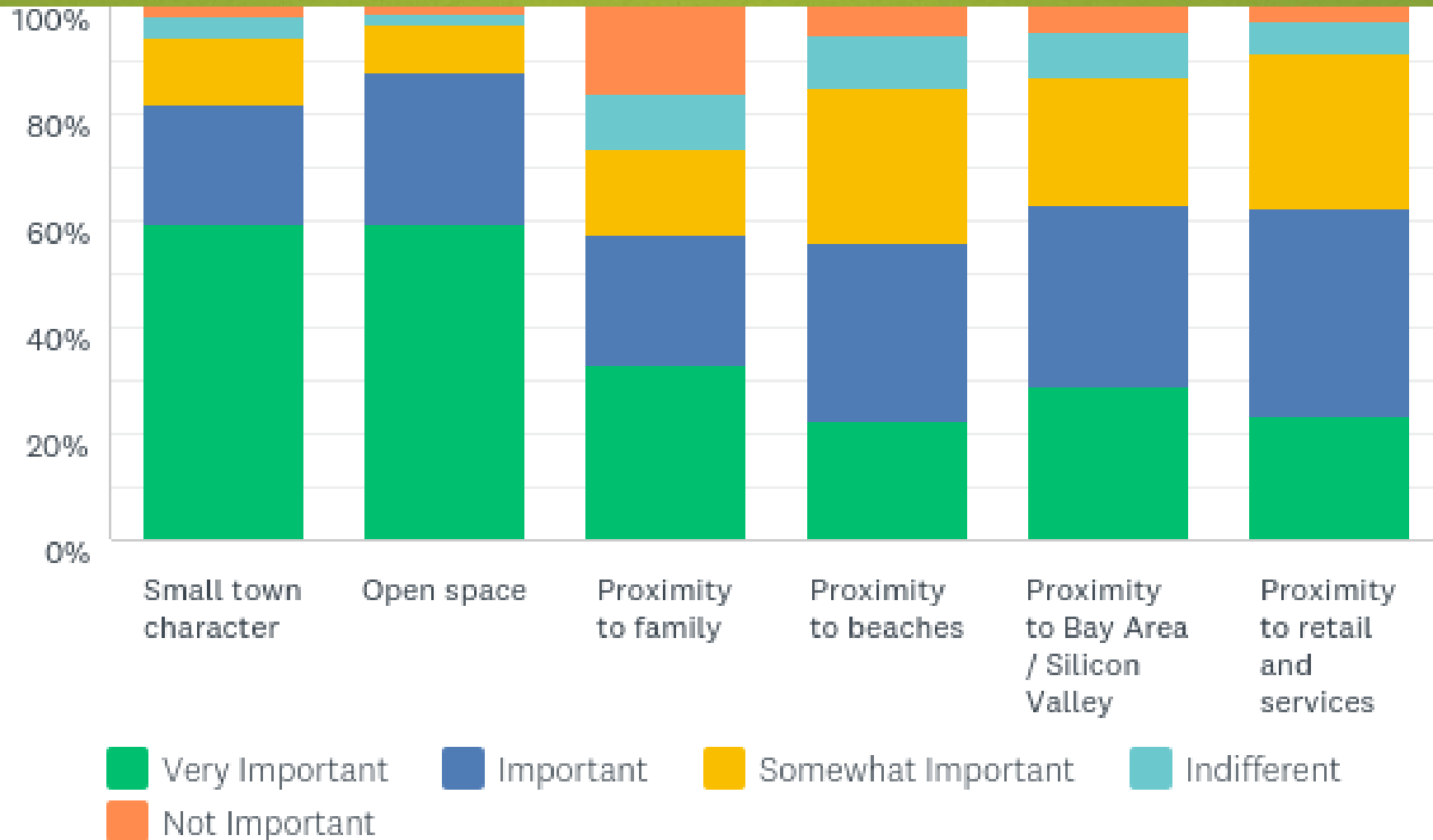
Envision SV Community Workshop



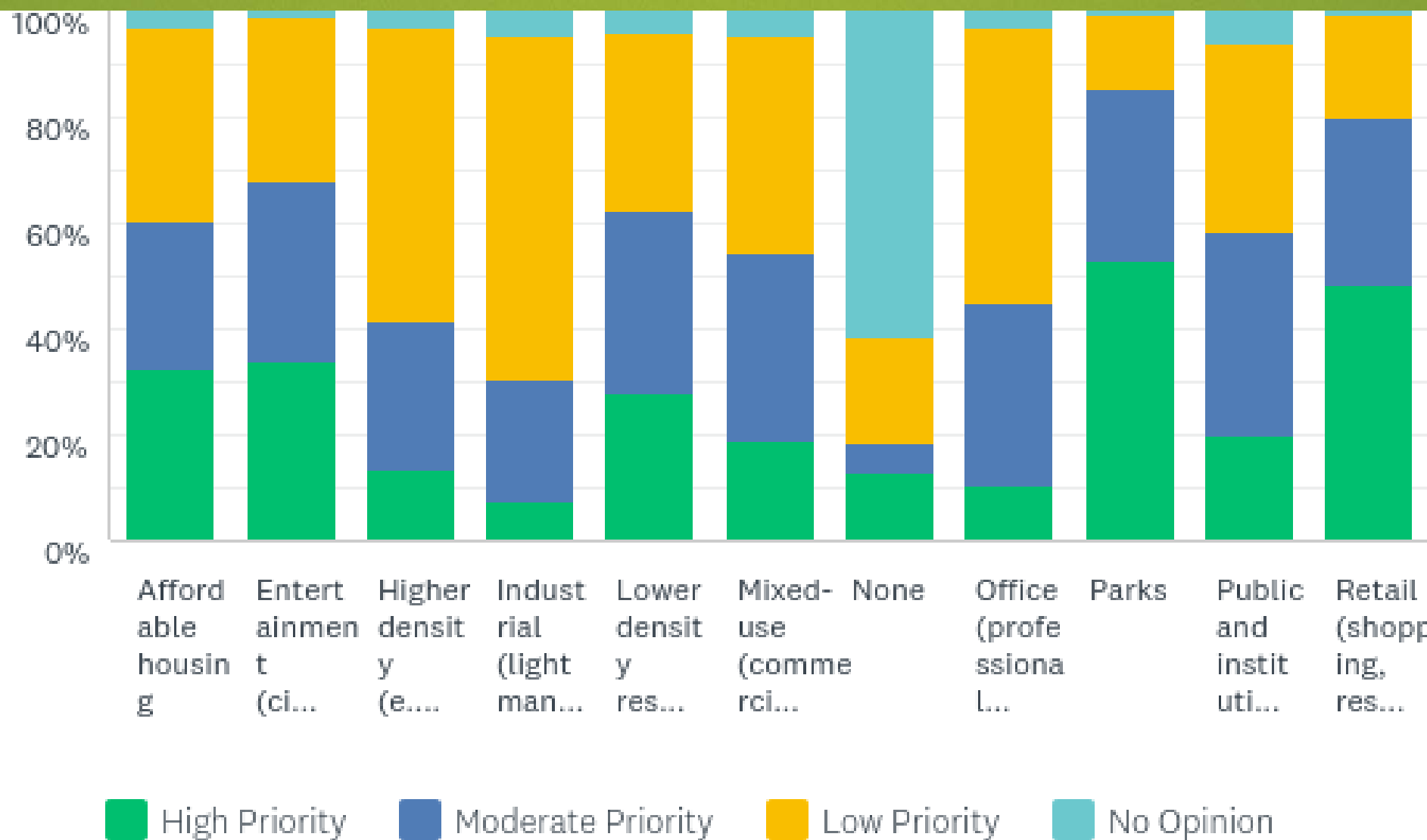
Envision Scotts Valley Community Workshop



