

## **2.0 PROJECT DESCRIPTION**

The proposed project is the Scotts Valley Town Center Specific Plan, a document that guides the long-term development of the Scotts Valley Town Center, which would establish a downtown center along Mt. Hermon Road. The proposed Specific Plan includes two- to three-story mixed-use buildings that would have commercial retail on the first floor and residential or office above, other non-mixed-use multi-family housing, and commercial retail structures. Additionally, the proposed plan would include development of civic uses including a town green.

### **2.1 PROJECT LOCATION**

The project is located in the City of Scotts Valley, immediately north of the City of Santa Cruz, in Santa Cruz County (refer to Figure 2-1). The Specific Plan area is generally bound by four roads: Mt. Hermon Road to the south, Skypark Drive to the west, and Kings Village Road and Blue Bonnet Lane to the north. A residential development just west of Scotts Valley Drive borders the Plan Area to the east (refer to Figure 2-2).

### **2.2 PROJECT CONTACT PERSON**

Susan Westman  
Community Development Department  
City of Scotts Valley  
1 Civic Center Drive  
Scotts Valley, CA 95066  
(831) 440-5630

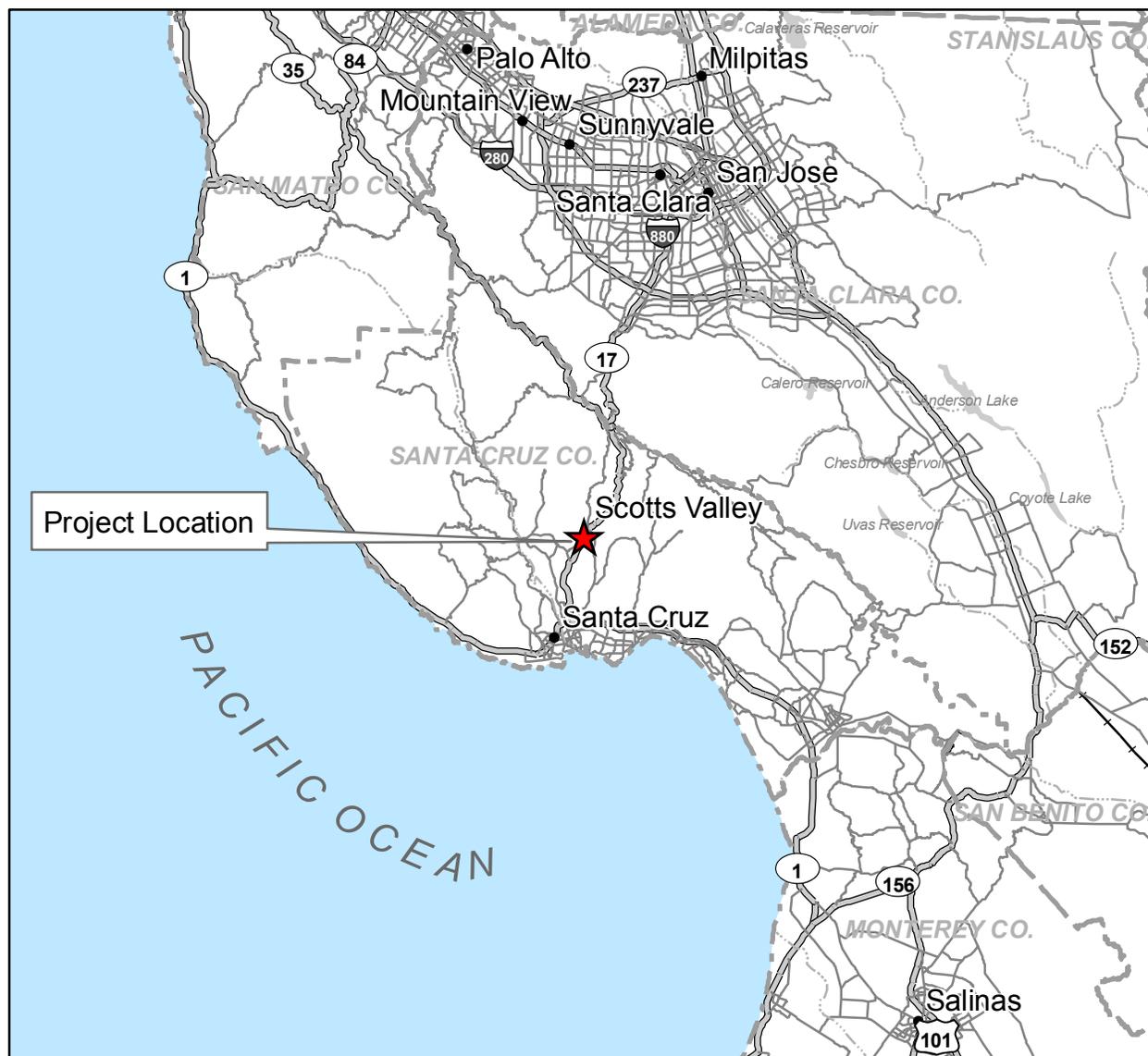
### **2.3 EXISTING SITE CHARACTERISTICS**

#### **2.3.1 General Site Characteristics**

The Specific Plan area encompasses approximately 59 total acres, which includes approximately 18 acres of vacant land, the majority of which is centrally located on the site, surrounded by a mix of retail and civic uses. The proposed Specific Plan area consists of several existing commercial land uses, and to a lesser degree public and quasi-public land uses. The site also contains commercially designated, yet undeveloped, land that was formerly used as an airport. The Specific Plan Area is made up of multiple parcels with multiple owners. The largest privately owned pieces contain functioning retail centers. Table 2-1 shows the existing site information for the Town Center area.

The topography of the Specific Plan area is relatively flat. The site is approximately 520 feet above mean sea level; elevations increase quickly in both north and south directions as the terrain becomes more mountainous. The Specific Plan area contains trees that have the potential to support nesting habitat for raptors or other birds protected under the Migratory Bird Treaty Act. The southwestern portion of the Plan area is vegetated with native plant and tree species and there is an area between two of the old airport runways containing wetland indicating plant species.

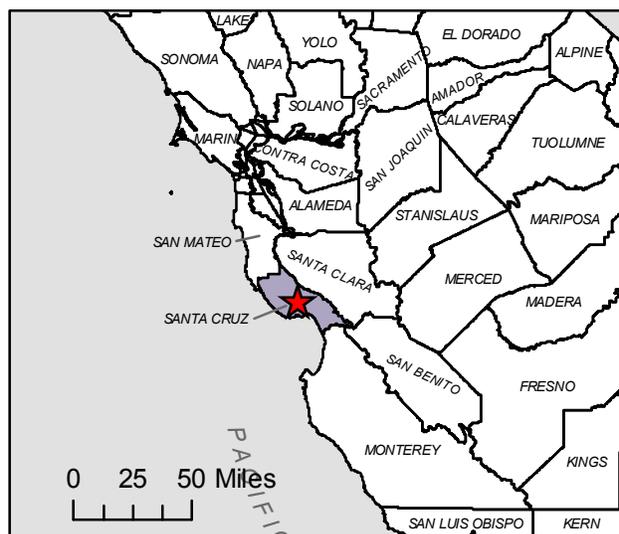




0 2.5 5 7.5 10 Miles



★ Project Location



Source: US Bureau of the Census TIGER 2000 data.

Vicinity Map

Figure 2-1



Specific Plan Site  
City Limit

0 0.25 0.5 Miles



Source: US Bureau of the Census TIGER 2000 data, City of Scotts Valley, 2008 and RRM Design Group, 2008. Map images copyright © 2008 ESRI and its licensors. All rights reserved. Used by permission.

Regional Location Map

Figure 2-2  
City of Scotts Valley



**Table 2-1. Existing Site Information**

Site Characteristic	Description
Site Size	59 acres
Assessor Parcel Numbers	022-211-31, 022-211-33, 022-211-36, 022-211-80, 022-211-91, 022-211-92, 022-231-03, 022-231-15, 022-231-16, 022-231-17, 022-231-22, 022-231-23, 022-601-01, 022-601-02, 022-601-03, 022-601-04, 022-601-05, 022-601-06, 022-601-07, 022-601-08, 022-601-13, 022-601-15, 022-601-17, 022-601-18, 022-721-02, 022-721-06, 022-721-07, 022-721-08, 022-721-09
Existing Land Use Development	Commercial shopping centers, storage facilities, propane facilities, vacant land, dog park, transit center, post office, and sports complex.
General Plan Designations	Commercial Service, Commercial Shopping Center, Public/Quasi Public, and Very High-Density Residential
Surrounding Land Uses	North: Recreation center, Skypark Park and open fields; Community center, and High Density Residential South: Office buildings, retail shopping centers and restaurants East: High Density Residential West: Open Space and Medium-High Density Residential
Access	Access is available from Kings Village Road on the north and east, Blue Bonnet Lane on the north, Skypark Drive on the west, and Mt. Hermon Road on the South

### 2.3.2 Existing General Plan Land Use and Zoning Designations

The General Plan Land Use and Zoning designations within the Specific Plan area are identical, and include the following:

- C-S, Commercial Service, 45% maximum building coverage, 35-foot height limit
- C-SC, Commercial Shopping Center, 35% maximum building coverage, 35-foot height limit
- P, Public/Quasi Public, 30% maximum building coverage, 35-foot height limit
- R-VH, Very High-Density Residential, 2,100 sf/unit maximum lot density (7-20 units/acre)

Table 2-2 summarizes existing General Plan land use designations and development within the Specific Plan area. These are also identified on Figure 2-3.

