Scotts Valley Town Center
SPECIFIC PLAN

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ADOPTED
DECEMBER 2008

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introduction

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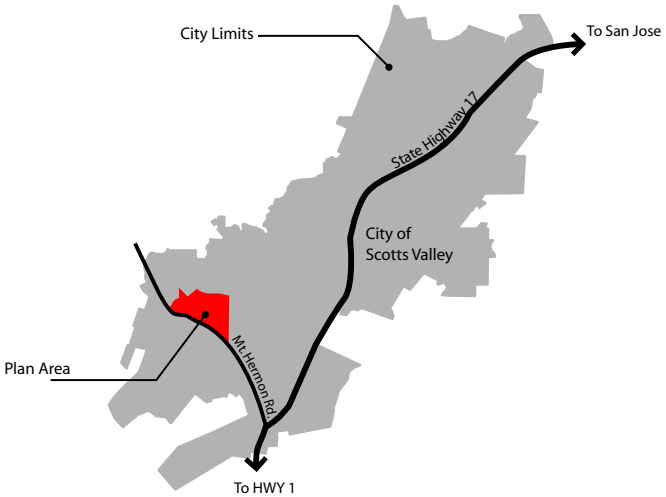
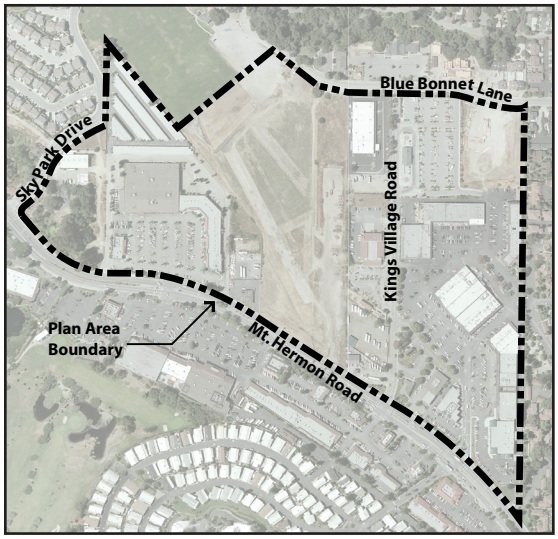
1.1 Introduction

The Scotts Valley Town Center Specific Plan (the Plan) is a document designed to guide the development of a mixed-use node that will become the heart of the city. The planning and design of the Town Center Plan Area (Plan Area) has been through multiple iterations over the past few years; those efforts along with the most recent public outreach and stakeholder meetings supported the evolution of the Town Center into the Vision Plan represented in this document. The Plan is the culmination of an effort led by the City of Scotts Valley to develop and intensify the Plan Area by developing a unique balance of commercial, civic, and residential uses that will attract visitors both locally and regionally. The Plan Area encompasses approximately 58 total acres which includes 15 acres of vacant land centrally located on the site, surrounded by a mix of retail and civic uses. The Plan Area is generally bounded by Mt. Hermon Road to the south, Skypark Drive to the west, Blue Bonnet Lane to the north, and a residential development just west of Scotts Valley Drive to the east. The Plan Area will not include any of the land currently used as soccer fields resulting in no loss of park lands.





Project Vicinity and Boundary Maps

An Opportunities and Constraints Plan was developed early in the planning process to uncover the Plan Area's potential and act as a foundation from which to draft the Plan. The Opportunities and Constraints Plan was used as a source to foster input from the City, the Skypark Sub Committee, and key stakeholders. Through a series of public outreach meetings and workshops, a Vision Plan was developed that embodies the mixed-use Town Center for the Plan Area.

The 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 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, sense of place, and destination for Scotts Valley. This Plan recommends an appropriate mix of land uses, urban design concepts, and architectural design guidelines to guide implementation of the "vision."

introduction

This Plan was drafted using the goals and objectives of the City's General Plan and used the standards and regulations of the City's Municipal Code as a guide. An EIR has been prepared to evaluate potential environmental impacts of future development in the Plan Area, with instruction on how to mitigate those impacts.

The Plan has been organized as follows:

Chapter 1 (Introduction) contains a project background and a detailed description of the existing conditions in the Plan Area that includes a thorough market and traffic analysis.

Chapter 2 (Vision and Guiding Principles) describes the vision for the Plan Area and is supported by the Vision Poster, made up of plan illustratives, street sections, a birds eye view of the proposed site plan, and sustainable design principles.

Chapter 3 (Land Use Regulations and Standards) outlines the allowable uses in the Plan Area and the development standards associated with each type of use.

Chapter 4 (Circulation Plan) deals with the circulation pattern throughout the Plan Area for all modes of transportation including walking and biking paths. The plan places emphasis on pedestrian circulation, consolidated parking, and a connection to surrounding uses. This chapter also includes street sections depicting the proposed street improvements in the Plan Area.

Chapter 5 (Architectural Design Guidelines) provides an outline of guidelines that define and illustrate the desired architectural character and expected quality of architecture in the Plan Area.

Chapter 6 (Landscape and Streetscape Guidelines) contains the guiding urban design concepts of the plan including the landscape and streetscape treatments that help shape the unique identity of the Plan Area.

Chapter 7 (Sustainable Design Plan) summarizes the importance of sustainable planning and "green" design methods and the measures that have been included in this specific plan to reduce the potential impact of development within the Plan Area.

The final two chapters in the Plan (**Chapter 8** - Infrastructure and Utilities, and **Chapter 9** - Implementation) are intended to provide a framework to successfully implement the Plan and ensure its objectives are integrated effectively with the goals of existing documents, including the City's General Plan and Municipal Code.

1.2 Plan Area Setting

This chapter establishes an understanding of the current conditions in the Scotts Valley Town Center Specific Plan Area (Plan Area). It begins with a review of the built environment in the study area, a brief look at its history, and a description of the existing land use zoning designations within the Plan Area. Uncovering the existing opportunities and constraints in the Plan Area included research of existing circulation, access, visual conditions, land uses, utilities, "as-built" plans and existing infrastructure information for sanitary sewer service, water service, storm water management, dry utilities and roadways.

A view looking north at the site off of Mt. Hermon Road

The Scotts Valley Town Center Specific Plan (The Plan) was developed using a comprehensive market analysis as the foundation from which the land use and policy recommendations were derived. The market study includes research on the 2007 market conditions as well as the potential market demand for particular uses in the area. The overall approach to the traffic and parking analysis recognizes the special issues associated with redevelopment areas. While the area is currently generating traffic, the vision is to intensify the Plan Area by establishing a unique and attractive pedestrian-oriented Town Center.

Looking north from southern edge of the site along Mt. Hermon Road

1.2.1 Demographic & Economic Conditions

The following is a summary of key 2007 demographic and economic conditions that will influence the realistic range of future development opportunities in the Specific Plan Area:

- Scotts Valley is relatively built-out within its existing boundaries. As a result, population growth in Scotts Valley has slowed, with the last five years accounting for only 10 percent of the 1,500 residents added in the city over the last decade.
- Economics Research Associates (ERA) defined a primary and secondary market area likely to be serviced by any commercial development within the Specific Plan area (see Specific Plan Primary and Secondary Market Areas - ***Figure 1.1***). In 2006, the primary market area contained over 46,000

residents and almost 17,500 households (roughly 2.5 residents per household) with a median income of over $86,000. The secondary market contained roughly 64,000 households with a median annual household income of almost $62,500.

- In 2006, the residents of the primary market area spent over $460 million on retail goods, for an average per capita spending of almost $26,500. The largest of these expenditures was spent on grocery store items, which generated $131 million in sales. The secondary market area spent over $1.2 billion on retail goods, for an average per capita spending of almost $19,500. While not all of this was captured within the city, Scotts Valley has the potential to attract significant retail spending over time.
- Historically, Scotts Valley has been considered a destination location for community and neighborhood serving retail and small office tenants. As a result, it has been difficult to attract large national tenants with a more regional draw into this market.

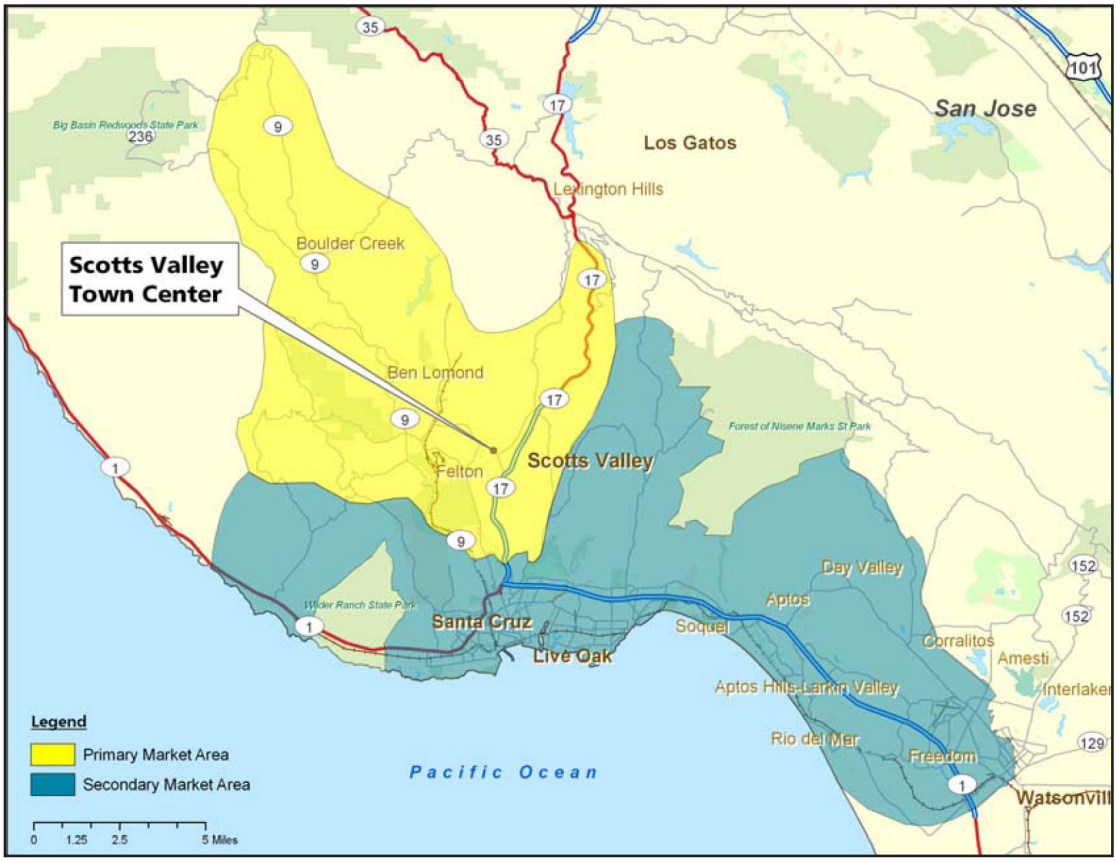


Figure 1.1 - Specific Plan Primary and Secondary Market Areas

1.2.2 Physical Conditions

The following is a summary of key existing site conditions that will influence the realistic range of future development opportunities in the Specific Plan Area:

- The access roads into the Santa Cruz Mountains through Scotts Valley play a major role in the economic prosperity of the Specific Plan Area. Because the stretch of Highway 9 from Felton to Santa Cruz is twisted and slow, the residents of the upper San Lorenzo Valley often cut over Mt. Hermon Road to Highway 17 rather than take Highway 9 when traveling to Santa Cruz and other coastal locations. This travel pattern results in approximately 30,000 car trips per day on Mt. Hermon Road. Furthermore, a large portion of residents in that area often backtrack down Highway 9 and traverse Mt. Hermon Road in order to go north on Highway 17 to reach jobs and other destinations in Santa Clara County.
- The Specific Plan Area is made up of multiple parcels with multiple owners. The largest privately owned pieces are controlled by two main owners, who both have functioning retail centers within the city limits. The current ownership structure will make it difficult to build a unified project within the entire Plan Area unless consensus can be achieved on the types of tenants and the design of future buildings.

Looking east at the Transit Center

Facing west toward the Skypark neighborhood

1.2.3 Existing Zoning and Land Uses

Prior to the adoption of the Scotts Valley Town Center Specific Plan, the Plan Area included four zoning designations: Commercial Service (CS), Commercial Shopping Center (CSC), Public/Quasi Public (P), and Residential Very High Density (R-VH) (see ***Figure 1.2***). 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, propane facilities along the southern edge, and approximately 15 acres of vacant land. This zone surrounds a CSC 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 CSC 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, library and a parking lot that supports those uses. Also on the site are the Bus Depot/Transit Center and Scotts Valley Post Office within the P zone.

1.2.4 Adjacent Zoning and 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 and Senior 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 (OS) 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 (CP), CS, and CSC 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.

Scotts Valley Recreation Center

Scotts Valley Community Center

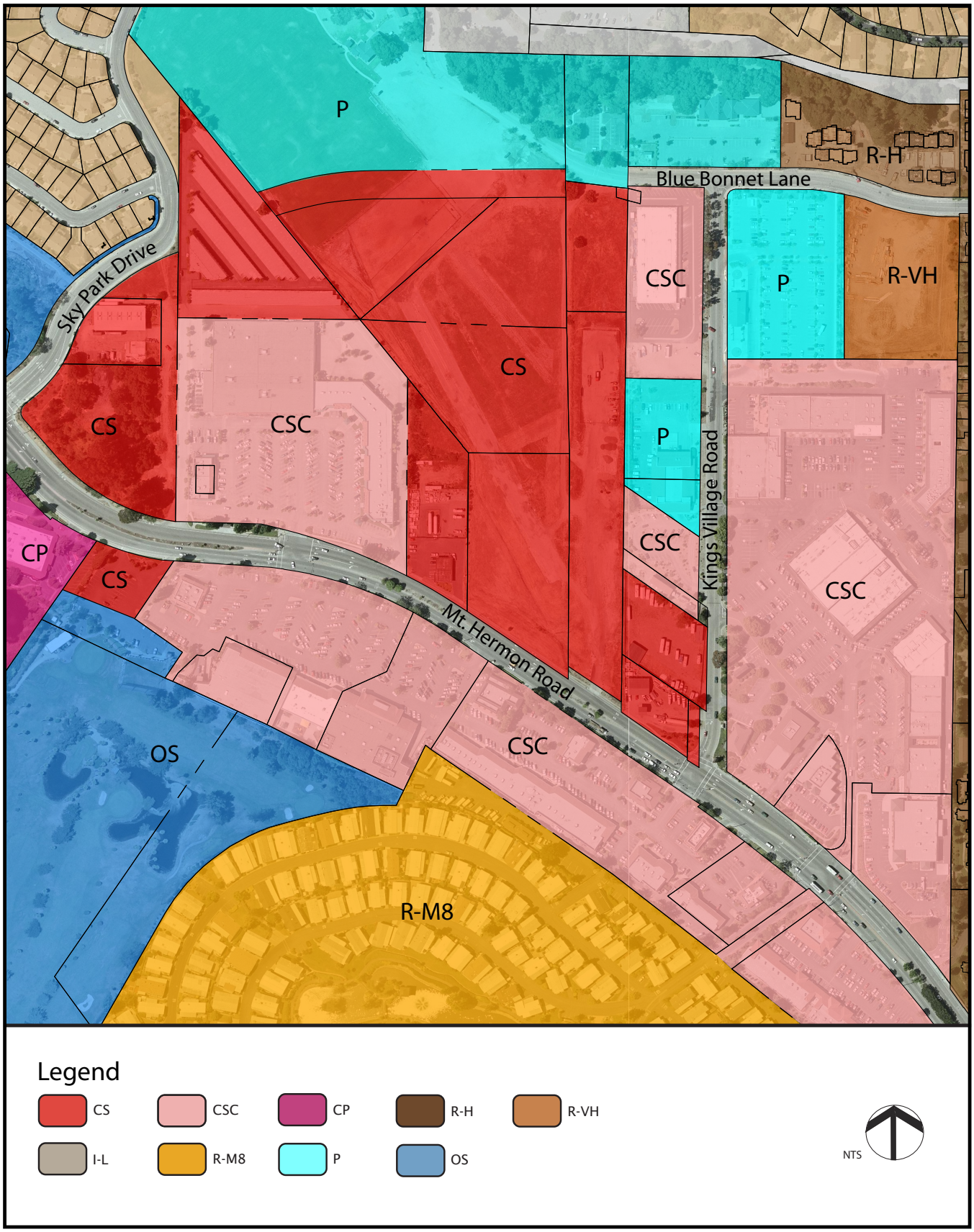


Figure 1.2 - Existing Zoning and Land Use Map

1.2.5 Opportunities and Constraints

The Opportunities and Constraints Map in ***Figure 1.3*** illustrates the potential for establishing strong connections throughout the site and to surrounding uses. The map depicts the potential access points to the site and areas that can be enhanced. Also included on the map are areas that require further study through the environmental review and traffic analysis. The site is located in an ideal location to act as the "Town Center" given its close proximity to a variety of uses and services, all within walking distance.

Legend

- Specific Plan Area Boundary
- Potential Wetland
- Skypark Restoration Area
- Vehicular/Bicycle/Pedestrian Connection Opportunity
- Existing Pedestrian Connections
- Streetscape Improvements
- Existing Traffic Signal
- Gateway Opportunity
- View Corridors
- Retaining Wall
- Dangerous Curve
- Potentially Significant Landscaping

Opportunities

1. Currently there is approximately 1,100' between the traffic signals. A distance of 500' is optimal.
2. Consolidate driveways on either side of Mt Hermon Rd.
3. An effective access to the Town Center can be located opposite the existing driveway adjacent the Washington Mutual.
4. Internal connection opportunity between the adjacent shopping areas and project area to reduce the traffic impact on Mt. Hermon Rd.
5. Opportunity for a vehicular connector from Kings Village Rd to Skypark Dr to provide a direct connection to the Transit Center.
6. Along Skypark Drive, traffic control improvements such as a round-about could reduce traffic speeds while allowing new connections to the Town Center plan area.

NTS June 26, 2007

Scotts Valley Town Center Specific Plan | Opportunities & Constraints Map

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Figure 1.3 - Opportunities and Constraints Map

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1.3 Market Conditions

Early in the planning process, Economic Research Associates (ERA) performed an existing conditions market analysis to establish the economic parameters to test the viability of the alternative Town Center plans developed for the heart of Scotts Valley. Initially it was important to conduct market research to determine potential primary uses that could thrive in the Town Center. Considering that retail and restaurants tend to be the primary attractions for pedestrians in a Town Center, those uses were important to factor into the equation. It was also necessary to estimate the rents and sales prices to support those uses, thus sufficient research was also conducted into the markets for office uses, for-sale residential products, and rental apartments. The following is a summary of the market study research and findings.

1.3.1 Retail Market Overview

Demographic Characteristics of the Region

The first task in ERA's review of the local retail potential included examining the demographic profile in the local region. In addition to looking at historic and projected population trends in the region, ERA also analyzed household income and consumer spending behavior in the primary and secondary market areas.

As presented in ***Table 1.1***, between 1996 and 2006, the City of Scotts Valley added over 1,500 residents at an average rate of 1.4 percent per year. In fact, compared with Capitola, which decreased by 0.2 percent per year, and Santa Cruz which grew by only one percent per year, Scotts Valley maintained the fastest growth rate among cities in northern Santa Cruz County across the ten year period. However, population growth in Scotts Valley has been much more dependent upon the availability of new housing development, and the growth was far from even, with the first five years accounting for almost 90 percent of Scotts Valley's total population growth over the last decade. Between 2002 and 2006, the City of Scotts Valley increased by less than one percent, adding only 104 new residents. Not unique to Scotts Valley, all of Santa Cruz County is constrained by existing development and difficulty in getting new projects approved. In general, growth has been sporadic and slow overall in most of the surrounding region. Capitola, which had already been experiencing a drop in its population during the first part of the decade, saw an even faster decline in its residential growth rate, decreasing by almost 0.5 percent per year. Moreover, Santa Cruz County as a whole saw population growth slow from a rate of 1.2 percent per year before 2002 to 0.4 percent per year since that time. In fact, while the county added almost 15,000 residents between 1996 and 2001, over the last four years, it has only increased by 4,300 individuals. The single largest city, Santa Cruz, grew at a rate of one percent per year across the period, adding roughly the same number of residents after 2001 as it had before.

Table 1.1
Scotts Valley Regional Historic Population Trends
1996 - 2006

City/County	1996	2000	2001	2002	2003	2004	2005	2006	1996 -2001 CAGR	1996 -2001 Abs. Increase	2002 - 2006 CAGR	2002 - 2006 Abs. Increase
Scotts Valley	10,100	11,350	11,448	11,502	11,560	11,546	11,576	11,606	2.5%	1,348	0.2%	104
% of County	*4.2%*	*4.4%*	*4.5%*	*4.5%*	*4.5%*	*4.5%*	*4.4%*	*4.8%*				
Capitola	10,100	10,000	10,092	10,087	10,080	10,012	9,927	9,945	-0.02%	-8	-0.4%	-142
% of County	*4.2%*	*3.9%*	*3.9%*	*3.9%*	*3.9%*	*3.9%*	*3.8%*	*4.1%*				
Santa Cruz	51,700	54,500	54,456	54,650	55,341	56,056	56,470	56,925	1.0%	2,756	1.0%	2,275
% of County	*21.3%*	*21.4%*	*21.2%*	*21.2%*	*21.4%*	*21.6%*	*21.7%*	*23.5%*				
Santa Cruz County	242,300	255,100	257,172	258,031	258,396	259,077	260,339	262,351	1.2%	14,872	0.4%	4,320

Source: California Department of Finance

Looking forward, the cities of Scotts Valley, Capitola and Santa Cruz will continue to grow fairly slowly at less than one percent per year according to projections by the Association of Monterey Bay Area Governments (AMBAG, see ***Table 1.2***). Following current population growth trends, the City of Santa Cruz will see the fastest growth over the next 25 years, increasing to almost 64,000 residents by 2030. While not as large in absolute numbers, AMBAG projects the total population in Scotts Valley to grow to over 14,000 residents, an increase of almost 23 percent since 2006.

Averaging roughly 2.5 persons per household in Scotts Valley and Santa Cruz and roughly 1.8 persons per household in Capitola over the next 25 years, the combined population in these three cities will support almost 38,000 housing units in the region, an increase of over 4,600 new households. Scotts Valley alone may contain over 5,700 households by 2030 according to AMBAG, adding over 1,000 new households over the next 25 years.

Table 1.2
Scotts Valley Regional Population & Household Projections
2010 - 2030

City	2010	2015	2020	2025	2030	2010 - 2020 CAGR	2010 - 2020 Abs. Increase	2010 - 2020 CAGR	2010 - 2020 Abs. Increase
Population									
Scotts Valley	13,667	13,864	14,062	14,169	14,275	0.3%	395	0.2%	213
Capitola	10,978	11,041	11,104	11,120	11,136	0.1%	126	0.03%	32
Santa Cruz	57,768	58,846	59,924	61,956	63,987	0.4%	2,156	0.7%	4,063
Housing Units									
Scotts Valley	5,494	5,575	5,656	5,699	5,742	0.3%	162	0.2%	86
Capitola	6,054	6,088	6,121	6,127	6,132	0.1%	67	0.02%	11
Santa Cruz	23,321	23,916	24,510	25,296	26,082	0.5%	1,189	0.6%	1,572

Source: AMBAG 2004 Forecasts

Primary & Secondary Market Areas

Focusing primarily on the market for retail uses, ERA established primary and secondary market areas and examined the demographic profile of each. The access roads into the Santa Cruz Mountains through Scotts Valley play a major role in the economic prosperity of retail establishments in the city. Because the stretch of Highway 9 from Felton to Santa Cruz is so twisted and slow, the residents of the upper San Lorenzo Valley often cut over Mt. Hermon Road to Highway 17 rather than take Highway 9 when traveling to Santa Cruz and other coastal locations. This travel pattern results in approximately 30,000 car trips per day on Mt. Hermon Road. Furthermore, a large portion of residents in the mountain area often backtrack down Highway 9 and traverse Mt. Hermon Road in order to go north on Highway 17 to reach jobs and other destinations in Santa Clara County. Retail developers recognized these patterns and established a major concentration of retail space at an intercept point along Mt. Hermon Road. As a result, the primary market for Scotts Valley includes not only the people living within the city limits, but the residents of the upper portions of the San Lorenzo Valley as well (see ***Figure 1.1***) A secondary market area was defined by a similar 25-minute drive time from the future site of the Scotts Valley Town Center, but did not include any outlying suburbs over the summit in Santa Clara County because those residents tend to first travel downhill to Santa Clara County destinations for retail shopping. The demographic characteristics of the primary and secondary market areas are presented in ***Tables 1.3 and 1.4***.

Table 1.3
Primary & Secondary Market Overview
Scotts Valley, California
2006 - 2011

	Primary Market Area			Secondary Market Area		
	2006	2011	Change	2006	2011	Change
Population	46,217	46,289	72	176,452	177,262	810
Households	17,406	17,446	40	63,652	63,793	141
Avg. Household Size	2.53	2.53	0	2.66	2.67	0
% Owners	68.6%	75.4%	6.8%	51.5%	55.8%	4.3%
Median Household Income	$86,361	$105,163	$18,802	$62,586	$74,210	$11,624
Median Age	41	42	1	34.7	35.3	1
% Unemployed	3.1%	n/a	n/a	4.0%	n/a	n/a

Source: ESRI Business Solutions

Table 1.4
Primary & Secondary Market Overview
Scotts Valley, California
2006

	Primary Market Area	Secondary Market Area
Population	46,217	176,452
Households	17,406	63,652
Avg. Household Size	2.53	2.66
% Owners	68.6%	51.5%
Median Household Income	$86,361	$62,586
Retail Expenditures:		
Apparel & Services:		
Total Spent	$56,197,086	$159,984,510
Avg Spent per Capita	$3,229	$2,513
Computers & Accessories		
Total Spent	$7,766,919	$22,495,548
Avg Spent per Capita	$446	$342
Entertainment/Recreation:[1]		
Total Spent	$66,244,413	$177,035,944
Avg Spent per Capita	$3,806	$2,781
Food at Home:		
Total Spent	$130,838,947	$376,480,333
Avg Spent per Capita	$7,517	$5,915
Food away from Home:		
Total Spent	$92,143,679	$263,624,791
Avg Spent per Capita	$5,294	$4,142
TV/Video/Sound Equipement:		
Total Spent	$29,362,676	$83,759,208
Avg Spent per Capita	$1,687	$1,316
Health Care		
Total Spent	$19,237,569	$51,856,973
Avg Spent per Capita	$1,105	$815
HH Furnishings & Equip:		
Total Spent	$58,470,074	$104,638,181
Avg Spent per Capita	$3,359	$1,644
Total Related Retail Expenditures		
Total Spent	$460,261,363	$1,239,875,488
Avg Spent per Capita	$26,443	$19,479

[1] Does not include expenditures for TV/Video/Sound Equipment

Source: BLS Consumer Expenditure Surveys 2001, 2002, and 2003 , ESRI Business Solutions

In 2006 the primary market area contained over 46,000 residents and almost 17,500 households (roughly 2.5 residents per household). Further, almost 70 percent of the households owned their home that year. The median income was over $86,000. Over the next five years, ESRI (ESRI is a National Demographic Data base compiled using a Geographic Information System) also projects that total population and households in the primary market area will grow by less than one percent. ESRI projections indicate that by 2011 the total population in the primary market area will increase by only 72 residents, with households, similarly, increasing by only 40. Over the next five years the most notable increases will come in ownership rates and median household income. By 2011 ownership rates in the primary market area will increase to over 75 percent, and median household incomes will jump by almost $20,000 to $105,000 per year.

In 2006 the secondary market contained almost four times as many residents as the primary market. In other words, within the same 25-minute driving distance as the upper San Lorenzo Valley there are almost 176,500 additional individuals. Similarly, the secondary market contained three to four times more households than the primary market at almost 64,000 households (with roughly 2.67 persons per household). Of the 64,000 households, 51 percent owned their home. The median household income was somewhat lower at around $62,500 per year. Similar to the primary market area, over the next five years the number of residents and households in the secondary market area will grow by less than one percent, standing at roughly 177,000 and 64,000 respectively. While not as large as the growth in the primary market area, ownership rates will also increase by four percent to 56 percent, with annual median household income going up by $11,600 to over $74,000.

Using Consumer Expenditure Surveys from the Bureau of Labor Statistics (BLS), ERA also examined retail spending habits found in the primary and secondary market areas (***see Table 1.4***). It is important to note that not all dollars spent by a resident within a particular market area occurred in that market area. Thus, total expenditures analyzed in an area do not represent a capture of those dollars for that specific region.

In 2006 the residents of the primary market area spent over $460 million on retail goods for an average per capita spending of almost $26,500. The largest of these expenditures was spent on grocery store items, which generated $131 million in sales for a per capita spending amount of $7,500. Another $5,300 per capita was spent on food away from home.

During the same year, the secondary market area spent over $1.2 billion on retail goods for an average per capita spending of almost $19,500. Similar to the primary market area, residents in the secondary market area spent the most on groceries, averaging roughly $6,000 per capita, and another $4,100 on food away from home.

Analysis of Per Capita Taxable Sales, Capture & Leakage

In ERA's review of the retail market in Scotts Valley, total taxable sales were examined for the city and the region (see ***Tables 1.5*** to ***1.7***). Over the last 10 years the City of Scotts Valley has captured roughly nine percent of the county's total taxable sales. Further, since 1995, sales in the city have grown by $34 million, totaling over $130 million in 2005. However, as the Pacific Avenue mall rebuilt after the Loma Prieta earthquake and as other larger-format retail was developed near Highway 1, the City of Santa Cruz has led the region in total taxable sales, growing from 26 percent of the county's total sales in 1995 to almost 50 percent in 2005. In total, this growth amounted to an increase of almost $300 million in taxable sales across a ten year period at an average annual growth rate of roughly six percent. Capitola, home to the County's most significant regional retail center, has maintained a capture rate of just under a third of the County's total.

Table 1.5
Historic Taxable Retail Sales Trends, By Region
1995 - 2005
(In thousands of nominal dollars)

								1995 - 2000		2000 - 2005	
Region	1995	2000	2001	2002	2003	2004	2005	CAGR	Abs. Increase	CAGR	Abs. Increase
Scotts Valley	$98,737	$126,845	$125,961	$119,396	$123,758	$121,419	$133,290	2.5%	$28,108	1.1%	$6,445
% of Santa Cruz County	*7%*	*9%*	*9%*	*8%*	*9%*	*9%*	*9%*				
Capitola	$320,603	$431,985	$434,650	$436,089	$434,439	$443,246	$451,112	3.0%	$111,382	1.6%	$19,127
% of Santa Cruz County	*23%*	*31%*	*31%*	*31%*	*31%*	*31%*	*32%*				
Santa Cruz	$374,811	$655,938	$653,036	$627,111	$635,365	$649,480	$674,873	5.8%	$281,127	2.2%	$18,935
% of Santa Cruz County	*26%*	*46%*	*46%*	*44%*	*45%*	*46%*	*48%*				
Santa Cruz County	$1,414,614	$2,123,207	$2,141,547	$2,106,775	$2,140,788	$2,170,658	$2,295,011	4.1%	$708,593	2.8%	$171,804

Sources: California Board of Equalization

Table 1.6
Santa Cruz County Per Capita Retail Expenditures, By Category
1995 - 2005

Category	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Avg. Ann. 1995-2000	Avg. Ann. 2000-2005
Apparel	$250	$263	$269	$266	$265	$316	$316	$307	$304	$326	$351	$271	$320
General Merchandise	$1,062	$1,097	$1,196	$1,095	$1,281	$1,347	$1,347	$1,364	$1,386	$1,417	$1,435	$1,180	$1,382
Food Stores	$506	$525	$549	$541	$586	$617	$656	$643	$649	$661	$688	$554	$652
Eat & Drink Places	$851	$893	$982	$923	$1,033	$1,101	$1,134	$1,119	$1,125	$1,179	$1,198	$964	$1,143
Household	$181	$197	$302	$258	$340	$393	$365	$375	$391	$428	$445	$278	$400
Building Materials	$623	$681	$812	$767	$912	$941	$923	$942	$987	$795	$919	$789	$918
Automotive	$867	$946	$1,105	$946	$1,217	$1,369	$1,402	$1,279	$1,246	$1,302	$1,337	$1,075	$1,322
Service Stations	$450	$502	$468	$500	$500	$592	$588	$560	$617	$661	$765	$502	$630
Other	$1,108	$1,162	$1,341	$1,243	$1,480	$1,648	$1,596	$1,576	$1,581	$1,609	$1,678	$1,330	$1,615
Total	$5,897	$6,266	$7,022	$6,539	$7,613	$8,323	$8,327	$8,165	$8,285	$8,378	$8,815	$6,943	$8,382
Santa Cruz County Pop.	239,900	242,300	245,200	248,400	251,600	255,100	257,172	258,031	258,396	259,077	260,339		

Sources: California Department of Finance, California Board of Equalization

Table 1.7

Scotts Valley Per Capita Retail Expenditures, By Category
1995 - 2005

Category	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Avg. Ann. 1995-2000	Avg. Ann. 2000-2005
Apparel	$125	$123	$126	$114	$101	$116	$92	$87	$100	$118	$133	$118	$108
General Merchandise	$921	n/a	$1,684	$1,666	$1,682	$1,808	$2,027	$1,959	$2,236	$2,127	$2,251	$1,552	$2,068
Food Stores	$1,059	$1,120	$1,163	$1,078	$1,124	$1,094	$1,296	$1,269	$1,258	$1,281	$1,394	$1,106	$1,265
Eat & Drink Places	$1,242	$1,316	$1,186	$1,271	$1,229	$1,318	$1,370	$1,278	$1,352	$1,396	$1,422	$1,260	$1,356
Household	$104	$106	$161	$266	$263	$340	$211	$240	$202	$195	$194	$207	$231
Building Materials	$666	$611	$646	$609	$696	$763	$662	$727	n/a	n/a	n/a	$665	$717
Automotive	$1,744	$1,815	$1,713	$1,854	$1,859	$1,588	$1,164	$951	n/a	n/a	n/a	$1,762	$1,234
Service Stations	$1,378	$1,546	$1,456	$1,172	$1,292	$1,520	$1,463	$1,327	$1,433	$1,510	$2,022	$1,394	$1,546
Other	$2,761	$3,819	$2,503	$2,175	$1,987	$2,629	$2,719	$2,543	$4,125	$3,887	$4,098	$2,646	$3,333
Total	$9,999	$10,456	$10,639	$10,204	$10,233	$11,176	$11,003	$10,380	$10,706	$10,516	$11,514	$10,451	$10,883
Scotts Valley Population	*9,875*	*10,100*	*10,400*	*10,850*	*11,100*	*11,350*	*11,448*	*11,502*	*11,560*	*11,546*	*11,576*		

[1] Taxable Sales data not available for 2003 to 2005

Sources: California Department of Finance, California Board of Equalization

In order to determine the historic capture or leakage of retail dollars out of the city, ERA also compared per capita taxable sales in Santa Cruz County with that in Scotts Valley. Over the last 10 years, taxable sales have grown in Santa Cruz County (see ***Table 1.6***). In fact, over the last five years, average taxable sales in the county have grown in every retail category. The City of Scotts Valley, meanwhile, has seen sizable growth in several retail categories, although the number of businesses in the building materials and automotive sectors have dropped below what the state Board of Equalization is willing to report (see ***Table 1.7***).