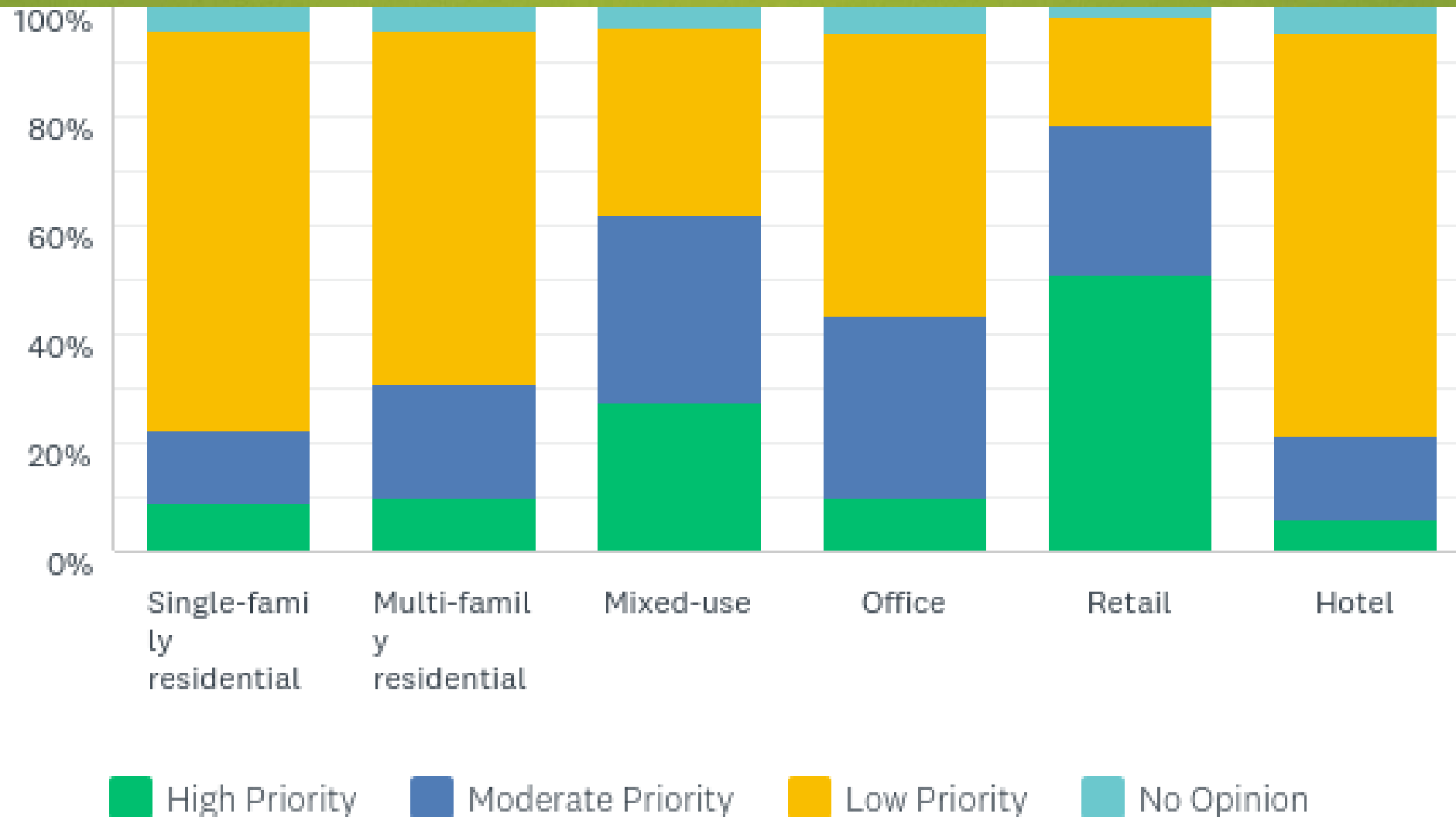
By deciding to live in Scotts Valley, how important are the following?



