



Scotts Valley City Council

Project Update – December 5, 2018

What is a General Plan ?

- ❑ Community vision document
- ❑ “Blueprint” for future policy decisions
- ❑ Required by CA State law (Section 653000)
- ❑ Last update – 22 years ago

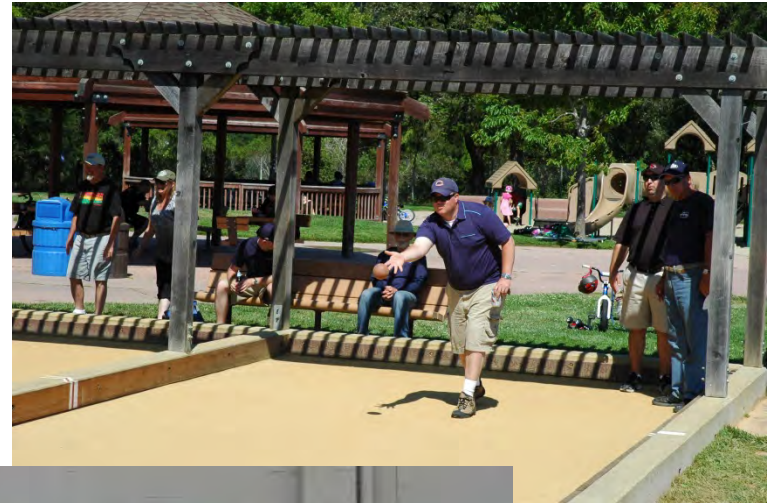


1994

GENERAL PLAN

State Required General Plan Elements

1. Land Use
2. Housing
3. Circulation (Mobility)
4. Safety
5. Noise
6. Open Space
7. Conservation



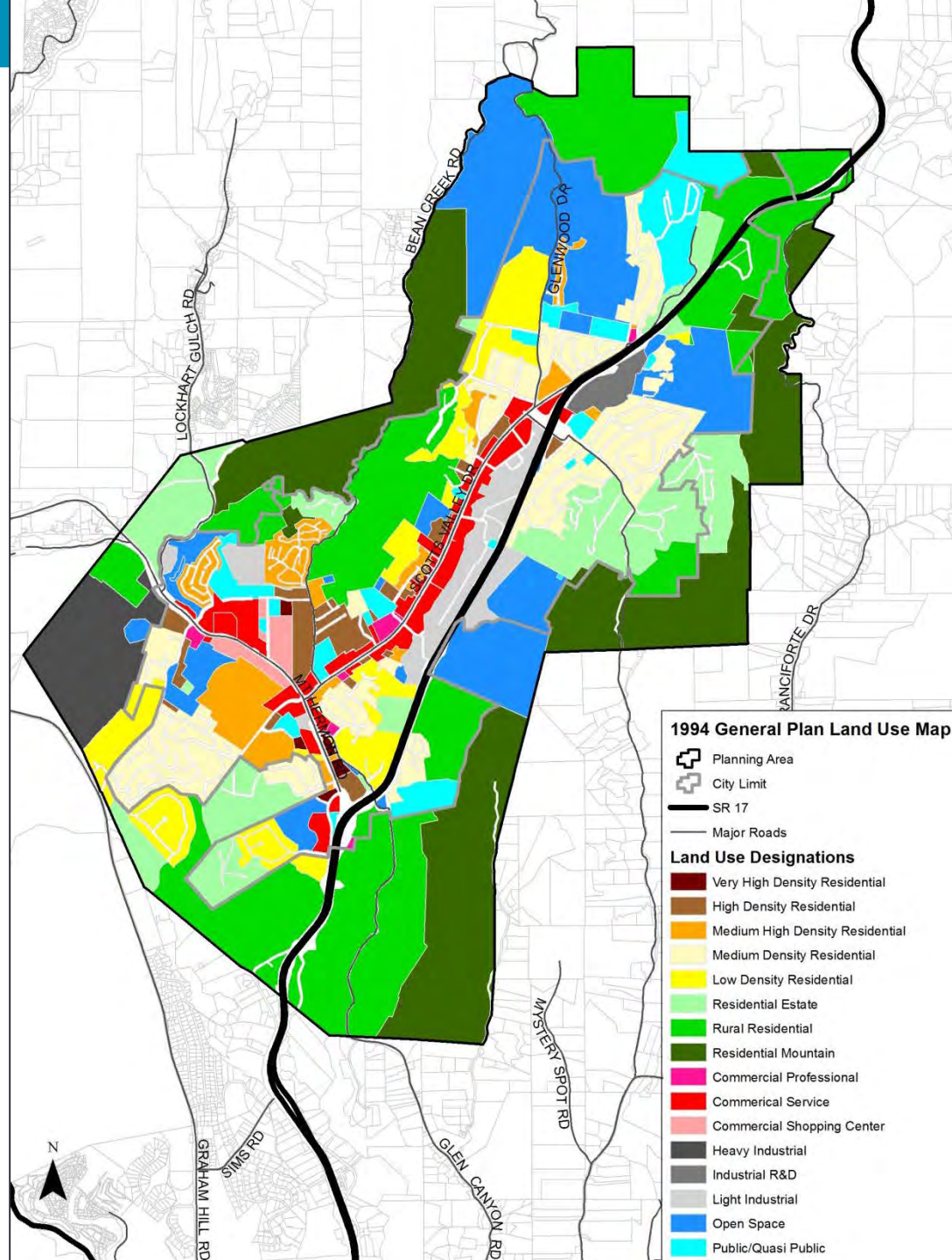
SVGP Organizing Principles

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

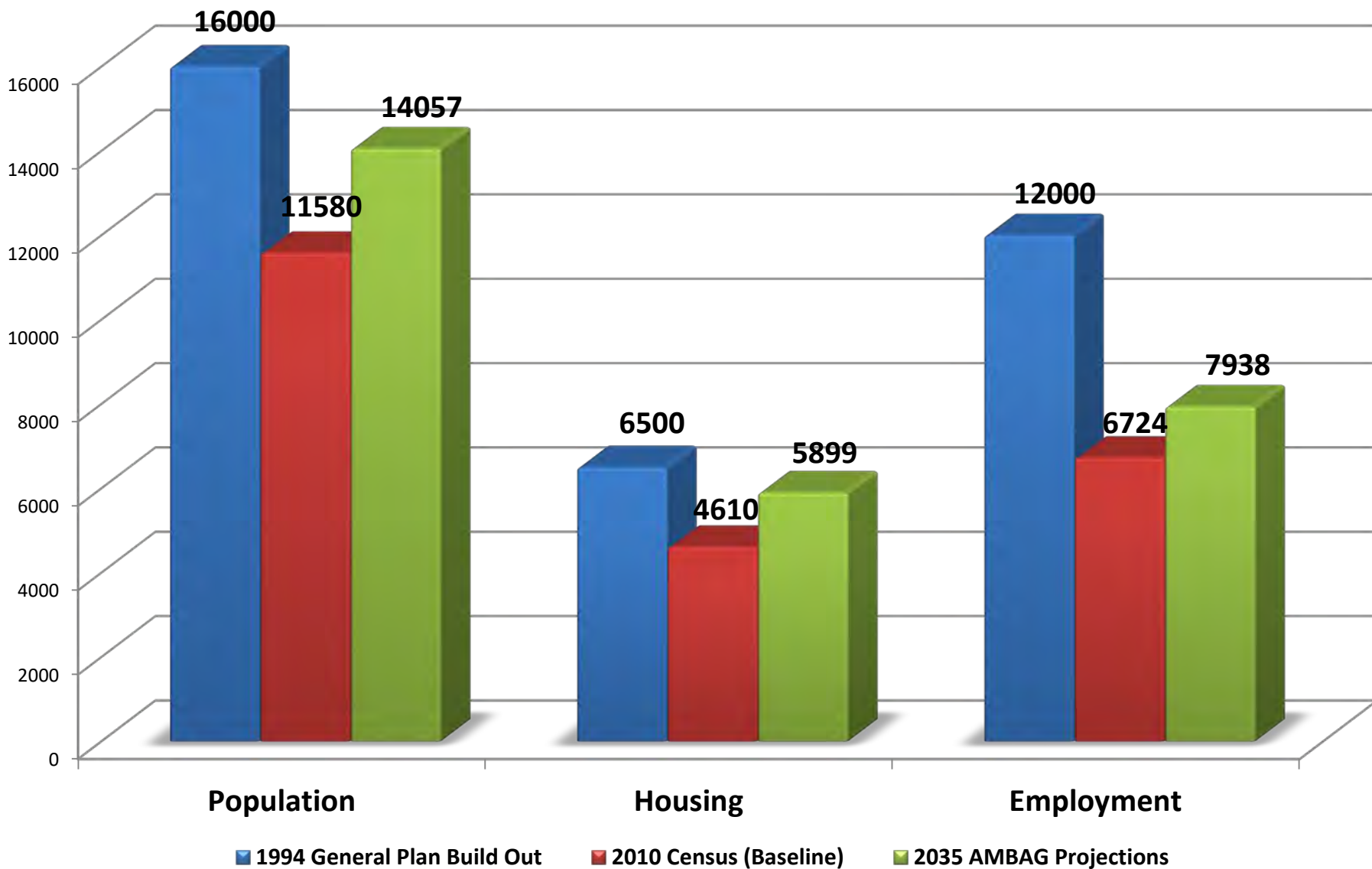
SVGP Update – Key Tasks

- ❑ Update to the existing General Plan (1994)
- ❑ Incorporate new state requirements
- ❑ General Plan update focus areas:
 - Vacant and underdeveloped properties