If all retail needs of residents were captured within their home communities, one would expect each community to have a per capita retail capture profile that was similar to the county average. As presented in ***Table 1.8***, the City of Capitola, with its small population, and the Capitola Mall which attracts shoppers from throughout the county, enjoyed a retail capture that is five times the county average. In most categories, Scotts Valley too is a net importer of retail spending, although to a much lesser extent than Capitola (i.e., about 30 percent larger than the county average capture). The detail presented in ***Table 1.9***, shows that the City of Scotts Valley did not see a leakage in total taxable sales dollars. In fact, in both 2004 and 2005, Scotts Valley averaged over $2,000 more in total per capita taxable sales than the county as a whole (due in part to the shoppers from the San Lorenzo Valley visiting the retail stores along Mt. Hermon Road). However, while total per capita sales were higher than the county average, Scotts Valley did see a specific leakage in apparel and household good retail sales of over $200 per person. Though the economic study does not show a leakage in eating and drinking places, the community outreach showed a strong desire and need for more eating and drinking establishments in Scotts Valley.

Market Area Retail Competition

Table 1.8
Regional Per Capita Retail Expenditures, By Category
2005

Category	Scotts Valley	Capitola	Santa Cruz	Santa Cruz County
Apparel	$133	$3,815	$534	$351
General Merchandise	$2,251	$11,264	$2,179	$1,435
Food Stores	$1,394	$2,329	$762	$688
Eat & Drink Places	$1,422	$4,681	$497	$1,198
Household	$194	$1,748	$497	$445
Building Materials	n/a	$2,746	$755	$919
Automotive	n/a	$10,903	$1,878	$1,337
Service Stations	$2,022	$1,876	$890	$765
Other	$4,098	$6,082	$2,149	$1,678
Total	$11,514	$45,443	$11,951	$8,815

Sources: California Department of Finance, California Board of Equalization

Table 1.9
Scotts Valley Per Capita Taxable Retail Sales Leakage
2004 - 2005

	2004				2005			
Category	Scotts Valley	Santa Cruz County	Per Capita Sales Leakage	Percent	Scotts Valley	Santa Cruz County	Per Capita Sales Leakage	Percent
Apparel	$118	$326	$208	64%	$133	$351	$218	62%
General Merchandise	$2,127	$1,417	None	0%	$2,251	$1,435	None	0%
Food Stores	$1,281	$661	None	0%	$1,394	$688	None	0%
Eat & Drink Places	$1,396	$1,179	None	0%	$1,422	$1,198	None	0%
Household	$195	$428	$233	54%	$194	$445	$251	56%
Building Materials	n/a	$795	n/a	n/a	n/a	$919	n/a	n/a
Automotive	n/a	$1,302	n/a	n/a	n/a	$1,337	n/a	n/a
Service Stations	$1,510	$661	None	0%	$2,022	$765	None	0%
Other	$3,887	$1,609	None	0%	$4,098	$1,678	None	0%
Total	$10,516	$8,378	None	0%	$11,514	$8,815	None	0%

[1] Taxable Sales data not reported by the State for Building Materials & Automotive Sales not available in 2004 to 2005 to preserve confidentiality of retailers (i.e. there are too few businesses in that category)

Sources: California Department of Finance, California Board of Equalization

As displayed in ***Figure 1.4*** and the corresponding ***Table 1.10***, ERA reviewed the other significant shopping centers in the local market area. Within the primary and secondary market areas there are 16 shopping centers that maintained at least 10,000 square feet or had at least one grocery store. Six of these stores are located in Scotts Valley, four along Mt. Hermon Road. (Scotts Valley Square, Kings Village, Scotts Village, and Graham Plaza) and two along Scotts Valley Rd. (Camp Evers and Scotts Valley Junction). Of the six shopping centers in Scotts Valley, Kings Village and Scotts Village offered the largest leased space at 225,000 and 130,000 square feet, respectively. Major anchors in the city were found along Mt. Hermon Road and include Safeway, Longs Drugs, K-Mart and Nob Hill.

The Capitola Mall is by far the largest shopping center in the region. This mall features almost 590,000 square feet and is anchored by Sears, Mervyn's, Macy's and Gottschalk's. Not including the mall, most shopping centers in the secondary market area ranged from 50,000 to 80,000 square feet, anchored by an independent grocery store or a national chain store. Interviews with brokers indicate that most of the retail shopping in the region occurs in Santa Cruz and Capitola, and that it is very difficult to attract large national chain stores to Scotts Valley. Most brokers indicate that the only national chain stores willing to move into Scotts Valley would be those currently unavailable in the local market area and those willing to move into a smaller store with less square footage.

Figure 1.4 - Primary and Secondary Market Area Shopping Centers

Table 1.10
Santa Cruz County Shopping Centers
2006

Key	Name	Address	City	Center Type	Enclosed?	Anchors	GLA
A	Scotts Valley Square	Mount Hermon Rd.	Scotts Valley	Community	Strip	K-Mart	97,000
B	Kings Village	222 Mount Hermon Rd	Scotts Valley	Community	Strip	Nob Hill General Store, Coast to Coast	225,000
C	Scotts Village	Mount Hermon Rd.	Scotts Valley	Community	Strip	Safeway, Longs	130,000
D	Graham Plaza	Mount Hermon Rd.	Scotts Valley	Neighborhood	Strip		25,000
E	Camp Evers Shopping Center	Scotts Valley Dr. & Mt Hermon Rd	Scotts Valley	Neighborhood	Strip	Camp Ever Food Center	30,000
F	Scotts Valley Junction	14 Victors Square	Scotts Valley	Neighborhood	Strip	Zanotto's Family Markets	50,000
G	Felton Fair	6247 Graham Hill Rd	Felton	Neighborhood	Strip	Safeway	80,000
H	Gateway Plaza	650 River St	Santa Cruz	Community	Strip	Ross, Petsmart, Office Max, Cost Plus	119,000
I	No Name Center	2371 Mission St	Santa Cruz	Neighborhood	Strip	New Leaf Community Market	74,000
J	East Cliff Village	15th Ave. & Portola Drive	Santa Cruz	Neighborhood	Strip	Deluxe Foods	56,000
K	Safeway Center	2600 41st Ave	Soquel	Neighborhood	Strip	Safeway	74,000
L	Brown Ranch Marketplace	3555 Clares St.	Capitola	Neighborhood	Strip	Drug Emporium, Trader Joes	83,000
M	Capitola Mall	1855 41st Ave	Capitola	Regional center	Enclosed	Sears, Macy's, Gottschalk's, Mervyn's	587,000
N	Kings Plaza	1475 41st Ave.	Capitola	Community	Strip	Orchard Supply, Albertsons, Palace Arts & Office Supply	160,000
O	Begonia Plaza	1200 41st Ave	Capitola	Neighborhood	Strip	New Leaf Community Market	74,000
P	Rancho Del Mar Shopping Center	16 Rancho Del Mar	Aptos	Community	Strip	Safeway	131,000

Note: List of shopping centers include all centers over 100,000 SF or centers that include grocery/drug store

Source: International Council of Shopping Centers

ERA examined several different national chains, conducting a void analysis to determine what types of retail stores were currently not in the local market area (see ***Figure 1.5***). With the Capitola Mall providing the region's comparison shopping needs, ERA does not expect Scotts Valley Town Center to capture a significant concentration of these large national comparison shopping retailers. Instead, given the site's size and location, ERA examined tenants that would be able to operate in a smaller space and that would move to a secondary retail market area. Specifically, ERA reviewed four retail categories: book stores, household stores, hardware stores and pet stores. Tenants in these categories include:

- Book Stores - Barnes & Nobles and Borders
- Household Stores - Restoration Hardware, Crate & Barrel, Williams- Sonoma, Cost Plus World Market and Bombay Company
- Hardware Stores – True Value, Home Depot, Ace Hardware and Lowe's
- Pet Stores – Petco and PetSmart

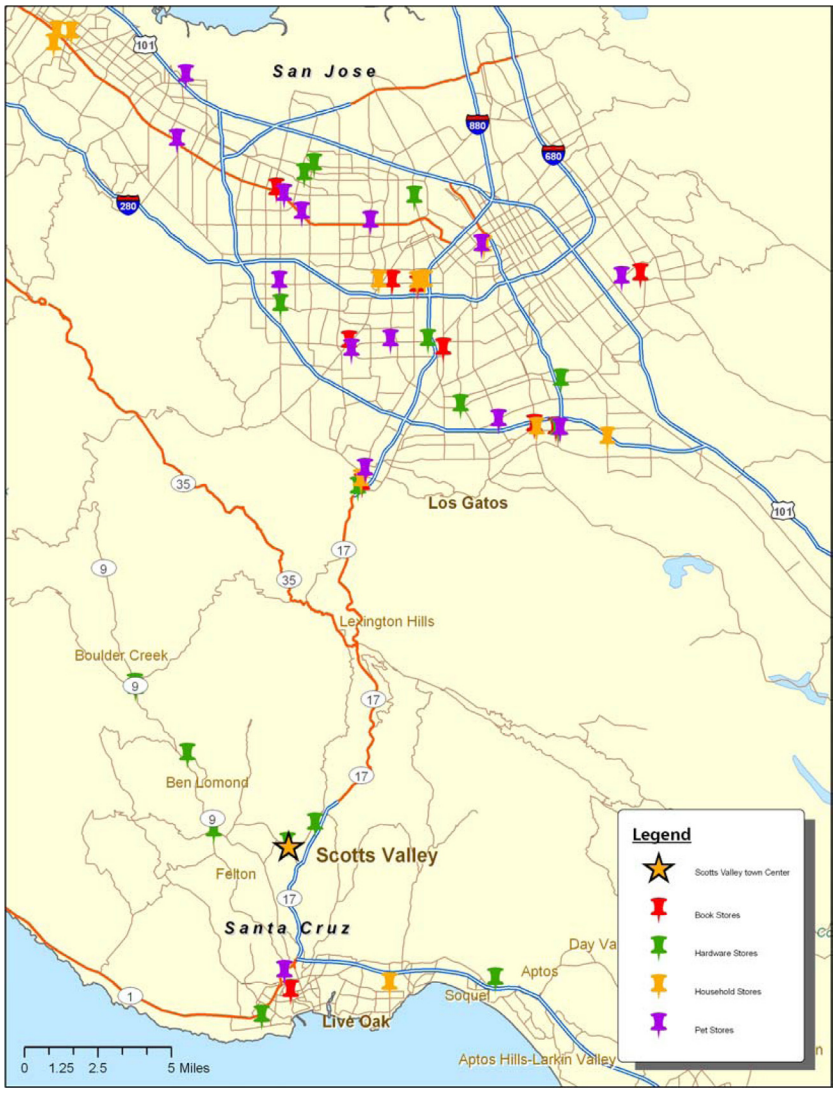

Figure 1.5 - Regional Shopping Centers

After conducting a void analysis, it appears that all four retail categories had at least one store in the Santa Cruz area. Hardware stores were plentiful throughout Santa Cruz and even throughout the San Lorenzo Valley. However, during our interviews, local brokers did mention that many of the hardware stores in Scotts Valley and Boulder Creek maintained unusual hours and were frequently closed at night when residents were back from work. Often, those living in San Lorenzo Valley must drive up and over to Los Gatos or down to Santa Cruz to purchase home repair items if needed after work. National bookstores were common in the San Jose region, but only one store (Borders) was located in Santa Cruz. Household stores were also common near San Jose, but only the Bombay Company was found in the Santa Cruz region at the Capitola Mall. Similarly, of the 15 pet stores on the map in ***Figure 1.5***, only a single PetSmart was located in Santa Cruz, with the remaining stores situated in and around San Jose.

This form of analysis is only one indicator of demand, but the void analysis suggests that based on

site location alone, there is room for further book, household and pet stores in Scotts Valley. However, national retail tenants often consider more than the amount of competition in the local area (including the demographics of the market area, the spending capacity of surrounding residents, vehicle traffic by the site, building footprints, rents, etc). Thus, while there may not be significant presence in the local area from these national tenants (such as fashion and bookstore, national tenants), Scotts Valley may still not be able to attract them to the city unless there is a critical mass of national tenants to locate here together.

Scotts Valley Retail Profile

Within the City of Scotts Valley there is almost 560,000 square feet of retail space. Brokers note that these centers are experiencing a vacancy rate of five to ten percent, with some space being on the market for over a year. Average triple net retail rents at these centers ranged from $1.50 per square foot per month for the older, less visible spaces, to $3.50 for the newer, high traffic locations, with the NNNs costing retail tenants roughly another $0.50 per square foot (see ***Table 1.11***).

Table 1.11
Scotts Valley Shopping Center Market Profile
2007

Total Shopping Center Retail Space	557,000 SF
Shopping Center Vacancy Rate	5% - 10%
Avg Retail Rents (NNN)	$1.50 - $3.50 / SF / Month
Avg. Triple Nets	$0.50 / SF / Month

Source: International Council of Shopping Centers, Individual Shopping Center Brokers

Retail brokers in the area suggest that there has been a good supply of small shop space in the market and while occupancy rates were almost at 100 percent a few years ago, shopping centers are beginning to see a rise in available space. One broker notes that several restaurants (1,200 to 1,500 square feet) would love to move into the area, but there is currently no appropriate space available for them to move to. He also mentioned that he has noticed demand for mid-size retail space (roughly 6,000 to 20,000 square feet spaces), but again this space is not currently available in the area.

1.3.2 Market for Town Center-Scale Office Uses

In our analysis of the market for office product at a Town Center development, ERA examined current and projected employment demand as well as general statistics on the office market from local brokers in the area.

Current & Projected Employment Trends

As presented in ***Table 1.12***, ERA examined current and projected employment trends for the City of Scotts Valley. While not excessive in absolute terms, AMBAG expects job growth will be fairly consistent over the next 25 years. Total employment in the city is expected to rise from almost 11,000 in 2005 to roughly, 14,500 in 2030. Service and industrial related jobs will see the most significant absolute growth, expanding by an average of 650 workers every decade. With expected slow growth in the housing market, the construction industry will see the biggest percentage drop in employment growth, decreasing from a rate of 5.5 percent between 2000 and 2010 to a rate of 0.8 percent between 2020 and 2030.

Table 1.12
Scotts Valley Employment Trends
2000 - 2030

								2000 - 2010		2010 - 2020		2020 - 2030	
Industry	2000	2005	2010	2015	2020	2025	2030	CAGR	Abs. Increase	CAGR	Abs. Increase	CAGR	Abs. Increase
Retail	1,270	1,334	1,373	1,395	1,417	1,450	1,462	0.8%	103	0.3%	44	0.3%	45
Service	3,321	3,457	4,024	4,246	4,468	4,795	5,121	1.9%	703	1.1%	444	1.4%	653
Industrial	4,714	5,300	5,616	6,063	6,509	6,693	6,876	1.8%	902	1.5%	893	0.6%	367
Construction	154	222	263	292	320	333	345	5.5%	109	2.0%	57	0.8%	25
Government	527	530	563	575	589	624	662	0.7%	36	0.5%	26	1.2%	73
Total	9,986	10,843	11,839	12,571	13,303	13,895	14,466	1.7%	1,853	1.2%	1,464	0.8%	1,163

Source: AMBAG 2004 Forecasts

The Association of Monterey Bay Area Governments (AMBAG), in it's forecast of employment growth, does not specify which jobs are office related and which ones are not. ERA assumed that government and service jobs would be the most likely tenants for any office development at the site and represents their projected growth rate in ***Figure 1.6***, below. Again, while not a large jump over the 25 year period, employment growth in these sectors will rise consistently, from roughly 4,000 workers in 2005 to just under 6,000 workers in 2030.

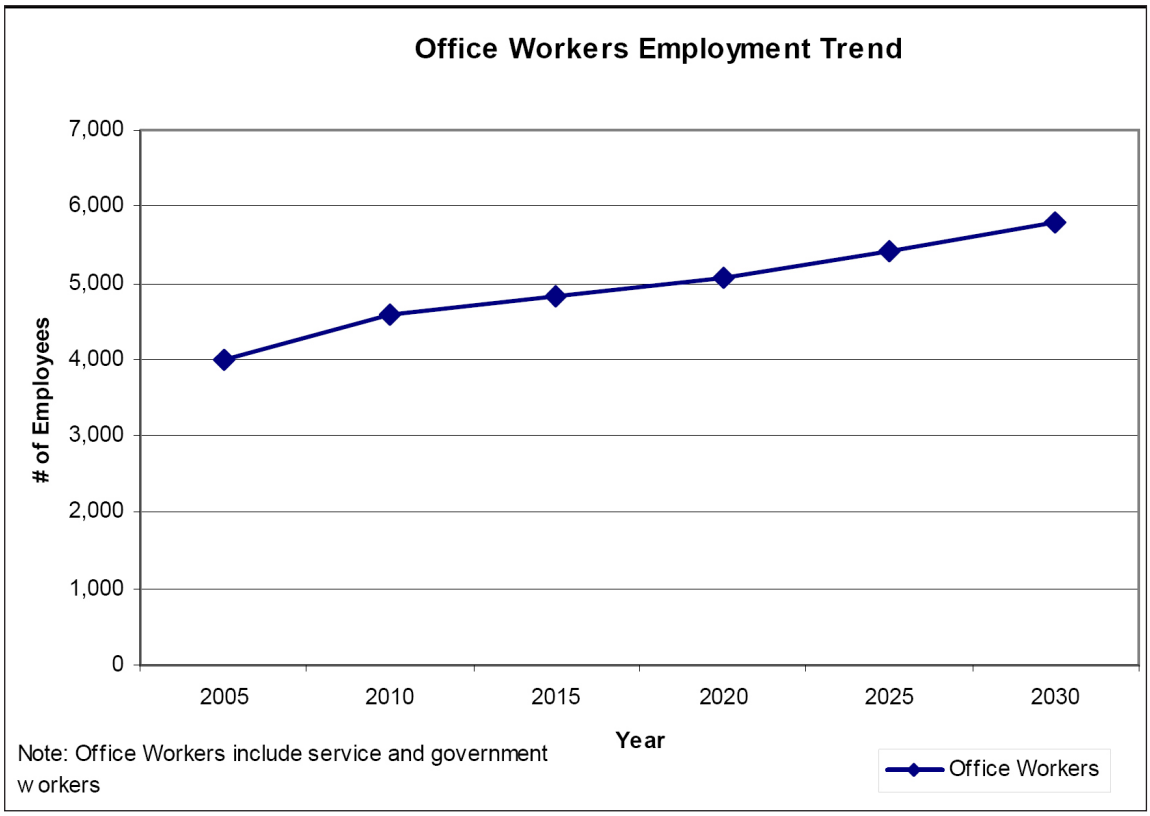

Figure 1.6 - Office Workers Employment Trends

Scotts Valley Office Market

Based on data from J.R. Parrish in Santa Cruz, office space in Scotts Valley has averaged a vacancy rate of almost 15 percent (see ***Table 1.13***). However, the vacancy in the city was not spread evenly amongst tenants. The large Borland Software Corporation Campus accounted for 142,000 of the city's 320,000 square feet of available office space. Moreover, the campus, spanning 480,000 square feet, averaged a vacancy rate of 30 percent since June of last year. The rest of Scotts Valley's smaller tenants, meanwhile, maintained a vacancy rate of 10 percent over the last year. However, this rate has jumped from June of last year which saw a vacancy rate for smaller office tenants at three percent increase to eight percent in May 2007.

Table 1.13
Scotts Valley Office Vacany Rate Trends, By Month[1]
2006 - 2007

Type of Office Space	Jun-06	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07	May-07	Average
Vacant Space (SF)													
Inside Campus	145,067	141,079	141,079	137,157	97,385	97,385	161,089	161,089	161,089	161,089	161,089	141,079	142,140
Outside Campus	55,035	63,707	204,748	196,999	234,384	250,681	195,265	193,709	202,885	215,801	172,645	147,128	177,749
Total Scotts Valley	200,102	204,786	345,827	334,156	331,769	348,066	356,354	354,798	363,974	376,890	333,734	288,207	319,889
Vacancy Rate													
Inside Campus	30%	29%	29%	29%	20%	20%	34%	34%	34%	34%	34%	29%	30%
Outside Campus	3%	3%	11%	11%	13%	13%	11%	10%	11%	12%	9%	8%	10%
Total Scotts Valley	9%	9%	15%	14%	14%	15%	15%	15%	16%	16%	14%	12%	14%

[1] Campus includes the business park of Borland Software Corp. in Scotts Valley

Source: J.R. Parrish, Santa Cruz

Within Santa Cruz County, absorption of new office space has been the worst in the City of Scotts Valley (see ***Table 1.14***). In fact, in the time period shown, the City has lost over 215,000 square feet of leased office space, most of which came during the dot-com bust in the early part of the decade. While 2003 through 2005 saw mild office absorption, 2006 has again posted a loss in leased office space.

Table 1.14

Scotts Valley Regional Office Absorption Trends
2002 - 2006

City/County	2002	2003	2004	2005	2006	Total	Avg Annual
Scotts Valley							
Gross Absorption	94,541	180,999	73,998	248,323	57,289	655,150	131,030
Net Absorption	-239,183	14,507	2,491	13,745	-7,111	-215,551	-43,110
City of Santa Cruz							
Gross Absorption	104,473	161,208	157,053	153,625	140,457	716,816	143,363
Net Absorption	-147,775	3,776	122,118	15,644	99,382	93,145	18,629
Santa Cruz County							
Gross Absorption	302,390	391,878	412,908	488,934	289,090	1,885,200	377,040
Net Absorption	-397,287	-36,372	186,750	2,897	56,942	-187,070	-37,414

Source:NAI BT Commercial, Santa Cruz

In total, the City of Scotts Valley features 2.3 million square feet of office space, of which almost 80 percent is located outside of the Borland Software Corporation Campus (see ***Table 1.15***). Surprisingly, even with the region's worst vacancy rates, rental rates for office space in Scotts Valley were the highest of any city in Santa Cruz County. As of 2006, fully serviced rental rates for office space ranged from $1.50 to $3.00 per square foot, and averaged roughly $2.00 per square foot. Speaking with local office brokers in the area, the Scotts Valley market has typically been divided between larger tenants that cater to the technology spillover from Silicon Valley and smaller tenants that serve the local population. Typically, the technology-based office market in the city follows trends experienced first in Santa Clara County. However, over the last nine months, larger tenants in Scotts Valley have not seen the same office market growth as experienced recently in the cities to the north. Demand for the smaller firms is limited with many moving to cheaper spaces in Watsonville. Some brokers note that smaller mom and pop office space users may not be able to afford the rents necessary to pay the costs of new development and that this product would rank last of any land use they would want to build in the City.

Table 1.15
Scotts Valley Office Market Profile[1]
2007

Total Office Space inside of Campus	480,000	SF
Total Office Space outside of Campus	1,858,929	SF
Total Office Space	2,338,929	SF
Avg. Campus Vacancy Rate	33%	
Avg Vacancy Rate outside Campuses	10%	
Avg. Rental Rates for Fully Serviced Class A	$2.00	/ SF / Month
Avg. Class A NNN	$1.30	/SF / Month

[1] Campus includes the business parks of Borland Software Corp. in Scotts Valley

Source: J.R. Parrish, Santa Cruz

1.3.3 Residential Market Overview

For-Sale Condominium & Townhome Market

As presented in ***Table 1.16***, the Scotts Valley housing market has typically featured single-family homes, selling an average of 230 (mostly existing homes) per year over the last 10 years. Since 1996, roughly 85 percent of the listed homes in this community have been for single-family residences with the remaining listings for condo/townhome units (see ***Figure 1.7***). Moreover, when looking at total homes sold, the number of single-family home sales has outnumbered condo/townhome sales by a magnitude of three to one (see ***Figure 1.8***).

Table 1.16
Scotts Valley Existing Home Sale Trends, By Type
1996 - 2006

												1996 - 2001		2002 -2006	
Type of Housing	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	Average	CAGR	Average	CAGR
# of Homes Listed															
Single Familiy	355	377	361	351	318	426	392	360	343	335	431	365	4%	372	2%
Condo/Townhome	69	53	60	58	54	61	58	85	59	49	71	59	-2%	64	5%
Total	424	430	421	409	372	487	450	445	402	384	502	424	3%	437	3%
# of Homes Sold															
Single Family	207	278	255	242	222	175	254	245	257	192	201	230	-3%	230	-6%
Condo/Townhome	41	45	64	47	49	40	49	73	56	73	44	48	-0.5%	59	-3%
Total	248	323	319	289	271	215	303	318	313	265	245	278	-2.8%	289	-5%

Source: Peter Verbica Real Estate, MLS

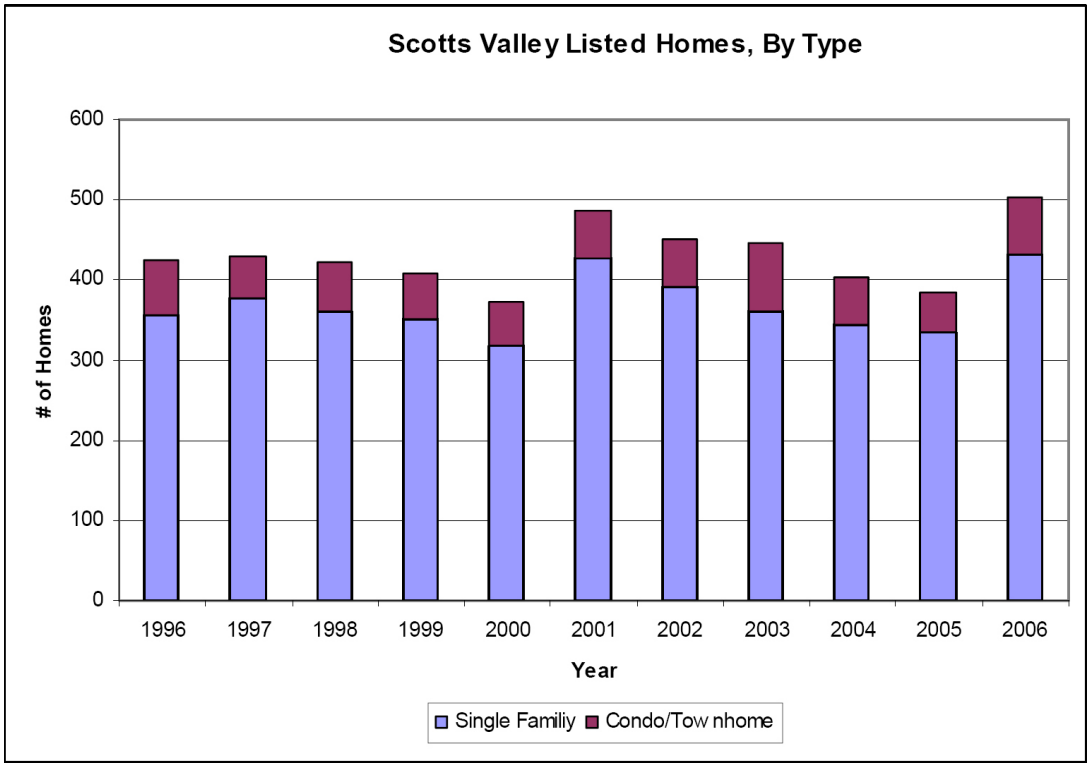

Figure 1.7 Scotts Valley Listed Homes By Type

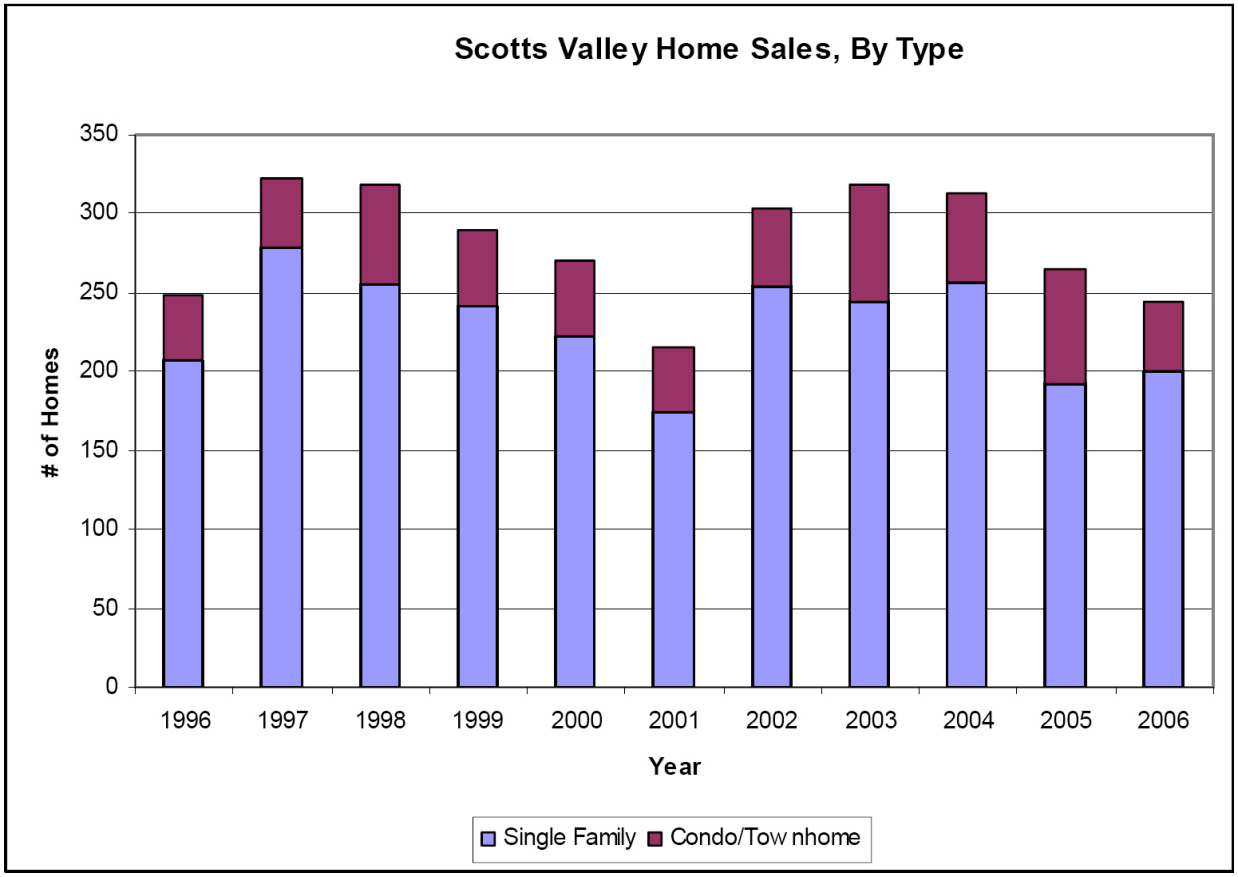

Figure 1.8 - Scotts Valley Home Sales

However, between 2000 and 2003, as Scotts Valley has allowed infill development, the number of building permits issued for condominium and townhome units actually exceeded those issued for single-family residences (see ***Table 1.17*** and ***Figure 1.9***). Further, since 1996, the number of condo/townhome units sold in a particular year averaged 90 percent of the number of condo/townhome units listed that year. In fact, during 2005, condo sales outnumbered listed units.

Table 1.17
Scotts Valley Building Permit Trends
2000 - 2006

								2000 - 2006	
Housing Type	2000	2001	2002	2003	2004	2005	2006	Average	CAGR
Single Family	16	10	5	25	27	44	12	20	-5%
Multifamily	26	60	4	32	0	0	0	17	-100%
Total	42	70	9	57	27	44	12	37	-19%

Source: City of Scotts Valley

Table 1.18
Scotts Valley Condo/Townhome Real Estate Trends
1996 - 2006

												1996 - 2001		2002 -2006	
City/Region	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	Average	CAGR	Average	CAGR
Scotts Valley															
# Listed	69	53	60	58	54	61	58	85	59	49	71	59	-2%	64	5%
# Sold	41	45	64	47	49	40	49	73	56	73	44	48	-0.5%	59	-3%
Median Price	$160,000	$179,000	$188,500	$246,000	$301,000	$361,900	$365,000	$400,000	$456,000	$539,000	$533,000	$239,400	18%	$458,600	10%
San Lorenzo Valley															
# Listed	32	16	20	21	11	18	14	26	24	22	27	20	-11%	23	18%
# Sold	13	13	15	20	15	13	7	18	17	22	6	15	0%	14	-4%
Median Price	$140,000	$158,000	$174,000	$171,000	$207,000	$289,000	$250,000	$315,000	$324,500	$359,000	$419,000	$189,833	16%	$333,500	14%
Santa Cruz															
# Listed	161	137	130	133	121	120	155	145	125	114	336	134	-6%	175	21%
# Sold	92	112	123	114	113	71	107	129	102	178	162	104	-5%	136	11%
Median Price	$155,000	$154,000	$175,000	$219,975	$280,000	$325,000	$339,950	$350,000	$425,000	$518,000	$521,000	$218,163	16%	$430,790	11%

Source: Peter Verbica Real Estate, MLS

Since 2004, single-family homes dominated new construction in Scotts Valley (see building permit data in ***Table 1.17***). Over the last three years, (2004-2006) the City has not issued one permit for multi-family construction within its jurisdiction, suggesting that sites are difficult to find and the market is slowing in general. However, even though new residential construction over the last few years has focused on single-family units, sales for these products have been moderate at best. Over the last 10 years, single-family home sales have only absorbed an average of 60 percent of a year's listings. In fact, while 2002 to 2004 were fairly strong years for single-family home product, during 2006, total detached home sales only absorbed roughly half the total number of units listed that year.