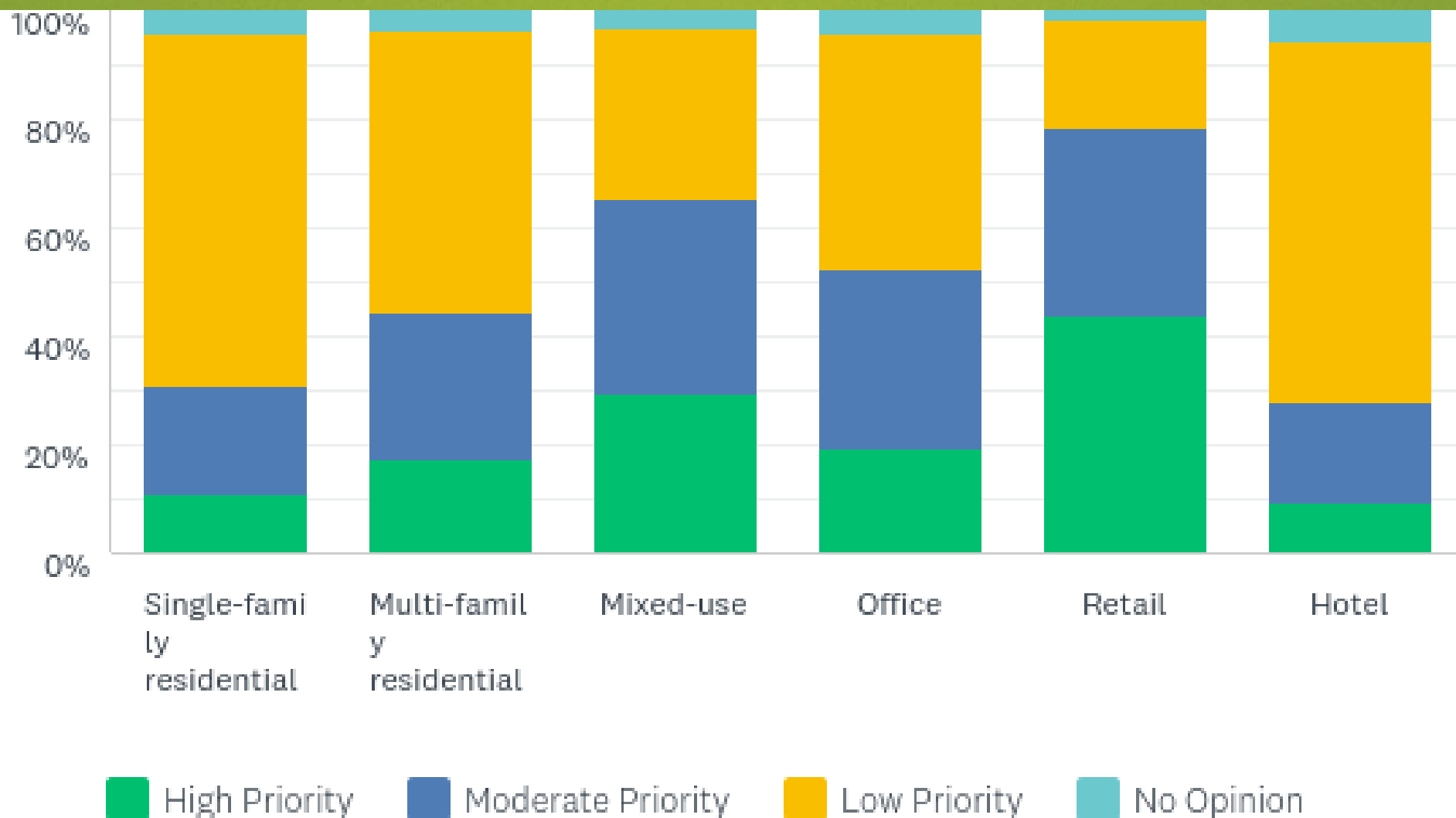
What type of NEW development do you feel is most appropriate in the future in Scotts Valley?



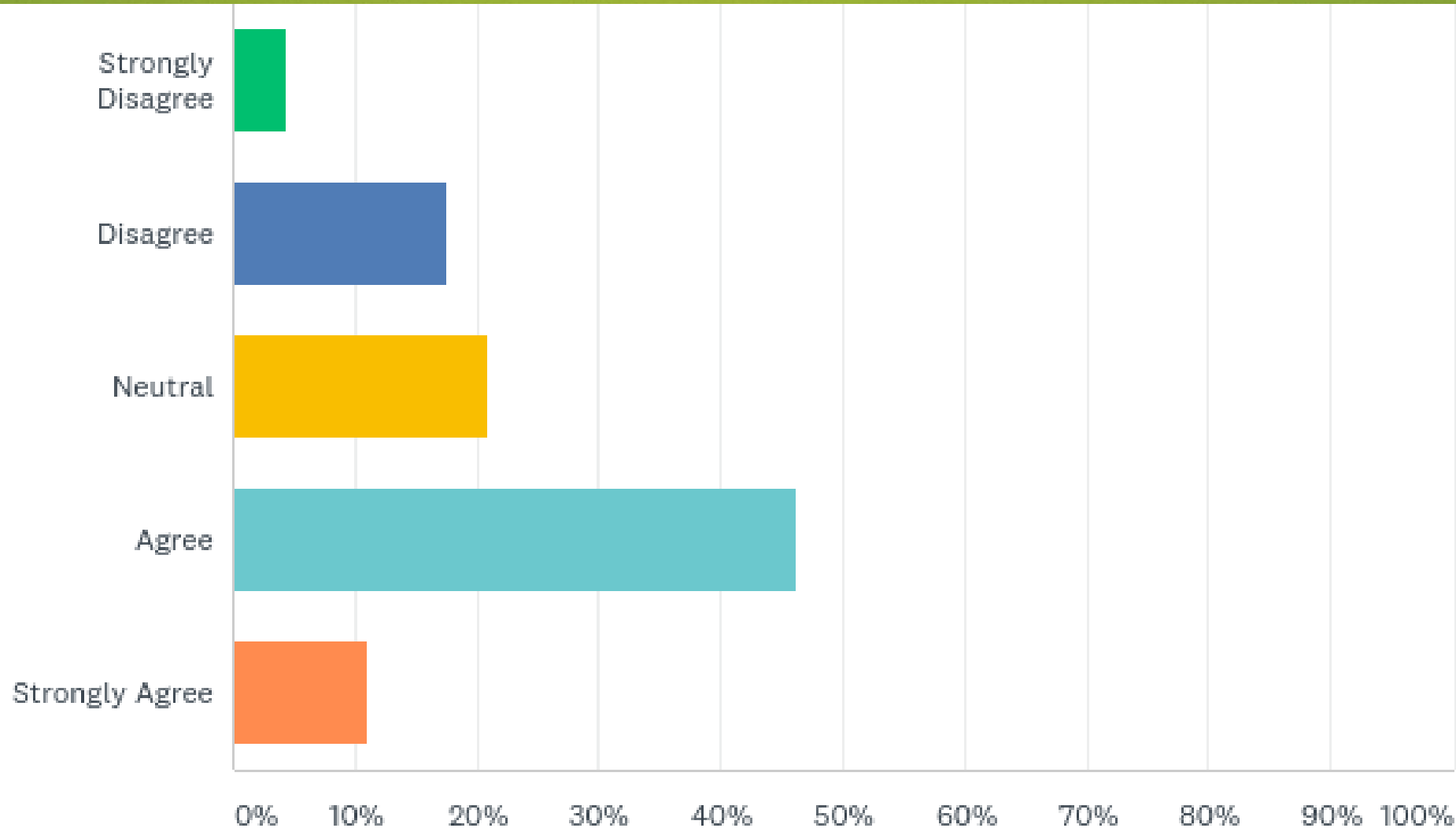
What types of NEW development should the City encourage along Mount Hermon Road?



What types of development should the City encourage along Scotts Valley Drive?



Even during peak "rush" hours in the morning or afternoon, it is relatively easy and safe to drive through Scotts Valley.