 - Transportation/mobility options
 - Community services and recreation
 - Housing Element for state (HCD) compliance

Existing SVGP Land Use Map



1994 SVGP Buildout Analysis



Progress to Date

1. Adopted Housing Element
2. GPAC Formation
3. SVGP Website
4. Community Fact Sheets
5. Envision Scotts Valley Community Workshop
6. Envision Scotts Valley Community Survey
7. GPAC Review of Four Draft Elements

SVGP 2015-2023 Housing Element

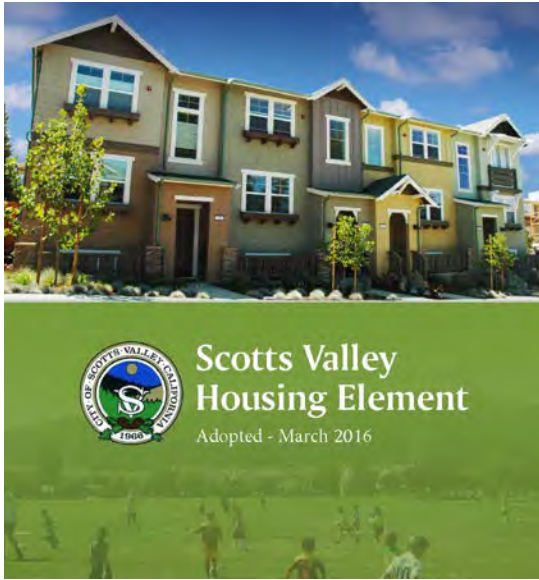


Chart 4-1
Scotts Valley's Regional Housing Needs Projection Goals

Income Group	Definition	Number of Units	Percent of Total
Very Low ¹	<50% of County MFI	34	24.1%
Low	51-80% of County MFI	22	15.7%
Moderate	81-120% of County MFI	26	18.2%
Above Moderate	120%+ of County MFI	58	42.0%
Total		140	100%