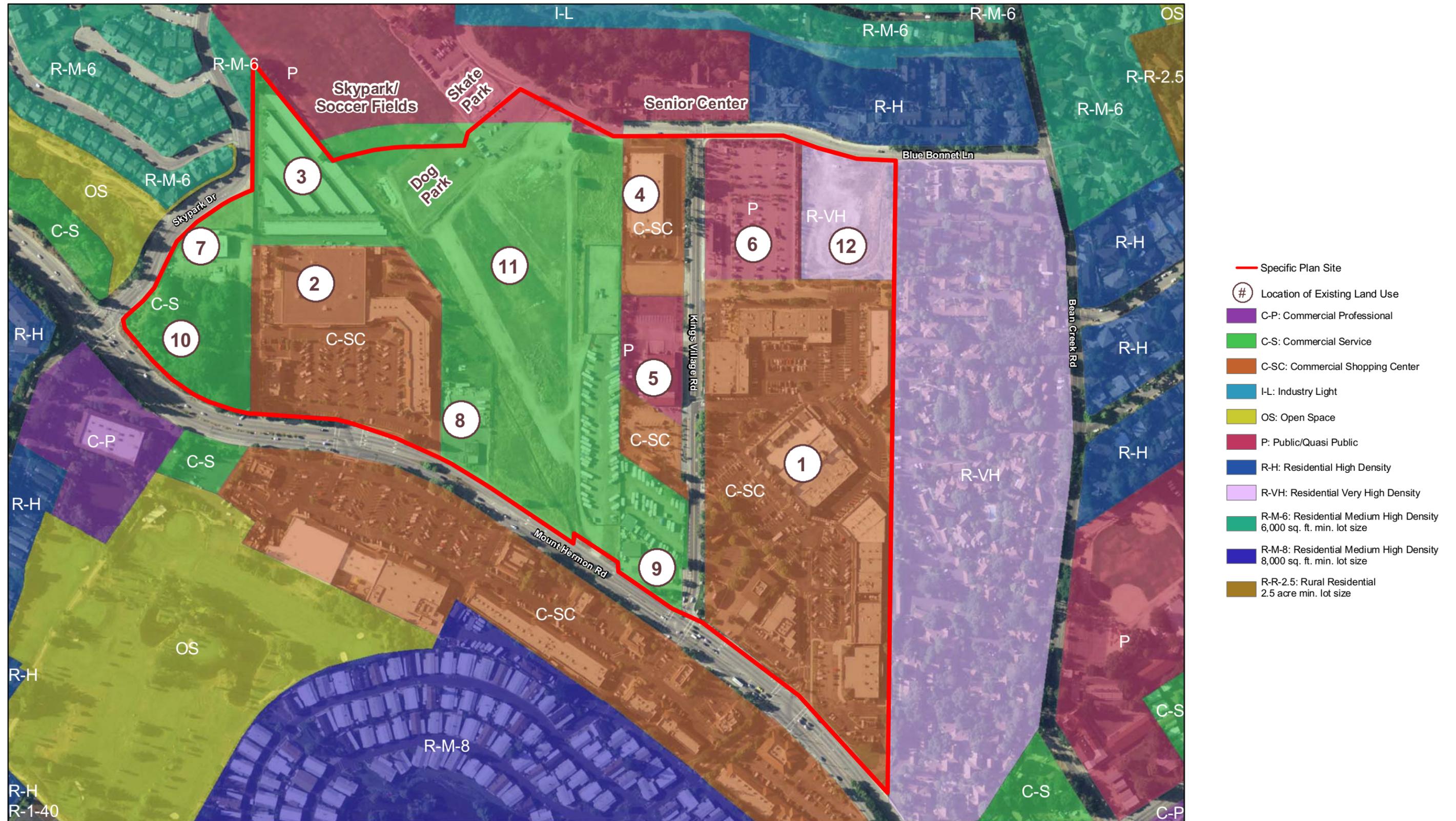
**Table 2-2. Existing Town Center Property Development Characteristics**

Land Use Designation	Location on Figure 2-3	Existing Use	Square Footage (sf) of Development <sup>1</sup>
C-SC	1	Kings Village Shopping Center	195,000 sf
C-SC	2	Kmart Center	87,000 sf
C-S	3	Mini Storage	61,000 sf
C-SC	4	Sports Complex	23,000 sf
P	5	Post Office	14,000 sf
P	6	Transit Center (Park and Ride)	100,000 sf <sup>2</sup>
C-S	7	Miscellaneous Storage	10,000 sf
C-S	8/9	Suburban Propane/ AmeriGas Propane	10,000 sf
C-S/C-SC/R-VH	10/11/12	Vacant Land	--
<b>Total</b>			<b>500,000 sf</b>

<sup>1</sup> Square footages are approximate, based on available information and a review of aerial photographs.

<sup>2</sup> Transit Center is a Bus Depot/Park and Ride and therefore includes the parking lot in its square footage calculation.





Source: RRM Design Group, 2008 City of Scotts Valley, 2008 and Rincon Consultants, 2008.

Existing Land Uses

Figure 2-3  
 City of Scotts Valley



The Specific Plan area includes four existing zoning categories: Commercial Service (C-S), Commercial Shopping Center (C-SC), Public/Quasi Public (P), and Residential Very-High Density (R-VH). Within these zoning designations there are a variety of existing uses. The C-S zone makes up a majority of the site and currently houses a personal storage facility in the northern portion of the site, two separate propane facilities along the southern edge, and approximately 18 acres of vacant land, of which 1.2 acres is currently being used as a dog park. This zone surrounds a C-SC zone which is situated along Mt. Hermon Road on the western half of the Plan Area, which is currently occupied by K-Mart and restaurant and retail uses. The C-SC zone also contains a sports complex at the corner of Kings Village Road and Blue Bonnet Lane, a vacant parcel south of Blue Bonnet Lane and retail uses east of Kings Village Road including a Nob Hill grocery store, small retail stores, and a parking field that supports those uses. Also on the site are the Bus Depot/Transit Center and Scotts Valley Post Office within the P zone. The R-VH parcel located in the northeast corner of the Plan Area, adjacent to the transit center is currently undeveloped.

The proposed Town Center Specific Plan boundary overlaps to some degree with the Skypark Specific Plan boundary, which was adopted in 1992. The Town Center Specific Plan focuses on areas of the Skypark Specific Plan that were never developed, and also includes additional land to the east of the Skypark Specific Plan boundary. Through adoption of this proposed Plan, designation of the overlapping parcels that were previously included in the Skypark Specific Plan will be re-designated as part of the Town Center Specific Plan.

### **2.3.3 Surrounding Land Uses**

Public/Quasi Public uses are directly north of the site, including the Scotts Valley Recreation Center, which lies adjacent to an open field used for soccer and other recreational activities. Also to the north of the Plan Area off of Kings Village Road and Blue Bonnet Lane is the Scotts Valley Community Center. Multi-family condominium units are located in the Residential High Density (R-H) zone. Bordering the western portion of the site is an area zoned Open Space (O) and a residential neighborhood which includes single- and multi-family residences off of Skypark Drive zoned R-H. Bordering the southern end of the Plan Area off of Mt. Hermon Road are office buildings and retail centers that include a Safeway, Longs Drugs, and a variety of shops and restaurants in the Commercial Professional (C-P), C-S, and C-SC zones. Finally, along the eastern edge of the site, directly adjacent to the Nob Hill shopping center, is a residential neighborhood in the R-H zone.

## **2.4 PROJECT CHARACTERISTICS**

The proposed Scotts Valley Town Center Specific Plan is a document that guides the long-term development of the Scotts Valley Town Center, which would establish a downtown center along Mt. Hermon Road. The Specific Plan proposes two- to three-story mixed-use buildings that would have commercial retail on the first floor and residential or office above, other non-mixed-use multi-family housing and commercial retail structures. Additionally, the proposed plan could include development of civic uses that could host a town green, library, and possibly a court house. The Specific Plan includes detailed guidelines concerning development densities, urban design considerations, and other standards that more fully implement the General Plan's land use designations for the project area.



### **2.4.1 Specific Plan Legal Requirements**

State law authorizes cities and counties with complete general plans to prepare and adopt specific plans (Government Code Sections 65450 et seq.). These plans have developed as a bridge between the local general plan and individual development proposals, and contain both planning policies and regulations. They often combine zoning regulations, capital improvement programs, detailed development standards, and other regulatory schemes into one document that can be tailored to meet the needs of the specific area.

In conformance with the requirements of State Government Code Section 65451, the Scotts Valley Town Center Specific Plan is a document which:

- ❖ *Establishes the type and general location of land uses for the property including open spaces;*
- ❖ *Describes the means of providing necessary public services to support the future uses;*
- ❖ *Identifies on-site resources and constraints;*
- ❖ *Establishes standards to guide future development on the site; and*
- ❖ *Provides a phasing plan for implementation of the Specific Plan.*

### **2.4.2 Land Use Pattern and Development Potential Under the Specific Plan**

The proposed Specific Plan clearly articulates the vision for the Plan Area, identifies economic goals, traffic and circulation challenges, regulatory tools, and provides development standards and guidelines for new development and redevelopment. The Specific Plan establishes a framework for development within the area with a logical system of circulation and parking and a landscape and streetscape palette that will help establish a unique pedestrian-friendly environment and a destination for Scotts Valley. This Plan recommends a mix of land uses, urban design concepts, and architectural design guidelines to guide implementation of the “vision.” The proposed Specific Plan land use plan is shown on Figure 2-4. While retail, restaurant, customer-friendly commercial service, and entertainment uses will be focused around the core of the Plan Area, uses such as office and residential are appropriate as secondary uses to help sustain a downtown-like environment.

In general, the proposed Plan may lead to more intensive urban development than would have otherwise been anticipated under the City’s current development practices under its zoning ordinance. The Specific Plan proposes a Planned Development (PD) Overlay for the Plan Area. The Town Center Specific Plan PD Overlay (TCSP PD overlay) is designed to encourage a mix of land uses to create a “downtown” feel while increasing the overall density in the Plan Area and fostering a well connected pedestrian-oriented environment. The TCSP PD overlay is anticipated to guide existing uses and promote new construction with form and massing that will create the traditional downtown quality consistent with the vision. This designation complements the existing zoning designations but is tailored specifically to support the desired development pattern and characteristics of the Scotts Valley Town Center Specific Plan Area. The provisions of this new zone are focused on: allowing residential uses in both vertical and horizontal formats at somewhat higher densities, adjusting and fine tuning building height, setbacks, coverage, open space requirements, and parking requirements.

Table 2-3 identifies the buildout potential under the Specific Plan. The allowable land uses under the proposed Specific Plan are described below.





Proposed Land Use Plan

**Table 2-3. Scotts Valley Town Center Specific Plan Proposed New Construction<sup>1</sup>**

Use	Approximate Square feet (sf)/ Dwelling Units (DU)	Total
Retail/Commercial (stand-alone)	100,000 sf	310,000 sf
Retail /Commercial (in mixed-use)	175,000 sf	
Public Facility/Retail <sup>2</sup>	35,000 sf	
Multi-Family Residential (stand-alone)	100 DU	300 DU
Multi-Family Residential (in mixed-use)	200 DU	
Parking Structures	300,126 sf (857 spaces)	516,994 sf (1,476 spaces)
Surface Parking Lots	216,868 sf (619 spaces)	
Town Green	21,854 sf	21,854 sf

<sup>1</sup> For the purposes of this EIR, proposed new construction totals listed above represent a “worst-case” scenario. More likely, retail may total between 185,000-310,000; and residential may total between 150-300 DU.

<sup>2</sup> For the purposes of this EIR, the “Public Facilities/Retail” components of the proposed Plan will be analyzed as “Retail”, as this represents the worst-case scenario in terms of environmental impacts (e.g. traffic, air quality emissions) between the two.

**a. Mixed Use (commercial/office/residential).** The core of the planning area would be mixed-use, with retail and commercial on the ground floor and residential or office above. The Plan proposes new commercial development (retail and office), residential development, visitor services, and civic uses. With the intent of encouraging pedestrian activity within the mixed-use zone, residential and office would not be allowed on the ground floor at street frontage or along the paseo of any building. Residential and office may be located at the back of a building on the first floor, or on the upper floors, but the street frontage is reserved for more pedestrian-oriented uses. While this is the goal of the proposed Town Center Specific Plan, it should be noted that these designated “mixed use” areas could in fact be developed solely with commercial/retail uses. However, for the purposes of this EIR, mixed use is considered the “worst-case” scenario upon which the analysis is based.

**b. Retail/Commercial.** There are sites throughout the Specific Plan area that are designated retail. These are stand alone retail sites that are less conducive to a mixed-use scenario due to adjacent uses. The Specific Plan area includes existing retail uses that are addressed under the Opportunity Sites section below.