September 2017



ENVISION Scotts Valley

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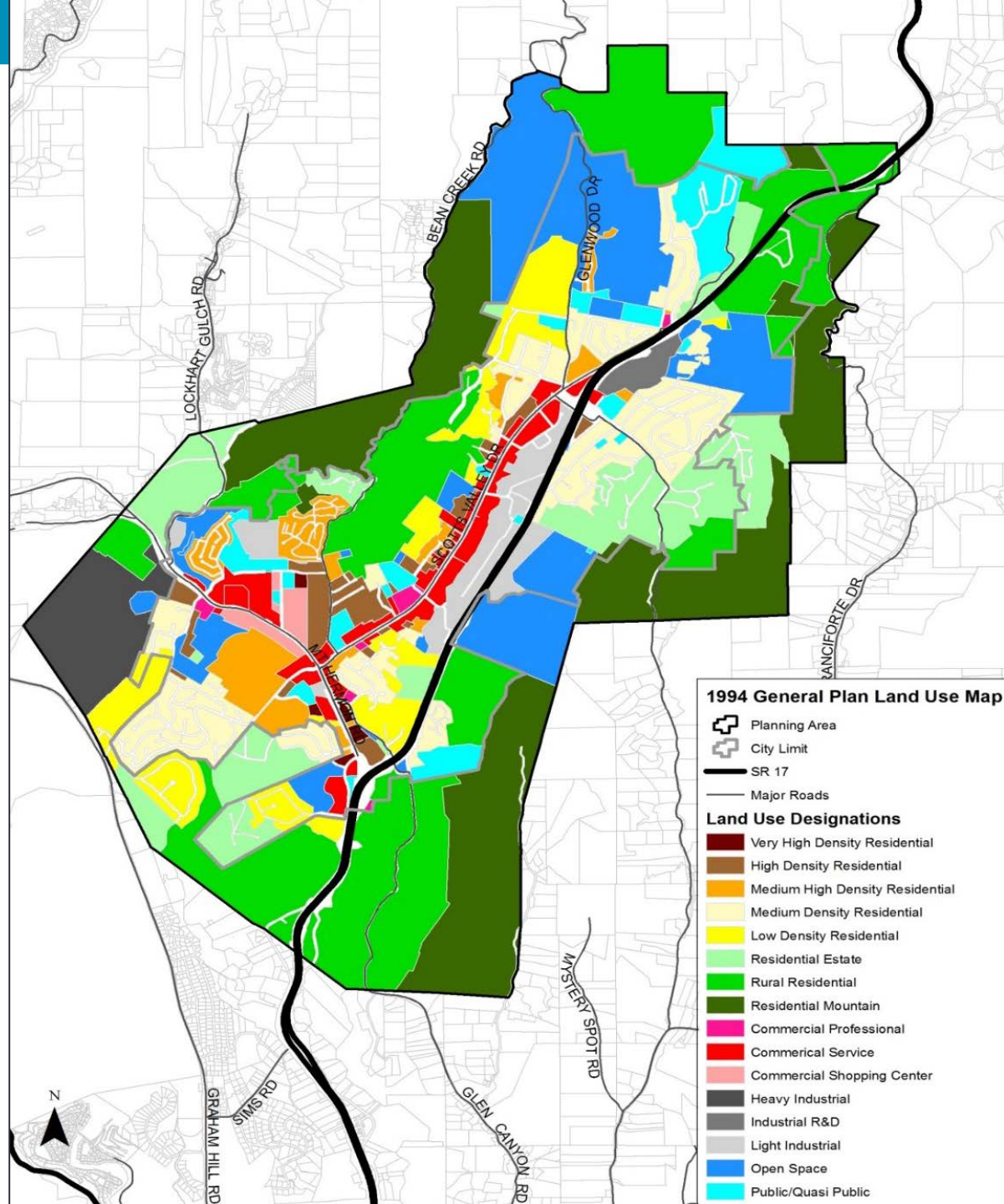
Community Outreach Report

Vision Statement

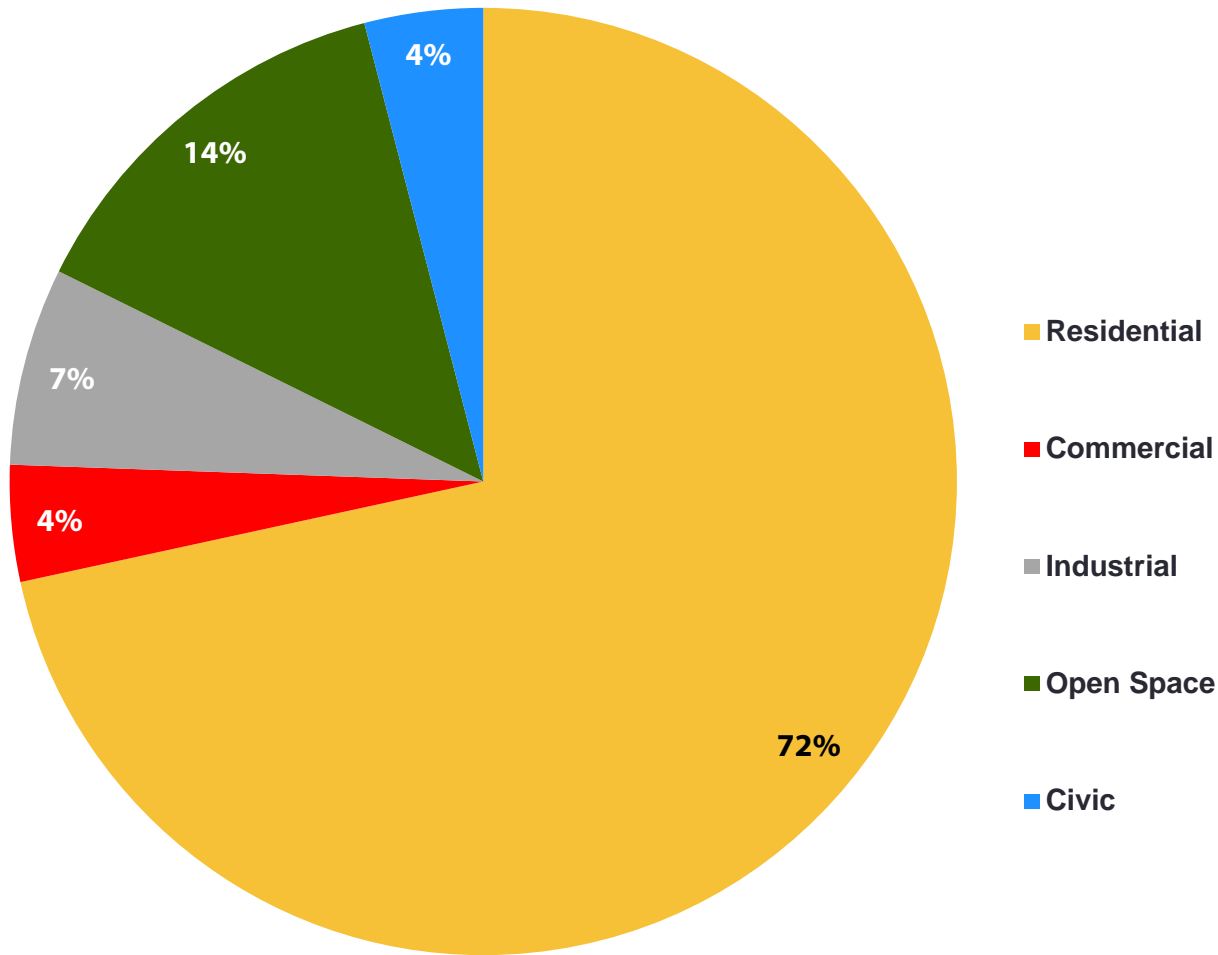
Surrounded by hillsides and forests, Scotts Valley is an energetic City that values a mix of natural and built environments. The residents and business owners benefit from a balanced mix of housing, employment, and commercial services, and foster community interaction that is the foundation of a family-oriented way of life.