Following national trends, the Scotts Valley condominium and townhome market is slowly becoming a buyers' market. After a fairly strong 2002 to 2005, the number of condo/townhome sales in 2006 has dropped by almost 40 percent, decreasing from 73 sales in 2005 to 44 in 2006 (see ***Table 1.18***). Median home prices have followed this dip in the housing market, decreasing from $539,000 in 2005 to $533,000 in 2006. These trends are not unique to Scotts Valley, but have also occurred in the San Lorenzo Valley and the City of Santa Cruz (the two next largest markets near Scotts Valley). In both cities, condo/townhome sales have dropped while the standing inventory has continued to increase. While median condo/townhome prices have actually continued to rise in 2006, they have not grown as fast as in previous years. In fact, the City of Santa Cruz saw median condo/townhome prices grow by only $3,000 between 2005 and 2006. Between 2004 and 2005 when the market was hotter, median condo/townhome prices in Santa Cruz jumped by over $90,000.

However, even with this slight dip in the housing market, median condo/townhome prices are still significantly higher than they were 10 years ago. In fact, prices for this product in Scotts Valley have appreciated by over 230 percent, growing from $160,000 in 1996 to $533,000 in 2006.

Speaking with local real estate brokers and developers for condos and townhomes in the city, ERA discovered the buyers for this type of product have varied significantly, ranging from teachers and young professionals, to families and retirees. All buyers, however, have shared the similar mentality of not wanting to spend excessive time on home maintenance and wanting to locate near amenities and main transportation centers. The most popular size multi-family homes have ranged between 1,450 and 1,650 square feet per unit and offered three bedrooms and an office. While there has been a decline in sold units over the last year, prices per square foot still average between $450 and $550 in Scotts Valley.

Rental Apartment Market

The rental market appears to be fairly strong in Scotts Valley with little to no vacancies at the three apartment complexes currently located within the city boundaries (Bay Tree Apartments, Emerald Hill Apartments, and Acorn Court). Many of the renters at these complexes are workers in the high technology office parks in Scotts Valley and Silicon Valley. Rents for these units have ranged from $1.70 to $2.15 per square foot per month, and were as high as $2,350 for a 1,300 square foot three-bedroom unit.

1.3.4 Planned & Proposed Projects

Any Town Center development will have to compete with other developments in the city for the capture of residents and commercial tenants. In order to evaluate the competition for residential and commercial uses in Scotts Valley, ERA spoke with the Planning Department about the number of residential and commercial projects planned for the city (see ***Table 1.19***).

Table 1.19
Scotts Valley Proposed Projects (as of June 2007)

	Residential (Units)	Commercial (SF)
Projects Under Construction		
Kelly Court/Scotts Valley Dr. Mixed Use	4	1,600
Scotts Valley Corners (La Madrona Dr)	0	4,500
Tree Circus Commercial Center	0	6,000
Total	4	12,100
Projects Approved (No building permits issued)		
Bean Creek Estates	13	0
Quarry Site Mixed Use	94	31,500
Scotts Valley Sports Center Addition	0	6,300
Total	107	37,800
Projects Submitted (not approved)		
Bethany University Dorm	30	0
Gateway South (La Madrona Dr & Silverwood)	0	155,000
Lockwood Lane	12	0
Oak Creek Park (Mt Hermon & Glen Canyon)	10	12,225
Pinnacle View	21	0
Polo Ranch	41	0
Scotts Valley Dr - Steve Graves	11	0
Total	125	167,225
Major Vacant Lots or Potential Projects[1]		
Borland Phase II	0	6.79 Acres
Erba Lane (across from Fire Station)	11	0
Alpine Village - Green Hills Road	15	0
Pinnacle Pass	0	23,000
Town Center		28 Acres

[1] Not formally submitted to Planning Department, but may include preliminary review of concept plan

Note: List does not include smaller one or two unit single family residential projects

Source: City of Scotts Valley, June 2007

Currently there are only four multi-family residential units and 12,000 square feet of commercial space under construction in the City of Scotts Valley. However, while several future developments have not yet received their building permits, another 107 residential units and 38,000 square feet of commercial space have been approved by the Planning Department. Most of this approved development is expected for the Quarry mixed-use project which will include 94 residential units and 31,500 square feet of commercial uses.

The Scotts Valley Planning Department is also reviewing another eight projects that, if approved, will add another 115 residential units and 167,000 square feet of commercial space to the city. Of these under review projects, the two biggest developments include a Lennar application for 41 units at the Polo Ranch and another proposal for Gateway South, a 155,000 square foot commercial center at La Madrona Drive and Silverwood. While no formal applications have been submitted, the City has also identified several major vacant lots for potential projects. These include 6.79 acres for the expansion of the Borland campus, two 10- to 15-unit condo/townhome projects, a 23,000 square foot commercial development, and the Town Center project.

1.3.5 Key Findings & Parameters for Financial Planning

Key Findings

Based on our analysis of the market for each of the different land uses planned at the Scotts Valley Town Center, ERA has come to the following conclusions.

1. There is softness in the markets for most candidate Town Center land uses at this time.
2. Although most of the United States is going through a down cycle in the for-sale housing market currently, and Scotts Valley is no exception, the most profitable land use to be developed in the Town Center vicinity in the long run is likely to be for-sale residential. To the extent that sites can be identified to be rezoned from commercial to higher density residential, and to the extent that heights and densities can be increased, then value can be created by the City within the project boundaries. Some of that value can be harnessed to help pay for public amenities, parking, and potentially to subsidize desirable but less profitable land uses.
3. There appears to be a healthy demand for rental housing in Scotts Valley. The issue will be whether the prevailing rent that the market is currently paying will be sufficient to warrant the costs of new construction, especially in a denser environment that may require more expensive parking solutions.
4. There are current vacancies in the offering of retail space in Scotts Valley, which indicates that more of the same type of retail is not needed at this time. Scotts Valley retail totals approximately 560,000 square feet within the city, and including the entire primary market area of the San Lorenzo Valley as well as Scotts Valley, there are 46,000 people. The current inventory already amounts to 12 square

feet of retail per person. The issue is less one of finding voids in the retail offering that would allow another retailer to enter the market than it is of redeveloping the existing retail inventory to create a format and retail environment that is more attractive. Retail formats have been constantly evolving in America over the last 20 years and retailers and shoppers both seek new retail environments. Current popular formats include traditional, but rejuvenated, "Main Street" environments, open air "lifestyle centers," and neo-traditional Town Centers. After redeveloping the retail offering in Scotts Valley, there may or may not be a net increase in the total inventory of retail square footage in the city. Note, however, that even if the total space remains about the same, retail sales volumes and retail sales tax revenues may still grow significantly due to higher productivity per square foot in the new and more active configuration.

5. There are two markets for office development in Scotts Valley: major corporate users that are tapped into national and international markets through Silicon Valley, and much smaller office tenants that serve residents and businesses in the local market. Most likely, the first type of office users will be out of scale for inclusion in a Town Center project. Rents in new construction within a Town Center will be well above those currently in the market, but a few tenants who value the Town Center environment and proximity to the potential customers attracted to it should be willing to pay the premium rents. A relatively small portion of the project should be devoted to these smaller office users, and these small office spaces could occupy second floor locations over retail. Examples might include CPA firms, real estate brokers, chiropractors and other health service providers, wealth managers, attorneys, etc.

6. The highest quality design is critical in these types of mixed-use projects, and much attention will need to be given to the public spaces in the project. All of the state-of-the-art mixed-use projects studied by ERA rely upon open-air, main street/lifestyle forms of retail development in their hearts. Public open spaces with attractive water features, street furniture, shade and sun are artfully incorporated into these gathering places. On a square foot to square foot comparative basis, retail and entertainment uses are unlikely to generate as much real estate profit as residential and (potentially) office uses, especially in the early years of the project. On the other hand, it is the retail, restaurant, and entertainment uses that will most define the project and generate the premium values for the larger and more profitable real estate products. As a result, there is no need to overbuild the retail and entertainment component of the mixed-use project, but sufficient critical mass must be designed into the project to create the desired image and ambience.

7. The Town Center retail and public space component of the project could include the following:

   - To establish a restaurant/dining destination for the market area, five to seven restaurants should be visible from the same vantage point in the heart of the public space. These will range from 4,000 to 6,000 square feet each. The total devoted to significant restaurants could be 25,000 to 35,000 square feet.
   - There should be 800 to 1,000 linear feet of retail/restaurant street frontage to give people an opportunity to stroll through the area.

- There should be several spaces for mid-size retail ranging from 6,000 to 20,000 square feet (i.e., larger than most of the in-line shop space already in the Scotts Valley market, but smaller than today's major anchors.) Possible tenants could be a specialty food store, a book store, one or more home furnishings/ housewares retailers, a pet store, etc.
- A relocated and redeveloped cinema complex with contemporary stadium seating would be a good addition to the project's drawing power.
- Public uses, for example a new library, could be great additional activity generators for the retail and public space component of the project.
- An alternative organizational concept would be to attract six or more national tenants of a similar type, such as fashion tenants, that would create sufficient critical mass to draw the regional market for comparison shopping.

8. To the extent that the same retail real estate owner is involved in new Town Center space as well as existing space, they might want to offer their existing tenants the opportunity to move into the new space first if they can afford the higher rents the new space will command.

9. To the extent that new retail and office space in the new Town Center format creates protracted vacancy in old space elsewhere within the project area, these sites may become candidates for judicious up-zoning to allow greater density and higher uses (e.g., redevelopment as higher density residential) creating incentives for private participation in the Town Center plan.

1.4 Regulatory Analysis

The Scotts Valley Town Center Specific Plan was drafted in accordance to the adopted goals and objectives of the City's Municipal and General Plan Elements that impact the Town Center Plan Area. The following ordinances and policies present both opportunities and constraints that will have to be considered and will act as the framework for development in the Plan Area.

The vision for the Plan Area is to establish an environment that encourages pedestrian activity by offering a variety of land uses within close proximity to each other. The appropriate mix, scale, and placement of these uses must be strategically planned to ensure their success in attracting visitors throughout the day. Prior to the adoption of this Specific Plan, the Plan Area was zoned primarily for commercial development in the prior Skypark Specific Plan.

This plan provides a Town Center Specific Plan (PD Overlay) overlay with a new set of development standards that will help define the "downtown" character that is envisioned for the Town Center (see Chapter 3 – Land Use). The following are a set of policies and principles from the Scotts Valley General Plan that support the vision for the Plan Area.

1.5 Applicable Objectives and Policies from the City of Scotts Valley General Plan

Scotts Valley General Plan - Land Use Element

LO-2: To designate a variety of residential uses.

LP-3: The City shall promote the availability of adequate sites for a variety of housing types and densities consistent with Housing Element goals and environmental constraints.

LO13.1: Ensure that residential developments maintain the City's aesthetics.

LP-13.2: Public art, consistent with the urban forest concept or adopted design guidelines, should be incorporated into residential projects where feasible.

LO-32: Ensure that commercial developments maintain the City's aesthetics.

LP-33: Commercial developments shall be designed and screened in an attractive manner and thereafter maintained so as to integrate the entire development visually with the overall natural beauty of the Planning Area.

LP-36.1: Commercial development should include public art.

LA-36.2: Commercial development should incorporate artistic elements and/or treatments into the architecture, landscape design, and infrastructure where appropriate.

LA-36.3: 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.

LO-37: Ensure compatibility between commercial development and surrounding land uses.

LP-38: Land uses located adjacent to commercial uses should be protected from excessive noise, unsightliness, offending odors and other nuisances.

LO-67: Provide coordinated, ongoing planning for public and quasi-public service facilities.

LP-68: The City shall 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.

Scotts Valley General Plan - Circulation Element

CP-95: The City shall coordinate its transportation planning effort with appropriate agencies to promote an integrated transportation system which favors public transit and alternatives to the single occupancy vehicle.

CA-103: The City Shall develop sidewalks along Scotts Valley Drive, Mt. Hermon Road and all collector streets with pedestrian access connecting complimentary land uses wherever possible.

CO-122: Establish a street and highway system which serves the Planning Area that gives preference to local residents' safety and comfort.

CP-141: The Planning Area's street and highway system shall be coordinated with street and highway networks in adjacent areas.

CO-145: Improve the performance and safety of the City's street and highway system through ongoing traffic monitoring and improvement programs for the Mt. Hermon Road corridor which serves as primary access for San Lorenzo Valley.

CP-151: Require new developments to identify traffic problem areas as a part of the monitoring program and condition projects to mitigate problems.

CO-170: Encourage the preservation and enhancement of the scenic beauty of all roads, streets and highways within the Planning Area as part of any road improvements or construction project.

CO-182: Improve the aesthetic qualities of Scotts Valley Drive and Mt. Hermon Road, without constricting the normal flow of traffic.

CO-196: Encourage public and/or private transit services as viable transportation alternatives.

CO-206: Establish a network of bicycle routes as part of the Planning Area's integrated transportation system.

CO-219: Reduce the conflict between bicycles and other modes of travel.

Scotts Valley General Plan - Parks and Recreation Element

PRO-648 Develop and maintain a recreation program for residents and employees with the City.

1.6 Summary of Meetings and Community Workshops

In an effort to foster input and identify the goals and objectives of community members, including key stakeholders and City representatives, a series of meetings and workshops was conducted in the City of Scotts Valley. These meetings were used to develop the sustainable design concepts and planning principles, land use and circulation plans, landscape and streetscape palette, and implementation actions for the Scotts Valley Town Center Specific Plan.

1.6.1 Key Stakeholder Meetings

The Specific Plan team conducted interviews with approximately 30 members of the community and other stakeholders in and around the Plan Area on May 17th, 2007. The interviews proved to be valuable in gaining input about the issues and desires of community members, and also in beginning a dialog with the stakeholders. The summary of comments received has been organized into the following categories:

1. **Vision**
2. **Desired Uses**
3. **Circulation/Connections**
4. **Issues**

1. **Vision**
   - Look and feel; draw people "downtown"
   - Create a "downtown"
   - Areas for people to congregate/outdoor dining
   - Minimal traffic, pedestrian zones
   - Family destination safe for kids
   - Could draw from park
   - Great weather, so perfect for outdoor seating
   - Art and wine festival – 2nd weekend in August
   - Circus – May
   - Library could be a nice draw
   - Parade at 4th of July
   - Fireworks at park on 4th of July

- Something like Santana Row, but at Scotts Valley scale
- Need to have a vision, a "picture" of what it could be
- Our interest is "seeing some type of retailers that are not currently in Scotts Valley to draw people and benefit Scotts Valley"
- Create a destination
- This will enhance the whole community
- A great retail draw
- Open up Town Center to view existing park
- Transition from public to private
- Ahwahnee principles
- Minimize mix of vehicles and pedestrian
- Minimize vehicle access
- Parking structure needed
- Need identity, need some kind of theme, sophisticated rustic
- Community focus, town plaza
- Wide sidewalks
- Like downtown Los Gatos
- Create identity
- Need a "there-there"
- Town Center – want higher quality architecture, i.e. Starbuck Center
- Visibility for back buildings limited
- Parking – shared parking is working
- Approvals are not timely – could be an incentive
- Quality design
- Structured parking partnership could be a solution
- Could put housing on top of parking garage or on part of site
- Expanding planning area makes sense
- Pacific Garden Mall a good model/Pedestrian mall/put roads
- Lincoln Ave. in Willow Glen
- Hook Town Center to Golf Course Swimming Pool
- What needs to happen is something flexible
- Viable commercial retail businesses
- #1 wish –that it actually gets built
- Create gateway to downtown
- 'If you build it they will come' vs. market study

2. Desired Uses

- Upscale clothing
- Sporting goods
- Cultural Center

- Offices
- Mixed-use
- Residential
- New Leaf grocery store
- Condo units above retail
- Library
- Outdoor Amphitheater
- Fountain
- Common space with benches, trees framing the existing park
- Ice cream shop
- Cafés
- Boutique type shops
- Bookstore
- Boutique hotel
- Winery store
- Sporting goods store
- Farmers market
- Art and wine festival
- Parking structures integral; underground parking
- Outdoor events
- Performing arts space; art gallery; could be covered and outdoors
- Public/Civic uses; open space
- Brewery, Trader Joes, Furniture stores, Target, Olive Garden
- Nice restaurants, family-style outdoor seating
- Nice mix of retail/no big box at entrance
- Community service kiosk/Police patrols in downtown
- Need development to serve community demographics

3. Circulation/Connections

- Blue Bonnet Lane is a popular area to walk and should be connected to Plan Area
- Skypark residential likes separation, but can connect to downtown
- Don't create a thoroughfare connecting to Skypark Drive
- Left turn signal at corner of Kings Village Road and Mt. Hermon Road needed
- Pedestrian- and bike-oriented area
- Bus stops within area
- Pedestrian-friendly – continue paths to Town Center from park and Skypark Drive. neighborhood and K-Mart
- Intersection of Navigator and Skypark Drive difficult and curve very dangerous – needs help
- Integrate with existing walking trail loop
- Need better linkage to Kings Village

- A bus only lane or light trolley lane on Mt. Hermon Road could accommodate future traffic/ transportation needs
- Integrating Town Center with park; with transition
- Good connectivity from transit to Town Center
- Want to connect to Town Center

4. Issues

- Growth that does not destroy our existing business
- Complement entire area, tying in Kings Village
- Don't want another strip mall; want it well thought out
- Transportation is always an issue in Scotts Valley
- Many students from six to eight schools go to existing library
- Get it done!
- Concerns about a supermarket over 20,000 square feet
- New construction will raise rents for retail and the small mom and pops benefit from the low rents in the back less visible areas
- Don't have architectural style or theme for Scotts Valley
  - Desire casual, warm, welcoming colors (brown and green)
- Not like bus station (too Disney)
- No place for teens
- Affordable housing a huge issue
- Concerns – egress onto Skypark Drive and traffic, blind curves
- Neighborhood concerned with crime/low income housing/mix affordable housing in with project/mix in affordable
- Park parking a concern
- Need more soccer fields
- Dry cleaners subsurface contamination
- Fuel tanks at airport? Asphalt debris
- Scotts Valley too small to support additional retail
- Water
  - Some say it is not a good recharge area but during heavy rain there are puddles
  - New development north of Blue Bonnet Lane and Montevalla neighborhood will be required to use recycled water
  - Montevalla – opportunity for recycled water – ponds
  - No water runoff from project
  - Sees site as a water recharge area/never see runoff during storms
  - Roof over parking to drain into underground storage

1.6.2 Community Workshop #1

On Tuesday, August 28th, 2007 members of the RRM team and the Town Center Sub Committee facilitated a community workshop at the Scotts Valley Community Center. The workshop was well attended, with over 100 participants, including a great mix of residents, property and business owners, and potential developers. Mayor Dene Bustichi led the workshop off by summarizing the City's role and support for the Town Center Specific Plan project. Vice Mayor Randy Johnson then summarized the activities that the Town Center Sub Committee have been involved with which included a project review with the ULI Committee in Chicago and a visit to Copperopolis's town green project.

Next the RRM team presented the results of the Opportunities and Constraints analysis and Guiding Principles which acted as the foundation from which the concept plan was developed. The Town Center Concept Plan and supporting graphics were then revealed to the workshop participants to foster their input. Finally the workshop was wrapped up with a Visual Preference Survey exercise aimed at understanding the community's perception of architectural character and massing for the Town Center area. The following are the results from the "report card" that the workshop participants were asked to fill out to evaluate the concept plan.

Overall the concept plan was well received and supported by the majority of the workshop participants. When asked what they liked about the plan, many were in favor of the mix of land uses and the public gathering spaces where events such as Farmer's Markets can be held. The comments reinforced the need for a variety of commercial/retail uses that will act as tax revenue producers for the city and attract both local residents and visitors to the area. In addition, the desire for a unique shopping and dining experience was emphasized. The vehicular and pedestrian circulation throughout the Plan Area and to the surrounding homes and businesses were reported as "well thought out" as participants liked the wide sidewalks and medians designed to reduce traffic speeds and establish a pedestrian-friendly environment.

The components of the Plan that were viewed negatively by the participants ranged from the potential height of buildings to water concerns and how traffic impact and parking would be handled. In general, most participants were interested in seeing more retail uses and fewer residential units in the Plan Area. Some also believed that the location of civic uses should be revisited.

The community workshop participants were very knowledgeable and are clearly vested in Scotts Valley and the success of the Town Center Plan Area. That was reiterated by many participants' interest in integrating low impact development concepts that will help conserve water and energy. It was reaffirming that the community values the importance of sustainable planning and design principles that will ultimately be used to guide the development of the Town Center Specific Plan.

The visual preference survey exercise was fun and interactive as well as very informative. Participants supported:

- a variety of architectural styles rather than one theme
- lower buildings rather than the 3-4 story structures (though quality architecture seemed the most important factor)
- buildings with varied roof forms
- buildings with strong vertical and horizontal articulation
- natural building materials like wood and stone
- event spaces
- fountains
- varied building colors (not all white)
- outdoor seating
- landscaping and trees

1.6.3 Community Workshop #2

On Tuesday, October 16th, 2007 members of the RRM team, City staff, and City representatives facilitated the second Community Workshop for the Scotts Valley Town Center Specific Plan project at the City's Community Center. The workshop kicked off with introductions from the City and RRM team which included an update on meetings and activities that had taken place prior to Community Workshop #2. Next, the RRM team presented the results from the visual preference and report card exercise from the first community workshop on August 28th. The comments from the first workshop set the stage for the refinements that were included in the preferred site plan and vision poster illustratives. The final vision poster was presented to the participants in a PowerPoint format which walked them through the specific components of the site plan, including location of land uses, amenities, and the circulation pattern. That was supplemented by a perspective and street section of the main street leading into the Plan Area illustrating the configuration and character of the streetscape. A perspective of the village green and a birds eye view of the Plan Area reflecting the relationship between the proposed buildings and the streetscape rounded off the graphics on the vision poster. The workshop was wrapped up with a feedback exercise where full-sized vision posters were laid out on the tables throughout the room to give the participants an opportunity to provide input on the site plans and graphics that were presented. There was also an alternative site plan that showed a different parking configuration along Mt. Hermon Road and parking in place of housing adjacent to the community park. The following are the results from the comment sheets provided on the back of the agendas, along with the comments received directly on the vision posters during the feedback exercise.

Overall the comments were positive and in favor of the preferred site plan. The participants were clearly in favor of the mix of uses including outdoor dining opportunities, the pedestrian-orientation aspect, a community green that can host events, the library, and the connections to the surrounding areas. They strongly supported the natural materials suggested on the architecture such as stone and wood.

Concerns expressed mainly revolved around parking and whether a multi-level structure could be prevented. Underground parking was preferred if feasible. The comments on the alternative plan also dealt with the placement and amount of parking proposed. There were a

few concerns expressed that parking in front of the businesses along Mt. Hermon Road would make the development feel more like a strip mall.

Participants were also interested in exploring a safe pedestrian connection to the Safeway shopping center across Mt. Hermon Road and a strong pedestrian connection from the Town Center village green to the soccer fields. They expressed that there needed to be a significant space between buildings to get a good visual connection.

There was much discussion about the fountain and the importance of making it vandal resistant and especially emphasizing water conservation.

Finally, some participants believed that the civil courthouse does not belong in the Town Center and there is potential for a performing arts venue. The main concern about having the courthouse in the Plan Area was that it would bring too much traffic to the area. Ensuring that it is a "civil" courthouse only was also mentioned.

The City and RRM team wrapped up the meeting by recapping the activities that had taken place to date and reviewing the next steps in the planning process. It was expressed that the comments provided would be reviewed to help define the project description which would concurrently commence the environmental review process and the drafting of the Town Center Specific Plan document.

1.6.4 City Council Update – Presentation of the Final Vision Poster

The following is a summary of the comments from the general public and the direction we received from members of the City Council at the Wednesday, December 5, 2007 City Council meeting.

Public Comment

- The comments from the general public related to the Town Center were associated to the application for the Target in Scotts Valley. The community's concerns revolved around traffic and economic impacts with both the proposed Target and Town Center projects coming online in the near future.
  - The City Council and City Attorney assured the public that the EIRs for each project will include a cumulative section that will account for potential future traffic and economic impacts.

- Members of the public also complimented the look, feel, architectural character, and conceptual layout of the Scotts Valley Town Center Vision Poster. Their comments were quite supportive of the visions and direction the Specific Plan was going.

City Council Comment/Direction

- Members of the City Council were supportive of the Vision Poster and the components that were presented.

- Members of the City Council recommended that the Plan ensure that there is a strong connection from the site to the community park. Therefore the space between the buildings should be proportioned appropriately and the guidelines should require four-sided architecture to enhance the visual connection between the proposed town green and the community park.
  - Members of the Advisory Committee will strategize with the RRM team to address this concern.

- A Council member reiterated the importance of integrating sustainable planning and design measures that will be addressed throughout the Specific Plan and in particular in the Sustainable Design chapter.

- The City Council approved the Vision Poster with the recommendations noted above.

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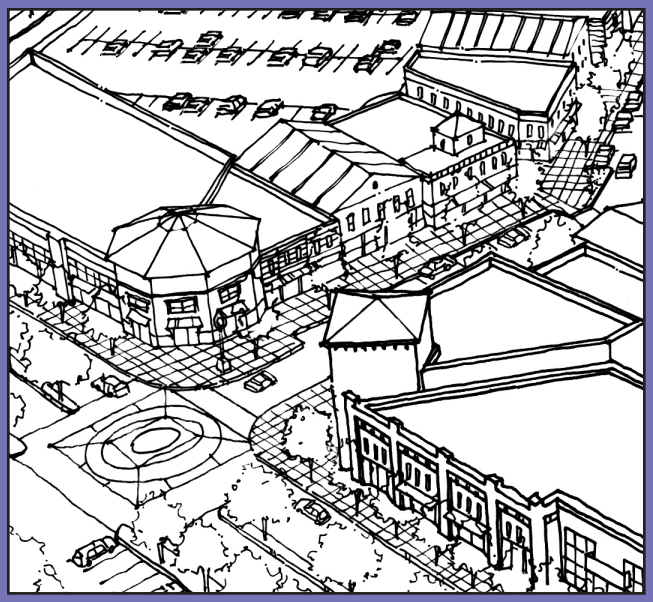

chapter

2

vision & principles

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2.1 Vision and Design Principles

The vision for the Scotts Valley Town Center has been evolving for 20+ years. This Specific Plan builds from the past efforts to create this vision for the Scotts Valley Town Center.

The Town Center vision provides a vital center to the City of Scotts Valley by offering a mix of commercial and residential uses that will energize and unify Scotts Valley. These uses will be supported by a library, outdoor dining opportunities, and a town green where people can congregate and come together as a community. The City and the community value the importance of sustainable planning and design concepts. These concepts were used to guide the visioning process.

2.1.1 Town Center Vision

1. The vision for Scotts Valley Town Center is to create a "Downtown" or "Town Center" for Scotts Valley that is a destination for shopping and entertainment. It is a town center that fosters a sense of community by integrating common open spaces in the form of plazas and the town green to provide places for people to relax, play, and interact.

2. It establishes a distinct community center that offers a variety of land uses (including residential, retail, and civic uses).

3. The Town Center vision provides a well connected system of streets and paths both internally and to surrounding uses, to allow users to choose from a variety of transportation modes including walking and biking.

4. It incorporates a range of pedestrian-oriented amenities (i.e. wide sidewalks, street trees, street lighting, benches, etc.) and pedestrian paths creating inviting spaces to walk and shop.

5. Enriched with new shopping, dining, and living opportunities that are focused around the town green and anchored by a new community library facility, the Town Center becomes **"the heart of the City."**

vision and principles

The following Plan Area Design Objectives and Guiding Principles were developed and refined from input received through meetings with City representatives, stakeholder meetings, and community workshops. These design objectives and principles act as the foundation from which this Specific Plan was crafted and are consistent with the objectives of the City of Scotts Valley's General Plan and Municipal Code.

Plan Area Design Objectives

1. Develop a distinct pedestrian–friendly streetscape along Mt. Hermon Road leading into the Plan Area with amenities, landscaping, and wide sidewalks.

2. Establish strong connections through effective streetscape and architectural design elements, both within the Plan Area and to surrounding uses such as the Scotts Valley Community Center, Scotts Valley Recreation Center, adjacent retail, and residential neighborhoods.

3. Create gateways at key intersections to denote entries into the Plan Area and establish a unique quality and identity for the Town Center.

4. Integrate a variety of housing opportunities throughout the project area that include a mix of product types and densities.

5. Incorporate a centrally located town green in the Plan Area that serves as the center of community events and celebrations (i.e., farmers markets, art shows, picnics, etc.).

6. Focus mixed-use development along Mt. Hermon Road and into the core of the Plan Area locating office and residential uses above ground level retail. Provide an opportunity for medium density residential with the intent of supporting the primary commercial and retail uses.

7. Plan for entertainment, community-serving retail, and related uses such as specialty markets and bookstores.

8. Encourage new public and quasi-public uses, such as a new public library or other family-oriented uses.

9. Encourage shared parking facilities, on-street parking, and opportunities to reduce parking that cannot support multiple businesses.

10. Prohibit certain land uses that erode the desired pedestrian village concept, such as mini-storage, building supplies, drive-thru restaurants, auto repair, etc.

11. Create a plan that reflects the Town Center Guiding Principles.

Guiding Principles (approved by the City Council in April 2007)

1. Create a unique business and residential attraction for Scotts Valley and surrounding area.

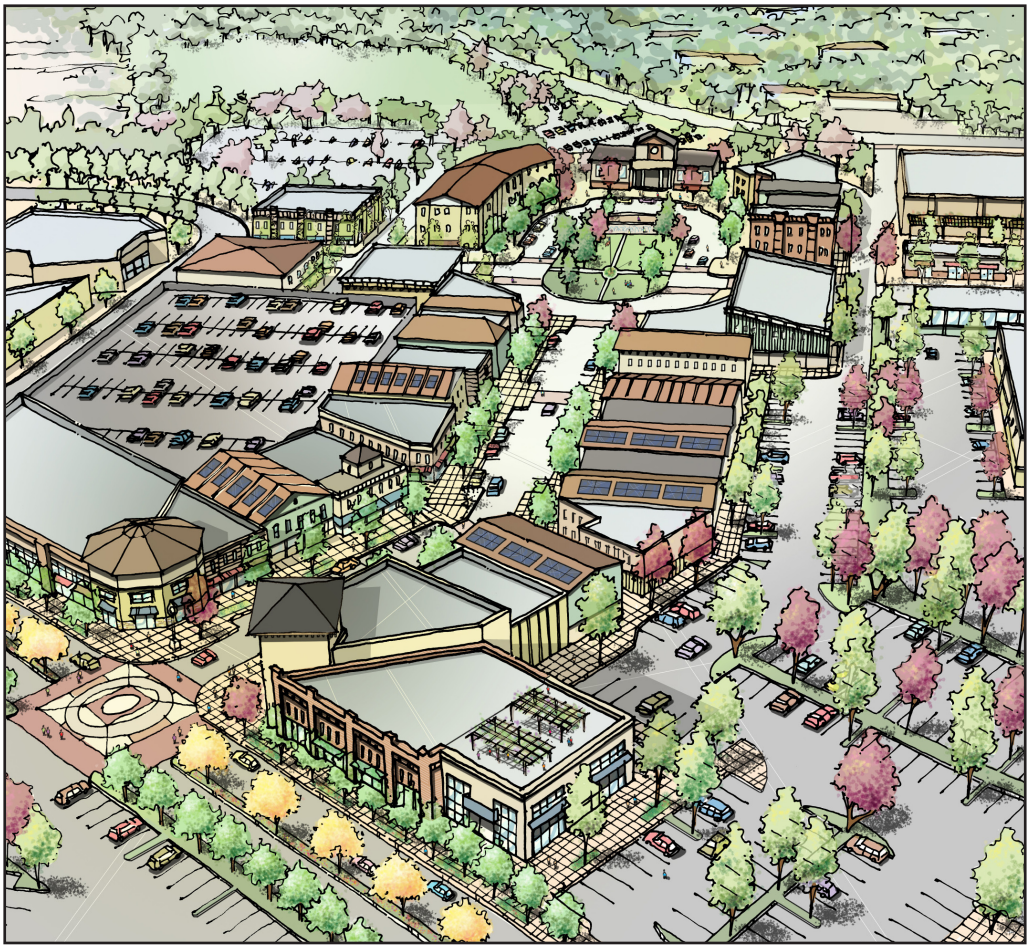
2. Provide for a mixed-use Town Center including retail, housing, public buildings, entertainment and restaurant uses.

3. Use market study to establish the mix of commercial and residential uses that fit with the Town Center concept.

4. Relate and link Town Center development to surrounding public uses and facilities (i.e., Transit Center, Community Center, Senior Center and Community Park (Skypark)).

5. Incorporate street designs that are safe, comfortable and convenient for cars, pedestrians and bicyclists with appropriate street widths, landscaping, sidewalks and traffic calming design features.

6. Emphasize pedestrian activities and spaces and integrate into overall development.



7. Provide safe and convenient parking for business and residential uses that minimize the visual impact on pedestrian and residential areas through parking location, shared parking, buffering and traditional main street design.

8. Provide a place for community gatherings (i.e., farmers market, concerts, festivals and other community events).

9. Overall Town Center and building design should be timeless and non-thematic and ensure the fine grain detail of a pedestrian-friendly environment.

10. Provide a range of housing types from attached single-family townhomes and condominiums to apartments.

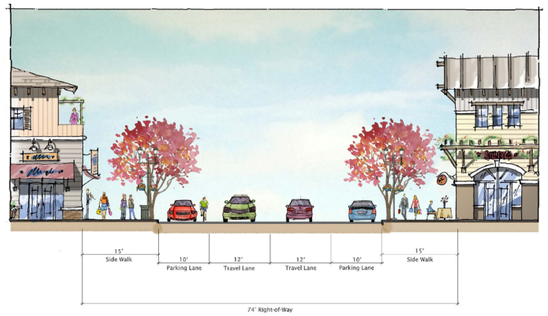
11. Incorporate affordable rental/owner housing in the housing mix.

12. Incorporate sustainable development policies and green building design standards in Town Center development.

13. Provide the opportunity for community participation in all phases of the planning process; confirm vision, review plan elements and design alternatives and review draft plan and plan selection.