**c. Residential (Stand-Alone).** Residential would be allowed both as a stand-alone product and as part of an integrated mixed-use project concept. As shown on Figure 2-4, stand-alone residential uses are proposed on the periphery of the Plan Area, adjacent to existing residential off of Skypark Drive; north of the existing K-Mart center, adjacent to the Skypark Park; and on Blue Bonnet Lane east of the transit center.

**d. Public and Civic.** The Scotts Valley Public Library would be located near the terminus of the main entry drive into the Plan Area and end of the town green. There is also a civic/retail land use designation along Mt. Hermon Road. This land use would be either a civic function such as the County Civil Court or a retail use. It is important that this building be located at Mt. Hermon and Kings Village Roads with sidewalks (and parking designated behind the building) to create a presence as one enters the Town Center Plan Area.

**e. Parking Lots and Parking Structures.** There are two areas identified for parking structures; one between the mixed-use and the K-Mart center, the second above the Transit Center parking lot. These locations are shown as opportunity sites for structures but are not



required to be structures. Structures could also be located between the mixed-use and the Post Office site or underground.

**f. Opportunity Sites.** As discussed above, portions of the Town Center area are already developed. These “opportunity sites” are shown as “existing buildings” on the proposed land use map, and represent opportunities for future redevelopment under the proposed Plan. As illustrated in Figure 2-5, there are three opportunity sites in the Plan Area. These sites would benefit from the economic vitality and core of the Town Center and should be redeveloped to better connect and compliment the Plan Area as a whole. Future redevelopment of these properties would be expected to adhere to the Specific Plan “vision” according to the guidelines described below.

Opportunity Site 1: Both of these sites are pre-existing shopping centers located along Mt. Hermon Road. If these sites are redeveloped they should:

- a) Locate buildings along Mt. Hermon Road.
- b) For site adjacent to Kings Village Road: Face buildings toward Kings Village Road and Mt. Hermon Rd.
- c) Create strong pedestrian and vehicular connections to the Town Center core, Transit Center, and neighborhoods.
- d) Design buildings to complement the Town Center architectural guidelines.

Opportunity Site 2: Located south of the Transit Center and situated between residential, the Transit Center and commercial, this site can act as a transition between the various uses. It can be either stand alone or a mix of residential, office and commercial uses. Any new construction on this site should:

- a) Face buildings onto Kings Village Road.
- b) Create strong pedestrian and vehicular connections to the Town Center core, Transit Center, and surrounding uses.
- c) Design structures to compliment the Town Center architectural guidelines.
- d) Scale down the mass of structures to blend with adjacent existing residential uses.

Opportunity Site 3: Located along Skypark Drive and the Skypark Park. This site is positioned to be a transitional land use between commercial, park/recreation and residential uses. It can either be park, residential or low intensity commercial type uses. If this site redeveloped it should:

- Face structures toward, or provide a landscaped buffer along, Skypark Drive and the Skypark Park.
- Provide or allow for a vehicular connection between Skypark Drive and the Town Center core. Refer to Figure 2-4.
- Create strong pedestrian and vehicular connections to the Town Center core, Skypark Park, and neighborhoods.
- Design structures to complement the Town Center architectural guidelines.





Opportunity Sites for Redevelopment

### 2.4.3 Development Standards and Regulations

The proposed Plan discusses in detail the architectural guidelines, landscape guidelines, and development standards for which future development or redevelopment would be subject. Design guidelines are discussed in more detail in Section 4.1 *Aesthetics*.

**a. Permitted Uses.** The following uses would be permitted under the Specific Plan:

- Accessory structures and uses located on the same site with a permitted use which are customarily incidental to the permitted use, including, but not limited to, incidental storage facilities and signs which pertain only to a permitted use on the premises and which are in accordance with the standards of Chapter 17.56 of the City's Municipal Code.
- Banks
- Emergency services (not permitted on the ground floor of the mixed-use zone)
- Emergency shelters
- Facilities owned by any school district or community college
- Hotels and motels
- Multi-family dwellings
- Restaurants
- Retail and personal service establishments
- Retail establishments
- Theatres
- Offices

**b. Conditional Uses.** The following uses may be permitted upon the granting of a Conditional Use Permit (CUP) in accordance with the provisions of Section 17.50.020 of the City's Municipal Code:

- Animal hospitals (only indoor allowed)
- Bars
- Churches, synagogues and other places of worship
- Coin-operated laundries
- Commercial recreation
- Community facilities and institutions
- Day care center
- Facilities and structures owned by federal, state, county or city government
- Institutional uses (not permitted on the ground floor of the mixed-use zone)
- Large family child care homes: No person shall operate a large family child care home without obtaining a large family child care home permit in compliance with the standards set forth within Section 17.50.015
- Occupancy of existing dwelling while constructing a replacement dwelling on the same lot
- Radio and/or television broadcasting studios (excluding transmission towers)
- Service shops (small appliances and equipment), including printing, photographic, cabinet repair, and catering services



- Single-family dwellings
- Small community care facilities
- Social halls, lodges, fraternal organizations and clubs
- Tract offices
- Transitional housing: No person shall operate a transitional housing facility without obtaining a conditional use permit in compliance with Section 17.50.020 and 17.20.030.
- Other uses the planning commission finds to be of a similar nature to those listed above, subject to the requirements of Section 17.50.020 of this title.

**c. Prohibited Uses.** The following list identifies the types of uses prohibited within the Specific Plan area:

- Automobile sales, including sale of used cars in conjunction with the sale of new cars
- Automobile sales, including the sale of used cars in conjunction with the sale of new cars
- Automotive repair and related services (such as auto supply and detail shops) in an enclosed building. This conditional use category excludes auto body repair and auto painting as well as any other use that is incompatible with surrounding uses or that may be detrimental to the health, safety and welfare of the surrounding neighbors
- Automotive service stations (Gas Station)
- Carwash
- Drive-through facilities
- Equipment rental yards
- Industrial and manufacturing uses
- Outdoor storage
- Public Safety Facilities
- Public utility service yards
- Propane storage facilities
- Recreational vehicle sales, including boat sales

**d. Non-Conforming Uses.** Legal uses that are not permitted or not listed in the allowable land uses above are declared non conforming uses. Refer to the City Municipal Code (Title 17, Chapter 17.48) for definition and polices managing non conforming uses including:

- Continuation of existing uses
- Repairs, alteration and maintenance
- Expansion of legal nonconforming uses buildings or structures

General development standards and regulations are summarized in Table 2-4, below.



**Table 2-4. Proposed Development Standards**

Primary Uses	Urban Form			Parking	
	Setbacks	Height <sup>1</sup>	Building Coverage	Location	Ratios
<b>MIXED-USE, OFFICE COMMERCIAL, AND CIVIC</b>					
<ul style="list-style-type: none"> <li>Retail /Commercial</li> <li>Restaurant</li> <li>Civic</li> <li>Mixed-Use with Residential/Office over Retail (15-20 DU/Acre)</li> </ul>	<p><b>Front:</b></p> <ul style="list-style-type: none"> <li>min = 15' (from curb edge)</li> <li>max = 20' (from curb edge)</li> </ul> <p><b>Side:</b></p> <ul style="list-style-type: none"> <li>min = 0'</li> <li>max = 15' (to allow for plaza/ pedestrian walkway)</li> </ul> <p><b>Rear:</b></p> <ul style="list-style-type: none"> <li>min = 0'</li> </ul>	<p><b>Mixed Use:</b></p> <ul style="list-style-type: none"> <li>max = 55'</li> </ul> <p><b>Stand alone retail:</b></p> <ul style="list-style-type: none"> <li>max = 35'</li> </ul>	max = 100%	No off-street parking allowed in setbacks between public streets and building without CUP. Tuck under, underground, structure, or rear parking only. Parallel parking allowed on streets.	<p><b>Stand Alone Residential:</b></p> <ul style="list-style-type: none"> <li>2 enclosed spaces/unit, and 1 guest space/5 units.</li> </ul> <p><b>Mixed-Use Residential:</b></p> <ul style="list-style-type: none"> <li>1 space/Studio or 1 bedroom</li> <li>2 space/2 or 3 bedroom</li> </ul> <p><b>Non Residential:</b></p> <ul style="list-style-type: none"> <li>1 space/300 sf of floor area</li> </ul> <p><b>Civic:</b></p> <ul style="list-style-type: none"> <li>1 space/per employee</li> </ul>
<b>MEDIUM DENSITY RESIDENTIAL</b>					
<ul style="list-style-type: none"> <li>Stand Alone Residential (Average 15-20 DU/Acre)</li> </ul>	<p><b>Front:</b></p> <ul style="list-style-type: none"> <li>min = 10' (from curb edge to front porches)</li> <li>min = 15' (from curb edge to building face)</li> <li>max = 25' (from curb edge to building face)</li> </ul> <p><b>Side:</b></p> <ul style="list-style-type: none"> <li>min = 0'</li> <li>max = 26' (to allow room for backup)</li> </ul> <p><b>Rear:</b></p> <ul style="list-style-type: none"> <li>min = 10' (if building taller than 25', add 10' for each 10' of height up to max of 50')</li> </ul>	<ul style="list-style-type: none"> <li>max = 35'</li> </ul>	max = 55%	No off-street parking allowed in setbacks between public streets and building. Tuck under, underground, structure, or rear parking only.	<p><b>Residential:</b></p> <ul style="list-style-type: none"> <li>1 enclosed space/Studio or 1 bedroom</li> <li>2 space/2 or 3 bedroom (1 enclosed)</li> <li>1 guest space/5 units</li> </ul> <p><b>Senior Housing<sup>2</sup>:</b></p> <ul style="list-style-type: none"> <li>0.5 space/unit</li> </ul>

1 Exclusive of architectural features. Greater heights may be granted through a CUP. The Planning Commission may approve architectural features, such as landmark and tower elements, elevator service shafts, and roof access stairwells that extend above the height limit.

2 To allow for greater flexibility for future developers, senior housing is mentioned here and could be developed in the future, although it is not a specific component of the proposed Plan.



## 2.4.4 Sustainable Design

The City is determined to lead by example and has committed to enforce the measures promoted through the Green Building Regulations for all new and remodeling construction on City-owned buildings and structures and to support that, they have established the Scotts Valley's Green Building Program and corresponding checklist to test and track a projects sustainable components.

A goal of the Town Center Specific Plan is to support and encourage sustainable planning and design concepts developed by the City and encourage them in the construction in the Plan Area. The following core principles identify the overall sustainable design goals rooted in New Urbanism and Smart Growth principles, and the Green Building and Sustainable Design Concepts developed by the US Green Building Council's (USGBC) for the LEED (Leadership in Energy and Environmental Design) rating system. These sustainable design principles are intended to guide the project from the early site planning stages through building design and construction. The Town Center has the essential design components for LEED-ND certification and the Specific Plan would encourage that individual buildings in the Plan Area pursue LEED certification.