General Plan Land Use Map

- Defines the built environment and community character
- Basis for “build-out” or carrying capacity



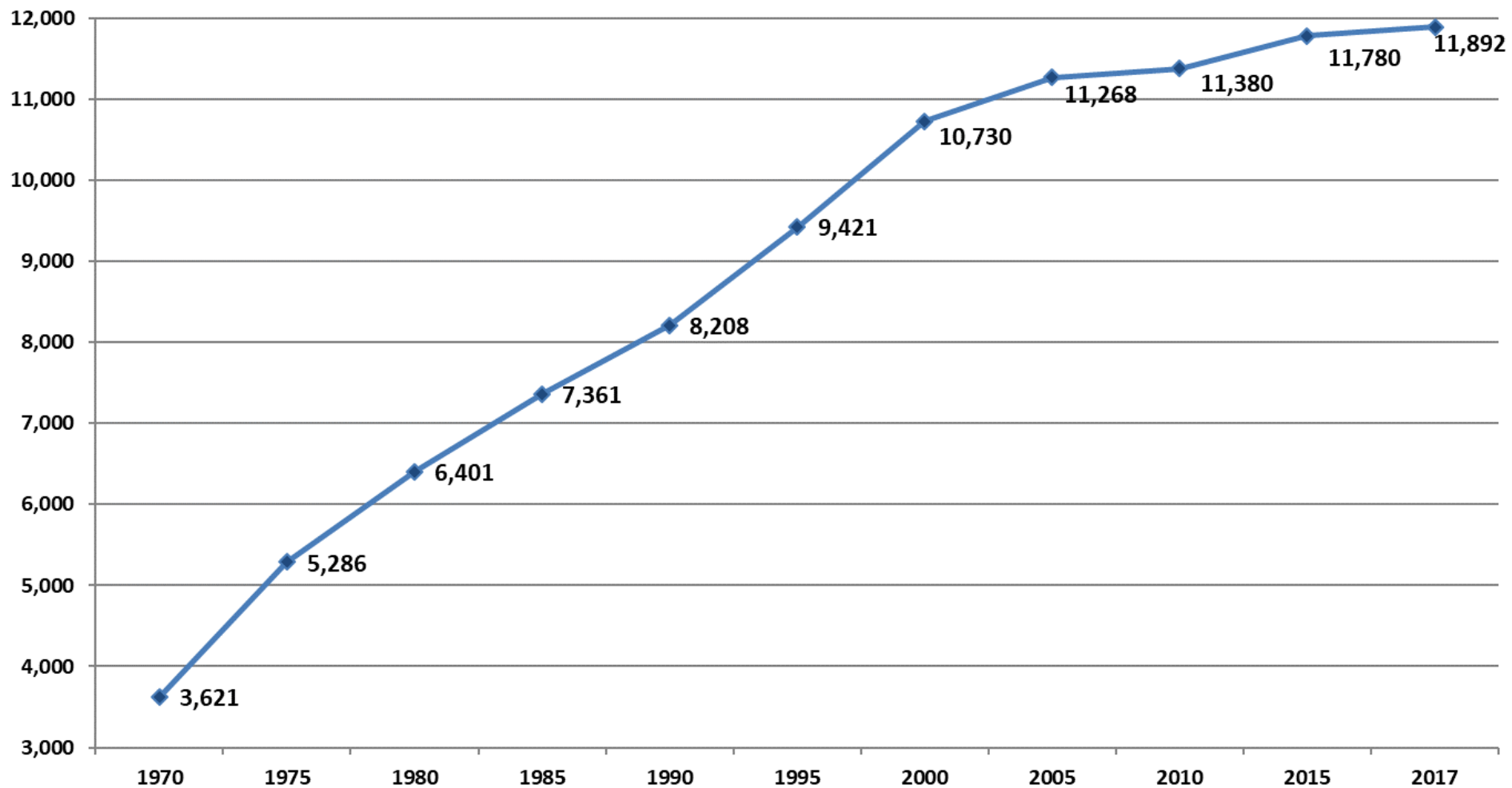
General Plan Land Use Designations



Population

Scotts Valley Historic Population

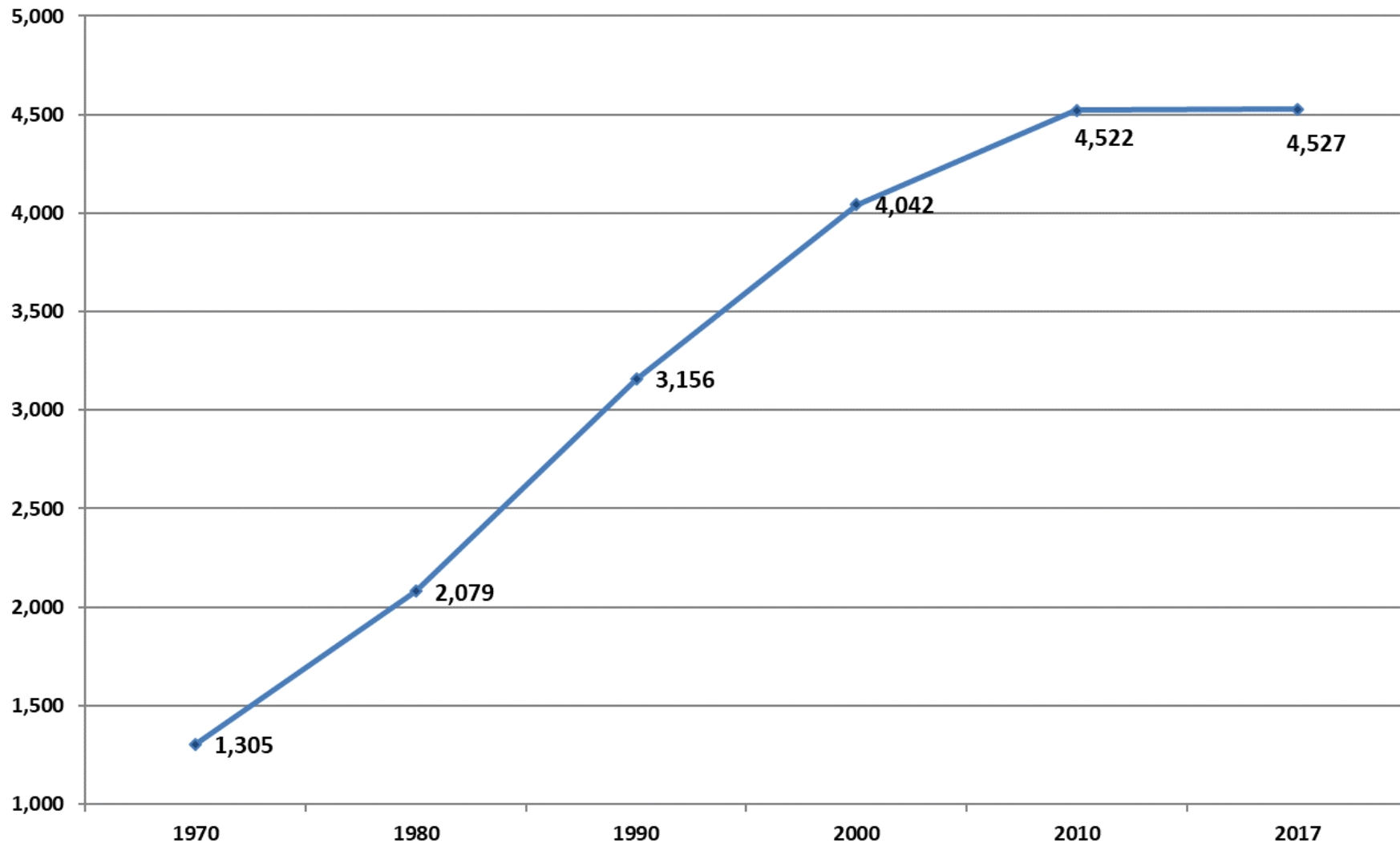
(Source: U.S. Census Bureau, 2010 Census and 2008-2017 American Community Survey)