14. Provide a planning and design framework to help coordinate phased development through public/private partnerships.

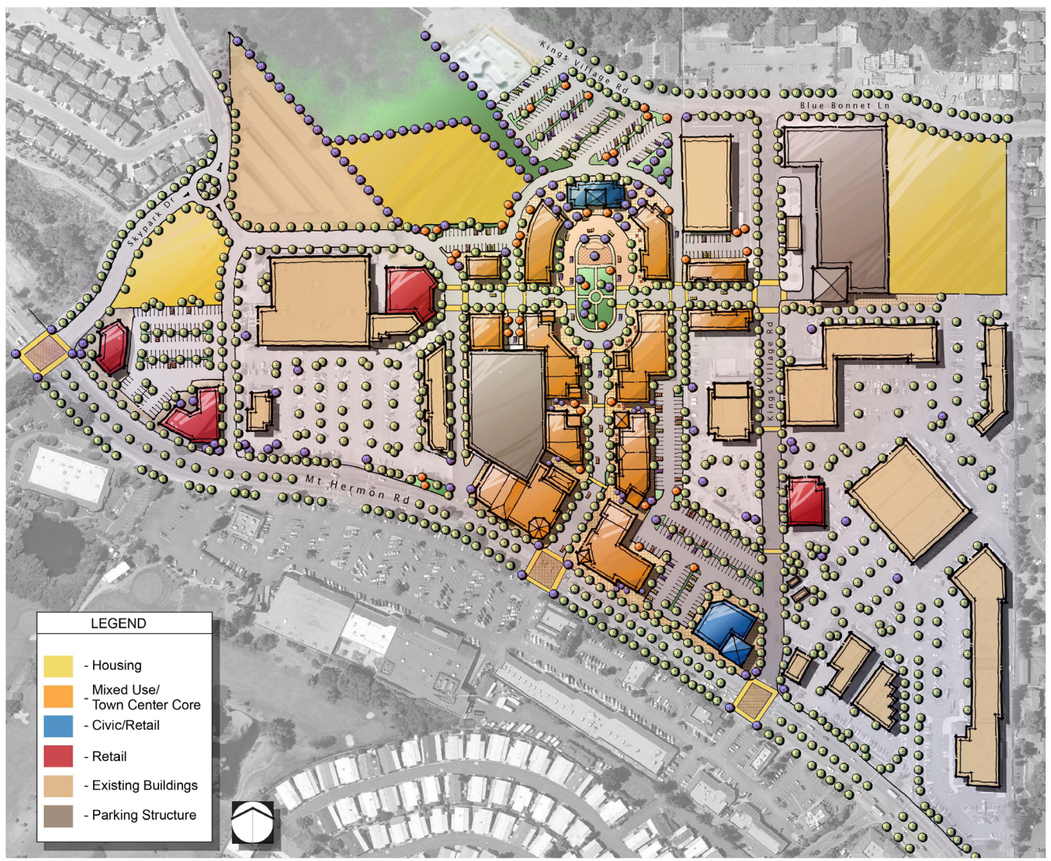
15. Provide a Town Center infrastructure improvement program that can provide a basis for grant assistance from State and Federal organizations and capital improvement scheduling and budgeting.



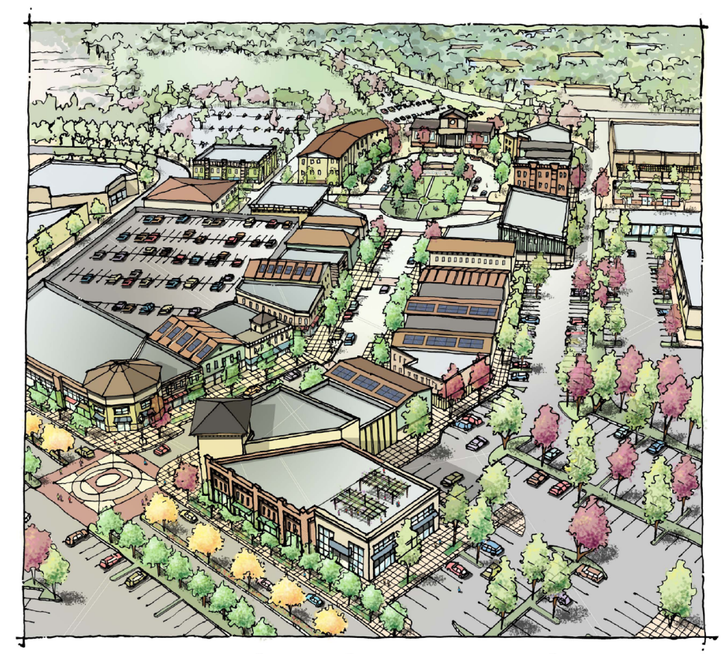
STREET SECTION

TOWN GREEN

STREET SCENE



SITE PLAN



TOWN CENTER BIRDSEYE VIEW

SCOTTS VALLEY TOWN CENTER | VISION POSTER

rrmdesigngroup
creating environments people enjoy®
11-29-07

Figure 2.1 - Vision Poster

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chapter

3

land use

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3.1 Introduction

The following chapter outlines the key standards and land uses needed to meet the objectives depicted in the vision for the Scotts Valley Town Center (Plan Area). This chapter includes a set of standards and regulations which establish a PD Overlay for the Plan Area, the Town Center Specific Plan PD Overlay (TCSP PD overlay). The 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.

The land use standards and regulations depicted in this chapter set the framework for development in the Plan Area. These recommendations and tools are designed to guide development in the Plan Area to ensure that the overall vision for the area is effectively implemented. Implementing the goals and objectives of this Specific Plan and defining the uses allowed in the Plan Area are important in establishing a vibrant and unique destination in the City of Scotts Valley.

The development standards in this chapter work together with the standards and guidelines in Chapter 4 - Circulation Plan, Chapter 5 - Architectural Guidelines, and Chapter 6 - Landscape/Streetscape Designing Guidelines, to outline the requirements for the Plan Area, and serve as an incentive for private reinvestment in the Scotts Valley Town Center.

3.1.1 A Balanced Mix of Uses

A primary goal of the Town Center Specific Plan (The Plan) is to create an identifiable and inviting place with an intimate streetscape lined with storefronts and a mix of uses that promote an environment where people can live, work, and play. The Plan proposes new commercial development (retail and office), residential development, and civic uses to create a place that thrives from morning to night.

In some areas, a horizontal mix of uses (stand alone residential and stand alone commercial adjacent to each other on a given site) and in other areas a vertical mix (residential or office above retail or commercial within the same building) will be appropriate. Mixed-use development will be focused along the main street leading from Mt. Hermon Road to the town green. Medium density stand alone residential will serve as a transition from commercial development to the residential along Skypark Drive and Blue Bonnet Lane.

Residential development is limited to higher densities, such as townhomes, apartments and condominiums. Although residential uses will be an important component to the success of the Plan Area, it will be a secondary use intended to support the predominantly retail and community serving focus of the area.

land use

The Specific Plan encourages the development of residential units over retail development, to help intensify the plan core. It is important to provide an appropriate amount of residential development in the Plan Area to create a sustainable and pedestrian-oriented mixed-use environment. To ensure a vibrant mixed-use quality within the Plan Area, a significant amount of commercial development must be developed concurrently with residential development (see ***Figure 3.1 & 3.2*** – Land Use Plans and ***Figure 3.3*** Opportunity Sites).

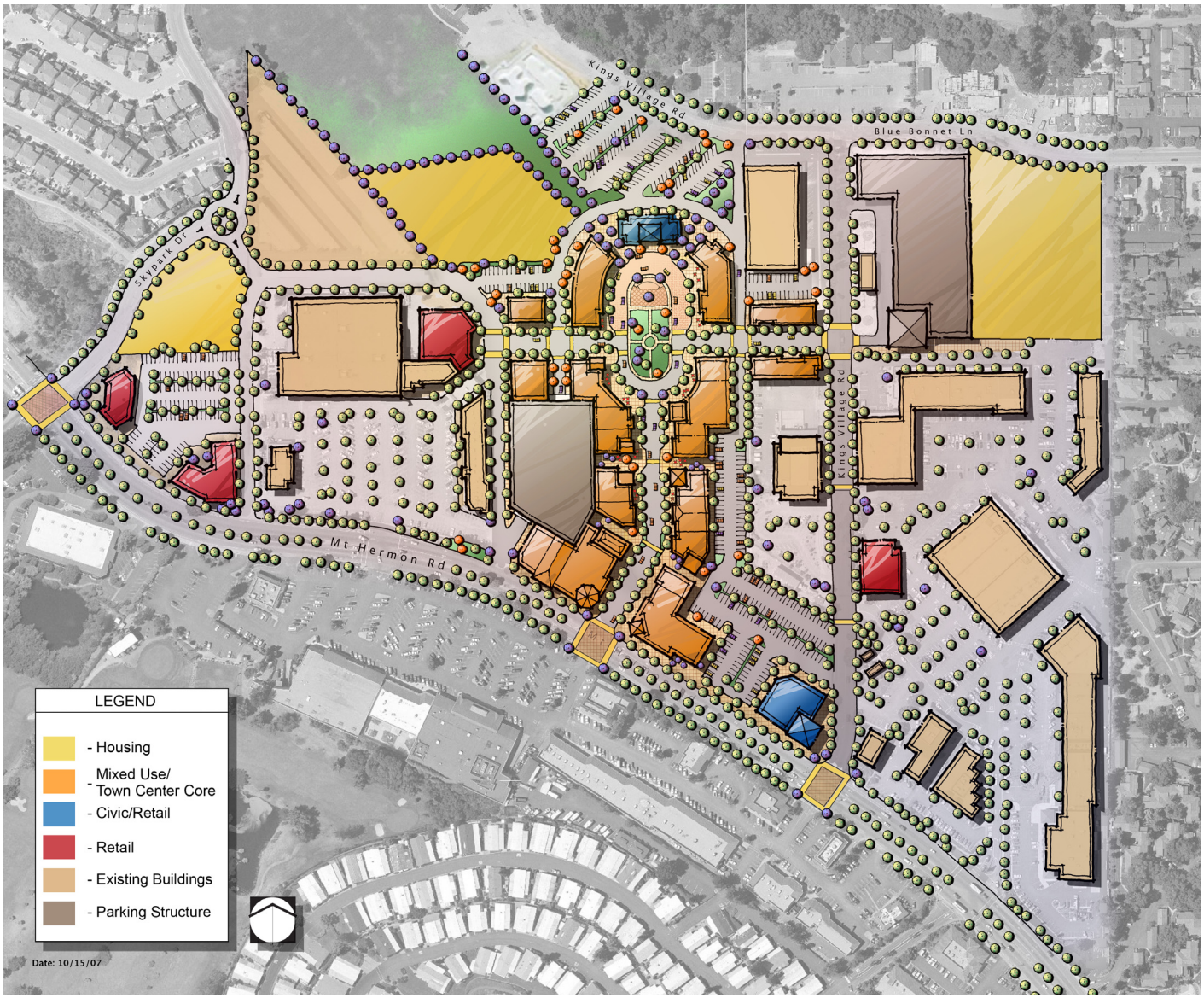


Figure 3.1 - Prefered Land Use Plan

Alternate Land Use Plan

This specific plan is crafted to be flexible enough to entice developers in changing economies. This alternate plan shows an option to locate parking between the town center and the community park instead of residential. This plan also allows for two rows of parking in front of buildings along Mt. Hermon Road buffered by a landscaped parkway. This will give the retail tenants the security of having parking in close proximity.

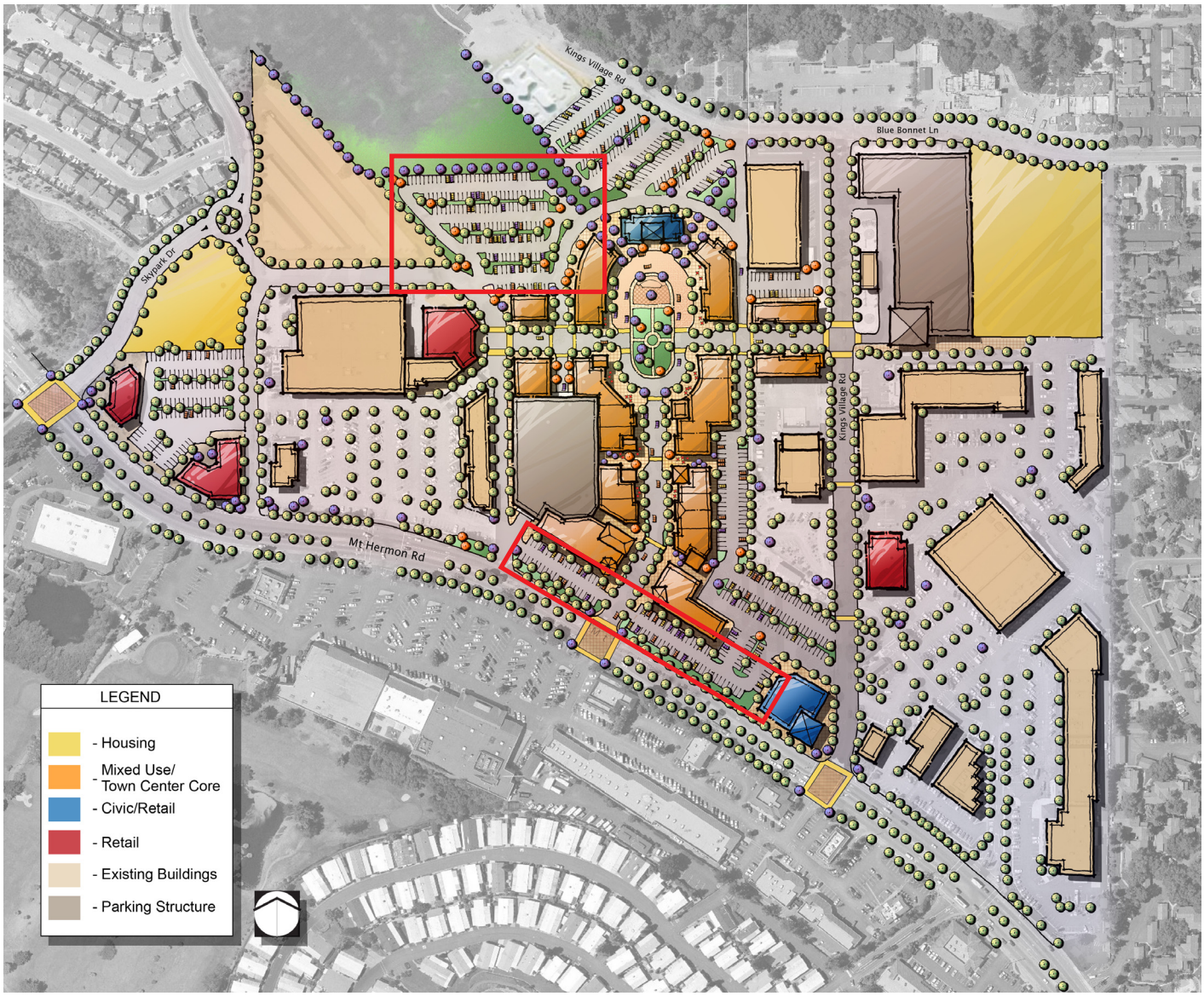


Figure 3.2 - Alternate Land Use Plan

3.2 Allowable Land Uses

An important objective of this Specific Plan is to spell out the desired mix of land uses and location of these uses. The intent is to customize the land use requirements to encourage reinvestment and revitalization of the Town Center Plan Area consistent with the Specific Plan vision. The entire plan area is within the City of Scotts Valley's Redevelopment Agency which requires a minimum of 15% of all residential units built be affordable.

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.

3.2.1 Mixed-use/Town Center Core (commercial/office/residential)

The core of the planning area will be mixed-use, with retail and commercial on the ground floor and residential or office above. Diversity and character can be achieved with a mix of uses both vertically (residential over commercial), horizontally (residential next to commercial), and unit types (affordable and market rate) within the Plan Area. The appropriate mix of land uses is critical to achieving a successful town center environment. A mixing of uses can add variety and vitality to commercial centers, neighborhoods, and streets. The addition of residential over commercial provides "eyes on the streets" and movement throughout the day and night creating safe and defensible spaces. A vertical and horizontal mix of uses in the Plan Area will help achieve the vision for a dynamic center. 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 will not be allowed on the ground floor at street frontage or along the paseo of any building except for the entry door for offices. 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.

3.2.2 Retail/Commercial

There are sites throughout the 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 commercial uses that front onto the street that leads into the Town Center core should be pedestrian-oriented uses that will help strengthen the connections from the Town Center core to the surrounding shopping centers, transit center and neighborhoods. The Specific Plan area includes existing retail uses that are addressed under the Opportunity Sites section.

3.2.3 Residential (Stand Alone)

Residential will be allowed both as a stand alone product and as part of an integrated mixed-use project concept. Stand Alone residential (as illustrated on the land use plan) is located on the periphery of the Plan Area adjacent to existing residential on Skypark Drive to Blue Bonnet Lane and adjacent to the park.

There needs to be a balance of residential units that will support the retail development and will help create a lively daytime and evening environment.

3.2.4 Public and Civic

It is essential to incorporate a large public space such as a public plaza or town green to accommodate community events and public and private assemblies to attract visitors and residents to the Plan Area.

Civic buildings also enhance public spaces and help reinforce the concept of a true "Town Center" versus a traditional shopping center. The Scotts Valley Public Library is proposed to sit near the terminus of the main entry drive into the Plan Area and end of the town green. The library in combination with the town green is crucial to help create the desired downtown feel and the "there there" for Scotts Valley.

The land use designation along Mt. Hermon Road is civic/retail. This land use can support either a civic function such as the County Civil Court or a retail use. It is important that this building is located at Mt. Hermon and Kings Village Roads with sidewalks (and parking designated behind the building) to create a presence as you enter the Town Center Plan Area.

3.2.5 Parking Lots and 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. Structures must follow the design guidelines laid out in Chapter 5 and be carefully massed to avoid visual impacts.

There is an optional parking lot location between the Town Center mixed-use and the Skypark Community Park. Refer to the Alternative Vision Plan exhibit for that location.

3.3 Opportunity sites

This Specific Plan takes the "walk before you run" approach, understanding the unlikelihood that the pre-existing built-out parcels in the Plan will be in a position to redevelop in the near future.

There are three opportunity site designations (Refer to ***Figure 3.3*** - Opportunity Sites).

1) **Opportunity sites 1:** Both of these sites are pre-existing shopping centers located along Mt. Hermon Road. These sites can be developed in the future with a mix of uses such as commercial, residential and office. If these sites are redeveloped they should:
    a. Locate buildings along Mt. Hermon Road.
    b. Face buildings towards King's Village Road and Mount Hermon Road (For sites adjacent to King's Village Road).
    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.

2) **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 mass of structures down to meet adjacent existing residential uses.

3) **Opportunity site 3**: Located along Skypark Drive and the Skypark Community Park, these sites are positioned to be transitional land uses between commercial, park/recreation and residential uses. If these site redevelop they should:
    a. Face buildings toward, or provide a landscaped buffer along, Skypark Drive and the Skypark Community Park.
    b. Face buildings toward the intersection of Mt. Hermon Road and/or Skypark Drive and should be framed by a building to create a gateway as you approach the Town Center.
    c. Provide or allow for a vehicular connection between Skypark Drive and the Town Center core. Refer to Vision Plan.
    d. Create strong pedestrian and vehicular connections to the Town Center core, Skypark Community Park, and neighborhoods.
    e. Design structures to complement the Town Center architectural guidelines.

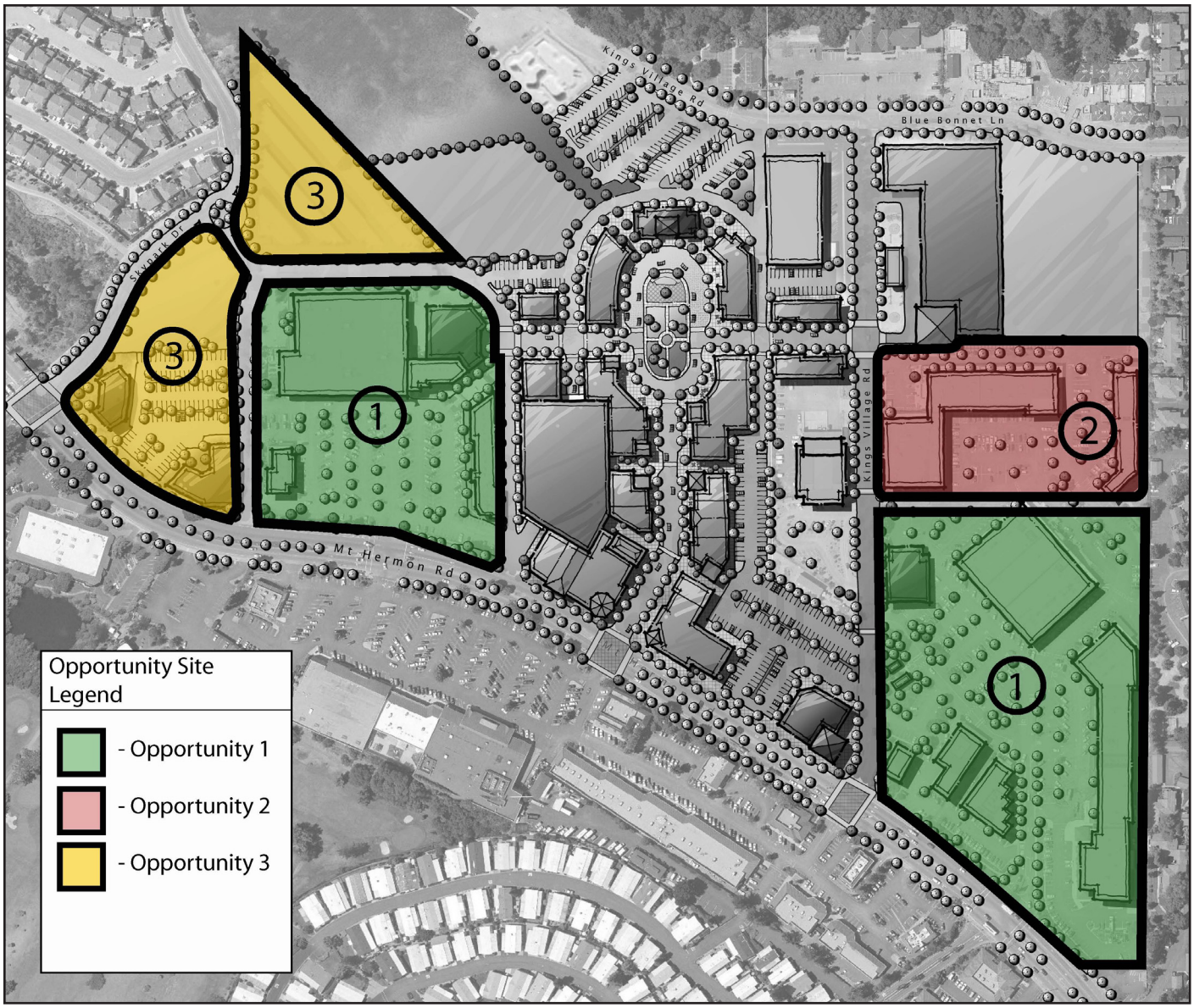


Figure 3.3 - Opportunity Sites

3.4 Permitted Uses

The following represents the existing permitted uses within the Plan Area. Refer to the City Municipal Code (Title 17, Chapter 17.50.020). Non-permitted uses are also listed. For a specific use not listed, the Community Development Director or Planning Commission have the discretion to allow it if it is found to be compatible with the vision for the Town Center Specific Plan.

1) 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 Municipal Code.*
2) Banks*
3) Emergency services (not permitted on the ground floor of the mixed-use zone)*
4) Emergency shelters
5) Facilities owned by any school district or community college
6) Hotels and motels
7) Multi-family dwellings *
8) Restaurants
9) Retail and personal service establishments
10) Retail establishments
11) Theatres
12) Office*

Note:

* The asterisk identifies uses that are not permitted on the ground floor of the mixed-use/town center core or retail zones.

3.5 Conditional Uses

The following conditional uses may be permitted upon the granting of a use permit in accordance with the provisions of Chapter 17.50.020 of the City Municipal Code:

1) Animal hospitals (only indoor allowed)*
2) Bars
3) Churches, synagogues and other places of worship*
4) Coin-operated laundries
5) Commercial recreation
6) Community facilities and institutions
7) Day care centers*
8) Facilities and structures owned by federal, state, county or city government
9) Institutional uses (not permitted on the ground floor of the mixed-use zone)*
10) 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 Chapter 17.50.015 of the City Municipal Code.*
11) Radio and/or television broadcasting studios (excluding transmission towers)*
12) Service shops (small appliances and equipment), including printing, photographic, cabinet repair, and catering services
13) Single-family dwellings*
14) Small community care facilities*
15) Tract offices*
16) Transitional housing: No person shall operate a transitional housing facility without obtaining a conditional use permit in compliance with Chapter 17.50.020 and 17.20.030 of the City Municipal Code.
17) Other uses the planning commission finds to be of a similar nature to those listed above, subject to the requirements of Chapter 17.50.020 of the City Municipal Code.

Note:

* The asterisk identifies uses that are not permitted on the ground floor of the mixed-use/town center core or retail zones.

3.6 Prohibited Uses

1) Automobile sales, including sale of used cars in conjunction with the sale of new cars
2) 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
3) Automotive service stations (Gas Station)
4) Carwashes
5) Drive-through facilities
6) Equipment rental yards
7) Industrial and manufacturing uses
8) Outdoor storage facilities
9) Public safety facilities
10) Public utility service yards
11) Recreational vehicle sales, including boat sales

3.7 Non-Conforming Uses

Existing uses that are not permitted or not listed in this Specific Plan 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

3.8 Development Regulations and Standards

An important objective of this Specific Plan is to set the parameters for development within the Scotts Valley Town Center Plan Area (Plan Area). The goal is to offer a compatible mix of land uses in a pedestrian friendly environment. The Scotts Valley Town Center Land Use Plan (***Figure 3.1***) illustrates the desired location of the uses which should be strategically placed to help achieve the vibrant pedestrian-oriented town center envisioned for the Plan Area. The following development standards are designed to reconfigure the standards of the existing zoning in the area to support that vision. The intent is to simplify, streamline, and customize the land use requirements to encourage reinvestment and revitalization of the Plan Area.

The land use and development standards depicted in this chapter complement the streetscape beautification and other public improvements recommended for the Plan Area, in Chapter 6.

3.8.1 Building Intensities

To reach the desired densities and reflect the direction of the Guiding Principles for Town Center, the mixed-use depicted in this chapter is primarily considered vertical mixed-use, which is characterized by allowing residential or office uses above commercial uses in the same building. Although stand alone residential development is also strongly encouraged in close proximity to the commercial core, the primary focus of the Town Center is creating the downtown commercial shopping and dining district.

3.8.2 Development Standards

The following development standards will provide direction to shape the urban form within the Plan Area. The corresponding Urban Form plates located on pages 74-75 provide an "At-A-Glance" look at specific development standards, primary uses, and parking locations and requirements for each individual land use zone. They are to be used in tandem with the following development standards descriptions.

Building Coverage (Mixed Use)

The maximum building coverage for commercial and mixed use structures in the Plan Area is one hundred (100) percent.

Building Height

Building height is measured at the highest point on the primary street sidewalk, or front façade sidewalk, to the highest point of a building's roof (parapet or ridgeline). Front façade is defined by any façade that faces a street, sidewalk, or pedestrian paseo.

To help strengthen the pedestrian environment and create a balanced street to building proportion, building recommendations include both minimum and maximum heights. The maximum height requirements vary from 35' to 55' depending on the location within the Plan Area. The maximum building height within the Plan Area is 55' which equates to three to four stories. Specific building height recommendations for each building type are described in the corresponding Urban Form plates.

Two-story development is encouraged along Mt. Hermon Road to bring a comfortable scale to the street and reduce the impact of the large right-of-way. Two to three story massing should be incorporated at corner buildings at key intersections with tower elements to signify entry locations.

The increased height at the street edge should be enhanced with additional articulation and architectural features such as awnings or trellises to establish a pedestrian scale. Building height and massing should increase toward the core of the project to accommodate three story structures around the town green.

Height Exceptions

The Community Development Director or Planning Commission may approve architectural features, such as tower elements, elevator service shafts, and roof access stairwells that extend above the height limit. Architectural features such as tower elements and three story massing are encouraged at road entries along Mt. Hermon Road to denote their significance and accentuate the entrance to the Town Center. Telecommunications antennas and service structures located on rooftops may also exceed the maximum building height but should be hidden to the maximum extent possible using appropriate screening.

Buildings that exceed the maximum height adopted within the Plan Area may be authorized on the recommendation of the Community Development Director, the Planning Commission, and/or the City Council through the Planned Development Permit process. Buildings that exceed the maximum height shall conform to the intent of the following:

- Buildings have a varied roof line, and
- Buildings have first floors articulated with color, textures and architectural detailing in keeping with the overall design, and
- Upper floors provide variable step back and change in massing, balconies, awnings, shutters, or other architectural detail that complement the architectural character.
- Buildings incorporate changes in wall plane and/or other suitable relief elements.

Setbacks

The minimum setback requirements should be as follows:

- **Front Setback**
  Front setback requirements for each building type are described in the corresponding Urban Form plates. Buildings should be oriented toward the street with parking behind to create a vibrant and walkable downtown atmosphere. Variable setbacks along the two main streets that terminate into the town green at the core of the Town Center are encouraged to establish spaces for outdoor seating areas, outdoor dining, and shopping. When buildings do setback from the sidewalk, allowable uses in the front of the building include plazas or pedestrian spaces, sidewalks, landscaping, retail display areas, and café or outdoor seating areas. To help define the corners of street blocks and to create a framework in which the variable setbacks will have an impact on the streetscape, corner buildings should be located closer to the street.

  The infill parcel along Blue Bonnet (next to the Transit Center) should strive to meet the intent of the development standards, but may need to vary due to adjacent developed parcels. This parcel should provide a streetscape along Blue Bonnet that is consistent with adjacent development.

- **Side Setback**
  Side setback requirements for each building type are described in the corresponding Urban Form plates. To help create a continuous built edge along Mount Herman and the main street leading to the Town Center core, side setbacks should only be allowed to provide areas for public spaces such as sidewalks, paseos, outdoor seating areas, and courtyards.

- **Rear Setback**
  Rear setback requirements for each building type are described in the corresponding Urban Form plates. In most cases rear setbacks are not required. However, they create a transition between adjacent property at the rear of the lot by allowing some open space and landscaping between parcels. Rear setbacks also create a place for vehicle access, utility services, and parking.

On-Street Parking

On street parallel parking is recommended throughout the Plan Area. Parallel parking will provide short-term parking needs in front of building entries and form a buffer between pedestrian and vehicular traffic while narrowing road widths to help slow traffic and improve safety for pedestrians.

Off-Street Parking

The off-street parking requirements for each building type are described in the corresponding Urban From plates. All parking areas within the Plan Area should be consistent with the parking standards set forth in of the City's Municipal Code except as indicated below:

- **Location and Access**
  Off-street parking lots are not recommended between the front of the building and the street anywhere in the Plan Area. Parallel on-street parking is encouraged. Parking should be located behind buildings where feasible. New surface parking lots and parking structures should be screened when located immediately adjacent to public streets. When redevelopment opportunities arise on existing built out parcel, new structures should be located along street edge instead of parking lots.

- **Shared Parking**
  The concept of shared parking is effective in areas with a mix of land uses that have offsetting peak demand needs. For example, the peak demand of retail and restaurant uses is typically on weekends and weeknights which would not conflict with office uses whose peak demand typically is during weekdays. Also, residential parking demand is low during daytime hours which would not conflict with office and lunchtime restaurant peak demand. Some existing uses which will lose parking by providing land to implement the overall circulation plan could receive a credit for their parking loss. This reduction will not have a detrimental effect because a true town center would embody the "park once, shop twice" concept in which one would park in one location and patronize numerous establishments.

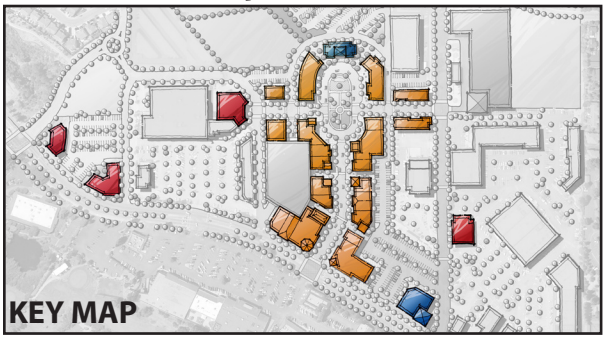
  Where two or more uses share common parking areas, the total number of parking spaces requested may be reduced by up to 30%, with approval of a use permit. Where shared parking is located on more than one parcel, affected parties must record an agreement governing the shared parking, to the satisfaction of the Community Development Director.

- **In-Lieu Fees**
  Uses other than residential may satisfy a portion of the parking requirement through the payment of in-lieu fees. To accomplish this, the City of Scotts Valley must create a parking district and corresponding fee structure that links payment of in-lieu fees to the provision of off-site public. Acceptance of in-lieu fees will not be permitted until a parking district and associated fee has been established. (Please see Plan Implementation in Chapter 9 for more information.)

3.9 Urban Form

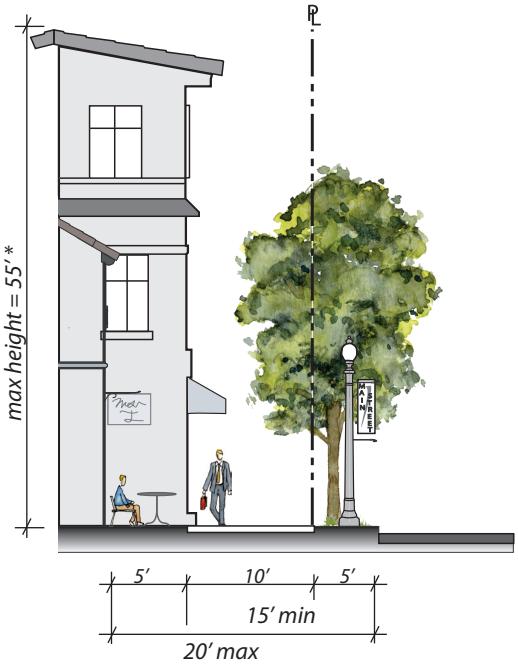
The following Urban Form templates provide a comprehensive summary of the development standards by building type in the Plan Area. The templates include detailed illustrations that depict the building setbacks and site layout for all the potential land-uses in the Plan Area including mixed-use, commercial, office, and high and medium-density residential development.