**a. General Sustainable Design Principles.** The following are selected sustainable design criteria developed for the LEED-ND rating system which were used to help guide the planning and design of the vision for the Plan Area. These criteria should also be employed to examine future development proposals within the Plan Area, to ensure that low impact alternatives are integrated into proposed projects.

### Smart Location and Linkage

- Encourage development within and near existing neighborhoods or public transportation infrastructure to reduce vehicle trips and induce pedestrian activity.
- Promote neighborhoods that are physically connected to each other to foster community and connectedness beyond one individual project.
- Minimize erosion to protect habitat and reduce stress on natural water systems.
- Design parking to increase the pedestrian orientation of projects and minimize the adverse environmental effects of parking lots (locate parking lots at the side or rear of buildings leaving building frontages and streetscapes free of parking lots).

### Neighborhood Pattern and Design

- Encourage the design of projects that incorporate high levels of internal connectivity and connections to surrounding development to promote a variety of travel options.
- Provide direct and safe connections for pedestrians, bicyclists, and drivers to key components of a project, local destinations, and neighborhood centers.
- Encourage the design and construction of buildings to utilize green building practices.



- Encourage the design and construction of energy efficient buildings to reduce air, water, and land pollution and environmental impacts from energy production and consumption.
- Preserve existing tree canopy, native vegetation, and pervious surfaces.

#### Green Construction and Technology

- Reduce the impact of heat islands by providing shade structures and trees that can produce large canopies to provide shade. In addition, choose roof and paving materials that possess a high level of solar reflectivity.
- Achieve enhanced energy efficiency by creating the optimum conditions for the use of passive and active solar strategies.
- Use recycled building materials whenever possible.
- Minimize light trespass from site, reduce sky-glow to increase night sky access, improve nighttime visibility through glare reduction, and reduce development impact on nocturnal environment.

**b. Sustainable Design Principles Proposed in the Specific Plan.** The following sustainable principles are derived from the LEED ND criteria developed by the USGBC, and were customized to fit the Town Center Specific Plan area. These principles are incorporated into the Specific Plan.

#### Sustainable Site Planning and Design Guidelines

- *Reduce pollution from construction activities by controlling soil erosion, waterway sedimentation and airborne dust generation.*
- *Minimize the impact of light pollution through the use and placement of appropriate lighting technology.*
- *Building placement should be sensitive to site topography and should be integrated seamlessly with minimal impact.*
- *Through site and building design, consider the use of building roofs, parking lots, and other horizontal surfaces to convey water to either distribute it into the ground or collect it for reuse.*
- *Site drainage should be designed integrating a decentralized system that distributes storm water across a project site to replenish groundwater supplies. In addition, various devices that filter water and infiltrate water into the ground should be considered.*
- *The project site should be designed to maintain natural storm water flows by promoting infiltration. Techniques and materials such as vegetated roofs, pervious paving, and other measures to minimize impervious surfaces are encouraged. Storm water should be reused for non-potable uses such as landscape irrigation.*
- *Impervious paving should be minimized, increasing on-site infiltration, and reducing or eliminating pollution from storm water runoff and contaminants.*
- *Constructed surfaces on the site should be shaded with landscape features and utilize high-reflectance materials and other materials to reduce the heat absorption of hardscape.*
- *The lighting standards depicted in the Design Guidelines of this document are intended to reduce light pollution by using the specified light bulbs and fixtures. In*



- addition the use of appropriate colors and roof and building materials, also specified in the Design Guidelines, will help reduce the impact from glare.*
- *A site survey was performed early in the planning process to determine to the appropriate placement of structures. The layout of the vision plan was designed to reduce the impact on existing drainage patterns, which includes the drainage basin that is integrated into the southern edge of the Plan Area.*
  - *Pervious paving materials are encouraged throughout the Plan Area, particularly where special paving is specified at the intersections and crosswalks as well as parking areas.*

### Sustainable Building and Streetscape/Landscape Design Guidelines

- *Identify opportunities to incorporate salvaged materials into building design and research potential material suppliers. Consider salvaged materials such as beams and posts, flooring, paneling, doors and frames, brick and decorative items.*
- *Consider using rapidly renewable materials such as bamboo, wool, cotton insulation, agrifiber, linoleum, wheatboard, strawboard and cork.*
- *Design buildings to maximize interior daylighting and provide for a connection between indoor spaces and the outdoors. Strategies to consider include building orientation, exterior and interior permanent shading devices, and high performance glazing.*
- *As described in the recommendations in the Infrastructure Chapter of this document, there is an opportunity to capture water from rooftops throughout the site.*
- *Limit the use of potable water and utilized recycled water for landscape irrigation.*
- *Drought tolerant landscaping is encouraged. Plant selection should be based on the climate and environment of the area as well as site characteristics such as exposure, light intensity, soil analysis, site drainage, and irrigation. Proper plant selection based on site characteristics should enhance the plants' likelihood of becoming established in the site and reduce potential incidences of low vigor, excessive maintenance, disease, or death. Native species are preferred for natural landscapes.*
- *“Green” and “Cool” Roofs should be promoted as an efficient method to reducing glare and heat build up on roof tops. In addition, beyond the obvious aesthetic benefits, Green Roofs are also valuable for their ability to absorb rain water and reduce runoff.*
- *A Subsurface Irrigation System should be employed at the town green to help irrigate that area and reduce water demand. The system will also help capture storm water and reduce runoff while irrigating the landscaping.*
- *“Urban bio-swales” should be used along the roads that travel through the Plan Area, primarily down the main road leading into the site off of Mt. Hermon Road. The bio-swales will help capture stormwater and irrigate landscaping in the planting strips.*
- *To ensure water efficiency, appropriate landscaping should be irrigated through a drip system, using recycled water per Chapter 17.47 Recycled Water Regulations of the City’s Municipal Code.*
- *All landscaping in the Plan Area should be selected from the plant list included in the Landscape Chapter in this document. The specified plant list emphasizes drought*



*tolerant landscaping in an effort to reduce water demand. The plant palette includes drought tolerant plants that are native to the area and have thrived in that environment.*

- *To reduce the Heat Island Effect, the Plan Area should be adequately landscaped to provide shade and protect surfaces including sidewalks, driveways, parking lots, and exterior walls. Where appropriate, plant deciduous trees on the south and west sides of buildings to provide protection from the summer sun. In the winter months, these trees lose their leaves and allow sunlight to provide passive heating and light;*
- *In an ~~earn~~ effort to control energy consumption it is recommended that solar panels be used on roof tops.*
- *High efficiency fixtures are required for use throughout the Plan Area. Dual flush toilets and waterless urinals are viable alternatives to promote water efficiency.*

### **2.4.5 Public Improvements under the Specific Plan**

The Plan identifies capital improvements to be made within the Plan Area. These include capital improvement projects such as enhancements to existing public rights-of-way, new public streets, new public spaces, and facilities. It is the intent of the City to implement these improvements through the efforts of private sector development activity with the potential for the city's assistance. These improvements need to be fully coordinated with future private development and the City's overall capital improvement program to ensure that streetscape amenities work with planned infrastructure requirements. All new infrastructure must comply with City engineering standards.

Improvements to Mt. Hermon Road. The street improvement projects initiated by the City may include a range of activities from the preparation of plans, specifications and estimates, to actual construction of proposed street improvements. The Specific Plan recommends that these street improvements are implemented by adjacent new development in accordance with street frontage requirements for new projects.

Per the design and land-use recommendations of the Plan (Chapters 3, 4, 5 and 6), these projects will include: coordination with affected property owners and businesses, traffic control at selected intersections, street reconfiguring, lane geometry and re-striping, lane transitions, potential transit stops and bus shelters, curb, sidewalk and street engineering modifications, drainage systems/NPDES compliance, utilities, medians, landscaping, and irrigation improvements as necessary.

In addition the streetscape improvements may include such elements as special sidewalk and crosswalk paving, furnishings, lighting, and other amenities as specified by the Plan. All street improvements listed above shall be constructed concurrent or pay in lieu fees, with and by adjoining private development and will need to be phased appropriately to ensure a fully functioning street system at all times.

Improvements to Skypark Drive. Based on the existing conditions analysis, in an effort to reduce speeds and traffic conflicts around an existing "blind" turn, improvements are required along Skypark Drive. As stated in the Circulation Chapter in the Specific Plan, the improvements may include introducing a roundabout at a designated location to improve



traffic flow through the area and to the Plan Area. It may also include a vehicular connection behind K-Mart to the Plan Area Core.

Improvements to Kings Village Road and Blue Bonnet Lane. Pedestrian connections to the Plan Area should be facilitated by improving sidewalks, curbcuts, street trees and cross walks along these streets. Signalization at Kings Village Road and Transit Center are needed for transit, vehicle and pedestrian circulation, if parking structure is pursued at Transit Center.

Public Parking Facilities Participation. Concurrent with early development within the Specific Plan area, the City may chose to participate with private development to study, design, and construct one or more public parking facilities in the area. The need for public parking facilities, the location, size and type will be dependent upon completion of a detailed parking study. The City in consultation with the private sector will determine the most beneficial method of participation and financing to accomplish the goals of this Plan.

Transit Center Connection. A connecting road lined with commercial from the Town Center core to the Transit Center is a critical circulation improvement. This will require private property owner negotiations and coordination.

Post Office Improvements. The Town Center surrounds the existing US Post Office. There is an opportunity to add a pedestrian connection form the Post Office to the Town Center Core. There is also an opportunity to develop commercial fronting onto the street that connects the Town Center with the Transit Center.

Town Green/Plaza. A key public space within the Plan Area is the development of a town green at the terminus of the main street leading into the Plan Area off of Mt. Hermon Road. The City will work with the potential developers to generate a preliminary facility program, conceptual design, quantify site requirements, determine infrastructure needs, define precise site location and amenities, and review design and development plans. The City in consultation with the private sector will determine the most beneficial method of participation and financing to accomplish the goals of this Plan.

Development Incentives. The Specific Plan calls for investigating possible incentives to spur development investment with elements such as: permit streamlining, selected processing and permit fee adjustments, selected area wide improvements such as infrastructure, public facilities, traffic improvements, etc. These evaluations will likely occur on a case by case basis through negotiations with individual developers.

#### **2.4.6 Circulation and Public Utility Infrastructure**

The Specific Plan addresses a variety of public infrastructure improvements to accommodate future development under the Specific Plan. The Specific Plan recognizes that much of the Plan Area is already built out, and that there is an existing infrastructure network that already serves the area. Circulation, water, sewer and drainage systems are already in place for much of the Plan Area. The following is a brief description of the existing conditions and proposed improvements associated with each of these items.



**a. Circulation.** Regional access to the study area is provided by State Route (SR) 17. Local access is available via Scotts Valley Drive, Mt. Hermon Road, Kings Village Road, and Skypark Drive. The proposed street or roadway layout is illustrated by the Proposed Circulation Plan in Figure 2-6. The primary access to the Plan Area would be via a new public street that would meet Mt. Hermon Road at a new signalized intersection. The access would be located midway between two existing signals at Kings Village Road and the K-Mart shopping center, opposite an existing driveway to Washington Mutual Bank. The new street would create the north-south “Main Street” or entry drive into the Specific Plan area. To preserve appropriate sight angles and maneuverability, there would be no on-street parking allowed within 20- to 25-feet of Mt. Hermon Road at the proposed new intersection.