¹Extremely Low-Income Households considered 50% of Very Low-Income Households= 17 households

Source: Regional Housing Needs Allocation Plan: 2014-2023, AMBAG, 2014.

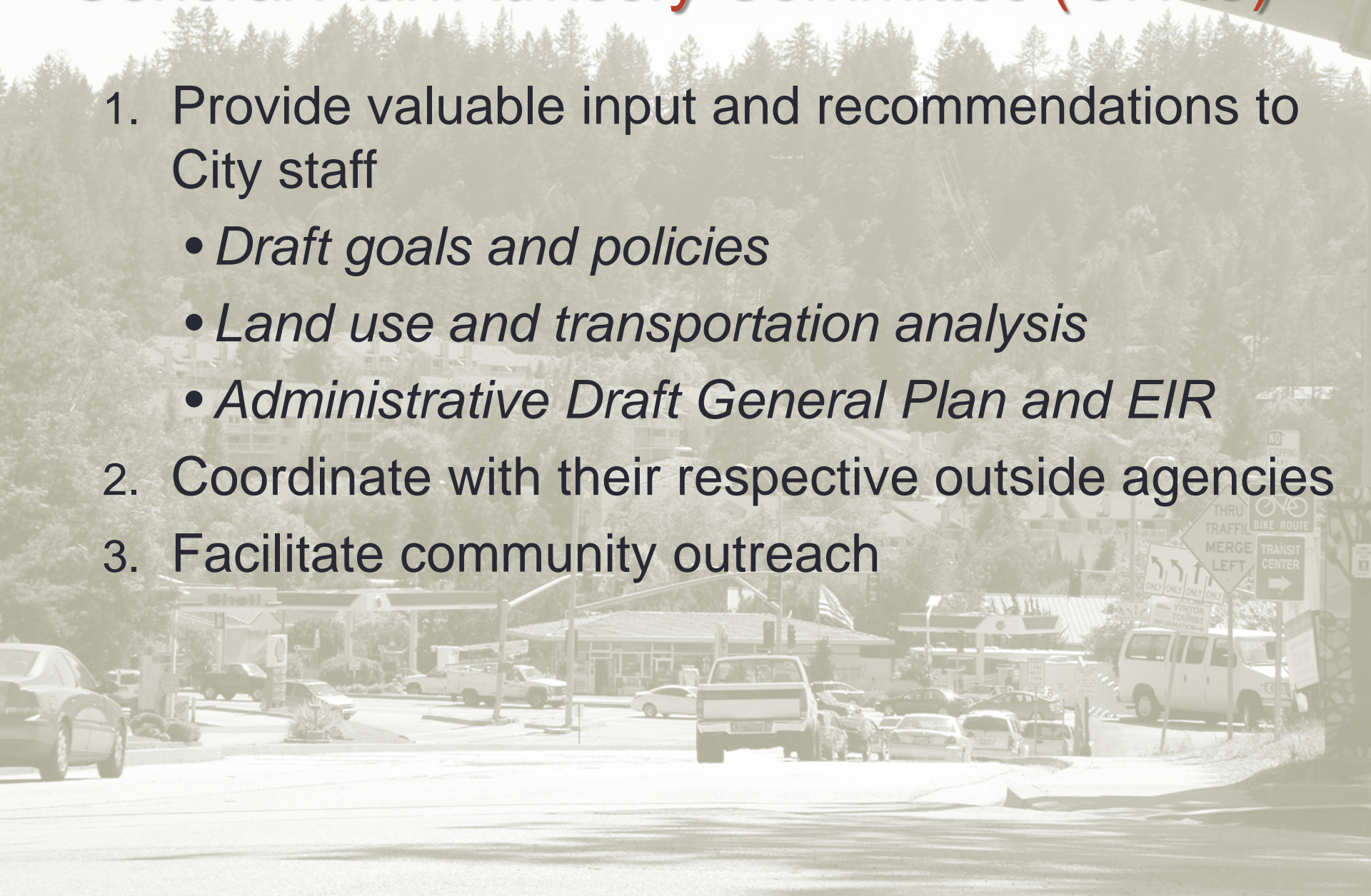
General Plan Advisory Committee (GPAC)

- ❑ City Council Members (2)
- ❑ Planning Commission Chair
- ❑ Parks & Recreation Commission Chair
- ❑ Scotts Valley Water District Board Member
- ❑ Scotts Valley Fire District Board Member
- ❑ Scotts Valley Unified School District Board Member
- ❑ Scotts Valley Chamber Board Member
- ❑ 3 At-large / 1 Alternate

12 members

General Plan Advisory Committee (GPAC)

1. Provide valuable input and recommendations to City staff
 - *Draft goals and policies*
 - *Land use and transportation analysis*
 - *Administrative Draft General Plan and EIR*
2. Coordinate with their respective outside agencies
3. Facilitate community outreach



General Plan Advisory Committee (GPAC)



SVGP Update Website

[The Update](#)[Participate](#)[Get Informed](#)[Contacts](#)

Initial Community Outreach A Resounding Success!