MIXED-USE, OFFICE COMMERCIAL, AND CIVIC



PRIMARY USES

- Retail
- Restaurant
- Civic
- Mixed-Use with Residential/ Office over Retail (15-20 DU/Acre)



URBAN FORM

Setbacks

Front: min = 15' (from curb edge)
max = 20' (from curb edge)

Side: min = 0'
max = 15' (to allow for plaza/pedestrian walkway)

Rear: min = 0'

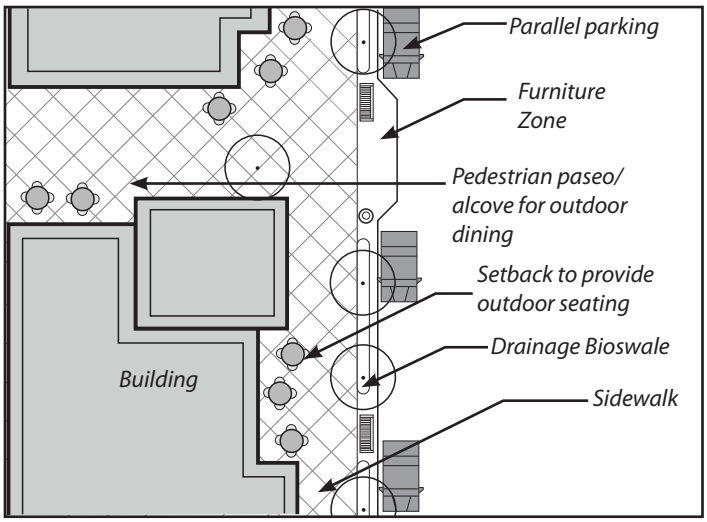
Height*

Mixed-Use max = 55'

Stand alone retail max = 35'
(greater heights may be granted through a Planned Development (PD) Permit)

Building Coverage

max = 100%



PARKING

Parking Location: No off-street parking allowed in setbacks between public streets and building without being approved as part of the planned development application. Tuck under, underground, structure, or rear parking only. Parallel parking allowed on streets.

Parking Ratios

Stand Alone Residential:
2 enclosed spaces/unit, and 1 guest space/5 units.

Mixed-Use Residential:

1 space/Studio or 1 bedroom
2 space/2 or 3 bedroom

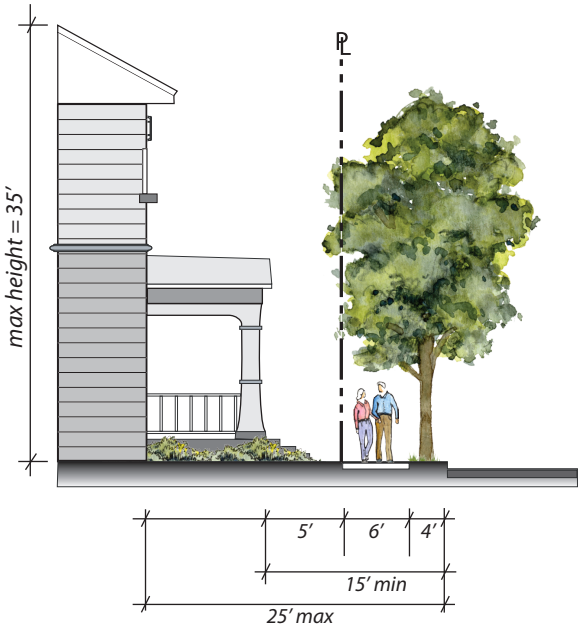
Non Residential: 1 space/300 sf of floor area
Civic: 1 space/per employee

*Greater height may be granted through a Planned Development Permit

MEDIUM DENSITY RESIDENTIAL

PRIMARY USES

- Stand Alone Residential (Average 15-20 DU/Acre)



URBAN FORM

Setbacks

Front: min = 15' (from curb edge to front porch)
min = 20' (from curb edge to building face)
max = 25' (from curb edge to building face)

Side: min = 0'
max = 26' (to allow room for vehicle backup)

Rear: min = 10' (where a rear yard is provided)

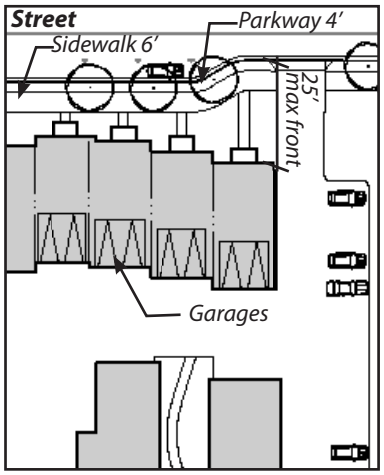
Height*

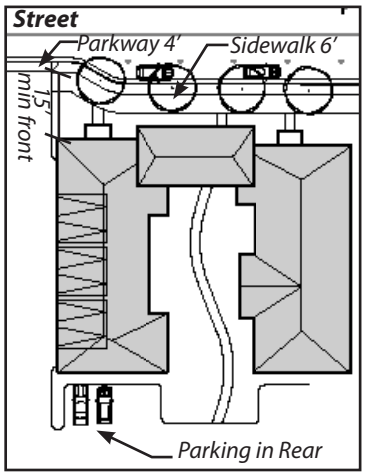
max = 35' (greater heights may be granted through a Planned Development (PD) Permit)

Building Coverage

max = 55%

Example building layouts





PARKING

Parking Location: No off-street parking allowed in setbacks between public streets and building. Tuck under, underground, structure, or rear parking only.

Parking Ratios

Residential:
1 enclosed space/Studio or 1 bedroom
2 space/2 or 3 bedroom (1 enclosed)
1 guest space/5 units

Senior Housing: .5 space/unit

*Greater height may be granted through a Planned Development Permit

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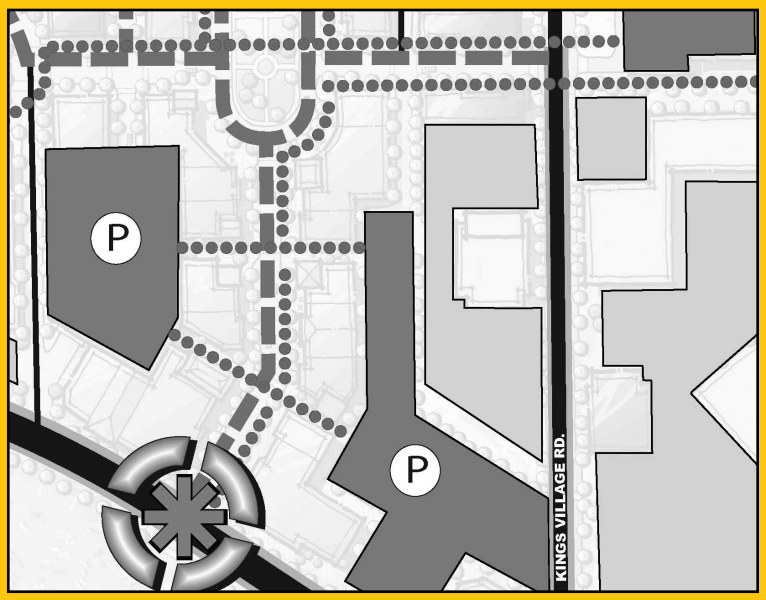

chapter

4

circulation plan

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4.1 Circulation

This chapter of the Scotts Valley Town Center Specific Plan presents the existing traffic conditions in and around the Plan Area and provides solutions that balance vehicular circulation with the pedestrian-oriented environment envisioned for the Town Center. The circulation pattern throughout the site will play a pivotal role in the success of attracting visitors and potential tenants to the Plan Area. It is important to establish a well-connected system of streets and paths both internally and to surrounding uses, to encourage a variety of travel modes including walking and biking. An interconnected network of streets reduces distances by providing alternate paths of travel and also helps distribute traffic to minimize volumes on local streets. The streets that flow through the Plan Area should include traffic calming elements to slow traffic and provide sidewalks and pedestrian-oriented paths to encourage walking. Circulation improvements in the Plan Area will include a new system of streets in the core and enhanced connections to the surrounding uses and neighborhoods. In addition, this chapter also includes strategies for increasing the ease of traffic flow with new configuration of travel lanes on bordering streets. Parking recommendations include on-street parking along internal roads, interconnected off-street parking lots that are generally tucked behind buildings, and a potential for future parking structures.

The internal street system is designed around a main entry road that defines the unique Town Center character with on-street parking and wide sidewalks and street trees. The integration of a pedestrian scaled streetscape design, illustrated in Chapter 6 – Landscape Guidelines, is an important component of the plan to ensure that pedestrians have easy access to key locations throughout the Plan Area.

4.1.1 Existing Traffic Conditions/Operations

Existing Street Network

Regional access to the study area is provided by SR 17. Local access is available via Scotts Valley Drive, Mt. Hermon Road, Blue Bonnet Lane, Kings Village Road, and Skypark Drive. These roadways are described below. The existing road configurations of the streets within and surrounding the Plan Area are illustrated in ***Figure 4.1.***

> ***SR 17*** is a four-lane north-south freeway, with two travel lanes in each direction. SR 17 extends from 1-880 in San Jose in the north to its terminus at State Route 1 in Santa Cruz, south of Scotts Valley. SR 17 provides access to Scotts Valley via interchanges at Granite Creek Road and Mt. Hermon Road. The City's General Plan Circulation Element includes provisions for a mid-town interchange approximately midway between Granite Creek and Mt. Hermon Roads, although exact connection locations have not been determined.

Mt. Hermon Road is a four-lane, east-west major arterial, with two travel lanes in each direction separated by an intermittent raised median. Mt. Hermon Road extends from SR 17 to the east to Graham Hill Road to the west. Mt. Herman Road serves as the primary commercial street through Scotts Valley and provides regional access between SR 17 and SR 9 in Felton and Ben Lomond.

Scotts Valley Drive is a four-lane, north-south arterial, with two travel lanes in each direction separated by intermittent sections of raised median. This arterial extends from Mt. Hermon Road in the south to its terminus in the north just beyond its intersection with Sawyer Circle.

Kings Village Road is a two-lane collector street that extends northward from Mt. Hermon Road to Bluebonnet Lane, and then turns westward to run along the northern boundary of the Specific Plan area to the Skypark soccer complex. The street provides primary access to the Cavallero Transit Center and Park-and-Ride Lot, which is located near Bluebonnet Lane about 1,000 feet north of Mt. Hermon Road.

Blue Bonnet Lane is a one-block long, two-lane street that runs between Kings Village Road and Bean Creek Road. The 25 mile per hour street primarily serves multi-family residential uses, though in combination with Bean Creek Road, also provides a secondary route between the Specific Plan area and Scotts Valley Drive.

Skypark Drive is a two-lane local street that provides a connection between Mt. Hermon Road and a small residential subdivision located on the northern end of the former airport. The approximately one-half mile long street also provides access to the Skypark soccer and recreational fields. The portion of the street nearest Mt. Hermon Road includes on-street bicycle lanes. A sharp curve in the roadway exists approximately 600 feet north of Mt. Hermon Road just before the residential intersection of Navigator Drive.

Granite Creek Road is a two-lane, local roadway that runs generally in an east-west direction near Scotts Valley Drive and then travels in a north-south direction east of SR 17. Granite Creek Road provides a northern access to Scotts Valley Drive and an overpass spanning SR 17. This roadway extends from Scotts Valley Drive in the north to Branciforte Drive in the south.

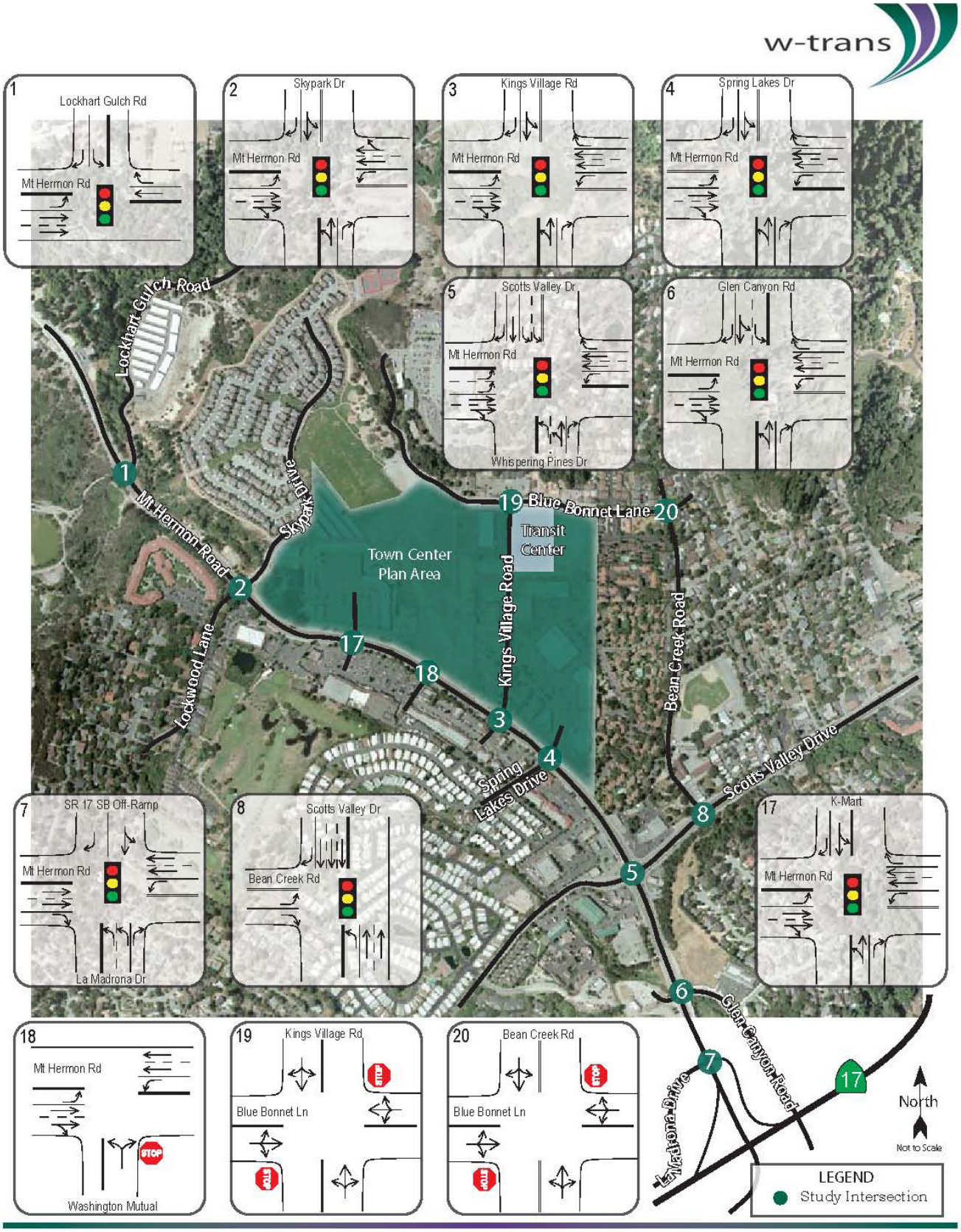

Figure 4.1 - Existing Lane Configurations

Study Periods and Traffic Volumes

Operating conditions during the a.m. and p.m. peak periods were evaluated. The a.m. peak hour is the highest volume hour between 7:00 and 9:00 a.m., and typically captures activity associated with trips from home to school or work. The p.m. peak hour occurs between 4:00 and 6:00 p.m. and typically reflects the highest level of congestion as residents travel homeward. Existing turning movement volumes at the majority of the study intersections were taken from the Transportation Impact Analysis report for the *Stonegate Mixed-Use Development*, prepared by Hexagon Transportation Consultants for the City of Scotts Valley in March, 2006. Turning movement counts at the intersections of Mt. Hermon Road/Scotts Valley Drive, Mt. Hermon Road/K-Mart Access, Mt. Hermon Road/Washington Mutual Access, Bluebonnet Lane/Kings Village Road and Bluebonnet Lane/Bean Creek Road were conducted by W-Trans in May, 2007. Existing traffic volumes are shown in ***Figure 4.2.***

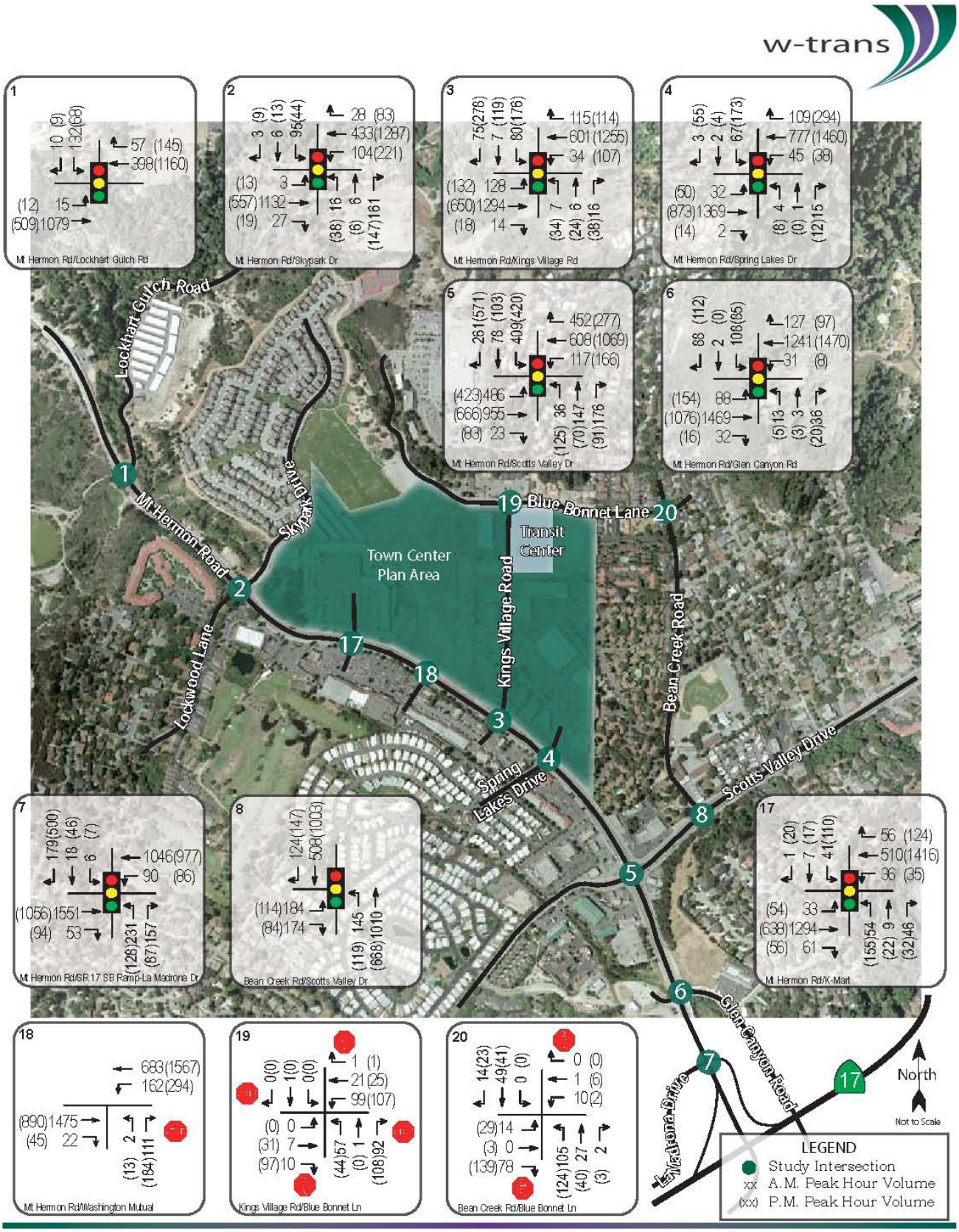

Figure 4.2 - Existing Traffic Volumes

Intersection Level of Service Methodologies

Level of Service (LOS) is used to rank traffic operation on various types of facilities based on traffic volumes and roadway capacity using a series of letter designations ranging from A to F. Generally, Level of Service A represents free flow conditions and Level of Service F represents forced flow or breakdown conditions. The LOS designation is accompanied by a unit of measure which indicates a level of delay. The study intersections were analyzed using methodologies from the Highway Capacity Manual 2000, Transportation Research Board, 2000 (HCM2000). This source contains methodologies for various types of intersection control, all of which are related to a measurement of delay in average number of seconds per vehicle.

The Levels of Service for the intersections of Mt. Hermon Road/Washington Mutual Access and Bluebonnet Lane/Bean Creek Road, which are stop controlled on the Washington Mutual Access and Bluebonnet Lane approaches, were analyzed using the unsignalized intersection capacity method from the HCM2000. This method determines a level of service for each minor turning movement by estimating the level of average delay in seconds per vehicle. The movement with the highest level of delay is presented as the Worst Case Level of Service. The through movements on the main street are assumed to operate at free flow and a Level of Service A.

The study intersection of Bluebonnet Lane/Kings Village Road was analyzed using the "All-Way Stop-Controlled Intersection" methodology from the HCM2000. This methodology evaluates delay for each approach based on turning movements, opposing and conflicting traffic volumes, and the number of lanes. Average vehicle delay is computed for the intersection as a whole, and is then related to a Level of Service.

The "Signalized" methodology was used to evaluate the remaining study intersections, and is based on factors including traffic volumes, green time for each movement, phasing, whether or not the signals are coordinated, truck traffic, and pedestrian activity. Average stopped delay per vehicle in seconds is used as the basis for evaluation in this LOS methodology

The ranges of delay associated with the various levels of service for the methodologies applied are indicated in ***Table 4.1***.

Table 4.1
Intersection Level of Service Criteria

LOS	Unsignalized	All-Way Stop-Controlled	Signalized
A	Delay of 0 to 10 seconds. Gaps in traffic are readily available for drivers exiting the minor street.	Delay of 0 to 10 seconds. Upon stopping, drivers are immediately able to proceed.	Delay of 0 to 10 seconds. Most vehicles arrive during the green phase, so do not stop at all.
B	Delay of 10 to 15 seconds. Gaps in traffic are somewhat less readily available than with LOS A, but no queuing occurs on the minor street.	Delay of 10 to 15 seconds. Drivers may wait for one or two vehicles to clear the intersection before proceeding from a stop.	Delay of 10 to 20 seconds. More vehicles stop than with LOS A, but many drivers still do not have to stop.
C	Delay of 15 to 25 seconds. Acceptable gaps in traffic are less frequent, and drivers may approach while another vehicle is already waiting to exit the side street.	Delay of 15 to 25 seconds. Drivers will enter a queue of one or two vehicles on the same approach, and wait for vehicle to clear from one or more approaches prior to entering the intersection.	Delay of 20 to 35 seconds. The number of vehicles stopping is significant, although many still pass through without stopping.
D	Delay of 25 to 35 seconds. There are fewer acceptable gaps in traffic, and drivers may enter a queue of one or two vehicles on the side street.	Delay of 25 to 35 seconds. Queues of more than two vehicles are encountered on one or more approaches.	Delay of 35 to 55 seconds. The influence of congestion is noticeable, and most vehicles have to stop.
E	Delay of 35 to 50 seconds. Few acceptable gaps in traffic are available, and longer queues may form on the side street.	Delay of 35 to 50 seconds. Longer queues are encountered on more than one approach to the intersection.	Delay of 55 to 80 seconds. Most, if not all, vehicles must stop and drivers consider the delay excessive.
F	Delay of more than 50 seconds. Drivers may wait for long periods before there is an acceptable gap in traffic for exiting the side streets, creating long queues.	Delay of more than 50 seconds. Drivers enter long queues on all approaches.	Delay of more than 80 seconds. Vehicles may wait through more than one cycle to clear the intersection.

Reference: *Highway Capacity Manual,* Transportation Research Board, 2000.

Traffic Standards of Significance

The Circulation Element of the City of Scotts Valley's General Plan states that the Level of Service standard for the intersections of Mt. Hermon Road/Scotts Valley Drive-Whispering Pines Drive and Granite Creek Road/Scotts Valley Drive is LOS D, while a minimum of LOS C is accepted for all other intersections within the City of Scotts Valley.

Existing Intersection Levels of Service

Currently all of the study intersections are operating acceptably within City standards during both the a.m. and the p.m. peak periods, except for the intersection of Mt. Hermon Road/SR 17 SB Off-Ramp-La Madrona Drive, which is operating at LOS D during the p.m. peak hour. It should be noted that the most critical intersection in the City and near the study area, Mt. Herman Road/Scotts Valley Drive, is currently operating at LOS D during both the a.m. and p.m. peak hours, however, the p.m. peak hour delay of approximately 55.0 seconds/vehicle is at the threshold of LOS E conditions. The Level of Service calculations for Existing Conditions are summarized in ***Table 4.2.***

Table 4.2
Existing Intersection Levels of Service

Intersection	AM Peak Hour		PM Peak Hour	
Approach	Delay	LOS	Delay	LOS
1. Mt. Hermon Road/Lockhart Gulch Road	7.9	A	25.3	C
2. Mt. Hermon Road/Skypark Drive-Lockwood Lane	15.8	B	13.6	B
3. Mt. Hermon Road/Kings Village Road	15.6	B	22.3	C
4. Mt. Hermon Road/Spring Lakes Road	12.4	B	23.6	C
5. Mt. Hermon Rd/Scotts Valley Dr/Whispering Pines Dr	51.8	D	55.0	D
6. Mt. Hermon Road/Glen Canyon Road	13.1	B	17.4	B
7. Mt. Hermon Road/La Madrona Dr-SR 17 SB Off Ramp	28.8	C	41.9	D
8. Bean Creek Road/Scotts Valley Drive	16.3	B	13.9	B
9. Erba Lane/Scotts Valley Drive	8.2	A	9.9	A
10. Civic Center Drive-Disc Drive/Scotts Valley Drive	10.4	B	11.4	B
11. Carbonero Way/Scotts Valley Drive	5.2	A	7.6	A
12. El Pueblo Road/Scotts Valley Drive	7.6	A	8.6	A
13. Victor Square (North)/Scotts Valley Drive	9.2	A	10.4	B
14. Granite Creek Road/Scotts Valley Drive	18.7	B	17.9	B
15. Glenwood Drive-SR 17 SB Ramps/ Scotts Valley Drive	20.7	C	18.4	B
16. Granite Creek Rd-SR 17 NB Ramps/Santas Village Road	27.1	C	22.5	C
17. Mt. Hermon Road/K-Mart Access	18.8	B	22.4	C
18. Mt. Hermon Rd/Washington Mutual Access				
Northbound Approach	*19.2*	*C*	*18.0*	*C*
19. Bluebonnet Lane/Kings Village Road	8.1	A	8.3	A
20. Bluebonnet Lane/Bean Creek Road				
Eastbound Approach	*9.3*	*A*	*10.0*	*B*
Westbound Left-Turn	*11.7*	*B*	*12.3*	*B*

Notes: Delay is measured in average seconds of delay per vehicle
LOS = Level of Service

4.2 Street System and Improvement Opportunities

The street or roadway layout depicted in the Circulation Plan in ***Figure 4.3,*** provides a hierarchical system of streets that was purposefully designed to establish both an identity for the Plan Area and an efficient connection to surrounding uses.

The Specific Plan street network consists of a grid that provides vehicular, pedestrian, and bicycle connectivity to surrounding parcels and streets. 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 Plan Area.

Street connections to the east and west within the Specific Plan would be created by a series of short City blocks that are generally offset from one another, and extend outward from the core retail and civic center. The connected blocks would make it possible for drivers to travel between Skypark Drive and Kings Village Road, though the offset block patterns and heavy pedestrian emphasis will make this a very low-speed route that will not benefit drivers attempting to "cut through" the area in order to avoid the busy Mt. Hermon Road corridor. As a result, automobiles using these streets are primarily expected to be visitors, employees, and residents of the proposed uses within the Specific Plan Area.

The Specific Plan also includes a number of low-speed minor streets and drive aisles within parking areas that will 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 will be restricted to right turns in and out. Full access will be allowed at the minor access connections to Kings Village Road and adjacent parcels.

In order to create an authentic identity for the Town Center Plan Area, the streetscape along Mt. Hermon Road will be enhanced with design elements such as gateway and intersection treatments, and customized landscaping and pedestrian-oriented amenities. Similar treatment should be used on proposed streets that lead into the Plan Area and connect to surrounding streets. The proposed internal roads will be configured to accommodate on-street parking and wide sidewalks. Intersection treatments that denote landmarks or nodes within the Plan Area should also be considered. The Landscape Guidelines in Chapter 6 provide a detailed description of the recommended street improvements in the Plan Area.

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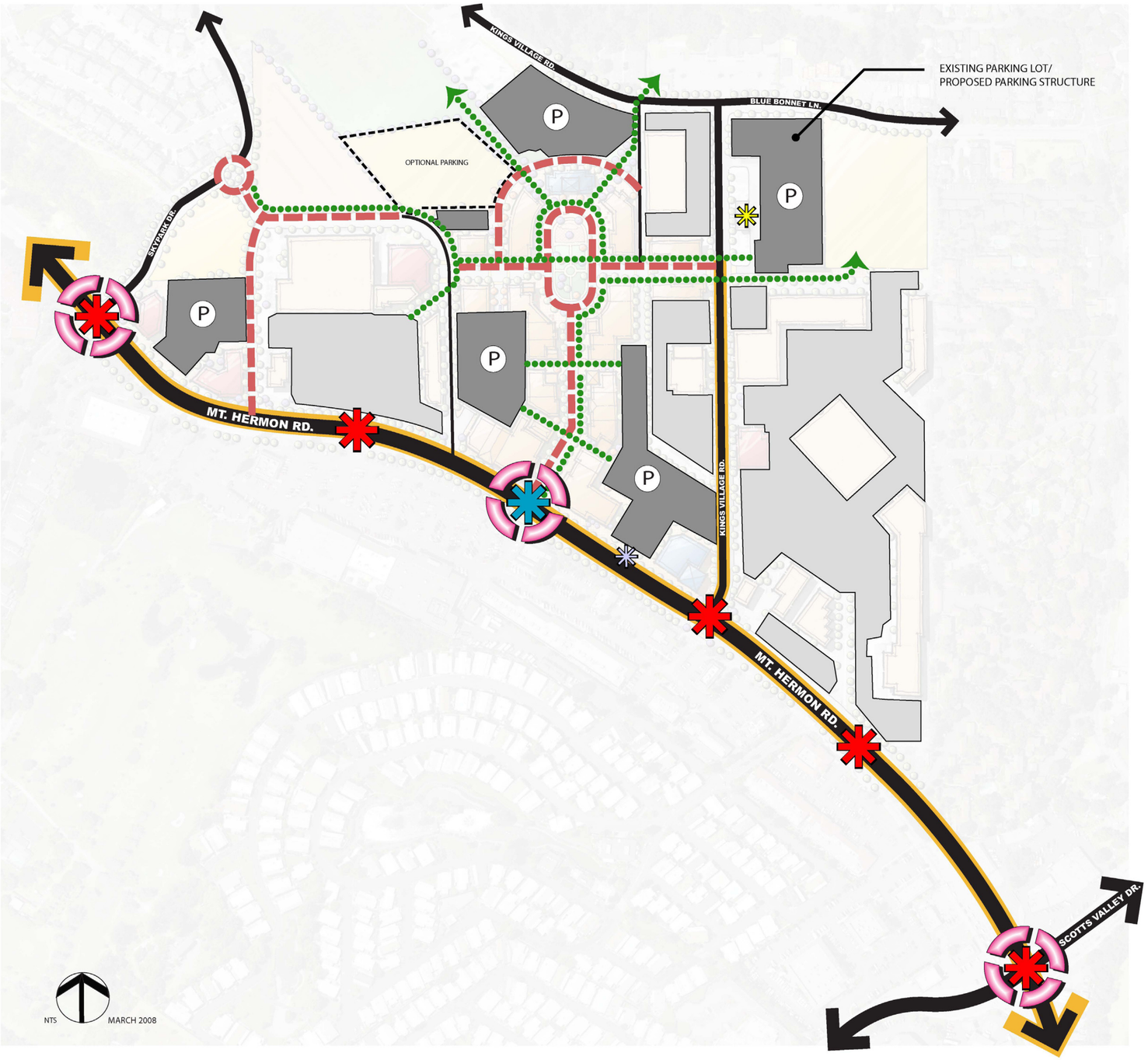

LEGEND

- EXISTING ROADS
- PROPOSED ROADS
- PEDESTRIAN CIRCULATION
- EXISTING PARKING
- PROPOSED PARKING LOT/STRUCTURE
- PROPOSED GATEWAY
- EXISTING TRAFFIC SIGNAL
- PROPOSED TRAFFIC SIGNAL (MAIN ACCESS)
- EXISTING TRANSIT ROUTE
- EXISTING BUS STOP (TRANSIT CENTER)
- PROPOSED BUS STOP

*EXACT LOCATIONS OF ACCESS POINTS ARE APPROXIMATE.

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Figure 4.3 - Circulation Plan

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4.3 Traffic Calming Elements

To establish an environment that is safe and inviting to the pedestrian it is important to integrate specific traffic calming measures aimed at reducing traffic speeds and increasing pedestrian connectivity. The street configurations within the Specific Plan Area will, by design, help to regulate vehicle speeds. 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 includes "bulb-outs" at many street intersections.

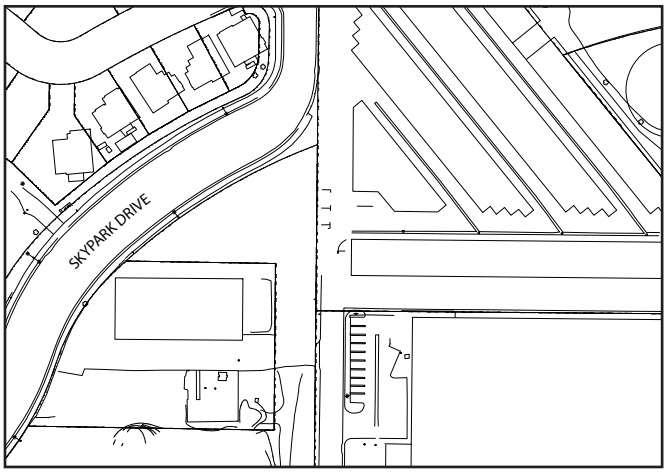
Bulb-outs are extensions of street curbs that narrow pedestrian crossing distances at crosswalks while also reducing the speeds at which drivers are able to comfortably make turns at intersections. Bulb-outs should be incorporated at key intersections leading into and throughout the Plan Area as depicted in the Circulation Plan in ***Figure 4.3***. These curb extensions also coincide with on-street parking as they create the pocket along the roadway for parallel parking opportunities. Cars parked along the side of the road consequently also tighten road widths and can act as a traffic calming measure.

Medians can help improve the overall appearance of streets and can help slow traffic. In terms of safety, medians with refuge islands reduce conflicts between pedestrian and vehicles because they allow pedestrians to cross one direction of traffic at a time. The medians along Mt. Hermon Road should be enhanced with additional landscaping to provide a physical separation between travel lanes and a refuge area for pedestrians at crossings.