Street connections to the east and west within the Specific Plan would be created by a series of short City blocks that generally offset from one another, and extend outward from the core retail and civic uses. The Specific Plan would also include a number of low-speed minor streets and drive aisles within parking areas that would help to distribute traffic flow and provide access to future uses. Any access points from the Plan Area onto Mt. Hermon Road other than the signalized “Main Street” intersection would be restricted to right turns in and out. Full access would be allowed at the minor access connections to Kings Village Road and adjacent parcels.

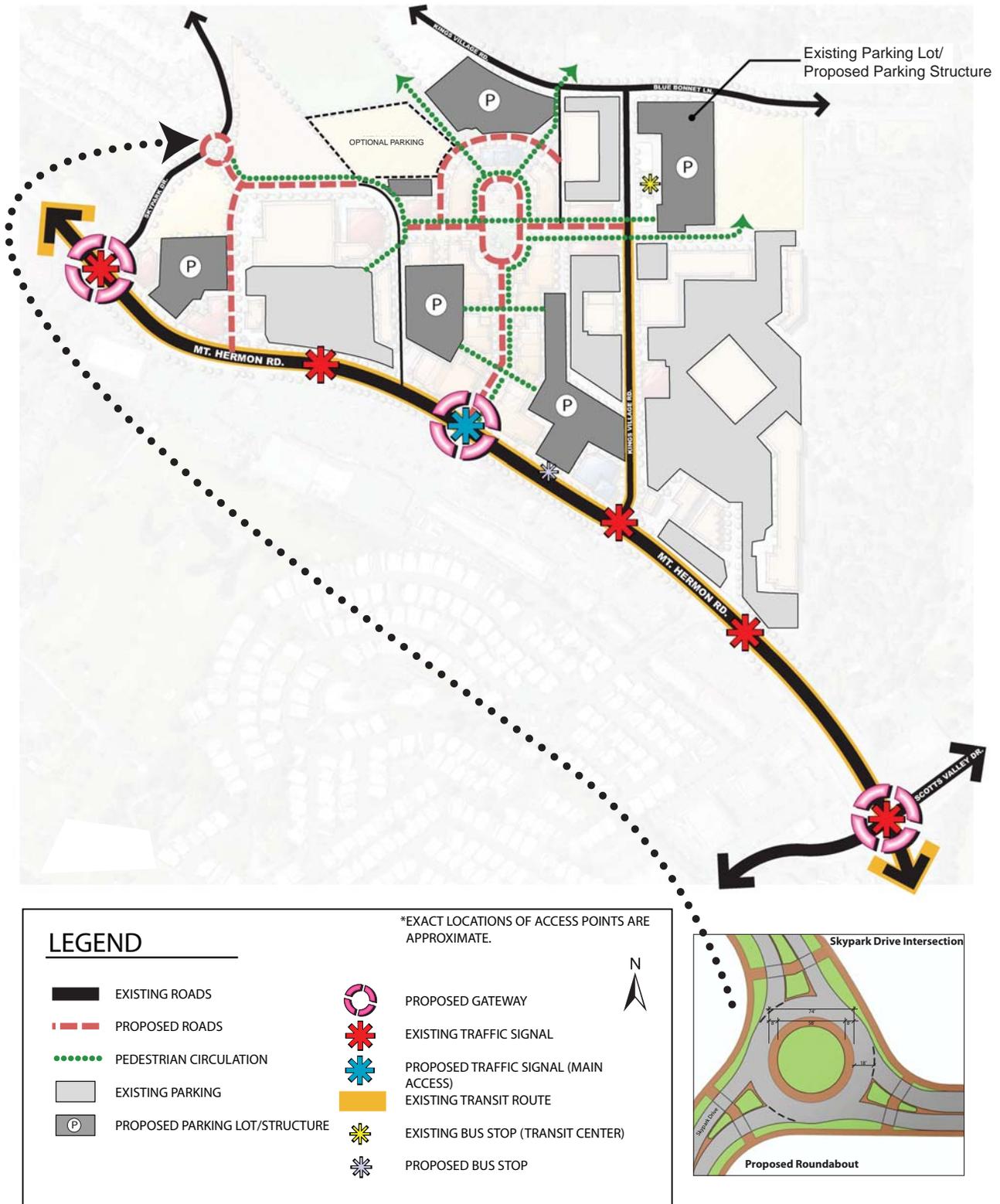
The proposed internal roads would be configured to accommodate on-street parking and wide sidewalks. Vehicle travel lanes would be 10- to 11-feet wide. The combination of narrower travel lanes, on-street parking, and tree-lined streets with buildings fronting onto them creates an urban street environment that encourages lower driving speeds. In addition to these elements, the Specific Plan proposes “bulb-outs” at many street intersections. A roundabout on Skypark Drive would help to regulate vehicle speeds along the street.

The Specific Plan includes minor changes to Mt. Hermon Road that are intended to regulate vehicle speeds and improve pedestrian crossing conditions. Currently, the arterial corridor includes 12-foot wide vehicle travel lanes, 6-foot wide bicycle lanes, and medians ranging from 4- to 16-feet wide. The Specific Plan includes modification of the vehicle travel lanes to 11-feet in width, which would reduce vehicle speeds and allow wider medians to be constructed on the corridor, ranging in width from 8- to 18-feet wide.

Bike and Pedestrian Facilities. There are currently Class II bike lanes along Mt. Hermon Road, Scotts Valley Drive, and Blue Bonnet Lane within the Plan Area. Pedestrian facilities in the Plan Area consist primarily of sidewalks along the major arterial streets. Along the Town Center Specific Plan Area frontage, there are enhanced crossings of Mt. Herman Road at the signalized intersections of Kings Village Road and K-Mart Shopping Center. These protected crosswalks are approximately 1,150 feet apart. Along the site frontage, which is currently undeveloped, there are no designated pedestrian crossing areas. This section of Mt. Hermon Road consists primarily of either five lanes, including left-turn lane(s), or four lanes with a landscaped median.

In addition to the improvements illustrated on Figure 2-6, the Plan also includes measures to improve pedestrian crossing conditions on Mt. Hermon Road. Median widths would be increased at intersections on Mt. Hermon Road to a minimum of 8-feet wide, providing a “refuge” area for pedestrians and allowing pedestrian crossings to occur in two stages if





Source: RRM Design Group, 2008.

Proposed Circulation Plan

Figure 2-6  
 City of Scotts Valley

desired. The combination of regulated vehicle speeds through narrower lane widths and wider pedestrian refuges on Mt. Hermon Road would make crossing this busy corridor safer and more comfortable for pedestrians. In addition, existing gaps in the sidewalk and bicycle lane facilities on Kings Village Road would be filled as adjacent properties redevelop.

Transit. Existing transit service to the Specific Plan area is provided by the Santa Cruz Metropolitan Transportation District (Santa Cruz Metro), with three regular bus lines and one express bus line. Specific routes serving the area are described below:

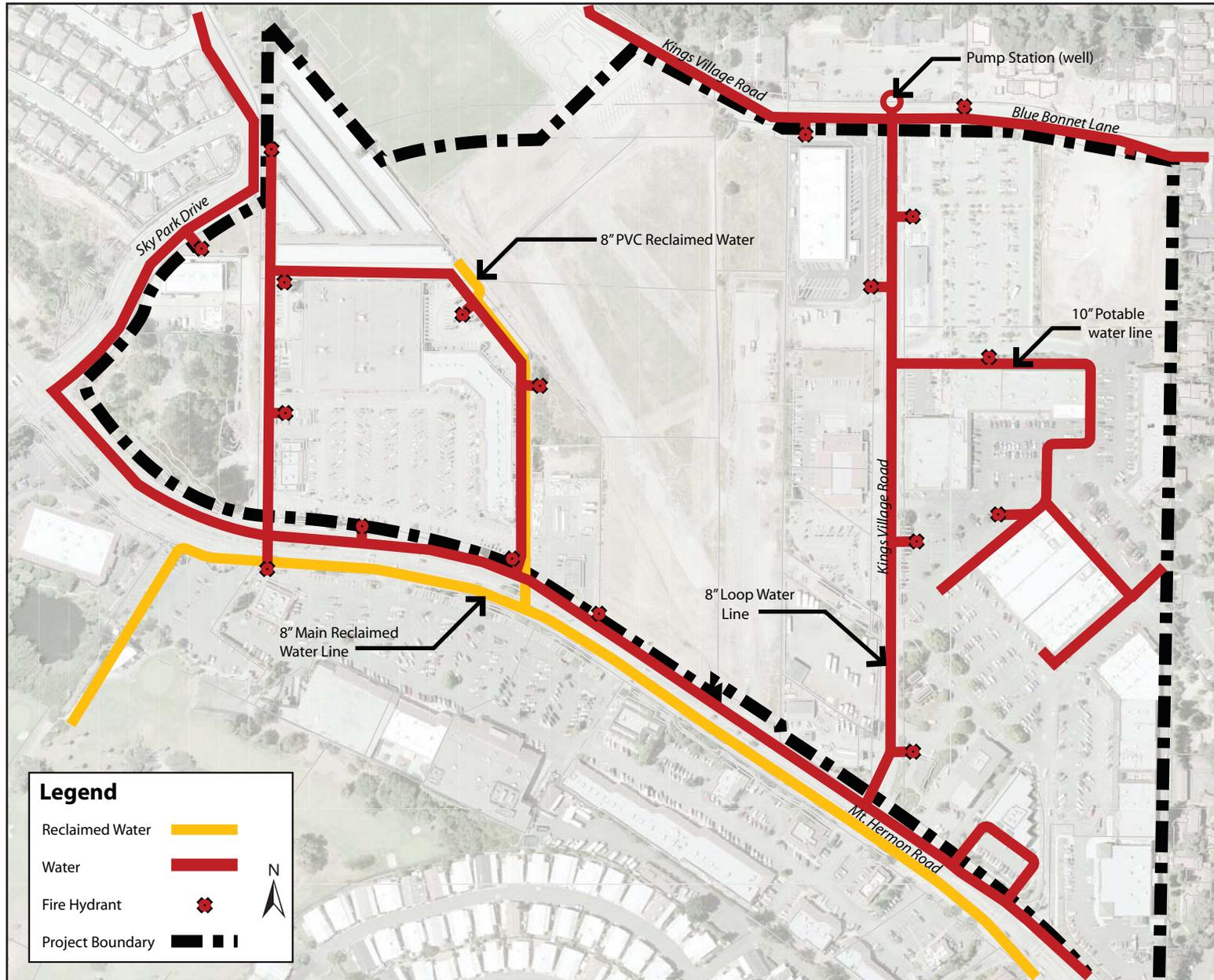
- Route 31 provides service between Scotts Valley and Santa Cruz via southbound SR 17, with 30- to 60-minute commute hour headways.
- Route 32 provides service between Scotts Valley and Santa Cruz via northbound SR 17, with approximately 30-minute after-school headways. This line primarily serves Scotts Valley High School, Vine Hill School, and Scotts Valley Middle School.
- Route 35/35A provides service between Santa Cruz and the San Lorenzo Valley, with 60-minute headways.
- The SR 17 Express Route provides service between Soquel and San Jose, with 30- to 60-minute headways.
- All of these bus routes stop at the Scotts Valley Park and Ride/Transit Center located at the northeast corner of Kings Village Road/Bluebonnet Lane.