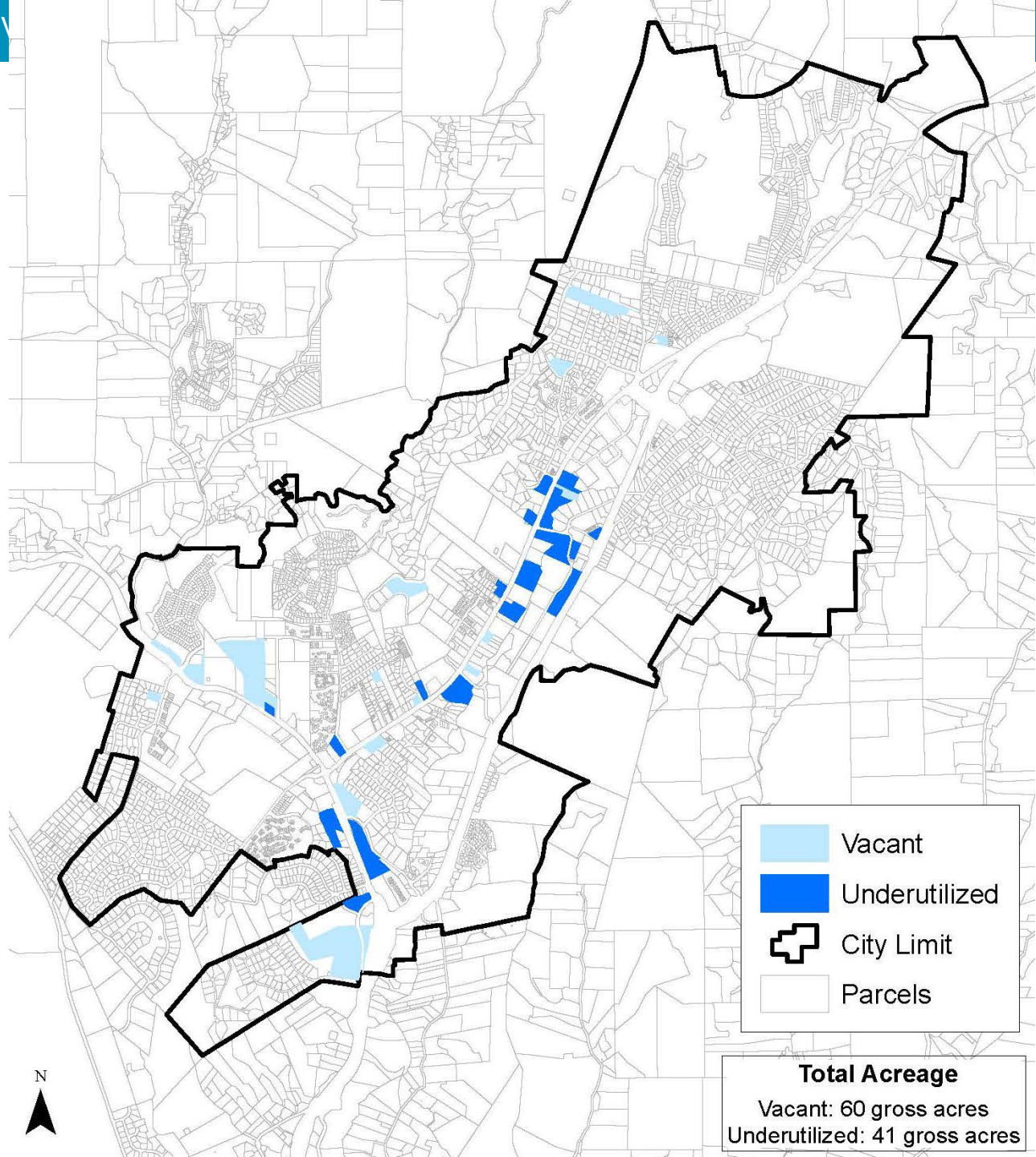
Housing

Scotts Valley Total Housing Units

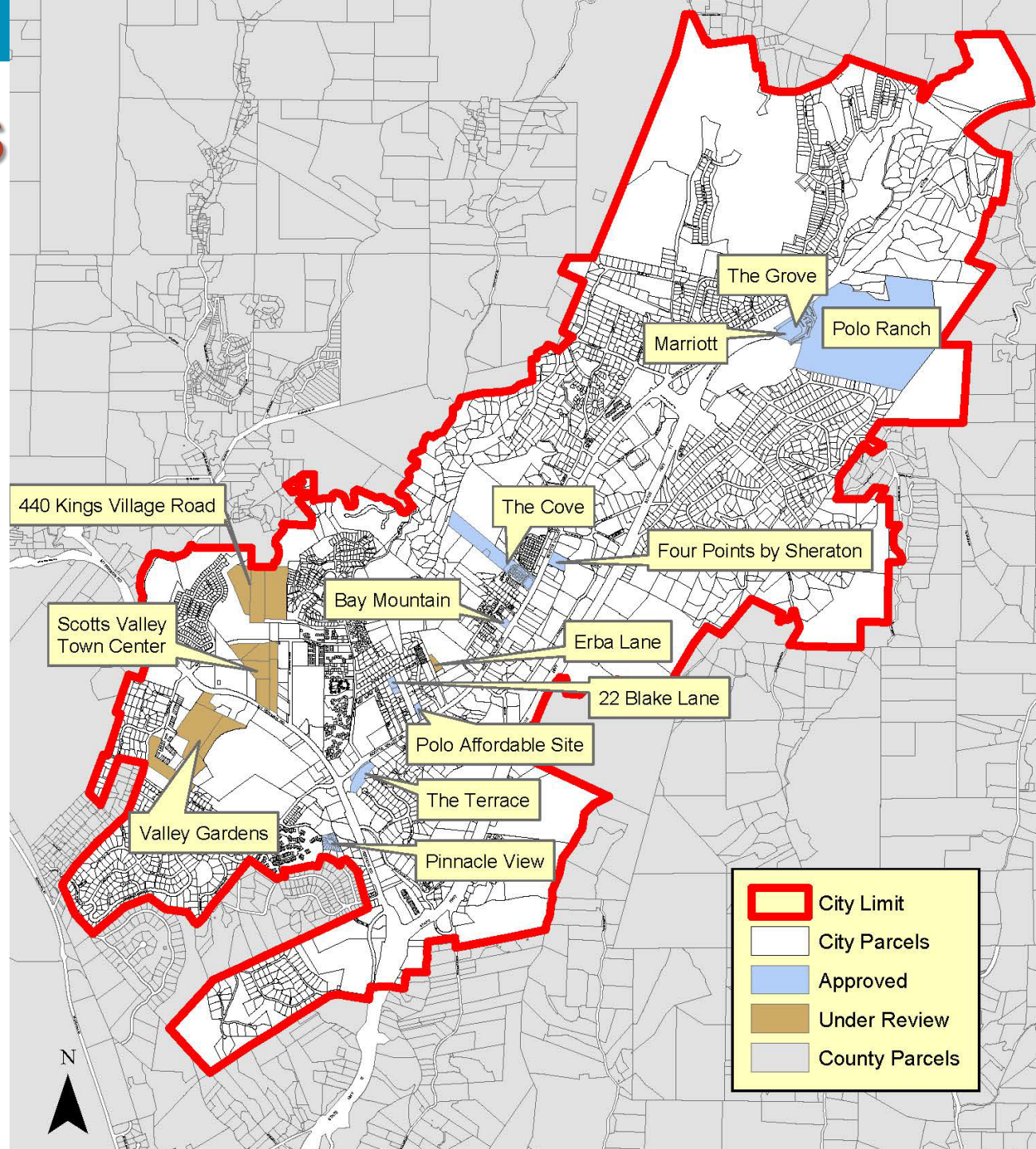
(Source: U.S. Census Bureau, 