As part of the update Scotts Valley General Plan update, the City of Scotts Valley conducted an extensive initial outreach effort with the community. The objective was to get broad input from as many residents as possible about Scotts Valley and its future. This was done through a community visioning workshop (100 + participants!) and a web-based community survey (813 responses!). Results of both can be found in the Envision Scotts Valley! [Community Outreach Report](#)



SVGP Update Website

[The Update](#)[Participate](#)[Get Informed](#)[Contacts](#)[Workshops/Meetings](#)[Email Signup](#)[Submit Comments](#)

The City invites community members to participate in the General Plan Update process through community workshops, the General Plan Advisory Committee (GPAC) meetings, and public meetings with the Planning Commission and City Council. Input from community participants will be used by City staff and decision-makers to refine Scotts Valley vision and update the goals, policies, and implementation programs in the General Plan. Your input will help make sure the General Plan reflects the expectations of residents for Scotts Valley's future!

GPAC Meeting #9

October 22, 2018

- [Binder Packet Memo](#)
- [Agenda](#)
- [Draft Open Space & Conversation Element](#)
- [GPAC 8 Meeting Minutes](#)



GPAC Meeting #8

June 19, 2018

Community Fact Sheets

- ❑ “Snap-shot” of trends, facts and figures.
- ❑ Organized per the four General Plan categories.
- ❑ Magazine style 4-8 pages, easy-to-read.
- ❑ Distributed at the Community Workshop.
- ❑ Available on the SVGP website.



FACT SHEET



As of 2012, there were 11,670 people who call Scotts Valley home. Since 1970 (four years after incorporation; population 3,621), our population has increased by 8,049 persons, or nearly 70 percent. However, this 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.

Our population is projected to remain relatively stable between “now” (2010 census baseline) and 2035 with a modest increase of 1.2 percent (135 persons) compared to a 15.7 percent increase for Santa Cruz County. During this same time, our housing stock is anticipated to grow by 3.5 percent (160 units) and jobs are anticipated to grow by 6.5 percent (323 jobs).

Scotts Valley is a small community with a relatively small amount of developable land. How should we accommodate growth without compromising our quality of life?

By 2035...



California Department of Finance (2013) and AMBAG Regional Growth Forecast (2013)

Did you know...?

- » Between 2010 (census baseline) and 2035, our population is projected to increase by only 143 people or 1.2 percent (to 11,813)
- » 72 percent of the land in Scotts Valley is designated for residential uses
- » 73 percent of our homes were built between 1950 and 1999
- » The median home price is \$579,900
- » The median household income is \$104,000 compared to \$61,400 for the State of California
- » Our unemployment rate (4.5%) is less than half that of Santa Cruz County (9.5%)
- » Given the improving economy, office vacancy rates have steadily declined from 14% in 2013 to 8% in 2014



Envision Scotts Valley Community Workshop



Envision Scotts Valley Community Workshop



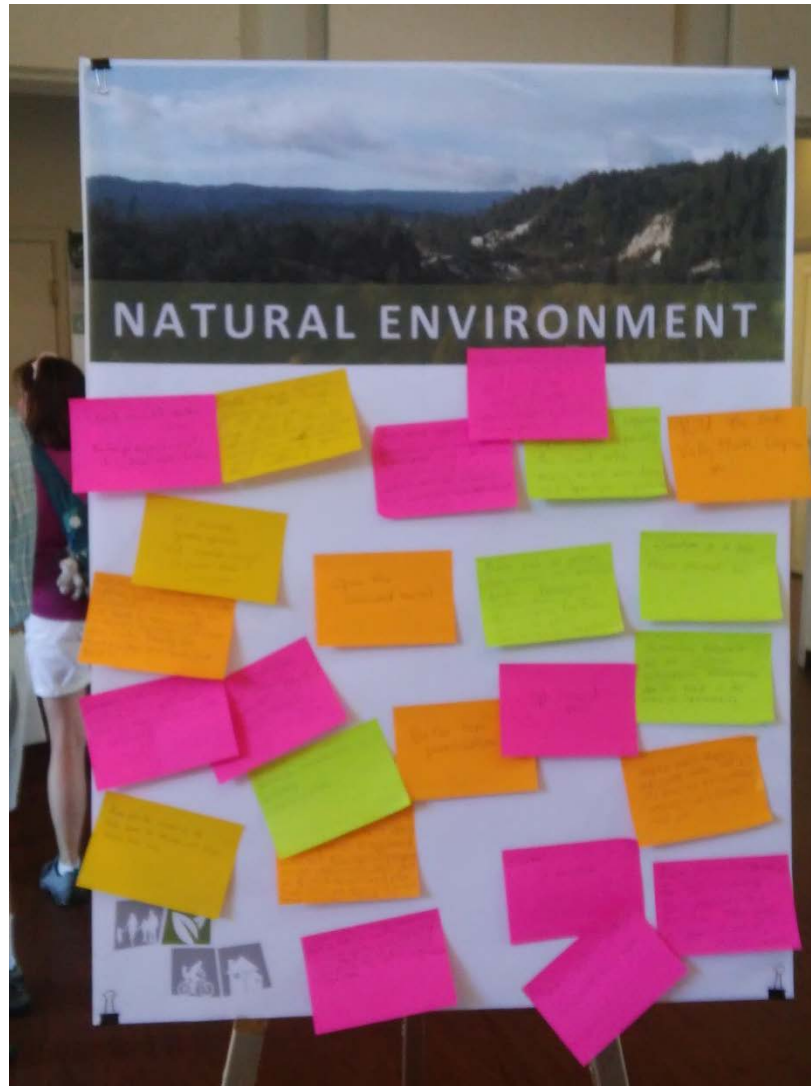
Envision Scotts Valley Community Workshop