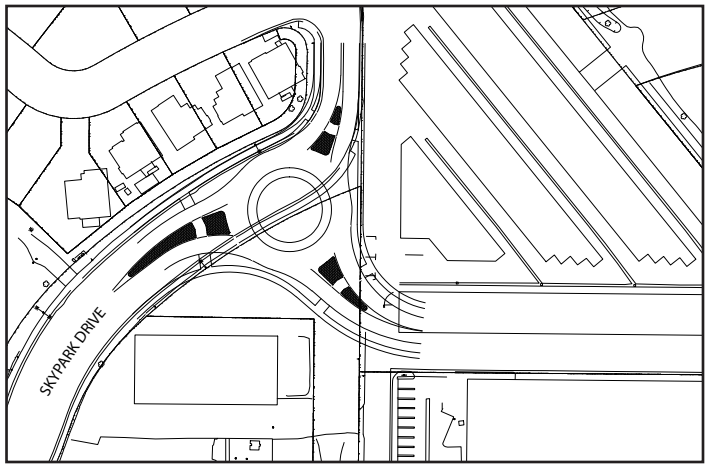
Tall **canopy** trees should also be planted to help tie the two sides of Mt. Hermon Road as well as the internal streets together, narrowing the perceived street width, and slowing traffic.

The Plan also shows a new **roundabout** on Skypark Drive, located just south of Aviator Drive at the location of a new east-west street serving the Specific Plan Area (see Figure 4.3). The use of roundabouts is expanding significantly throughout California and the United States as residents and agencies realize their numerous benefits. Roundabouts have significant vehicular safety benefits over other forms of traffic control, capacities that meet or exceed those provided by signals, create substantially lower emissions and fuel consumption, and effectively regulate vehicle speeds to 15-20 mph without requiring most drivers to stop.

A roundabout on Skypark Drive would help to regulate vehicle speeds along the street. The speed reduction would help to address an existing concern of residents who have experienced conflicts in the past with speeding drivers on Skypark Drive. Speeding drivers create potential conflicts with both drivers and pedestrians at the Aviator Drive intersection. With the roundabout, all drivers would need to travel at lower speeds in this area.



Existing Skypark Drive Intersection



Proposed roundabout at Skypark Drive intersection

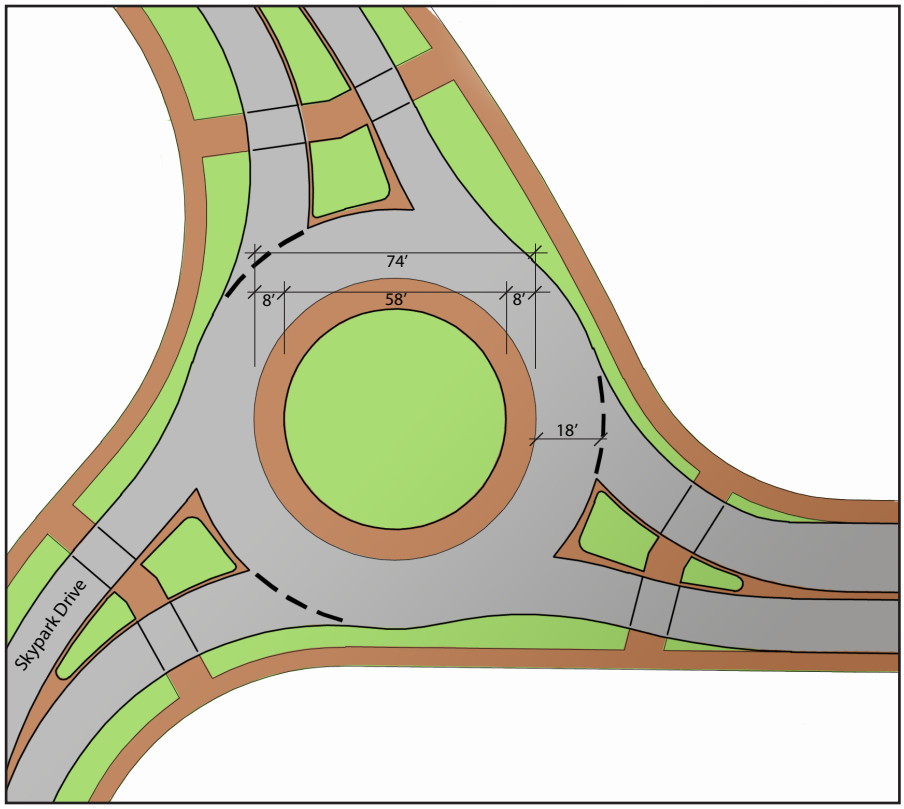


Figure 4.4 - Proposed Roundabout

4.4 Street Cross Sections

The public streets within the Plan Area will have a strong pedestrian orientation will be configured to encourage low vehicle speeds. Vehicle travel lanes will be 10' to 11' wide. Narrowing travel lanes to widths less than the traditional 12' width is an effective tool to regulate vehicle speeds. Narrower travel lanes require more attention from drivers and are often used in downtown environments with a higher degree of potential conflicts such as pedestrian crossings, frequent movements to and from side streets, and drivers making parking maneuvers. Narrower lanes also have the benefit of reducing pedestrian crossing distances and freeing up space for other uses such as parking, bike lanes, medians, and widened sidewalks. Larger vehicles such as delivery trucks and buses are easily able to negotiate the narrower lane widths in lower-speed environments planned throughout the Plan Area.

Internal streets within the Plan Area would include 8' wide on-street parking stalls in most locations. On-street parking is convenient for visitors and business customers, but also helps to regulate vehicle speeds and provides an additional buffer between pedestrians and moving vehicles. Sidewalk widths on internal streets will be a minimum of 10' wide on each side. The "Main Street" from Mt. Hermon Road to the core area would include a 5' wide parkway strip that would include trees and landscaping.

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' wide vehicle travel lanes, 6' wide bicycle lanes, and medians ranging from 4' wide to 16' wide. The Specific Plan includes modification of the vehicle travel lanes to 11' in width, which is sufficient for a 35 mph street. Where vehicle lanes would run alongside curbs or medians, a 1' wide stripe offset from the curb would be provided.

The use of 11' wide lanes on Mt. Hermon Road serves dual purposes. First, the slightly narrower lanes help to reinforce the 35 mph speed limit, making drivers feel less comfortable in traveling at higher speeds. Second, the narrowed lanes allow wider medians to be constructed on the corridor, ranging in width from 8' wide to 18' wide. The wider medians provide functional pedestrian "refuge" areas at intersections, creating a sheltered space where pedestrians can safely wait if they happen to not make it across the intersection before the signal turns red. Pedestrian crossing push buttons can also be installed within these wider median areas, triggering the traffic signals to include a "walk" phase at the next cycle.

The cross sections of collector and local streets on the periphery of the Specific Plan Area including Kings Village Road, Blue Bonnet Lane, and Skypark Drive would generally remain unchanged. Existing gaps in the sidewalk and bicycle lane facilities on Kings Village Road would be filled as adjacent properties redevelop.

circulation plan

The following figures illustrate the existing and proposed street configurations for streets within the Plan Area.

Figure 4.5 - Section Key Map

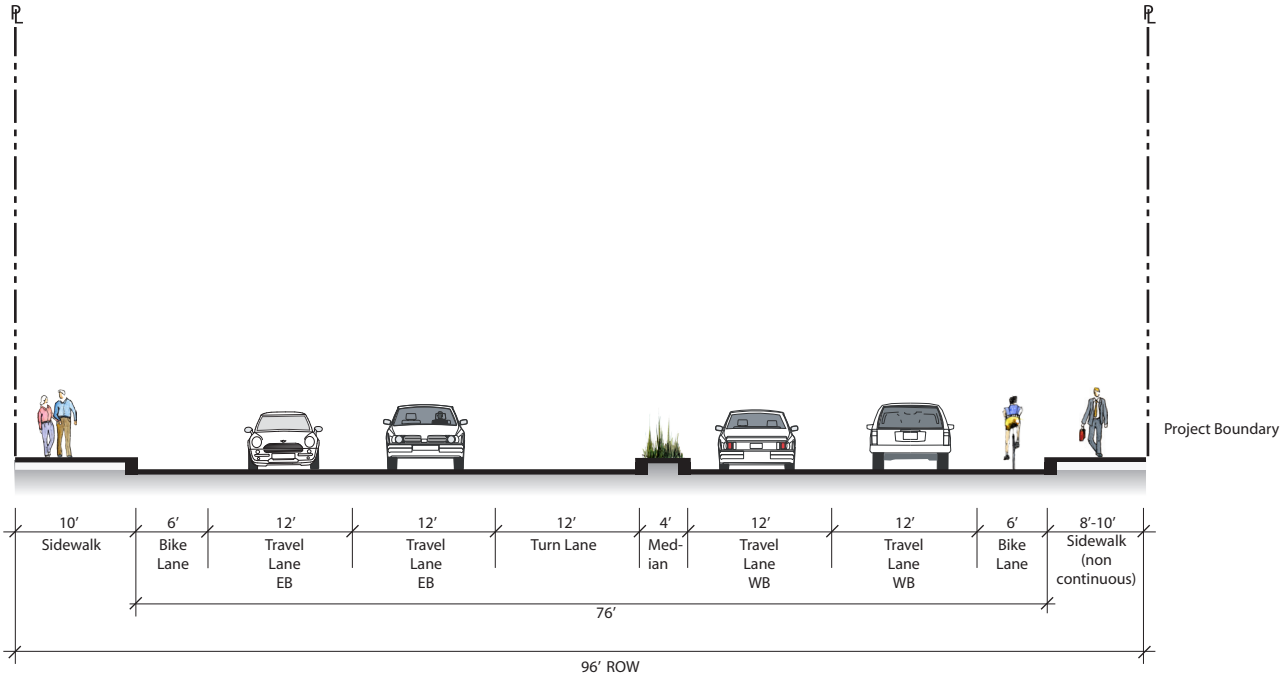


Figure 4.6 - Section A1: Existing Mt. Hermon Road (Turn lane example)

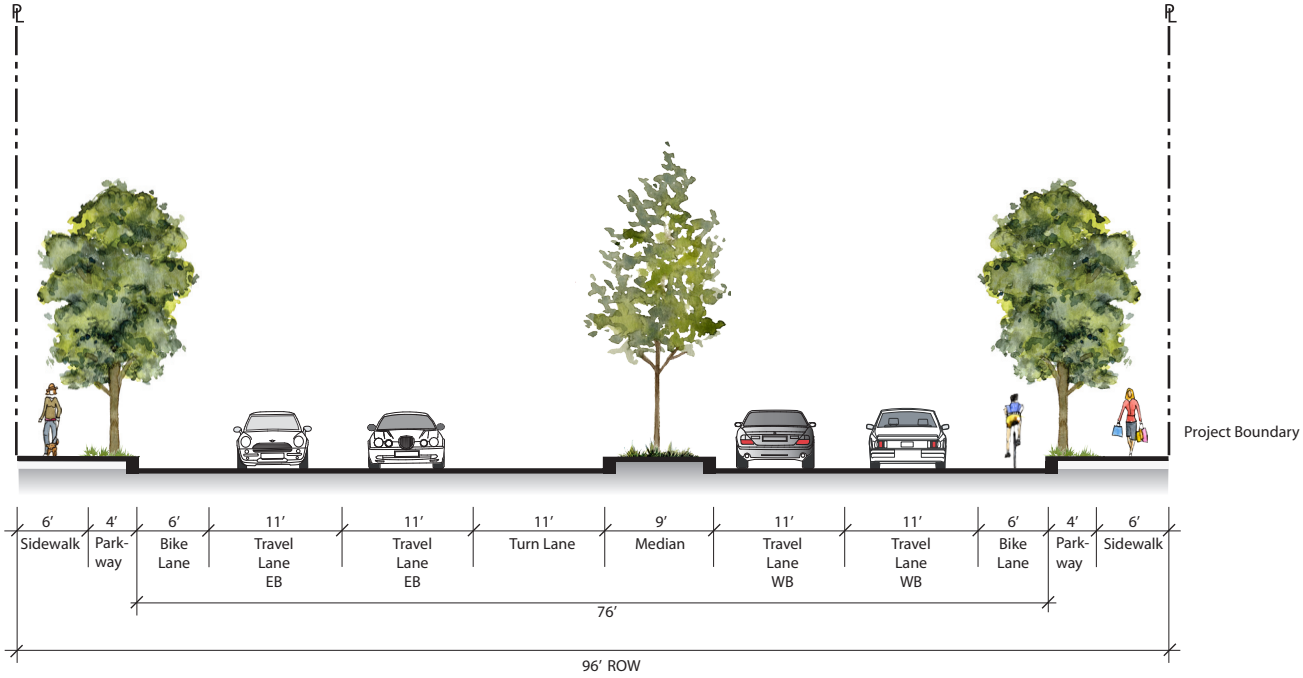


Figure 4.7 - Section A1: Proposed Mt. Hermon Road (Turn lane example)

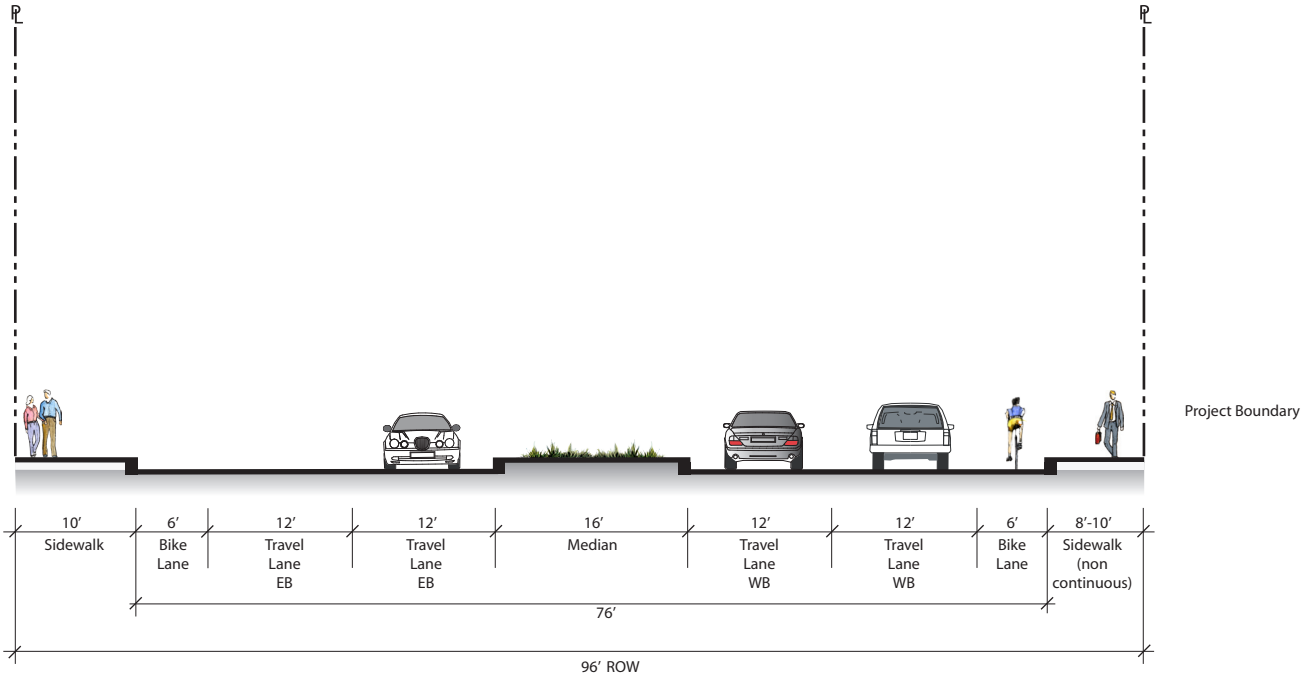


Figure 4.8 - Section A2: Existing Mt. Hermon Road (At widest point in median)

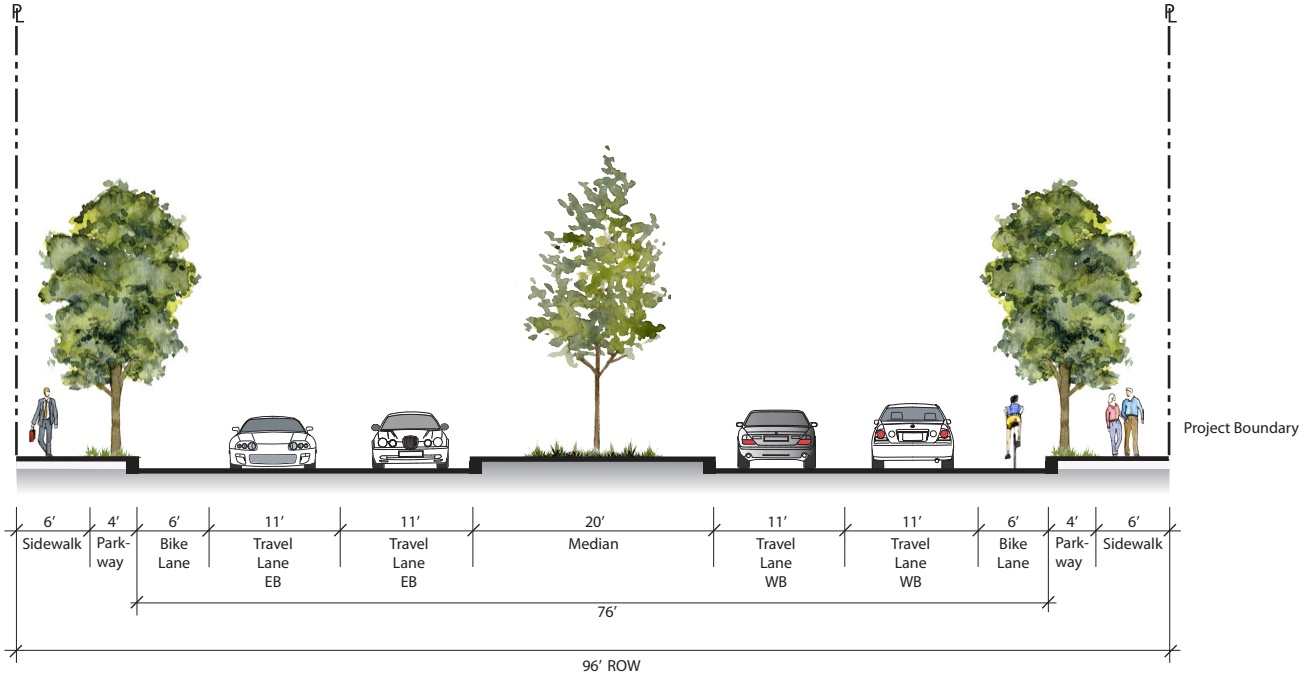


Figure 4.9 - Section A2: Proposed Mt. Hermon Road (At widest point in median)

The three travel/turn lane configuration in Section B below depicts the area along the main road leading into the Plan Area within approximately 100′ of the intersection at Mt. Hermon Road. In addition, to preserve appropriate sight angles and maneuverability, there will be no on-street parking allowed within 20′ to 25′ feet of Mt. Hermon Road. In that zone the sidewalks will also bulb-out to meet the crosswalks and reduce the crossing distance for pedestrians.

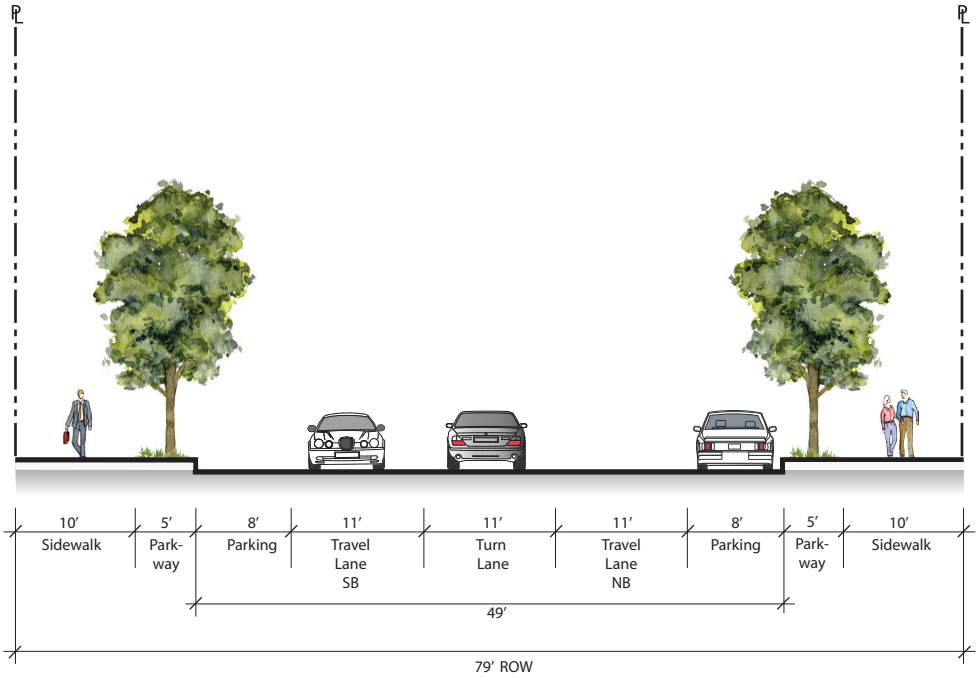


Figure 4.10 - Section B

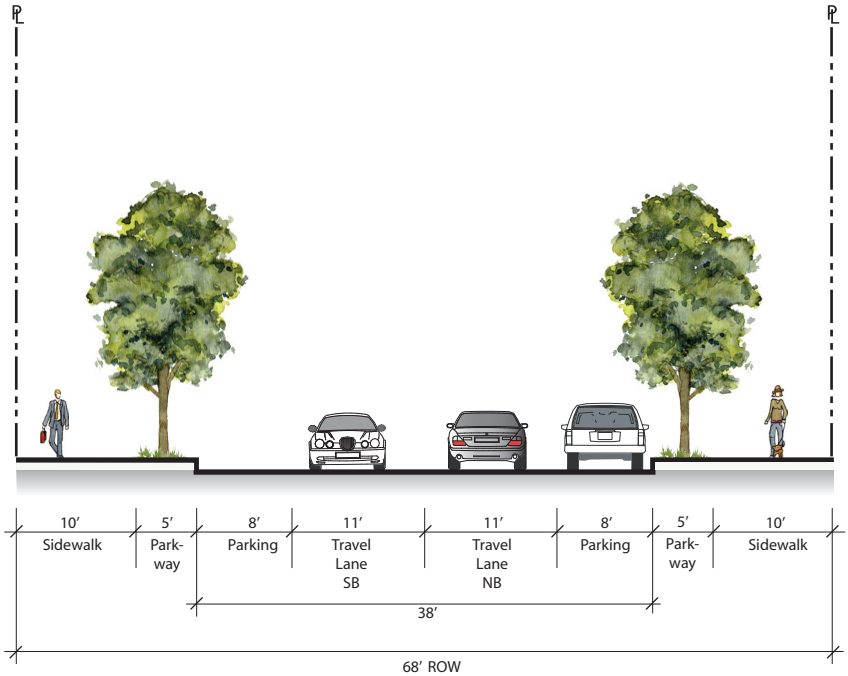


Figure 4.11 - Section C

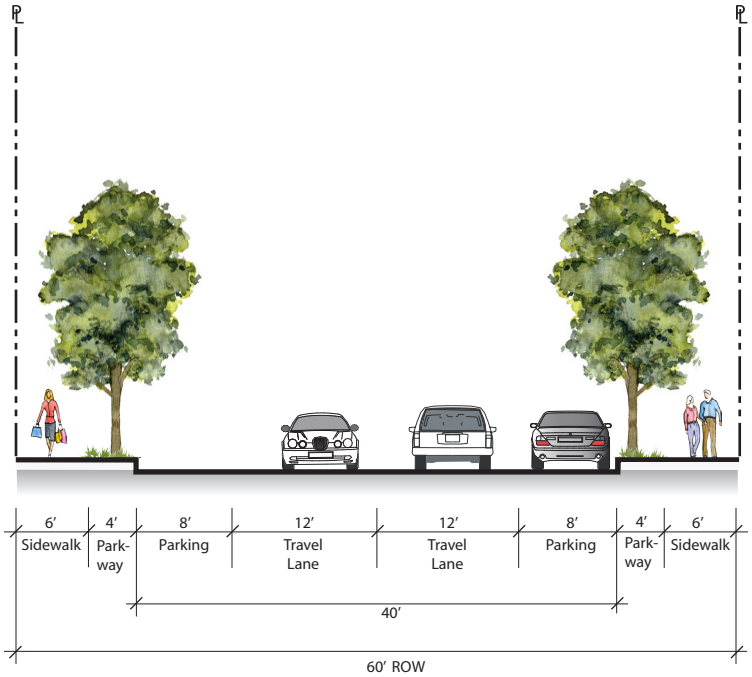


Figure 4.12 - Section D

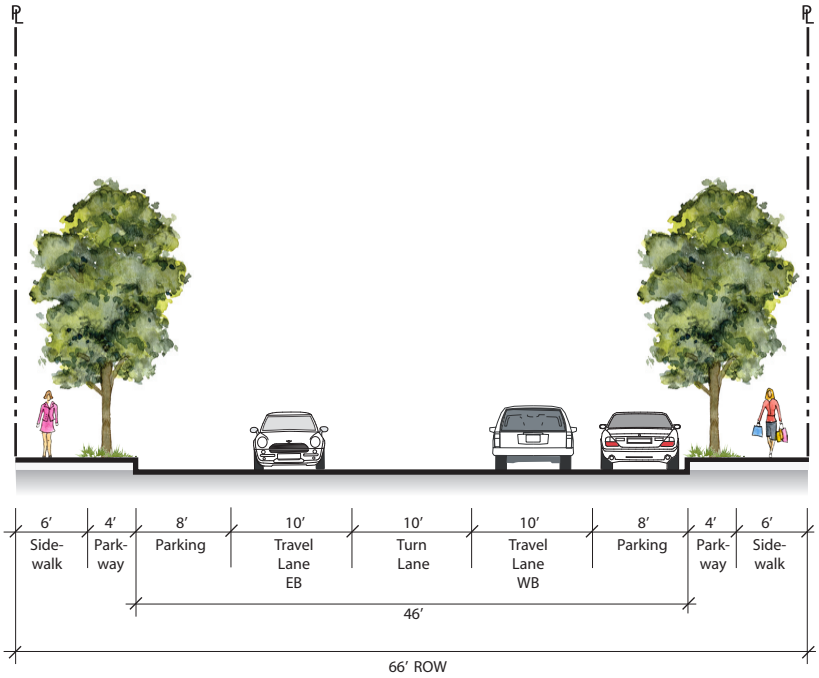


Figure 4.13 - Section E

An alternative street section has been provided for the street that connects the town green to Kings Village Road. This option allows for flexibility for a narrower street section that retains the pedestrian connections to the transit center with sidewalks and street trees.

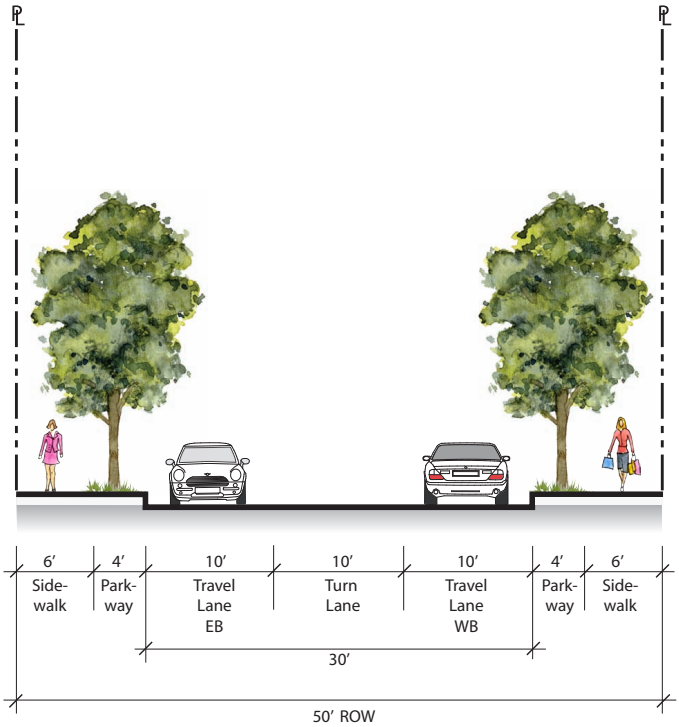


Figure 4.14 - Section E1:

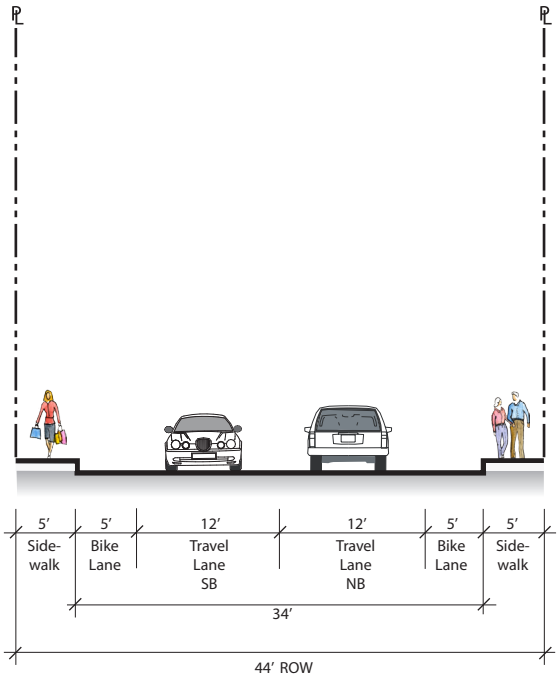


Figure 4.15 - Section F: Kings Village Road

4.5 Active Modes of Transportation - 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. Herman Road consists primarily of either 5 lanes, including left-turn lane(s), or 4 lanes with a landscaped median.

The layout of the Specific Plan both emphasizes and promotes pedestrian circulation (Refer to ***Figure 4.3***). The site includes a network of streets, paths, and passageways that make it easy to walk among uses both within and surrounding the Plan Area. Pedestrian facilities on new public streets include wide sidewalks, street trees, street furniture, and fronting businesses. On-street parking along internal streets also provides a buffer between moving vehicles and pedestrians. Each of these components makes walking a preferred choice of travel.

Streets within the Plan Area will promote lower vehicle driving speeds. Where pedestrians interface with vehicle traffic at intersections, the Plan includes bulb-outs where feasible to reduce street crossing distances and improve visibility between drivers and walkers.

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' wide, providing a "refuge" area for pedestrians and allowing pedestrian crossings to occur in two stages if desired. The combination of regulated vehicle speeds through narrower lane widths and wider pedestrian refuges on Mt. Hermon Road will make crossing this busy corridor safer and more comfortable for pedestrians.

4.6 Transit

Existing transit service to the Plan Area is provided by the Santa Cruz Metropolitan Transportation District (Santa Cruz Metro), with three regular bus lines and one express bus line.

- 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.

As depicted in the Circulation Plan (Figure 4.3), there is a proposed bus stop along Mt. Hermon Road, between Scotts Valley Drive and the new proposed traffic signal, to provide additional transit access to the Plan Area.

4.7 Parking

Currently a significant public parking facility in the Plan Area is the Transit Center. Parking surveys were conducted to determine the extent of current park-and-ride activities. Data was collected around 2:00 p.m., which is the expected peak hour for occupancy at the parking lot, on two separate weekdays during April and May of 2007. The transit center lot provides 223 total parking spaces, including six handicapped spaces. The highest number of occupied parking spaces at any time was 157, which occurred on Friday May 11, 2007, between 2:30 and 2:45 p.m. Based on this survey the parking lot experienced a maximum occupancy of 70 percent during a typical weekday peak afternoon.

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.

The parking layout has been configured so that drivers first seeking desirable spaces along the "Main Street" and core roadways will have easy access to the parking structures/lots if they do not find an available on-street space. Over time, many residents, employees, and repeat visitors will likely find it most convenient to proceed directly to the parking garages/lots and then take the short walk to their destination.

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architectural guidelines

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5.1 Architectural Design Guidelines

5.1.1 Applicability

This section provides direction for private property within the Scotts Valley Town Center Specific Plan Area (Plan Area) and will guide new development and redevelopment of existing buildings. The provisions of this chapter apply to any addition, exterior remodel, relocation, or new construction requiring a building permit.

These guidelines within this document will be applied by the City through the design review process. The design review process includes projects reviewed by City Staff, Planning Commission, and City Council. The guidelines will serve as a basis for evaluating proposals for quality of design. The City's review process is designed to encourage the highest level of design quality, while at the same time provide the flexibility necessary to encourage creativity on the part of the project designers. The overall objective is to ensure that the intent and spirit of the guidelines are followed.

5.1.2 Organization

For ease of use, this chapter has been divided into three categories:

- Plan Area-wide guidelines
- Mixed-use, office, commercial retail, and civic guidelines
- Multi-family residential guidelines

When using the design guidelines in this chapter, first refer to the Plan Area-wide section(Section 5.2) which covers guidelines applicable to the entire Scotts Valley Town Center Specific Plan Area. Then note the specific land use section (Mixed-use, office, commercial retail, and civic or Multi-family) that correlates to the proposed land use (see vision plan for land use organization). These design guidelines are intended to provide a guide for development although provide flexibility for innovative interpretation of the following.

architectural guidelines

5.2 Plan Area-wide Guidelines

These guidelines are applicable to the mixed-use, office, commercial retail, civic and multi-family residential projects. Refer to the mixed-use (includes office, commercial and retail) and multi-family sections for additional guidelines that are specific to those land uses.

5.2.1 Architectural Character – (Plan Area-wide)

The architectural character of the Scotts Valley Town Center should be consistent with the guidelines specified within this chapter. These guidelines reflect the input from the community and stakeholders (through the results from the architectural preference survey). To complement the setting of a downtown nestled in the valley of the Santa Cruz Mountains, with hillsides covered in Redwoods, the style of architecture throughout the Plan Area should include a mix of styles that incorporate natural materials and colors. The architecture in the mixed-use core of the Plan Area should avoid the typical life-style center architecture and strive to create a "downtown" character distinctive to Scotts Valley. The buildings in this area should reflect individual storefronts with varied wall planes and roof forms. The architecture should possess a unique quality that will unify this area as a whole.

Mixed-use, Office, and Commercial Retail - Architectural Character

To help distinguish Scotts Valley Town Center as a destination for shopping, entertainment, and living, the building architecture must have a high quality timeless character. The architecture should embrace the streets and sidewalks creating inviting places for people to walk, dine, shop, and live.

Multi-Family Residential – Architectural Character

The multi-family residential areas should have a "downtown" village character with architectural details that define a sense of place with front porches and balconies facing onto the streets and parking tucked behind buildings.

Quality architecture and building massing creates inviting pedestrian streetscape.

Buildings vary in style and reflect individual store fronts.

5.2.2 Site Planning and Design – (Plan Area-wide)

The following design guidelines were developed to enhance the architectural character of the Plan Area and guide the desired quality of architecture and sustainable site design concepts. The design guidelines are consistent with the City of Scotts Valley's Residential Design Handbook, the Commercial and Industrial Design Review Guidelines, and the Mt. Hermon Road Downtown Design Guidelines.