2010 Census and 2008-2017
American Community Survey)



Vacant & Underutilized Land



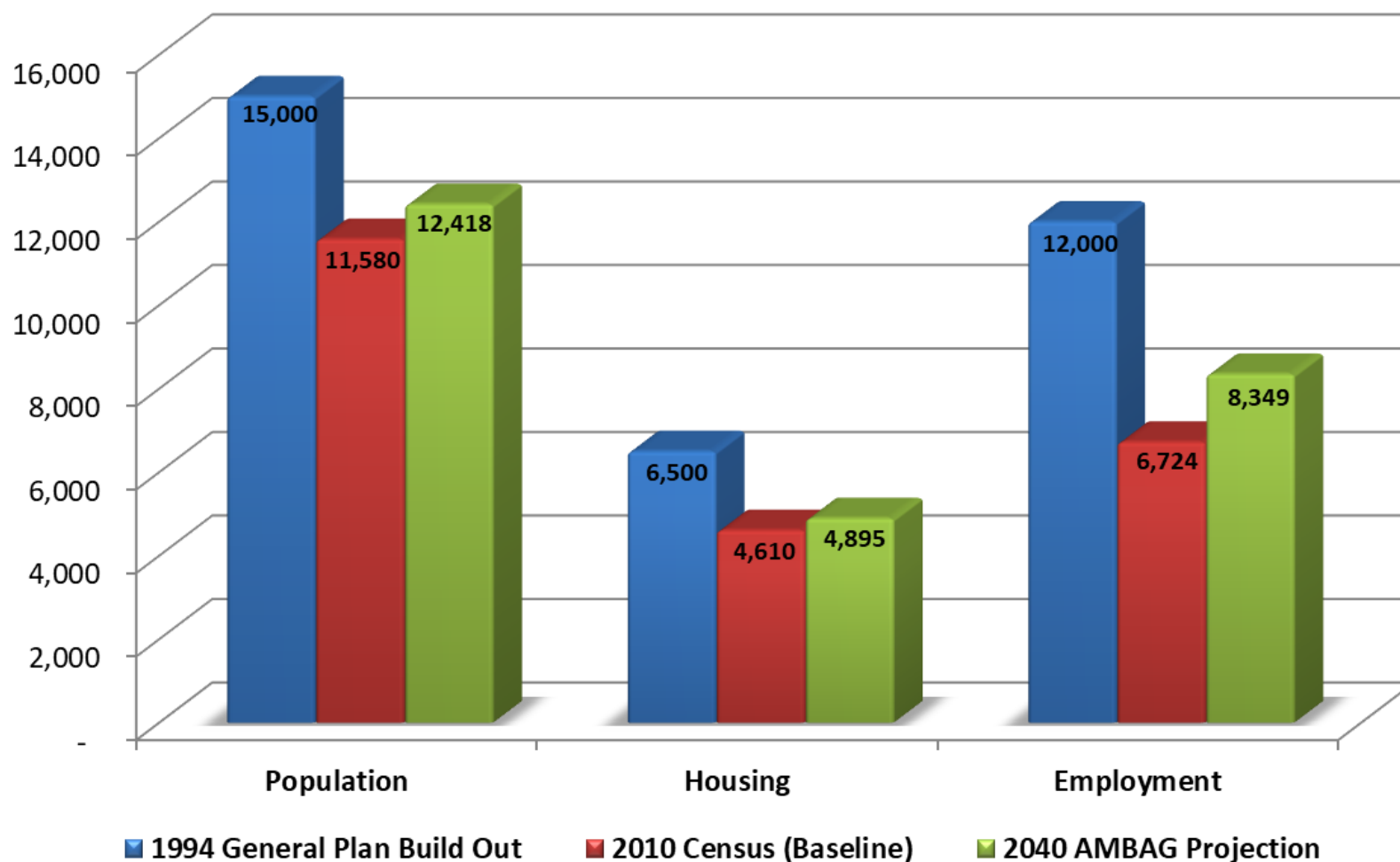
New Projects Status (2018)