Envision Scotts Valley Community Workshop



Envision Scotts Valley Community Workshop



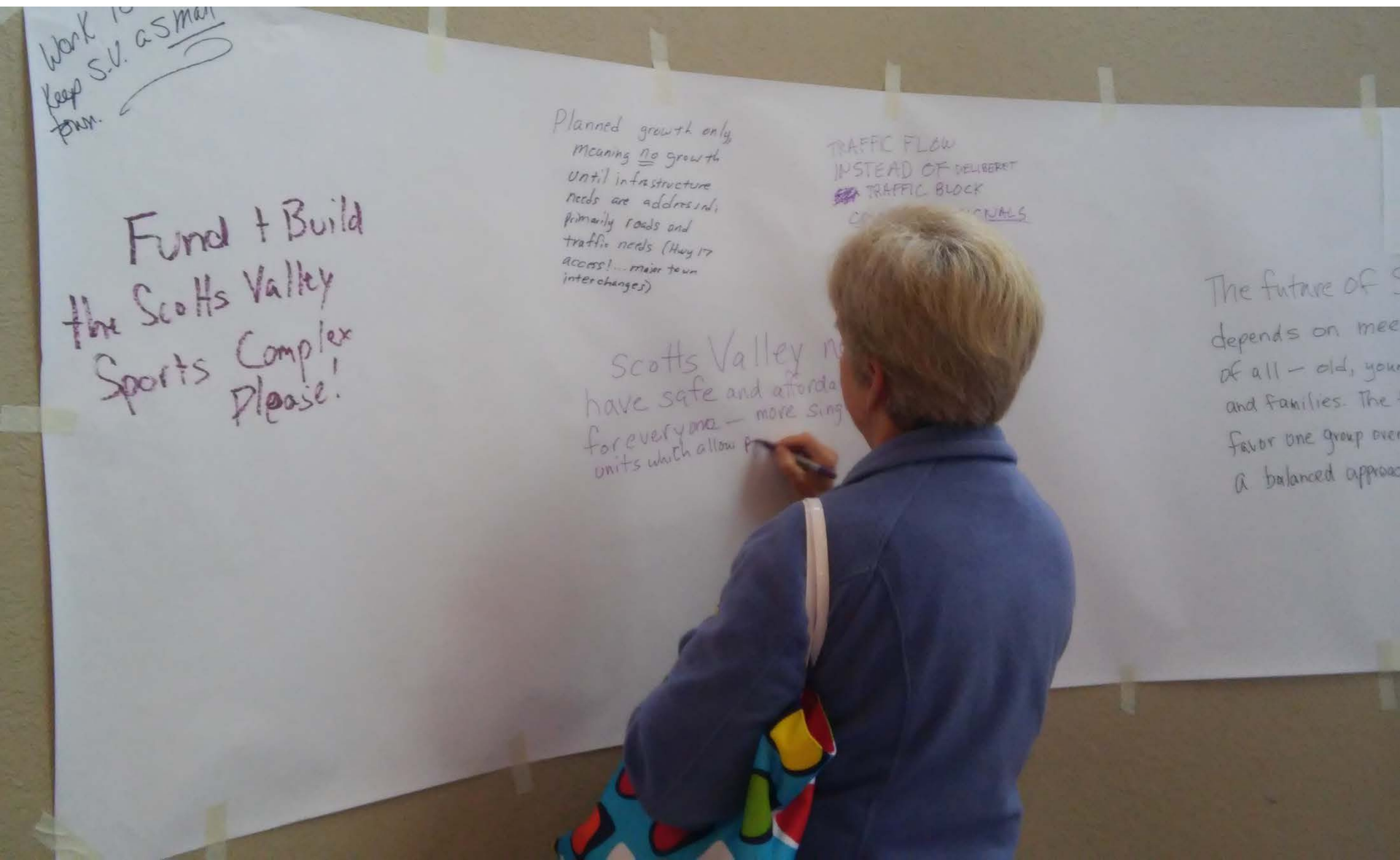
Envision Scotts Valley Community Workshop

The Scotts Valley Daily News

• June 3, 2035 •

TOWN CENTER SERVES
1 millionth OUT OF TOWN
VISITOR,

Envision Scotts Valley Community Workshop



Envision Scotts Valley Community Survey



Scotts Valley General Plan Update Community Visioning Survey

Thank you for taking time to complete this survey for the Scotts Valley General Plan Update!

The City of Scotts Valley is embarking on an exciting effort to update our General Plan. The existing General Plan (1994) is now 20 years old and many changes have occurred.

The updated Scotts Valley General Plan will define a common vision for the future of our city and will provide guidance for many important issues related to land use, mobility, housing, recreation, and public facilities and services.

The survey is divided into five (5) parts. To start, let's begin with a few questions about yourself. Please note that this information will only be used for statistical purposes only and will not be shared.