1. Pedestrian and Vehicular Connections (Plan Area-wide)

The circulation pattern throughout the site will play a pivotal role in the success of attracting visitors and potential tenants to the Plan Area. It is important to establish a well connected system of streets and paths, both internally and to surrounding uses, to allow users to choose from a variety of transportation modes including walking and biking. It is also important to establish strong connections between the existing residential neighborhoods and the Scotts Valley Town Center area.

architectural guidelines

An interconnected network of streets will reduce distances between destinations by providing alternate paths of travel and will also help distribute traffic to minimize volumes on local streets.

Paseos provide an inviting connection to neighboring properties.

Guidelines:

a. Pedestrian paths and paseos should be designed as integral circulation routes through plazas and green spaces supporting a vibrant environment that encourages walking and enhances the pedestrian experience.
b. Pedestrian paths or connections should be provided to link individual buildings within the project area and to neighboring properties.
c. The streets that flow through the project area should include traffic calming design elements to slow traffic and street trees and sidewalks to encourage walking.
d. Access between transit/bus stops to Town Center should be clearly defined.
e. Consider paths made from permeable materials such as decomposed granite or pavers.
f. In parking areas with six or more rows of parking stalls, pedestrian paths should be provided within landscape islands to connect parking areas and building entries. Trellises and other pedestrian-scale amenities are encouraged in and along pedestrian paths.
g. Driveway entries should align with existing or planned median openings and adjacent driveways.

Decomposed granite is an attractive permeable paving material to be used for non-vehicular paths.

Trellises, trees, and landscaped islands connect parking to building entries.

Definitive architectural elements at corner of significant buildings denote entries.

Spaces between buildings create inviting pedestrian experience with ample shade, seating, and landscaping.

2. Site Layout (Plan Area-wide)

In an effort to establish a true anchor for the City, an important objective of the Town Center is to provide a unique and inviting pedestrian-oriented environment. The site layout is an essential component of realizing this goal. Streets should be lined with retail storefronts and/or front porches, and parking lots and garages should be tucked behind buildings. The following guidelines are designed to enhance the overall site layout to achieve the pedestrian-oriented vision for the Plan Area.

Guidelines:

a. Buildings should be placed at sidewalk edge and oriented toward the street. Landscaping should be installed between the street and the sidewalk buffering the sidewalk from traffic and providing a pedestrian scale to walkways.
b. Buildings should be oriented towards public spaces and should not back onto existing or planned amenities such as parks and plazas.
c. Significant buildings with prominent architectural features should be located near corners and intersections whenever possible.
d. New development should express its own design quality customized for the Town Center.
e. Parking lots should be provided away from street edge, behind buildings, underground or within parking structures.
f. Outdoor spaces should have clear purpose that reflects careful planning and are not simply "left over" areas between structures. Such spaces should provide pedestrian amenities, such as benches, fountains, landscaping, public art, etc.

Building orientation and appropriately scaled sidewalks create an inviting pedestrian environment.

architectural guidelines

g. Focal points should be developed at end of streets and pedestrian walkways to create a sense of identification. Plazas, landscape, fountains, artwork, textured pavement, and vertical building features may be combined to create focal points and identity.

h. Commercial and residential parking areas should be clearly delineated with dedicated signs, street markings, or other methods.

i. Communal open spaces (i.e. neighborhood parks, tot lots, common green spaces etc.) should be integrated within the commercial areas and residential neighborhoods to provide places for residents to relax, play, and interact.

Common open space between neighborhoods provide connections to neighboring parks and commercial centers.

j. Loading areas and refuse storage facilities should be located as far as possible from adjacent residential uses, both on- and off-site.

k. Loading areas and delivery service areas at the rear or side of buildings pulled up to the street should be screened with decorative walls, trellises and vines, berming with landscaping, trees, or a combination of these treatments. They should not be located in required setback areas.

l. Intensified landscaping, increased setbacks (minimum 20'), and appropriate building orientation should be used to buffer or transition residential uses from adjacent commercial uses.

m. Climatic factors such as prevailing winds, shade trees, window and door orientation, and the positioning of buildings on the site should be coordinated to maximize energy conservation.

Creative common areas provide places for residents to congregate.

Loading areas should be adequately screened from view.

Accent paving and landscaping help designate the project entry.

3. Project Entry (Plan Area-wide)

Special attention should be given to project entries to help identify Scotts Valley Town Center.

Guidelines:

a. A combination of the following accent features should be incorporated into the project entry: ornamental landscaping, landscaped medians, water features, architectural features on adjacent buildings (such as tower elements), decorative walls, signage, and/or enhanced paving.
b. Project entry features should reflect the architectural character of the project.
c. The use of colored, textured, and permeable paving treatment at significant intersections and entry drives is encouraged to accentuate these areas.

Special paving patterns help identify key project nodes and intersections.

Appropriate entry signage, building articulation, and orientation create a vibrant pedestrian experience and sense of Town Center character.

architectural guidelines

4. Town Green

The town green is a critical component of making the Town Center feel like the heart of Scotts Valley and not just a shopping center, by providing a common space for the community to come together.

Guidelines:

a. The town green needs must be designed to be a flexible space that can accommodate a variety of activities such as farmers markets, concerts, and festivals as well as a place to relax.
b. It needs to be attractive and usable by all age groups.
c. It could incorporate a water feature that is sensitive to the water issues in Scotts Valley.
d. The space needs a balance of turf area, plaza area, and sidewalks.
e. Shade should be provided with trellis structures and/or shade trees.
f. The street surrounding the town green should provide parallel parking (no perpendicular or diagonal parking) where appropriate to minimize the street width so the scale of the buildings to the plaza will be proportionate.
g. The town green should incorporate seating areas for people to congregate.

Outdoor plazas and green spaces should be appropriately positioned to provide a space for residents and visitors to congregate.

Plazas create opportunity for farmers markets and festivals.

Flexible space - when fountain is turned off, it becomes a plaza space with a stage.

5. Pedestrian Connections, Paseos and Plazas (Plan Area-wide)

Plazas and outdoor use areas should be designed and integrated into the project. These areas should provide shade trees or shade structures and pedestrian amenities such as benches, fountains, landscaping, and public art.

Guidelines:

a. New commercial developments with multiple tenants should provide common outdoor plaza areas.
b. Interconnected small plazas and pedestrian paseos should be integrated within the project area. Portions of buildings may be set back from the street creating alcoves for plazas, entry nooks, and outdoor cafe seating.
c. Employee break areas and outdoor use areas should be sheltered as much as possible from the noise and traffic of adjacent streets and other incompatible uses.
d. Outdoor furniture and fixtures should be compatible with the project architecture and should be carefully considered as integral elements of the project.
e. Outdoor furniture selection should be included in and shown on site and/or landscaping plan.
f. Newspaper racks, bus stops, and phone booths should be compatible with the character and colors of the Town Center, and should be approved as part of a development application.
g. Newspaper racks should be consolidated into a single unit to reduce visual clutter.
h. Exterior vending machines are discouraged.

Areas between buildings should utilize open space for plazas and pedestrian connections.

Outdoor furniture, landscaping, and fixtures help create a pedestrian-oriented environment.

Building design and orientation should provide outdoor seating and dining areas.

architectural guidelines

6. Parking Location, Design, and Treatment (Plan Area-wide)

Adequate parking within the Scotts Valley Town Center Plan Area is necessary for a successful project, however, it should be located and designed to minimize the impact of the paved lots and large structures.

Guidelines:

a. Parking should not be isolated in one area, but dispersed effectively throughout the Plan Area at key locations.

b. Parking lots and structures within the Plan Area should be located behind buildings away from the public right-of-way, and should be clearly identifiable with directional signage.

c. Parking areas and circulation systems should be convenient and easily maneuverable by motorists, and pedestrians.

d. Parking areas should be landscaped to minimize summer glare and heat buildup and to reduce the negative visual impact associated with large areas of paving.

e. Parking lots visible from public streets should be adequately screened from vehicle view through one or more of the following:
   - rolling earth berms (2:1 slope)
   - low screen walls
   - landscaping, or
   - changes in elevation.

f. Screening should be a minimum 3', maximum 4' in height at the time of installation, measured from the interior of the parking lot. Screening should minimize view of parking lots while allowing public and police surveillance for safety.

Pedestrian connections should be lit and buffered from vehicular circulation.

Large canopy trees can help reduce the heat island effect.

Raised pedestrian connections and landscaped planting areas are encouraged.

Accent paving enhances and delineates project entry.

g. Parking areas should not be the dominant visual element of the site or streetscape.
h. Landscaping within parking areas should be protected from encroaching vehicles by concrete curbing or raised planting areas.
i. Parking areas should include landscaping, lighting, and pedestrian/vehicular circulation areas.
j. Driveways to parking lots should be located as far from street intersections as possible allowing for adequate stacking room. A minimum distance of 100' is recommended.
k. The primary entry drive to parking lot, as well as pedestrian paths of travel within parking lot, should be accented with enhanced paving and landscaping. Permeable or semi-permeable surfaces such as pavers are preferred for accent paving.
l. Parking areas should provide bicycle and motorcycle parking.
m. Dead end drive aisles should be minimized.

Vehicles can be adequately screened with the use of landscaping.

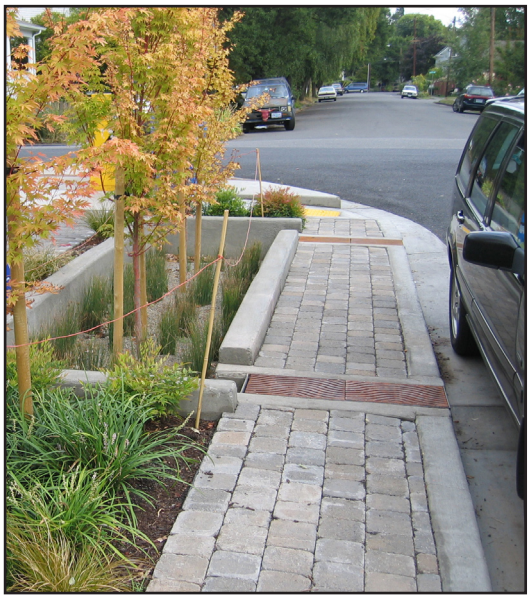
7. Parking Lot Area Planting (Plan Area-wide)

Landscaping within parking lots should be given special consideration. These areas are typically located out of the public right-of-way and should contain different planting materials than a neighboring street.

Guidelines:

a. Trees should be located throughout a parking lot and not merely at the ends of parking rows. A minimum of one tree for every four parking spaces should be provided.
b. Trees should be sized at 24" box or larger at the time of installation.
c. Parking lot trees that will mature to have 30'- 40' canopies should be planted to shade parked cars and create a more attractive environment.
d. Landscaping within parking areas should be protected from encroaching vehicles by concrete curbing or raised planting areas.
e. Planting adjacent to parking stalls should allow the opening of side doors and for vehicle overhang.
f. Landscape islands should be a minimum of 8' in width to allow for tree growth and to avoid damage to tree trunks from cars.
g. Solar panels may be used as shade in parking lot areas.

Trees should be located throughout the parking lot to provide shade for parked cars.



Planting adjacent to parking should provide area for side doors and vehicle overhang.

Parking structures must be well articulated to complement adjacent architectural detail.

Parking structures can incorporate architectural details with retail on the ground floor to reduce visual impact.

8. Parking Structures (Plan Area-wide)

Parking structures are typically dominated by strong horizontal lines with a flat roof. To soften the horizontal lines and greatly enhance the look of the structure, elevations should be articulated and elements should be added that give the structure proportions that reflect a mixed-use building.

Guidelines:

a. Decorative and interesting architectural elements, such as towers and rotundas, should be utilized at street intersections. These elements could be used for stairwells and/or elevator towers.
b. The architectural style of the building should complement the adjacent buildings.
c. Parapet additions should be added to key areas on the building to change the roof line and reduce its horizontal appearance.
d. Substantial massing should occur at the corner of the structures to anchor the building and give the structure proportions similar to a regular commercial building. These panels should incorporate relief to create shadow patterns and add visual interest.
e. Awnings should be added at vehicular and pedestrian entrances to create a pedestrian scale.
f. Horizontal openings should be broken up with vertical columns to create a rhythm of openings, again reflecting the proportions of a building.
g. Framing should be added to openings to mimic windows. The framing should have vertical members to de-emphasize the horizontal lines of the structure.
h. Landscaping and vines planted on structure facades help reduce the visual impact of the structure. Landscaped berms at the perimeter of the garage can screen lower levels.
i. Where appropriate and feasible, retail spaces should be located at the ground floor.
j. Where retail is not provided on the ground floor, the structure should be located on a "turf island" so that the structure does not directly abut paved areas. A minimum of a 7' landscaping strip should be provided between paved areas and the structure.
k. Provide clearly marked parking spaces for each proposed use. Within enclosed parking, separate levels should be provided for residential and commercial uses.
l. Parking structure lighting should be appropriately shielded so as not to spill into adjacent residential areas.

architectural guidelines

9. Utilities (Plan Area-wide)

Utilitarian aspects of the project should be aesthetically screened from view.

Guidelines:

a. Utility and service areas should be part of the early building design process rather than an afterthought at the construction document phase.

b. Transformers should be placed underground, whenever possible, to maximize safety and minimize visual impacts. Where this cannot be achieved, they should be well screened and placed in the rear or side yard area minimizing visibility from public right of way.

c. Mechanical equipment including gas and electrical meters, cable boxes, junction boxes, and irrigation controllers should be located within a utility room, along with the fire riser and roof access ladder. Where this cannot be achieved, they should be designed as an integral part of the building on a rear or side elevation and screened from public view.

d. Double detector check valve assemblies (backflow preventers) for landscape irrigation and domestic water should not be located at visually prominent locations (such as the end of drive aisles or at site entries) and should be well screened with shrubs, berming, or low screen walls.

e. All vents, gutters, downspouts, flashing, and electrical panels should be painted to match the surface to which attached, unless used as a major design element, in which case the color is to be consistent with the overall color scheme of the building.

f. Gutters and downspouts should be decorative, designed to integrate with the building façade, and should not appear as a "tacked on" afterthought.

Landscaping could be used to buffer utilities from view.

Architectural elements and landscaping can help screen utilities.

Trellis structures and landscaping are effective methods to hiding trash enclosures.

Trellises provide continuity with surrounding architectural elements.

10. Trash Enclosures (Plan Area-wide)

Trash enclosures should be carefully designed, located, and integrated into the site plan.

Guidelines:

a. Enclosures should be located away from adjacent residential uses to minimize nuisances to neighboring properties.
b. Enclosures should be separated from adjacent parking stalls with a minimum 3' wide planter and a 12" wide paved surface behind the curb.
c. Trash enclosures should be designed with similar finishes, materials, and details as the primary buildings within the project area and should be screened with landscaping.
d. Roof or trellis structures over trash enclosures are encouraged.
e. Chain link fencing and gates with wood slats should not be used.
f. Enclosures should be unobtrusive and conveniently located for trash disposal by tenants and collection by service vehicles.
g. Where feasible, a pedestrian entrance to the trash enclosure should be provided so that the large access doors do not have to be opened as often.
h. Trash enclosure design standards:
   - Materials. Enclosures should be constructed of a solid masonry material.
   - Height. Enclosures should be a minimum of 6' in height.
   - Gates. Enclosures should include solid view obstructing gates.
   - Curbing/Bumper. A 12" curb, bumper, or other method should be incorporated along interior base to prevent dumpster from hitting the sides of trash enclosure.
   - Apron. A concrete apron should be provided in front of the enclosure to prevent damage from garbage trucks.
   - Drainage. Enclosures should provide for adequate drainage.

11. Walls and Fences / Screening (Plan Area-wide)

Minimize impact of walls along public streets.

Guidelines:

a. Walls and fences should be designed with materials and finishes that complement project architecture and should be planted with vines, shrubs, and/or trees.
b. All non-transparent perimeter walls and/or fences should be articulated with similar materials and details on both sides and should incorporate landscaping whenever possible.
c. All fences and walls required for screening purposes should be of solid material. Chain link or similar metal wire fencing with slats is prohibited for screening purposes.
d. A combination of low walls and landscaping should be used to screen unsightly elements of the project.
e. Fences and walls should be constructed as low as possible while still performing screening, noise attenuation, and security functions.
f. Refer to Plan Area-wide parking section for parking lot screening.

Walls should complement adjacent architecture and be articulated with similar materials.

Attractive low walls and landscaping are effective noise buffers and help define a space.

Trellis structures and landscaping can enhance blank walls.

12. Lighting (Plan Area-wide)

Lighting levels should be sufficient for the safety of site occupants and visitors but should not spill onto adjacent properties.

Guidelines:

a. Light fixtures should be architecturally compatible with the building design.
b. All building entrances should be well-lit.
c. Parking lots, pedestrian walkways and paseos should be illuminated with a minimum of 1 footcandle to ensure safe nighttime conditions.
d. Light fixtures should be sited, directed, and/or shielded to prevent spot lighting, glare, or light spillage beyond property lines.
e. Lighting fixtures should be shown on the landscaping plans.
f. The lighting of building elements and trees is an effective and attractive lighting technique that is encouraged; however, light sources for wall washing and tree lighting should be hidden. The design of parking lot lighting fixtures should be compatible with the architecture used in the development.
g. Low-voltage / high efficiency lighting should be used in the landscape whenever possible.
h. Security lighting fixtures should not project above the fascia or roofline of the building and not be substituted for parking lot or walkway lighting fixtures.
i. Incorporate timers and sensors to avoid unnecessary lighting.
j. The height of lamp poles should be appropriate in scale for the building or complex and the surrounding area, at a maximum 20' high. Where adjacent to residential uses, light poles should not exceed 15'.

Lighting fixtures can enhance building entry.

Lighting fixtures can add additional architectural detail to the Town Center.

Stormwater management can detain on-site water runoff.

Native and/or drought tolerant plants and water conservation techniques should be incorporated in the landscaping and drainage plans.

13. Sustainability (Plan Area-wide)

Careful planning should protect and provide adequate resources for the current and future residents of Scotts Valley. Sustainable design is aimed at minimizing the impact to the environment by development through intelligent planning, sensitive design, and successful implementation. The following guidelines are supported by the principles in the Sustainable Plan chapter in this Specific Plan.

Guidelines:

a. Residents will be in walking distance at least one-quarter mile from services, transit, and other daily needs, and should have strong pedestrian connections.
b. Reduce auto-dependency by providing pedestrian linkages through walkways or bike paths to encourage accessibility to residential and service needs.
c. Water conservation techniques and technologies should use native and/or appropriate drought tolerant landscaping, high-efficiency irrigation systems, and the utilization of existing natural drainage.
d. Use local nursery and available native plant species.
e. Public parks and plazas should provide well-linked active and passive open space for an opportunity for exercise and recreation.
f. Materials and methods of construction should be appropriate to the local area. Materials should be locally available wherever possible, and preferably have at least some recycled components. Sustainable Best Management Practices (BMP's) shall be incorporated as site constraints, such as pervious pavements.
g. The Town Center should encourage a compact urban form providing a mix of land uses including residential, workplace, public facilities, parks, and service needs.
h. Greenwaste services should be provided for residences within the Plan Area.
i. Solar-oriented design should encourage placement and design of buildings.
j. Energy conservation should be achieved through the use of appropriate building materials.
k. Storm water management systems should be used to detain onsite runoff and "where feasible" use recycled storm water for irrigation purposes.

5.3 Mixed-Use, Office, Commercial Retail, and Civic

These guidelines are applicable to the mixed-use, office, commercial retail, and civic projects. Refer to the Plan Area-wide section for additional guidelines that apply to all land uses in the Plan Area.

In accordance with the Chapter 17.20 of the City's Municipal Code, the CS District, the following guidelines have been developed to describe the desired character of mixed-use, office, commercial retail, and civic development within Scotts Valley Town Center.

Mixed-use - Primary design considerations for mixed-use projects should focus on successfully balancing the needs of residential uses (privacy, security, etc.) with the needs of commercial uses (access, visibility, parking, loading, extended hours of operation, etc.). Mixed-use projects should be designed to provide a harmonious environment for both commercial users and residents. Noise, traffic, lighting, and other elements that may negatively affect the residential environment should be located where the elements will have a minimum impact.

Office and commercial retail – primary design considerations for projects that are solely office or commercial retail should focus on creating a pedestrian-oriented street frontage with buildings that complement the desired downtown character of Scotts Valley Town Center.

Civic – Though these guidelines generally apply to civic buildings, it is appropriate for civic buildings to be unique in design and materials, acting as a landmark building. The primary design considerations should focus on creating a building that complements the pedestrian orientation and forms of the adjacent buildings while establishing its own unique character.

architectural guidelines

5.3.1 Building Design

The following design guidelines were developed to enhance the architectural character of the Plan Area and implement the desired quality of architecture and sustainable site design concepts. The design guidelines are consistent with the City of Scotts Valley's Commercial and Industrial Design Review Guidelines and the Mount Hermon Road Downtown Design Guidelines.

1. Building Form and Mass

Building form and massing should be designed to create interesting architecture that, relates to the pedestrian scale, creates a downtown character and minimizes the appearance of large box-like buildings.

Guidelines:

a. Building form and massing should prohibit blank walls on elevations visible to the public. There should be a change in wall planes on facades visible from a public street.
b. Use high-quality base materials and cornice or molding elements to anchor the building to the ground plane.
c. When multiple uses are proposed in a single building, separate and convenient entrances for each use should be provided.
d. A residential development in a mixed-use project should be accompanied by private open space that is only accessed by the residents.

Changes in wall planes and various materials help break up massing and scale of architecture.

Entries, windows, awnings, and architectural details can add character and variety to building form.

Projecting and recessed elements are encouraged.

Variation in wall and roof planes add interest to building massing.

Individually articulated tenant spaces are encouraged to appear as several smaller buildings.

e. To divide the building mass into smaller scale components, buildings over 50' long should reduce the perceived height and bulk by one or more of the following:
   - change of roof or wall plane;
   - projecting or recessed elements;
   - varying cornice or rooflines; or
   - other similar means.

f. Vertical elements such as pilasters should be used on large monolithic structures to break up the boxlike appearance and to give the appearance of several smaller buildings.

g. Entries, roof overhangs, display windows, awnings, arcades, and outdoor eating areas should all be complementary to the building design to create inviting public spaces.

h. Surface detailing, such as score lines, should not serve as a substitute for distinctive massing.

i. Changing materials and colors, roof planes, and setbacks, as well as architectural elements can help reduce building mass and bulk of buildings.

j. All roof equipment shall be screened from public view. Service areas are to be separate and screened from public areas by the use of walls and landscaping as much as possible.

architectural guidelines

2. Roof Form

Roof forms should be used to distinguish various building forms, create an interesting roof line, and help to break up the building massing.

Low-pitched roofs can incorporate deep roof overhangs to create depth and shadow.

Guidelines:

a. Multi-form roof combinations are encouraged to create varying roof forms, emphasize the commercial storefronts, and break up the massing of the building.

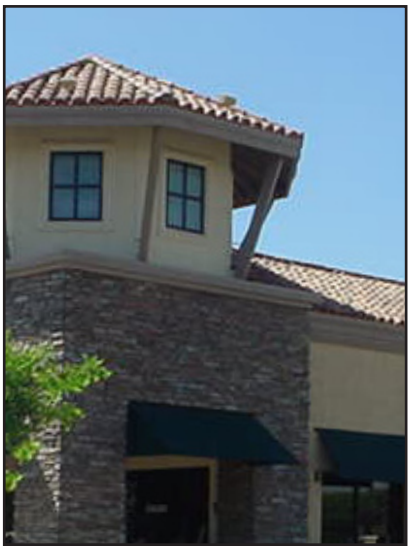
b. Buildings with flat or low-pitched roofs should incorporate parapets or architectural elements to break up long horizontal rooflines. Rooflines should be broken at intervals no greater than 50' long by changes in height or roof form.

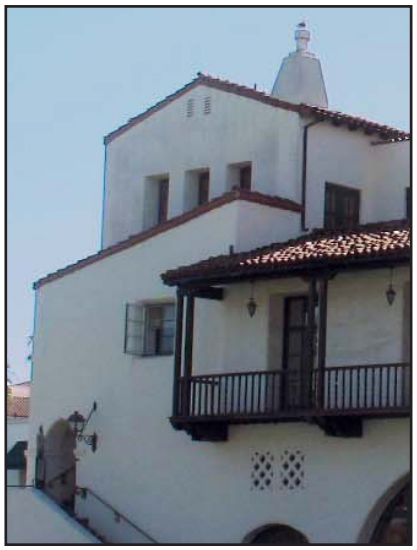
c. Deep roof overhangs are encouraged to create shadow and add depth to facades.

d. Roof elements should continue all the way around the building and not just be used in the most visible locations. Roof elements should be combined with wall elements to unify all sides of the building.

e. All roof-mounted equipment should be effectively and attractively screened through the use of various architectural detailing including, but not limited to, roof form, decorative parapets or cornices.

f. Full roofs are desirable. Hipped or gable roofs covering the entire building are preferred to mansard roofs and segments of pitched roofs applied at the building edge.





Varied roof forms create visual interest and should continue around all sides of the building.

g. Roof parapets should be well-detailed, three dimensional, and of substantial size to complement the building. They should include one or more of the following detail treatments: pre-cast elements, continuous banding or projecting cornices, dentils, caps, corner details, or variety in pitch (sculpted).
h. When renovating big box and larger commercial buildings, roof lines should be articulated and incorporate covered walkways.
i. If the interior side of a parapet is visible from pedestrian view, it should be finished with the same materials and a similar level of detail as the front façade.
j. Parapets should not appear "tacked on" and should convey a sense of permanence.
k. Roofing colors should be soft earth tones to minimize reflective glare and visual impact.

Protruding roof lines provide shade and protection from the elements.

Varied roof forms and heavy timber accents on roof can enhance the façade.

Varied roof planes create a diverse architectural style for each tenant.

Roof tiles should complement the color of stone and timber accents.

architectural guidelines

Detail and materials are carried throughout 360-degree architecture.

Articulation on façades of buildings incorporate pedestrian scale elements.

Projecting roof line provides visual interest to façade and provides shade for pedestrians.

Wall articulation on paseo enhances pedestrian experience.

3. Articulation

Ensure quality mixed-use, office, commercial retail, and civic buildings are well articulated on all sides.

Guidelines:

a. Though the highest level of articulation will occur on the front façade, building designs should incorporate 360-degree architecture. 360-degree architecture is full articulation on every building elevation. This includes variation in massing, roof forms, and wall planes, as well as surface articulation.

b. Architectural details and materials should be incorporated on lower part of facades to relate to human scale. These pedestrian scale elements can include awnings, trellises, windows, building base articulation, and changes in materials, textures, and colors.

c. Architectural elements that add visual interest, scale, and character such as projecting balconies, trellises, recessed windows, window detailing, and door detailing, should be incorporated to create shadow patterns and help articulate facades and blank walls.

d. Internally facing walls that face walkways should be effectively articulated to enhance the pedestrian experience.

Projecting roof and frame distinguishes building entrance.

Appropriate transparency on the ground floor is encouraged.

Recessed windows, awnings, and window materials defines storefront façade.

4. Storefront Design-Windows, Doors, Entries

Well-designed storefronts, including windows, doors, wall composition, colors, and materials, are very important to create a sense of entry and pedestrian scale. The main building entrance should be distinguished from the rest of the building and easily identifiable.

Guidelines:

a. Entry design should incorporate two or more of the following methods:
   - change in wall / window plane;
   - a projecting element above the entrance;
   - a change in material or detailing;
   - architectural elements such as flanked columns or decorative fixtures;
   - recessed doors, archways, or cased openings;
   - a portico or formal porch projecting from or set into the surface;
   - changes in the roofline or a tower

b. Recessed storefront entries are strongly encouraged.

c. Where recessed entries occur, a decorative paving material, such as tile, marble, or slate, is encouraged.

d. Passive solar design should be incorporated into the building design, where possible. Windows and skylights should be located to maximize day lighting and reduce the need for indoor lighting.

e. Windows should be articulated with accent trim, sills, trim, kickers, shutters, window flower boxes, balconies, awnings, or trellises authentic to the architectural style of the building.

f. Windows should be generously inset from building walls to create shade and shadow detail.

g. On the ground floor of commercial buildings use clear glass or lightly tinted glass. Opaque, reflective, or dark tinted glass should not be used for any portions of the building.

h. At least 60% of the ground level front building façade should be transparent (windows and doors) in commercial buildings.

i. Faux shutters should be proportionate to window openings.

j. Stairways should be designed as an integral part of the overall architecture of the building. Stairways should complement the building's mass and form.

k. Windows and doors should be proportionate in scale to the building elevation.

architectural guidelines

5. Materials and Colors

To convey a sense of high quality design and permanence, building colors and materials shall be selected to simulate authentic and timeless materials. In addition, finish materials should be low maintenance, durable, and resilient to pedestrian traffic. Natural materials and colors such as stone and wood are encouraged.

Guidelines:

a. Varying materials and colors should be used to enhance different parts of a building's façade. Material changes should occur at intersecting planes, preferably at the inside corners of changing wall planes or where architectural elements intersect.
b. Materials and colors should be consistent with the desired architectural style.
c. Contrasting colors are encouraged to accentuate details such as trim, windows, doors, and key architectural elements, as long as selected colors are compatible.
d. Fluorescent paints and bright colors are strongly discouraged.

Harmonious materials and colors can enhance the architectural style and character.

Natural materials and colors such as stone and wood are strongly encouraged.

Materials should change at intersecting planes and accentuate building base.

Varied materials can be used as accents.

e. For wall base, materials should be selected that are durable and highly resistant to pedestrian traffic such as precast concrete, stone masonry, brick, and commercial grade ceramic tile.

f. Clear glass or lightly tinted glass should be used on ground floor. Opaque, reflective, or dark tinted glass should not be used for any portions of the building.

g. Recommended façade materials:
   - Exterior plaster (smooth troweled preferred)
   - Cut stone, rusticated block (cast stone), stone tile, and precast concrete
   - Brick veneer, new or re-used
   - Ceramic tiles
   - Heavy timber used in trellises, roof overhangs, and other architectural details
   - Horizontal board siding, wood or textured cement board

h. Façade Materials that are discouraged:
   - Mirrored glass and heavily tinted glass
   - Windows with "tape on" divisions/mullions
   - Vinyl and aluminum siding
   - Painted or baked enamel metal awnings
   - Rough "Spanish lace" stucco finish

Stucco can be used attractively on buildings.

i. Recommended roof materials:
   - Roof tiles made of clay, slate, or integrally colored concrete
   - Roof tiles with "Mission" or "Barrel" shaped roof profiles
   - Roof tiles of light colored, Terra Cotta or other red/earth tones
   - Metal roof panels with standing seam texture
   - All ridge and hip caps and/or flashing should coordinate with field colors

j. Roof materials that are discouraged:
   - Highly reflective or brightly colored material (high gloss tile)
   - Low-profile composition roof tile, wood and/or hardboard, or synthetic shingles and shakes
   - Simulated clay tile roofs in metal
   - Corrugated metal roof panels
   - Roof tiles with S-profile

Contrasting colors are encouraged to accentuate details such as trim, windows, doors, and key architectural elements.

Colors on exterior facades should be harmonious.

6. Building Signage

To encourage pedestrian orientation of Scotts Valley Town Center, signage should be limited in scale and quantity. There are three types of signage described in this document: Façade Signs, Blade Signs, and Awning Signs. The Planning Commission has the authority through the Planned Development process to approve any signage which they feel is in character with the Town Center Specific Plan or is compatible with signage on existing uses within the Specific Plan.

General Guidelines:

a. The sign program for all development within the Plan Area should be designed pursuant to the design guidelines below as well as the provisions of Chapter 17.56 Signs of the City's Municipal Code.
b. A sign program should be submitted with design review applications for new buildings.
c. Signs reflecting the type of business through design, shape, or graphic form are encouraged.
d. The method of sign attachment to the building should be integrated into the overall sign design chosen.
e. Signs should not cover up windows or important architectural features.
f. Sign variety is encouraged among different users.
g. Lighting of all exterior signs should be directional to illuminate the sign without producing glare on pedestrians, autos, or adjacent residential units.
h. Neon lighting is discouraged, however innovative use of neon may be appropriate if approved through the Planned Development review process.
i. Blade signs (Hanging signs) attached to buildings that project perpendicular to the building are encourage in pedestrian areas.
j. Development in the Town Center core shall be done as part of a development agreement which will restrict the use of window signs by tenants on the main street unless an exception is approved as part of a Planned Development application.

Signs that reflect the character and style of the business are encouraged.

Sign variety creates a dynamic façade.

Sign programs are encouraged to create a well-designed Town Center atmosphere.

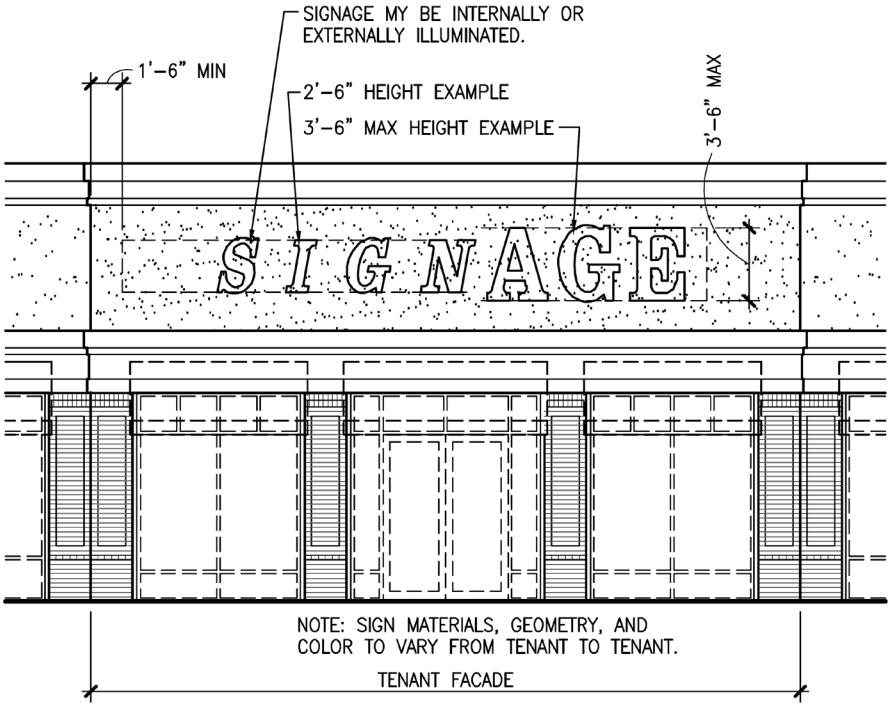
Façade Signs

Each tenant in the Town Center will have the option to place various types of tenant façade signage on the front façade(s). The cumulative total of the tenant signage should not exceed a total of 100 SF or 10% of the front façade. The front façade is measured from the centerline of the outside front building pier to the centerline of the building pier of the adjacent tenant.