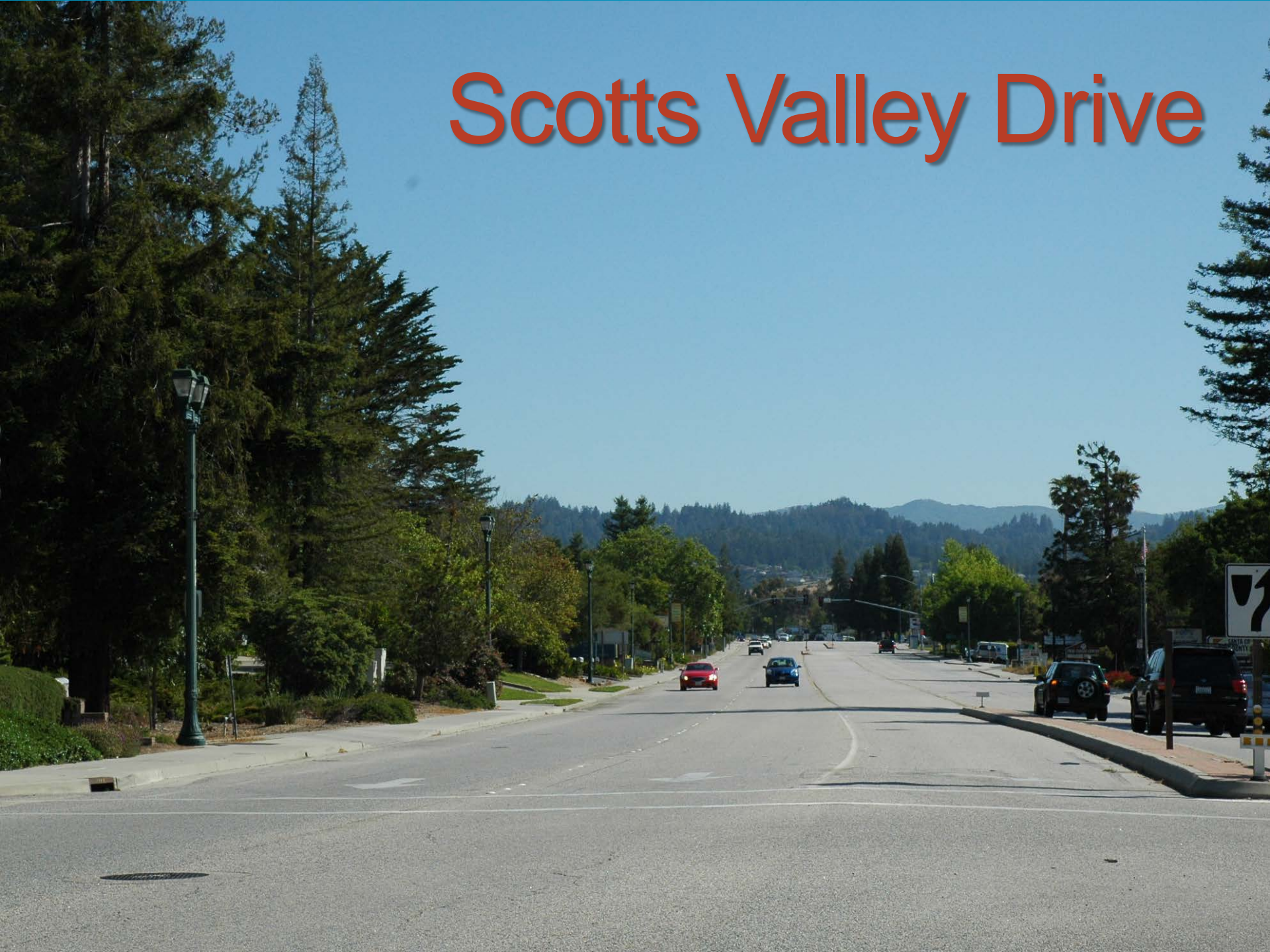
Existing General Plan Assumptions

1994 General Plan Build-Out Comparison

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



Scotts Valley Drive



GPAC Walking Tour – Scotts Valley Drive



GPAC Walking Tour – Scotts Valley Drive



Commercial Land Use Definitions

Scotts Valley

Service Commercial – retail stores and shops, food and motel/hotel establishments, services such as printing shops and electrical repair shops, heating and ventilating shops. Very high density mixed use residential is permitted, providing adjacent uses are compatible and the residential use is **secondary to the retail use**.

Moving Forward

- Land Use Map Clean-up
- General Plan Buildout Scenarios
 - Finalize Land Use Element
 - Final Mobility Element
- PC/CC Check-in
- Initiate CEQA
- Review Admin. Draft General Plan & Draft EIR
- Public Hearings

Draft Land Use Element Review

Commercial Land Use Definitions

Santa Cruz

Santa Cruz's commercial designations accommodate a variety of retail and office uses, including neighborhood-serving uses as well as businesses that serve the entire region. All commercial designations allow mixed-use developments that provide permanent residential dwelling units.

Commercial Land Use Definitions

San Luis Obispo

Dwellings may be provided in non-residential districts as part of mixed-use projects. So long as the floor area ratio for the applicable designation is not exceeded, the maximum residential density... may be developed in addition to non-residential development on a site.

Neighborhood Commercial – 12 du/ac

Community Commercial – 36 du/ac