The proposed bus stop along Mt. Hermon Road, between Scotts Valley Drive and the new proposed traffic signal (Figure 2-6), would provide additional transit access to the Specific Plan area.

Parking. Currently the Transit Center public parking facility in the Specific Plan area provides a significant amount of public parking, and existing commercial development is served by individual surface parking lots. New residential, retail, office, entertainment, and civic uses within the Specific Plan area could be served by both surface and potentially structured parking lots. Parking facilities other than the on-street parallel parking would generally be located behind buildings and in areas on the periphery of the core activity area. Depending on the ultimate buildout, a parking structure may not be necessary. The Specific Plan identifies sites that could be developed into parking structures if needed. The largest parking needs could be served by a new parking garage/lot on the western side of the Plan Area, as well as a new parking structure over the existing parking lot at the Cavallero Transit Center on Kings Village Drive. Underground parking is another option that should be considered. Access to the western parking garage would be provided from both within the Specific Plan Area as well via right turn in-right turn out access to Mt. Hermon Road. Access to the Transit Center garage would be predominantly via Kings Village Drive. Additional surface parking lots have been identified in the northern and eastern plan areas, accessible both from within the site and from Kings Village Drive.

**b. Water.** All water distributed in the Scotts Valley area is pumped from wells that are able to support all current development's potable water demand. In addition, the City of Scotts Valley operates a reclaimed water system to irrigate parks and open spaces. Existing water line locations on the site are illustrated in Figure 2-7, and are discussed in more detail in Section 4.12, *Water Supply and Wastewater*.





Existing Water Infrastructure

Source: RRM Design Group, 2008.

The proposed Water Plan is illustrated in Figure 2-8. The new potable water system's components that would be constructed to accommodate the proposed uses in the Specific Plan area would connect to the City's existing water system at a minimum of four locations. Portions of existing lines would need to be rerouted in the western portion of the site that is currently developed (see Proposed Water Plan Figure 2-8). An existing fire hydrant would need to be relocated to a nearby accessible location, in addition to new fire hydrants would be required throughout the proposed development, per the local fire code. Required fire flow and storage should be determined based on development density.

In addition to emergency fire flow, the proposed mixed-use area will put a demand increased of 150 acre feet per year on city water sources. Based on this estimated annual usage, peak day flow demand for the site should be 190 gallons per minute with a peak hour demand of 325 gallons per minute. Predicted demand is based on the maximum allowed number of residential units and square feet of floor area planned for retail, food services, and offices. The proposed Specific Plan recommends that onsite water lines be looped at all possible locations and sized to support pressure and flow requirements of the local fire codes.

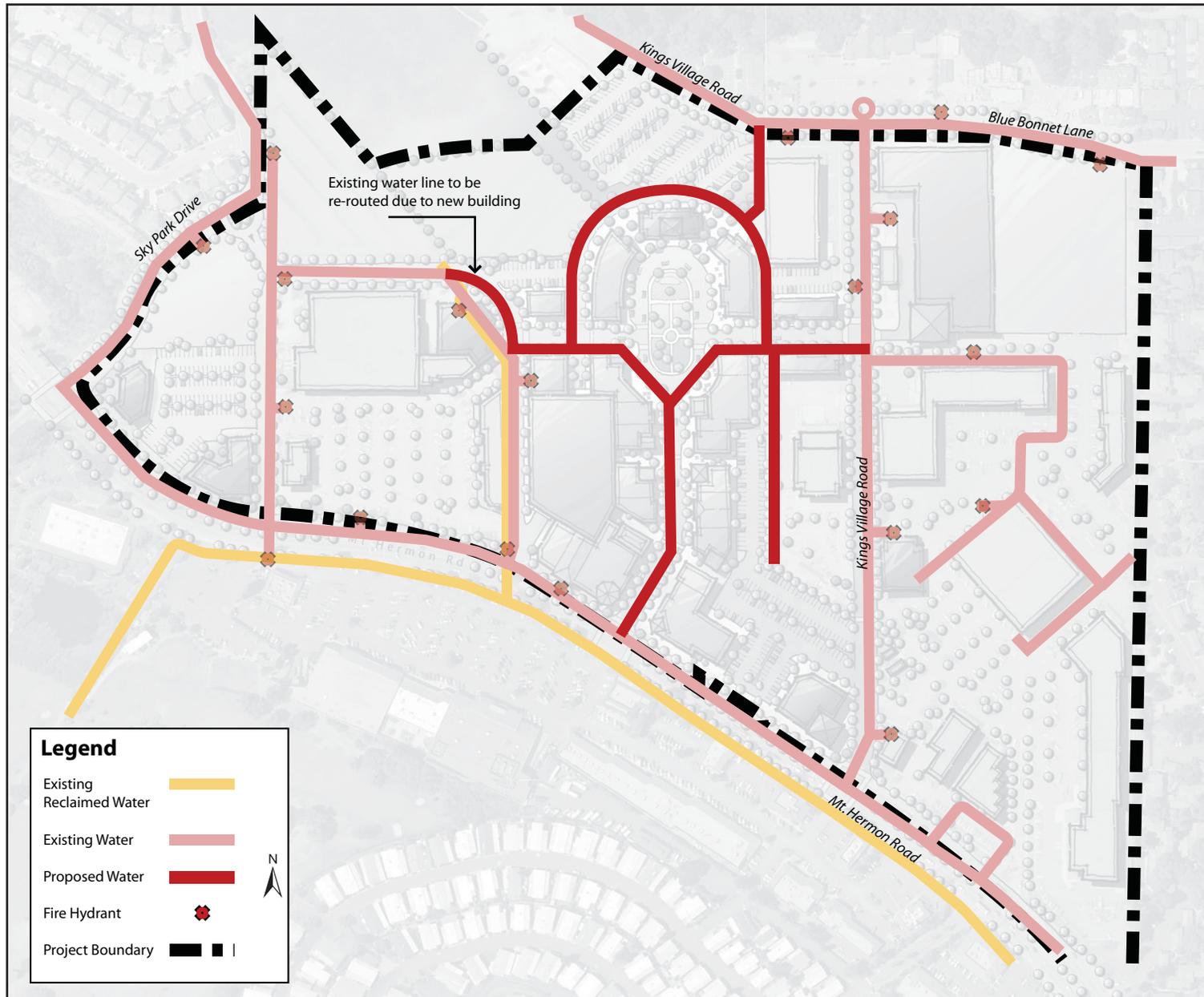
On site irrigation should use non-potable water from either rain water harvesting or the city's reclaimed water distribution system. To achieve needed pressure from the reclaimed water system, the low-pressure line running to the site from the pressure reducing station on Whispering Pines should be replaced. It is imperative that measures are pursued to reduce the demand on the City's water supply. Sustainable water efficient concepts that are proposed as part of the Plan are discussed in Section 2.4.4 *Sustainable Design*.

**c. Sewer.** The site is served predominantly by two existing sewer lines, as illustrated in Figure 2-9. One 10-inch vitrified clay pipe (VCP) sewer main runs southeast along Mt. Hermon Road. The other main line supporting the development area is a 12-inch line running south down Kings Village Road, which transitions to an 8-inch line as it crosses Mt. Hermon Road. All of the wastewater from existing uses on the proposed Town Center site is currently carried to the Scotts Valley Waste Water Treatment Plant which is located less than one tenth mile away at the intersection of Mt. Hermon Road and Scotts Valley Drive. The plant implements the activated sludge treatment method and currently processes 0.95 million gallons per day (MGD) but its permitted capacity is 1.5 MGD. Effluent is treated to tertiary levels and then redistributed as irrigation water in the City's reclaimed water system.

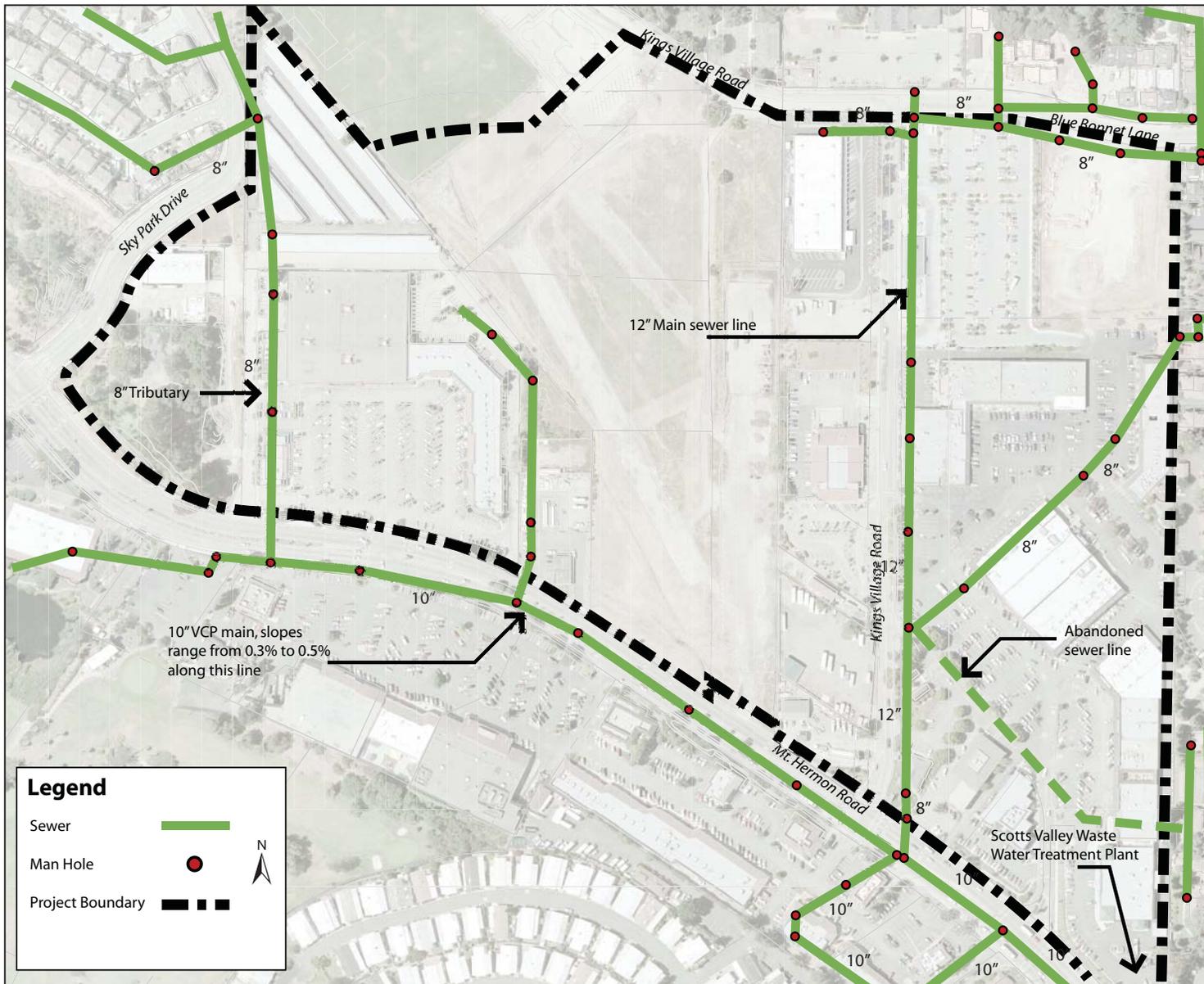
The proposed Scotts Valley Town Center project could generate up to 0.2 million gallons per day of wastewater with a peak hour flow rate of 185 gallons per minute. Wastewater flow quantities are based on predicted building uses and per unit of floor area generation factors. The system supporting the new development will tie into the existing system on Kings Village Road and Mt. Hermon Road. The proposed development could introduce 180 gallons per minute into the City's sanitary distribution system. An additional five gallons per minute would be generated by the new buildings in the currently developed western portion of the site. Construction of the buildings would also require rerouting the existing sewer line to follow the proposed street alignment at that location, as shown on Figure 2-10.