1. Gender

- ☐ Male
☒ Female

2. Age Group

- ☐ 17+ under
☐ 18 to 25
☒ 26 to 40
☐ 41 to 65
☐ Over 65

3. How long have you lived in Scotts Valley?

- ☐ Less than 2 years
☐ 2-5 years
☐ 5-10 years
☒ Over 10 years
☐ Not a resident

4. What is your living status?



September 2017



ENVISION Scotts Valley

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Community Outreach Report

Vision Statement

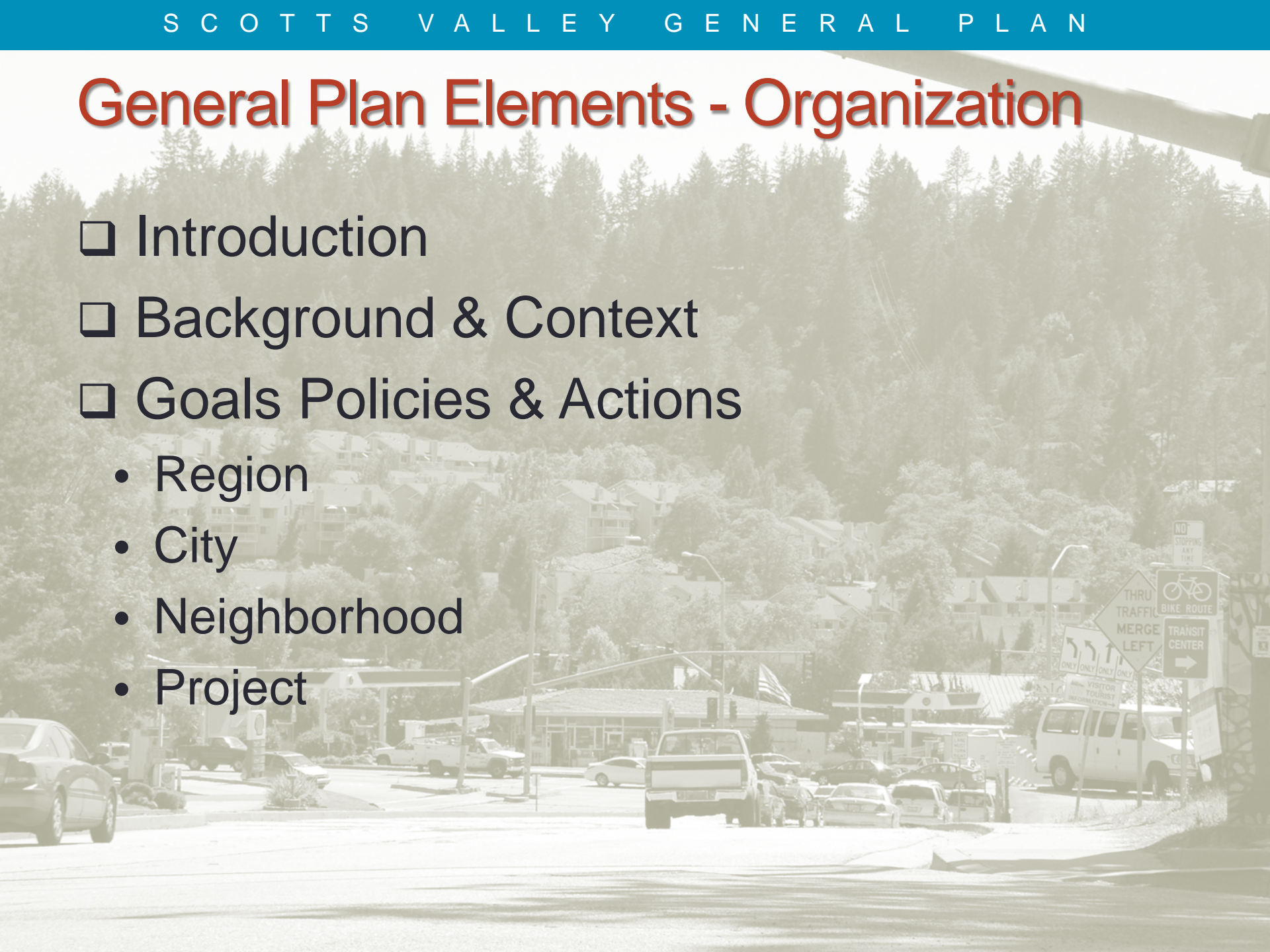
Surrounded by hillsides and forests, Scotts Valley is an energetic City that values a mix of natural and built environments. The residents and business owners benefit from a balanced mix of housing, employment, and commercial services, and foster community interaction that is the foundation of a family-oriented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

Guiding Principle Topic Areas

1. Community Identity & Connections
2. Natural Resources
3. Neighborhoods & Housing
4. Mobility
5. Growth

General Plan Elements - Organization

- ❑ Introduction
- ❑ Background & Context
- ❑ Goals Policies & Actions
 - Region
 - City
 - Neighborhood
 - Project



Economic Development Goals

1. Manage **land use** for economic development.
2. **Promote** the City.
3. Encourage business **expansion and retention**.
4. Foster a **healthy commercial sector** for residents & region.
5. Provide the necessary **municipal services and infrastructure** that support a viable business climate.

Safety & Noise Goals

1. Protect human life and minimized damage from:
 - ☐ Fires
 - ☐ Flooding
 - ☐ Geologic & Seismic
 - ☐ Hazardous Materials
2. Maximize post-disaster relief capabilities and recovery operations.
3. Minimize impacts associated with vehicle noise.

Community Services & Facilities Goals

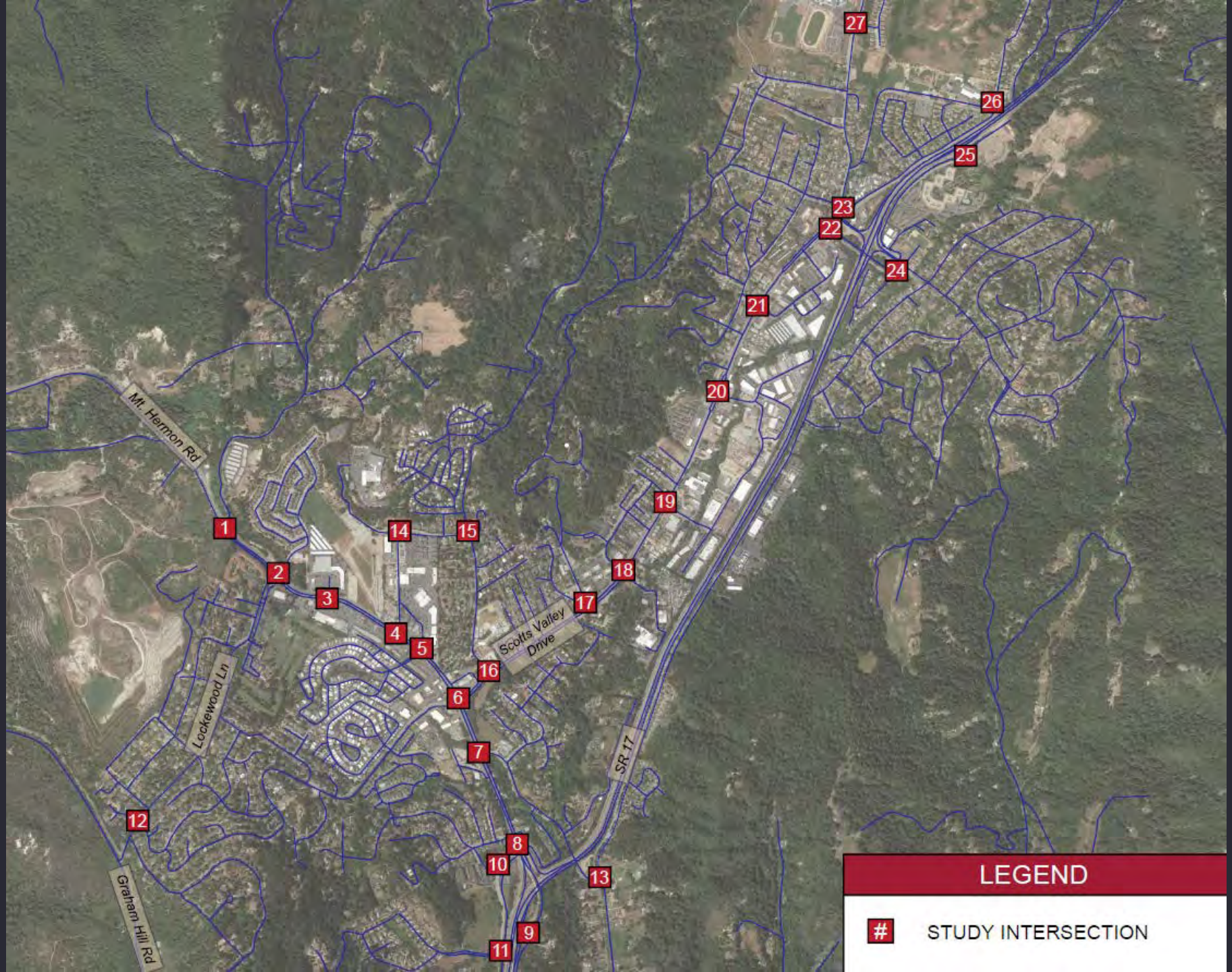
1. Provide reliable and cost-effective **water, wastewater, and solid waste** management services that is sustainably managed.
2. Provide high quality **emergency services**.
3. Provide ample, safe, and well-maintained **park and recreation facilities** and programs.
4. Provide high-quality **community facilities** and programs for all ages and abilities.
5. Promote an environment that improves the **community's health** and well-being.

Open Space & Conservation Goals

1. Protect and conserve Scotts Valley's **natural resources**.
2. Preserve and protect existing **viewsheds and scenic open spaces and corridors**.
3. Preserve **surface and ground water** supplies.
4. Protect and conserve significant **historical and archaeological resources**.
5. Reduce **air quality** and **greenhouse gas** impacts and utilize renewable energy sources and green building techniques.

Next Steps

1. Traffic and Transportation Analysis
2. Land Use “Build-out” Analysis
3. Land Use and Mobility Elements
4. Draft and Final EIR
5. Planning Commission Review
6. City Council Review & Adoption