Generally, the sewer lines on the site can accommodate additional waste water generated by the proposed site. Installation of 8-inch diameter sewer lines on the proposed site would accommodate additional wastewater generated by the mixed-use Town Center and no downstream pipes should need to be upgraded.





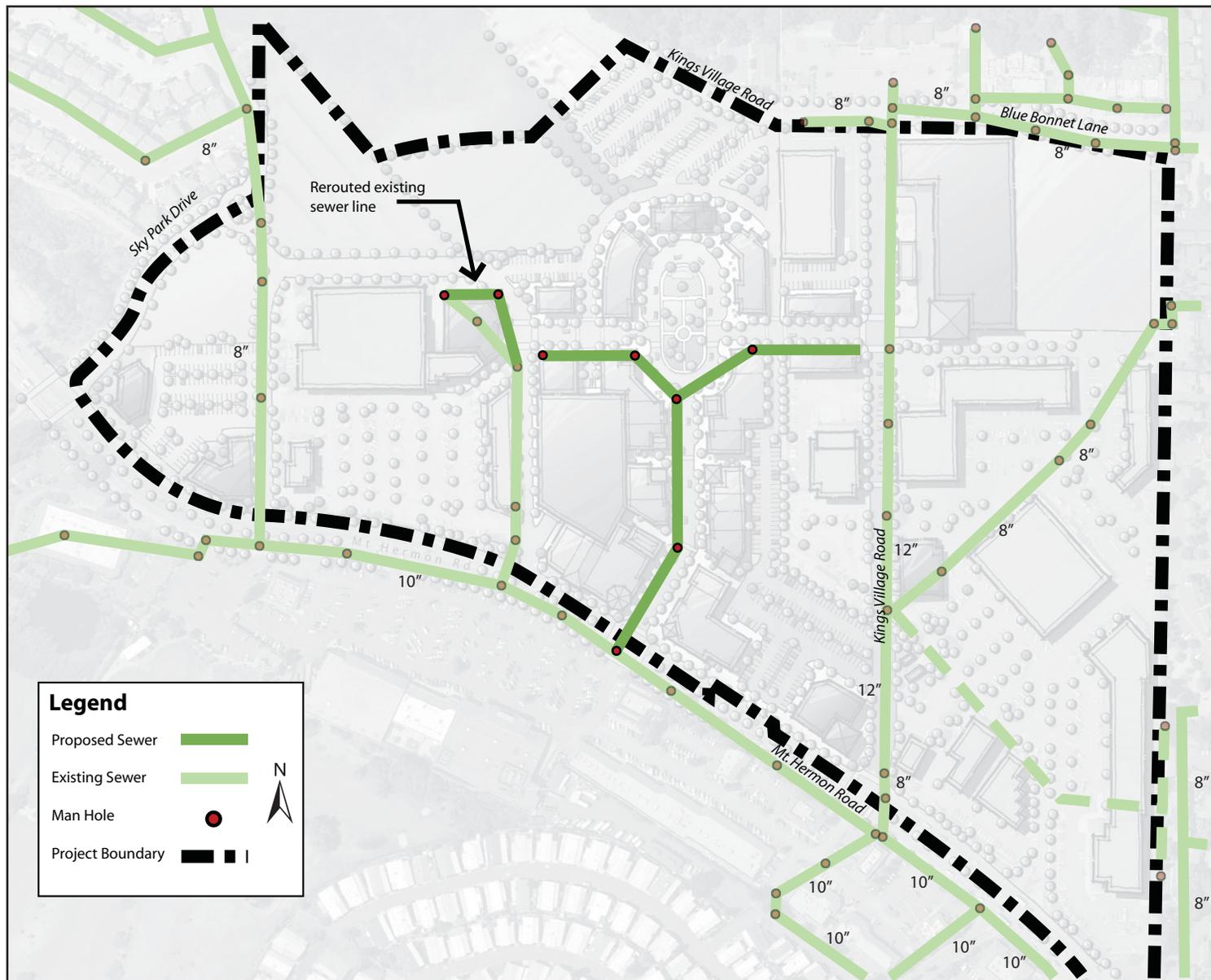
Proposed Water Infrastructure



Existing Sewer Infrastructure

Figure 2-9

Source: RRM Design Group, 2008.



Proposed Sewer Plan

Source: RRM Design Group, 2008.

**d. Storm Water Drainage.** Based on existing topography, the project site has been divided into two on site watershed areas and one upstream off site tributary area. Runoff from the developed portion of the site, known as the K-Mart Center, is currently supported by existing storm drain systems. Existing storm water conditions and constraints are discussed in detail in Section 4.7, *Hydrology and Water Quality*. Figure 2-11 illustrates the existing storm drain infrastructure in the Plan Area.

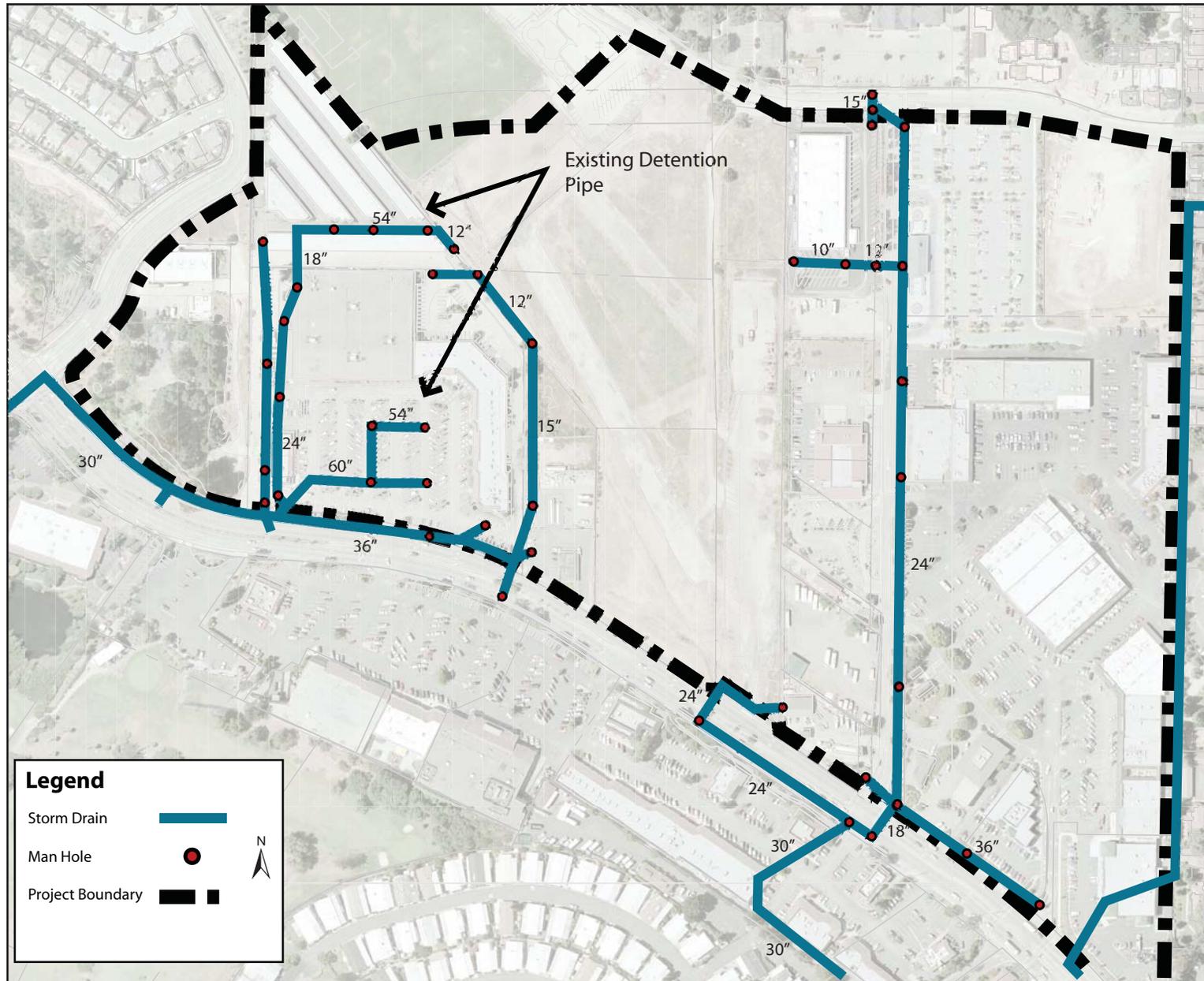
The proposed storm drainage system for the Specific Plan area (Figure 2-12) has been designed in an effort to minimize the impact of development and maintain the sustainable concepts promoted in the Specific Plan. The currently undeveloped portion of the site generates approximately 40 cubic feet per second (cfs) of runoff during a 100-year storm event. Skypark Park is located upstream of the Plan Area, and generates 17 cfs under similar conditions. The combined area drains approximately 57 cfs to a 24-inch storm drain line with a 32 cfs capacity that crosses Mt. Hermon Road and carries water away from the site. Proposed development of the site could increase the runoff from onsite to as much as 74 cfs. The quantity of runoff released to the city storm drain system will not exceed existing flows exiting the site. Additional flow generated by the development will need to be detained on site. Due to the limited capacity of the downstream system, required detention may exceed city requirements to minimize flooding.

The majority of runoff generated by the site should be channeled to a low impact detention system that doubles as a Subsurface Irrigation system for the field in the town center. This is storm water solution that has been developed in accordance with green building design and filters, detains, and reuses runoff water as irrigation. Based on the size of the field, the upper layer of gravel filled trays should detain approximately 7,200 cu. ft. of water and release around 2.2 cfs through percolation to the turf. The remaining volume of runoff water should be stored in underground pipes and pumped to the trays as irrigation water is needed. This should offset irrigation demand of the central green for a portion of the year.