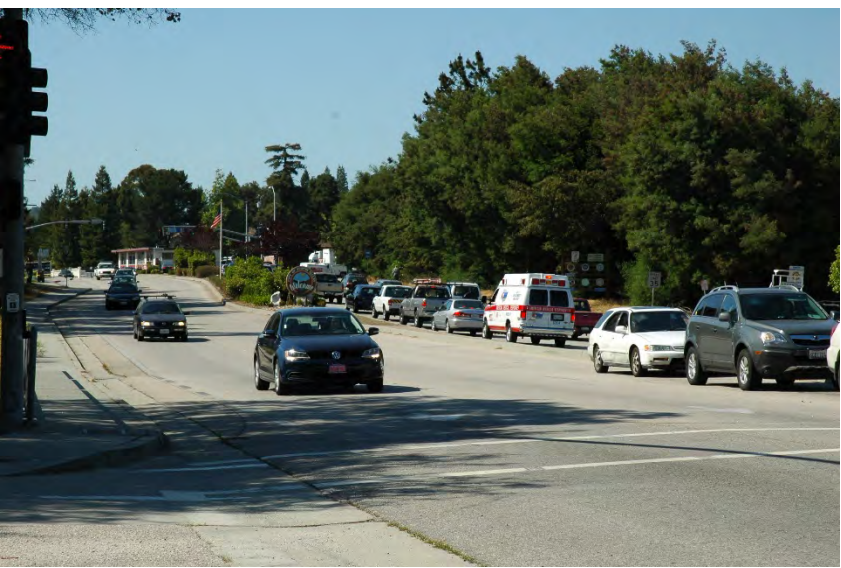
LEGEND



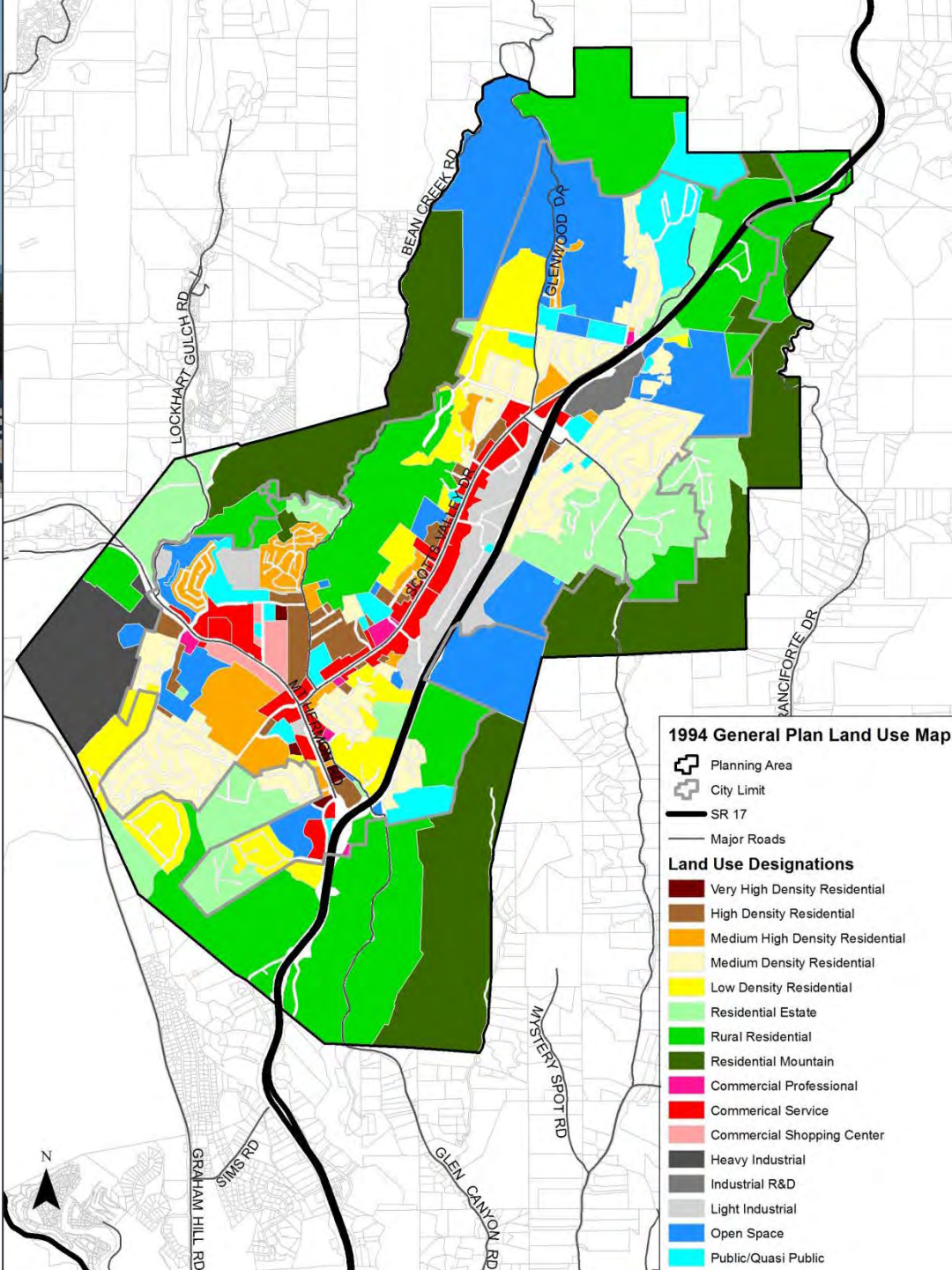
STUDY INTERSECTION



Scotts Valley Drive



Mount Hermon Road



Project Schedule

Task	Timeline (2019)
Transportation 101 (GPAC)	January
Preferred Land Use “Build-out” Plan (GPAC)	February - April
Draft EIR	Spring - Summer
Land Use & Mobility Elements (GPAC)	Spring - Summer
Final EIR	Fall
Admin. Draft SVGP & EIR (GPAC)	Fall
Planning Commission Recommendation	Fall
City Council Review & Adoption	Fall – Winter (2020)

GPAC Input & Discussion