The portion of the development downstream of the central green, should implement various other low impact storm water solutions. "Urban bio-swales", a sustainable solution described in Chapter 7, are recommended in sidewalk parkway locations where feasible along the main street that leads into the Plan Area off of Mt. Hermon Road. The urban bio-swales could detain moderate amounts of storm water runoff which will turn be helpful in irrigating the landscape strips. The proposed Plan also recommends were applicable, that rooftops be equipped with landscaping to help absorb rainwater. Rooftops should also be designed to capture rainwater. Any runoff water that exceeds the capacity of the downstream storm drain system and cannot be detained using low impact solutions will need to be stored and filtered using conventional methods.

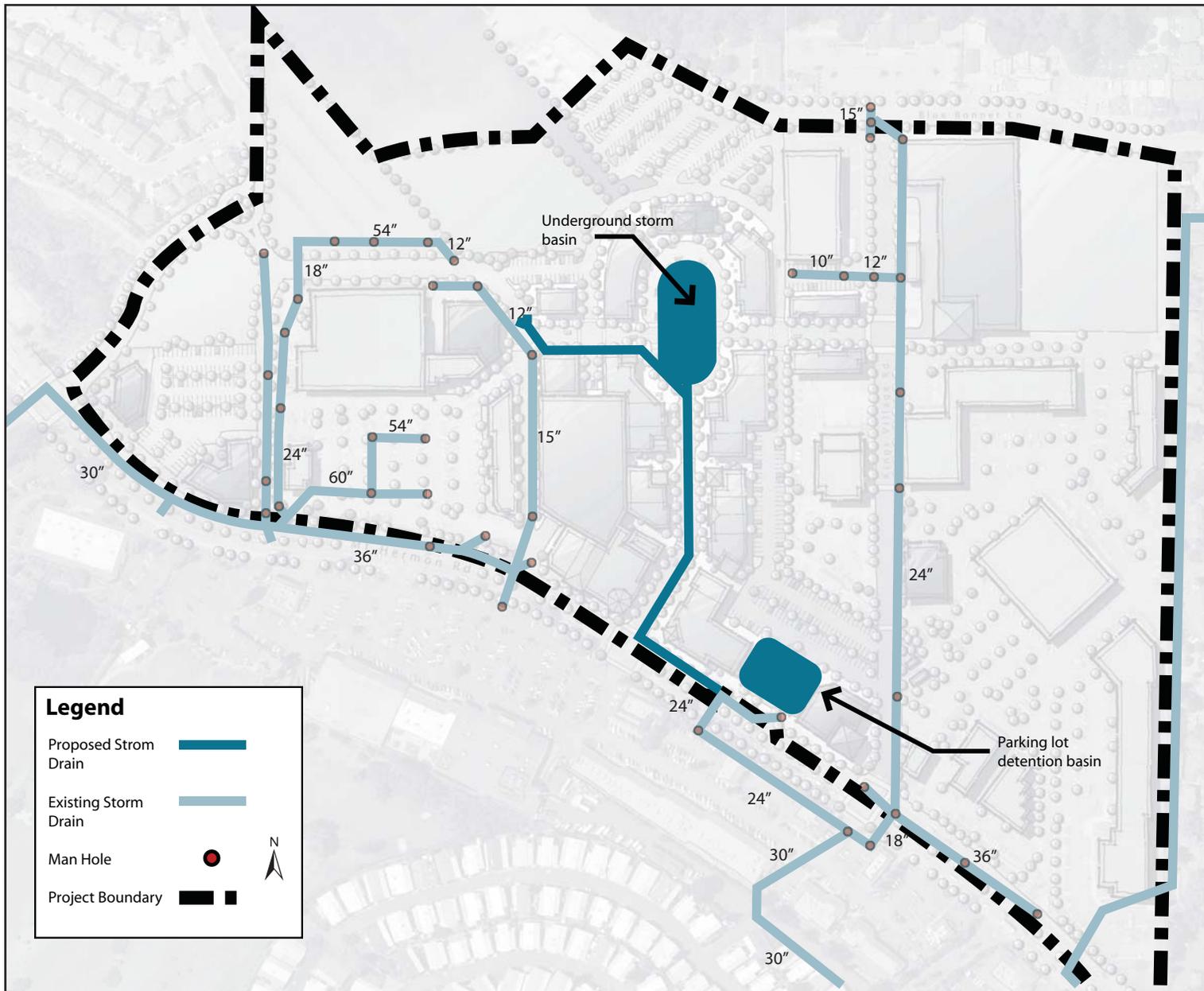
Impacts related to surface water runoff are analyzed in Section 4.7, *Hydrology and Water Quality*.





Existing Storm Drain Infrastructure

Source: RRM Design Group, 2008.



Proposed Storm Drain Infrastructure

Figure 2-12

Source: RRM Design Group, 2008.

### 2.4.7 Existing Facilities to be Relocated

A 1.2-acre portion of the vacant land at the northern part of the Plan Area, located south of the recreational fields and the skatepark, is currently being used as a dog park. It should be noted that this facility would be relocated to a new location at Shugart Park on Glenwood Drive (Westman, Interim Community Development Director, Personal Communication, 2008).

The two existing propane facilities could also be relocated. If relocated, the Suburban and AmeriGas facilities will be moved to the industrial-zoned area of the City, which borders approximately 1.3 miles of Highway 17, south of the Granite Creek off ramp (refer to Figure 2-13). Relocation of propane tanks would be coordinated with the Santa Cruz County Environmental Health Department (the applicable Certified Unified Program Agency) and the Scotts Valley Fire Protection District. Relocation of these two facilities would be permitted as if they were new facilities. Appropriate permits for above ground storage and hazardous materials business plan requirements would also be necessary. Also, depending on the quantity of propane at the facilities, they may need to adhere to the State of California Accidental Release Program (CAL ARP) requirements (Vardas, Personal Communication, 2008).

### 2.4.8 Specific Plan Implementation and Phasing

**a. Implementation.** Implementation of the Plan would require a coordinated program of public and private actions. Each of these actions would be carried out by the private sector as development occurs over time and by the City through additional policy initiatives, regulatory guidance, administrative programs, and capital investments. Monitoring of the effectiveness of the implementation program would be conducted commensurate with the City's established annual budget cycle.

Implementation of the Plan must involve both the public and private sectors to be effective. Public improvements lay a foundation for future private sector investment, encouraging property owners, merchants, and investors to do the same. While development of specific allowable land uses and creation of selected development standards envisioned for a Plan Area is often initiated by the public sector, the ultimate goal of this type of planning effort is to attract desired private investment.

A number of implementation steps are key to beginning the revitalization of the Specific Plan area. These include adoption of the proposed Specific Plan and development standards for this area and working with property owners and developers to assist in redevelopment of key sites in the area. By adopting the Specific Plan, significant incentives would be given to the City and potential developer/investors. The Specific Plan provides incentives in the form of:

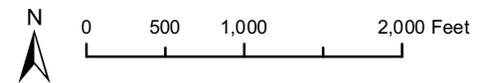
1. New Town Center Planned Development (PD) overlay that would allow new residential, commercial, and mixed-uses in selected areas based on a comprehensive assessment of market conditions. The new PD overlay zone would be supplemented by development standards that assist in achieving a higher quality of development thereby improving long term investment values.





Source: RRM Design Group, 2008 City of Scotts Valley, 2008 and Rincon Consultants, 2008. Map images copyright © 2008 ESRI and its licensors. All rights reserved. Used by permission.

-  Specific Plan Site
-  Existing Propane Facility
-  Industrial Light (Zoning Designation)



Propane Facilities Relocation

Figure 2-13  
City of Scotts Valley



2. Application of the City's Planned Development Permit process which rewards creative and high quality projects that support the goals of the plan while allowing some flexibility in meeting the development standards and guidelines required by the Plan. Flexibility to achieve the goals is a key ingredient in an incentive-based plan.

**b. Phasing and Timing.** Establishing a town center into an existing community is difficult, considering there are already alternative places to shop and dine, and yet to be successful, a town center needs to be a place of high activity within the market area. An attempt to phase the development slowly over time runs a high risk of disappointing early patrons of the area, and thus discouraging the word of mouth reputation that will bring higher volumes of customers.

The attraction of a town center would be the multiple opportunities it offers to the public to eat, drink, shop, and be entertained, all in combination with great public spaces. These features serve as amenities that in turn attract people who want to live in proximity in new housing opportunities, or work in proximity in new offices. For the whole package to be successful, a critical mass of the restaurants, cafes, shops and public spaces must be available simultaneously when the project first opens. There may still be later phases that add to these uses as well as add housing and office space, but a significant amount must be constructed and occupied at the outset.

Ideally, a single development entity with substantial financial resources and a stake in the full range of uses in the Plan Area would be important to implement the primary Town Center project. In such a situation, the initial internal subsidies required to build and open the project would be paid back in future years as revenue streams build up and as other more profitable uses, such as, for-sale housing, are added to the town center mix. It is also possible for the City of Scotts Valley to implement such a project with multiple developers involved, but it would create a need for significant coordination in leasing and tenancing the town center area to create a balanced and attractive mix of amenity commercial businesses, and would require mechanisms to harvest profits from later development for use in subsidizing the start-up of initial uses.

## 2.5 PROJECT OBJECTIVES

The State CEQA Guidelines requires that the EIR *Project Description* include a statement of objectives sought by the proposed project. The primary objectives of the proposed project are as follows:

1. *Create a pedestrian-friendly City Center with an integrated mix of land uses, woven together by attractive and cohesive buildings.*
2. *Create an entertainment hub of the City, within a variety of activities including movie theaters, restaurants, and other uses.*
3. *Establish a Civic Center and Town Green/Plaza that serves the needs of Scotts Valley citizens.*
4. *Create a place where businesses are eager to locate.*
5. *Focus pedestrian-oriented retail and entertainment uses in the Town Center core, while minimizing the amount of auto-oriented uses.*
6. *Provide for mixed uses, including residential development over all retail stores, to encourage affordable housing while reducing trips and related air emissions.*



## 2.6 REQUIRED APPROVALS

Implementation of the proposed project would require the following legislative and discretionary approvals from the City of Scotts Valley or other responsible agencies:

1. *Certification of the Town Center Specific Plan Final EIR by the City of Scotts Valley*
2. *Adoption of the Town Center Specific Plan by the City of Scotts Valley*
3. *Building permit approval by the City of Scotts Valley for individual developments*

The above list includes approvals known to be required for one or more components of the proposed Specific Plan. Other approvals may be required as individual future projects are proposed for the project area.

Subsequent CEQA Review of Development Consistent with the Specific Plan. Section 65457 of the California Government Code provides that once the EIR has been certified and the Town Center Specific Plan adopted, any development project, including any subdivision or zone change, which is undertaken to implement and is consistent with the specific plan is exempt from additional CEQA review. This exemption does not apply if, after the adoption of the specific plan, any of the events which would trigger preparation of a subsequent or supplemental EIR occur, including substantial changes in the project or circumstances under which the project is being undertaken requiring major revisions in the project, or new information becomes available which was not known at the time the EIR was certified. However, if a supplemental EIR is prepared covering the changes, new circumstances, or new information and is certified, the exemption will apply to the projects that then follow the specific plan.