Guidelines:

a. Façade signage should be mounted above the tenant entrance and should vary in design including materials, geometry, and color.
b. Facade signage should be individually lettered signs.
c. Façade signage may be internally or externally illuminated. Internally-illuminated sign cabinets are not allowed.
d. The height of individual letters should not exceed 3′ - 6″.
e. The sign should not extend within 1′ – 6″ from the centerline of the outside front building pier for a particular tenant space.

Appropriately scaled signage is encouraged.

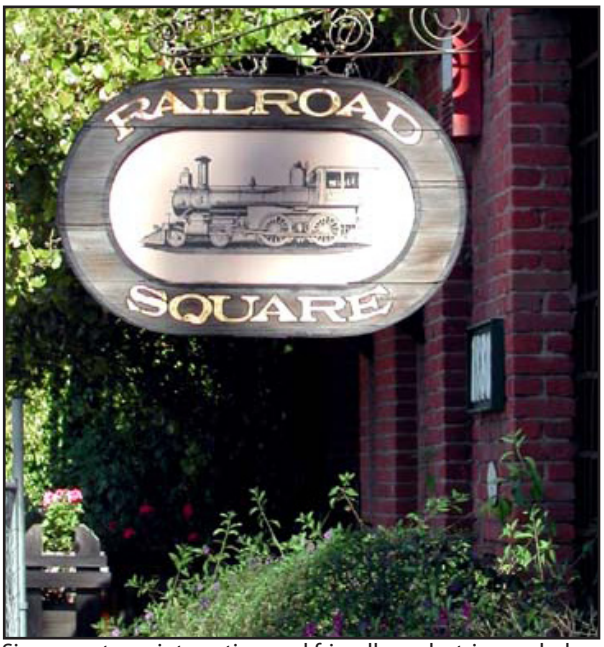


architectural guidelines

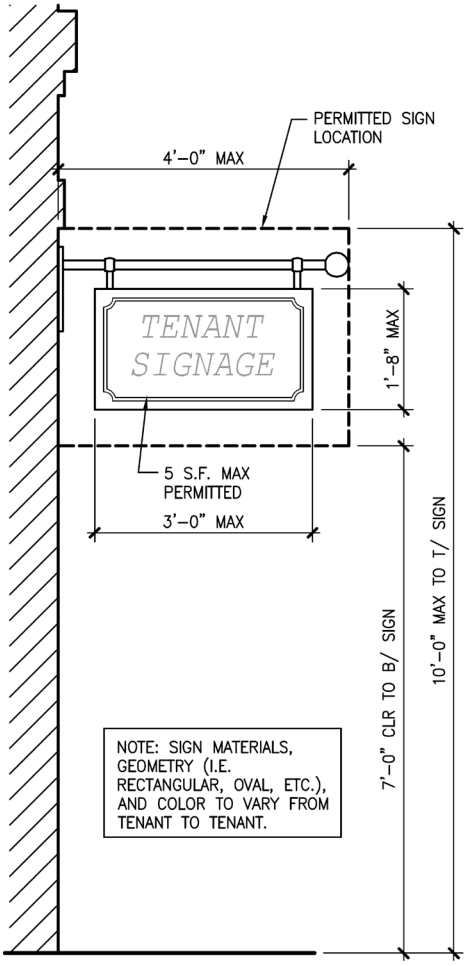
Blade Signs

Guidelines:

a. Each tenant should be permitted one (1) blade sign.
b. Blade signage should extend perpendicular to the building no more than 4′.
c. Blade signage should not exceed 5 square feet; 1′ – 8″ in height and 3′ in length.
d. Blade signage should be positioned so that the top of the sign should not be higher than 10′ above grade and the bottom of the sign should not be less than 7′ above grade.
e. Blade signage should be no greater than 6 inches in depth.
f. The design of the sign, including color, material, and geometry should vary.
g. Blade signage may or may not be internally illuminated.



Signs create an interesting and friendly pedestrian scaled streetscape.



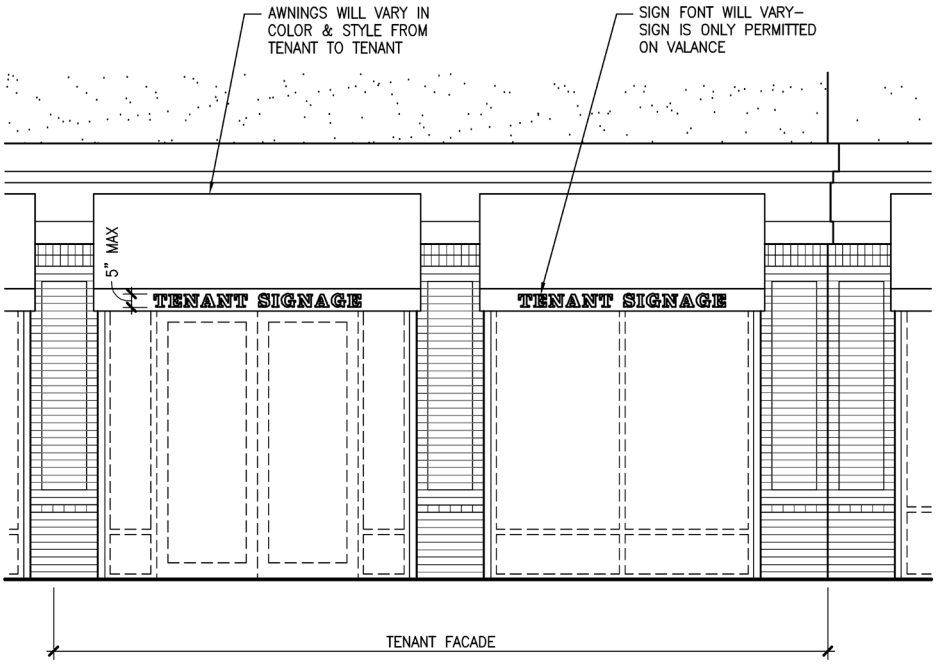
SECTION

Blade signs should vary in style and should reflect the character of the business.

Awning Signage

Guidelines:

a. A tenant may elect to place its name on the entire width of the valance portion of the awning sign.
b. Awnings themselves may vary in design, shape, and color.
c. The typeface on an awning sign should not exceed 5 inches in height.
d. Awning signage should vary in color and style among tenants.
e. The text font of each awning sign should vary among tenants.



Awning typeface should be appropriately scaled to size of awning.

Awning and typeface should vary in size and color among tenants.

5.4 Multi-Family

This section is for higher density residential buildings such as apartments, condominiums, and townhomes. This includes attached single-family units as well as multi-family units with common facilities such as parking, open space, and recreation areas. This section provides standards and guidelines for the design of development of these units within the Plan Area.

5.4.1 Building Design

The following design guidelines are intended to complement the overall architectural character of the Plan Area while giving form to a variety of quality residential products. These guidelines are consistent with the City of Scotts Valley's Residential Design Handbook.

1. Building Form

Building form and massing on multi-family buildings should be designed to create interesting architecture that relates to the pedestrian scale, and minimizes the appearance of large box-like buildings.

Guidelines:

a. Multi-family units should be designed and detailed to correlate with the neighboring single-family residential areas and commercial centers.
b. Building form and massing should prohibit blank walls on elevations visible to the public. There should be a change in wall plane on all façades visible from a public street.
c. Massing should articulate individual units or clusters of units by varied height and setback.
d. The third story of a building should be stepped back to reduce the scale of façades facing the street, courtyards, or open space areas.
e. It is recommended not more than 8 attached units be permitted in a single structure.
f. The visual impact of large monolithic structures should be minimized by creating a cluster of smaller buildings or the appearance of a series of smaller buildings.
g. Surface detailing, such as score lines, should not serve as a substitute for distinctive massing.
h. Architectural features such as porches, balconies, chimneys, door placement, window proportions, dormers, wood detailing, fencing, siding, and color scheme should be used to enhance building form.
i. Orient design to incorporate a relationship between indoor and outdoor spaces.

Third stories should be stepped back to decrease visual dominance on the street.

Varied height and setback provide well articulated massing.

Buildings should provide a well defined indoor and outdoor relationship.

architectural guidelines

2. Roof Form

Roof forms should be used to distinguish various building forms, create an interesting roof line, and help to break up the building massing. Roof forms should reflect a residential appearance through pitch and use of materials.

Multi-family residential roof forms should differ from the mixed-use, office, commercial retail, and civic buildings roof form by reflecting the smaller individual dwelling units rather than the larger commercial storefronts, adding more variation in height, and incorporating front porch roof forms.

Guidelines:

a. Roof forms typical of residential buildings such as gable, hip or shed roof combinations are strongly encouraged. If parapet roofs are used they should include detailing typical of residential character and design.

b. Multi-form roof combinations are encouraged to create varying roof forms, emphasize the individual dwelling units, and break up the massing of the building.

c. Buildings with flat or low- pitched roofs should incorporate parapets or architectural elements to break up long horizontal rooflines. Rooflines should be broken at intervals no greater than 50' long by changes in height or roof form.

d. Deep roof overhangs are encouraged to create shadow and add depth to facades. Where applicable to the architectural style, roof eves should extend a minimum of 24" from primary wall surface to enhance shadow lines and articulation of surfaces.

Multiple roof forms are encouraged to delineate individual dwelling units.

Roof overhangs, balconies, and roof eves are encouraged to create depth and shadow to enhance building façade.

e. Roof elements should continue all the way around the building and not just be used in the most visible locations. Roof elements should be combined with wall elements to unify all sides of the building.
f. All roof-mounted equipment should be effectively and attractively screened through the use of various architectural detailing including, but not limited to, roof form, decorative parapets or cornices.
g. Full roofs are desirable. Hipped or gable roofs covering the entire building are preferred to mansard roofs. Continuous mansard roofs are discouraged. When used, mansard roofs should have a roof pitch that is high and deep enough to look like a true roof.
h. Exposed structural elements (beams, rafter tails, etc.) are encouraged as roof overhang details.
i. Roof parapets should be finished with a cap, three- dimensional, and of substantial size to appear authentic. They should include one or more of the following detail treatments: pre-cast elements, continuous banding or projecting cornices, dentils, caps, corner details, or variety in pitch (sculpted).
j. If the interior side of a parapet is visible from pedestrian view, it should be finished with the same materials and a similar level of detail as the front façade.

Hipped, gabled, and cornices are encouraged to provide a three-dimensional roof line.

Rafter tails and extending roof eves are encouraged.

Roof elements should continue around all sides of the building.

architectural guidelines

3. Articulation

Multi-family structures should be well articulated on all sides.

Guidelines:

a. Though the highest level of articulation will occur on the front façade, buildings should incorporate 360-degree architecture. 360-degree architecture is articulation on every building elevation. This includes variation in massing, roof forms, and wall planes, as well as surface articulation.

b. Architectural elements that add visual interest, scale, and character such as projecting balconies, trellises, recessed windows, window detailing, and door detailing, should be incorporated to create shadow patterns and help articulate facades and blank walls.

c. Stairways should be designed as an integral part of the overall architecture of the building. Stairways should complement the building's mass and form. Internally facing walls that face walkways should be effectively articulated to enhance the pedestrian experience.

d. Tall or large structures should emphasize horizontal planes through the use of trim, awnings, eaves, other ornamentation, or a combination of complementary colors.

Balconies help add visual interest and character to architectural style of the building.

Buildings that incorporate 360-degree architecture are encouraged.

Horizontal planes are broken by recessed and protruding elements and color.

Accent trim on windows and porches help distinguish orientation and architectural style.

Faux shutters should be proportionate to the window to appear as functional shutters.

4. Windows, Doors, and Entries

The main building entrance should be distinguished from the rest of the building and easily recognizable. Window, doors, and entries should help to capture the desired architectural style of the building.

Guidelines:

a. Each unit's entry should be easily identifiable, distinguishable, and oriented toward the street whenever possible

b. Entry design should incorporate two or more of the following methods:
   - front porch
   - decorative detailing or placement of art;
   - a projecting element above the entrance;
   - changes in the roofline, a tower, or
   - a change in the wall plane

c. Window and door type, material, shape, and proportion should complement the architectural style of the building.

d. Windows should be generously inset from building walls to create shade and shadow detail.

e. Faux shutters should be proportionate to the windows to create the appearance of a real and functional shutter.

f. Windows should be articulated with accent trim, sills , kickers, shutters, window flower boxes, balconies, awnings, or trellises authentic to the architectural style of the building.

g. Windows and skylights should be located to maximize day lighting and reduce the need for indoor lighting.

h. Long, monotonous balconies and corridors that provide access to multiple units should be avoided. Instead, access points should be clustered.

architectural guidelines

5. Materials and Colors

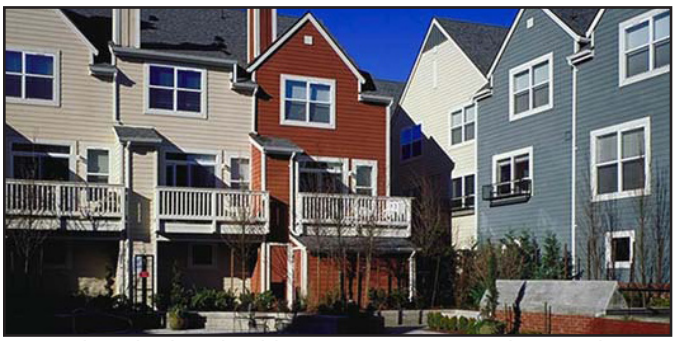
To convey a sense of high quality design and permanence, building colors and materials shall be selected to simulate authentic and timeless materials.

Guidelines:

a. Material changes should occur at intersecting planes, preferably at inside corners of changing wall planes or where architectural elements intersect such as a chimney, pilaster, projection, or fence line.
b. Materials and colors should be consistent with the desired architectural style.
c. Materials and colors should be used to enhance different parts of a building's façade.
d. Where appropriate to the architectural style, materials and textures should vary between the base and body of a building to break up large wall planes and add visual base to the building. Heavier materials should be used lower on the building elevation to form the building base.
e. Colors used on exterior facades should be harmonious. Contrasting colors are encouraged to accentuate details such as trim, windows, doors, and key architectural elements.
f. Recommended façade materials
   - Exterior plaster (smooth troweled preferred)
   - Cut stone, rusticated block (cast stone), stone tile, and precast concrete
   - Brick veneer, new or re-used
   - Ceramic tiles
   - Horizontal siding, or simulated siding with textured cement board
   - Vertical siding, with board and batten
   - Heavy timber used in trellises, roof overhangs, knee-brace supports, and other architectural details

Darker, heavier materials and colors at the base help define and enhance the façade.

Harmonious colors and materials convey high quality design.



Materials and colors should occur at intersecting planes and can help massing appear as individual units.

Use of natural materials and colors is encouraged.

Architectural accents such as shutters, window trim, trellises, porches, siding, and roof materials and colors should complement architectural character.

g. Façade materials that are discouraged:
   - Mirrored glass and heavily tinted glass
   - Windows with "tape on" divisions/mullions
   - Vinyl and aluminum siding
   - Painted or baked enamel metal awnings
   - Rough "Spanish lace" stucco finish
   - Plywood siding
   - Corrugated fiberglass

h. Recommended roof materials:
   - Roof tiles made of clay, slate, or integrally colored concrete
   - Roof tiles with "barrel" or "mission" type profiles
   - Roof tiles of light colored, Terra cotta or other red/earth tone roof tiles
   - Metal roof panels with standing seam texture
   - All ridge and hip caps and/or flashing should coordinate with field colors
   - Architectural grade composition roof tile, shingles and shakes.

i. Roof materials that are discouraged:
   - Highly reflective or brightly colored material (high gloss tile). Light colored (not highly reflective) materials are encouraged to reduce heat island effect.
   - Low-profile composition roof tile, wood and/or hardboard, or synthetic shingles and shakes that have a low quality plastic appearance.
   - Simulated clay tile roofs in metal
   - Corrugated metal roof panels
   - Roof tiles with S-profile

architectural guidelines

6. Garages and Ancillary Structures

Carports, detached garages, and other ancillary structures should be designed as an integral part of the development and should not dominate the street scene.

Guidelines:

a. Ancillary structures should incorporate similar or complementary roof pitch and materials as the main buildings within the project.
b. Any equipment, whether on the side of structure, or ground, should be screened. The method of screening should be architecturally compatible in terms of materials, color, shape, and size. The screening design should blend with the building design, which may include a continuous screen.
c. Trash enclosure areas shall be screened by 6-foot high walls constructed of materials consistent with the architectural style of the units. Trash enclosures shall be screened from upper level unit views.
d. Common mailbox enclosures should be designed similar or complementary in form, material, and color to the surrounding residential buildings.
e. Garages doors should not face public streets. Garage doors facing a private street should be set back from the face of the main house to help reduce visual dominance of garage doors.
f. Garage doors should be recessed a minimum of six inches from the face of the garage.
g. Garage doors should incorporate panels and/or windows to articulate these large planes.
h. Roof forms, trellises, and balconies should be located directly above the garage door to help minimize the impact of garage doors on the street scene.

Mailbox enclosures should reflect project architecture.

Garage door should be recessed from building façade to decrease visual dominance.

Trash enclosures should be appropriately screened with walls and/or landscaping.

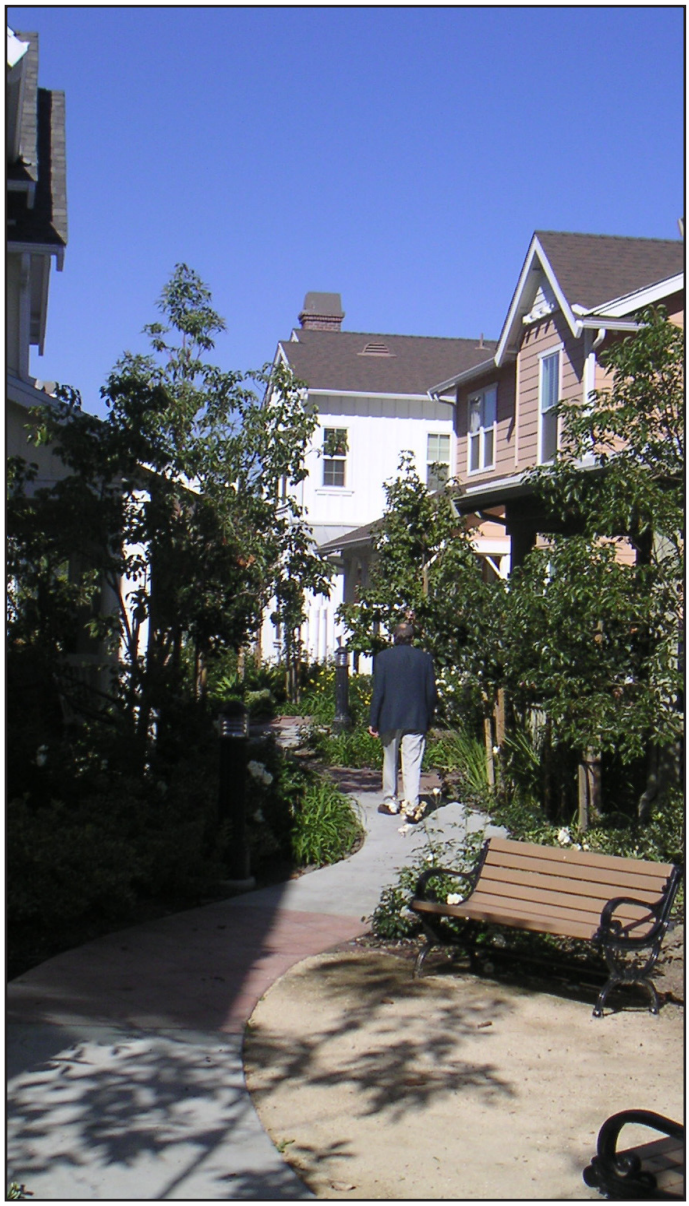
Roof forms, trellises, or balconies are encouraged to help minimize visual impact of garage doors.

7. Pedestrian Connections

Pedestrian connections and private drives within the Plan Area should provide ample shade for residents to enjoy walking to local parks and commercial centers.

Guidelines:

a. Buildings and lots should be oriented to increase accessibility to trails and open space.
b. Street trees should be provided along the private drives and sidewalks to reduce heat and provide shade for pedestrian thoroughfare.



Residential units should face onto common parkway.

Pedestrian connections through residential units are encouraged.

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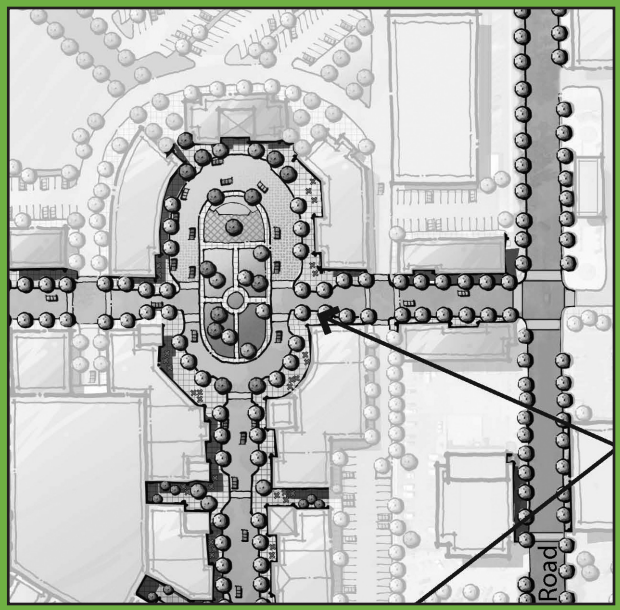

chapter

6

landscape guidelines

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6.1 Landscape and Streetscape Design Guidelines

To establish a unique identity for the Scotts Valley Town Center Plan Area (Plan Area), an integral step is to develop a streetscape and landscape palette to define the character of gateway and street scene elements. The details outlined in this chapter illustrate the relationship between the proposed buildings, streets and the public spaces they are adjacent to. The landscape and streetscape upgrades along Mt. Hermon Road will set the stage for the type of character that will be established for the Plan Area. Similar architectural elements will be introduced along proposed new streets and existing streets that travel through the site. This chapter is designed to guide the proposed streetscape enhancements, the treatment and location of gateways, sidewalk design treatments, materials selections, landscape recommendations, and pedestrian-oriented amenities.

6.1.1 Urban Design

Urban design techniques can be used to create a distinctive character for the Plan Area while at the same time, linking the Plan Area to the existing surrounding uses. Urban design techniques should be incorporated into the Plan Area to inform visitors that they have entered a special place. This includes improvements such as new street trees and pedestrian-scaled lighting, street furnishings, decorative paving features, and landscaping. These improvements will help to increase the quality of the pedestrian environment. A unified streetscape would also help bring together the visual and thematic experience of the Plan Area to reflect the desired character of the Plan Area.

6.2 Streetscape and Public Improvements

The streetscape design is a key component to integrate the proposed Scotts Valley Town Center development into the existing urban fabric while establishing its own unique identity. The following design elements including gateway locations and details, intersection paving treatments, street furnishings, pedestrian scaled light fixtures, and landscape recommendations will help define that distinctive character.

6.2.1 Gateways

Landmarks or visual cues, such as special landscaping, lighting, signage, and way-finding design elements, create virtual borders and inform pedestrians and drivers that they have arrived at a special destination. The four primary gateway locations along Mt. Hermon Road are noted below and depicted in ***Figure 6.1***.

- Mt. Hermon Road and Scotts Valley Drive – south east of the Plan Area
- Mt. Hermon Road and Kings Village Road
- Mt. Hermon Road and the new proposed road leading into the heart of the Plan Area
- Mt. Hermon Road and Skypark Drive – at the southwest edge of the Plan Area

These four gateway locations should be designed with elements that reflect the desired identity the unique character and announce the entrance into the Plan Area. Concurrently, these elements should be designed to complement the overall architectural character of the Plan Area. All of gateway locations along Mt. Hermon Road should be designed with a combination of the accent features including ornamental landscaping, landscaped medians, architectural features on adjacent buildings (such as tower elements), signage, and/or enhanced paving.

A strong sign program should be developed for Scotts Valley Town Center as part of the development plan, as an effective method to make an immediate impact by establishing a unique identity within the Plan Area. The sign program should include, but is not limited to, the development of a logo, directional signage, parking signs, advanced warning signs and street signs, directories (kiosks), and banners. The sign program should complement the character of the recommended building signage details are included as part of the Design Guidelines in Chapter 5.

Each development should be subject to review and approval of a sign program. The sign program should be designed pursuant to the Architectural Design Guidelines in Chapter 5 of this document as well as the all provisions of **Chapter 17.56** Signs of the City's Municipal Code.

6.2.2 Streetscape Design

Mt. Hermon Road should be improved to encourage pedestrian activity and movement throughout the area. Enhancements include building sidewalks along the southern edge of the Plan Area to connect the existing sidewalks and develop a safe walkable area. In addition sidewalks should be enhanced throughout the plan area with amenities such as street trees and benches, pedestrian-scale lighting, tree grates, curb extensions at intersections and specialized crosswalk paving (see ***Figure 6.1***). Curb extensions or bulb-outs, at key locations will help minimize pedestrian crossing time and increase safety will also reducing the perceived width of the vehicular travel way. Accent paving at crosswalks will emphasize pedestrian ways and add appeal as well as help direct pedestrians and slow automobiles.

Storefronts along Mt. Hermon Road should be sited close to the street to better define the street edge. A continuous storefront experience and attractive walkways will maximize the quality of the pedestrian environment. Some variation in front setbacks is encouraged to allow for outdoor dining opportunities, bringing vitality and interest to the street edge. Consistent way-finding signage should also be used to tie together the area.

As depicted in the Circulation Chapter of this document, the Mt. Hermon Road corridor should be enhanced as illustrated in the Streetscape Plan with the following elements:

- New wide sidewalks along the northern edge of Mt. Hermon Road;
- A raised median planted with evergreen trees to balance the large width of Mt. Hermon Road;

- Pedestrian refuge area in medians to allow a safe place for pedestrians when crossing Mt. Hermon Road;
- Special paving at crosswalks to designate safe pedestrian circulation;
- Unique paving design at key intersections;
- Street furnishings including pedestrian-scale lighting, benches, tree grates, trash receptacles, planter pots, and bike racks;
- Street trees in trees grates, or planter; and
- Large potted plants (planter pots) clustered at key locations.

6.2.3 Sidewalks and Crosswalks

Sidewalks are an important component of Scotts Valley Town Center's pedestrian circulation network. The pedestrian experience plays a very important part in the functionality and the economic health of a Downtown. Wide sidewalks, street trees and landscaping, and consistent street furnishings all contribute to a desirable pedestrian street scene.

- Sidewalks shall have a "though pedestrian zone" that is kept clear of any fixtures and/or obstructions. A minimum of 4' shall be reserved to allow for two people to walk comfortably side by side in accordance with the American Disabilities Act (ADA) requirements.

- Planting areas, bike racks, street lighting, news racks, and other street furniture shall be contained in the area between the sidewalk and street to keep the "through pedestrian zone" free for walking.

- Sidewalk surface shall be stable, firm, smooth, and slip –resistant.

- Sidewalk pavement shall be of scored concrete, salt finished concrete, pavers, or brick. Stamped concrete is no allowed.

- Accent treatments may be integrated into sidewalk at street edge, around tree grates, around planters, at corners and at entry of paseos.

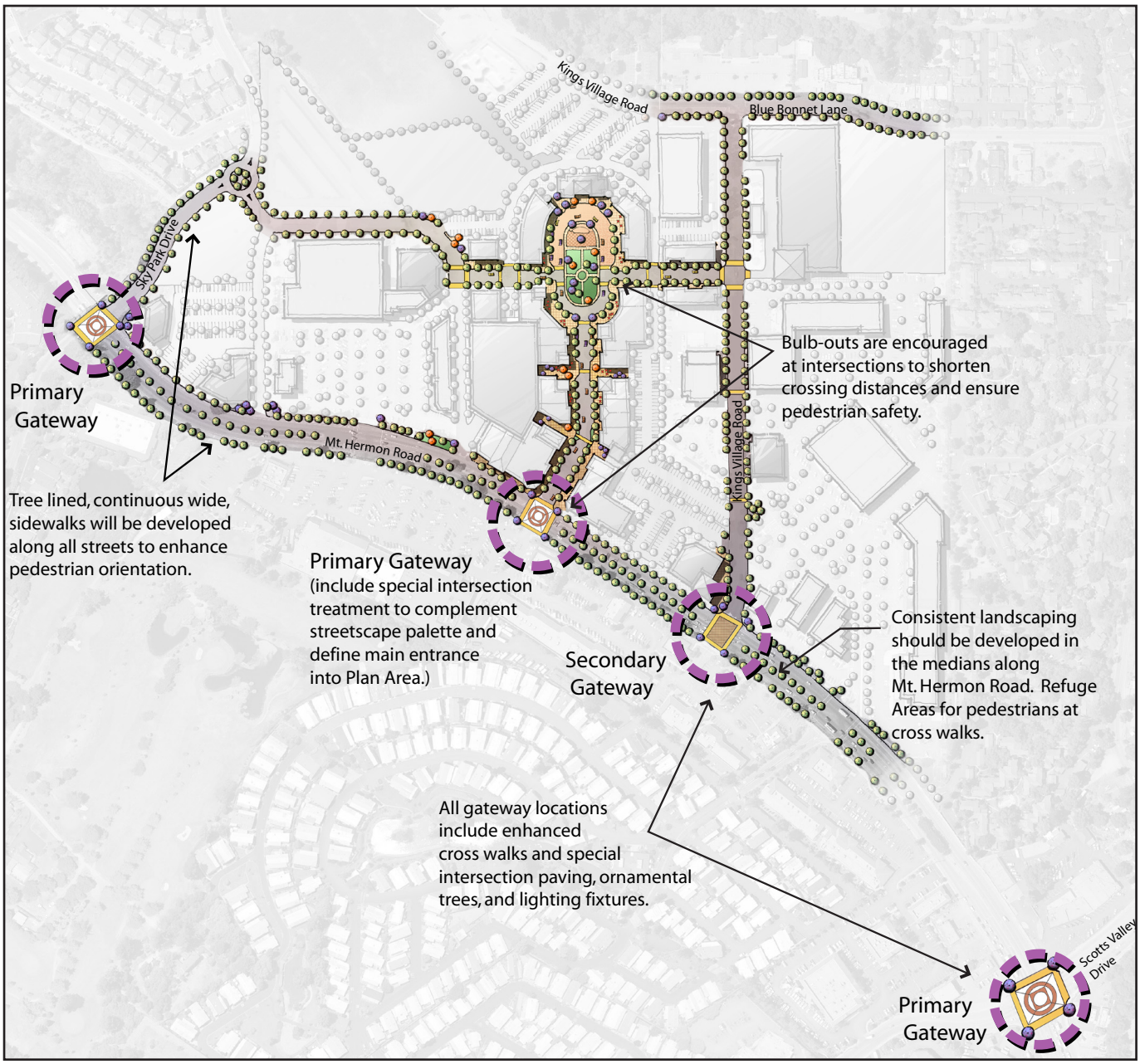

Figure 6.1- Streetscape Plan

Crosswalks are important components of the pedestrian mobility in the Town Center and to adjacent properties. Enhances paving material improve the pedestrian experience both in visual appeal and safety.

- Incorporate accent paving on crosswalks within the plan area. Accent paving can be scored and colored concrete or unit pavers. Colored pavers in the street are helpful to raise awareness through increased visibility, noise, and vibration.

- Crosswalk distances shall be minimized to the greatest extent possible. Uninterrupted pedestrian crossings without a central refuge island (in median), shall be limited to a maximum of 50'.

- Extensions of the sidewalk into the roadway at crosswalks are called bulbouts or curb extensions. Designed to give pedestrians greater visibility as they approach the crossing, bulb outs decrease the distance users must cross as well as slow traffic. Sidewalk bulbouts shall be used where feasibility with traffic volumes and with drainage.

- Refuge islands are extensions of the median that create a protected crosswalk area in the middle of the street.

- Countdown pedestrian signals should be employed where high pedestrian count and traffic volumes occurs at pedestrian crossings.

- In pavement flashers should be used at higher risk crossings, with high traffic speeds and pedestrians volumes, such as across Mt. Hermon Road at the main entrance of the Town Center.

6.2.4 Street Furnishings

Street furnishings should be provided along streets, within plazas, and in the town green in the Plan Area. An agreement will have to be agreed on between the City and potential developers to determine whose responsibility it will be to provide the on-site and streetscape improvements.

The following street furniture palette (lighting, benches, waste receptacles, bicycle racks, and tree grates) are recommended to establish a unified character within the Town Center and create the environment envisioned for the Plan Area.

Lighting

The following recommended street and pedestrian lighting fixtures should posses the following guidelines:

- Lighting, fixtures should incorporate the latest energy-efficient technology for directing light and reducing glare.
- Consider the following factors to reduce light pollution:
  - The wattage or brightness of the light;
  - The installation of the fixture and use of shields to minimize light spill;
  - The type of light – high pressure sodium lights are softer than metal halide type; and
  - Placing lights on timers or motion sensors to limit their on-time, as appropriate.

Street lighting

Streetlights should incorporate a decorative light pole and luminare that is consistent in design theme to help unify the streetscape within the Plan Area.

- Street lighting should have an oxford series base with a Libertyville style arm(or equivalent) located pursuant to engineering recommendations.

Example of street lighting

Sidewalk Lighting

- Pedestrian lighting should be double acorn (or equivalent) located pursuant to engineering recommendations.
- Structural footings for these fixtures should accommodate banner attachment arms, and planter arms and the poles should accommodate electrical outlets for holiday lighting.
- Sidewalk lights should be approximately 12-16 feet in height and placed approximately 40-60 feet apart.

Tree lighting

- Provide electrical outlets at base of trees to accommodate holiday lighting.
- Provide up-lighting of trees at key locations within the Plan Area.

Examples of sidewalk lighting.

Example of a lighting fixture spacing

Benches and Trash Receptacles

The following are recommended new benches and trash receptacles which should be installed within the Plan Area. Typical placement of the benches and trash receptacles should be approximately every 100' and at key locations to provide seating and amenities for pedestrians.

- Benches should be equivalent to either Cumberland Bench or DuMor 58 Series Bench with black powder-coat finish.

DuMor 58 Seris Bench

Cumberland Bench

- Freestanding metal trash receptacles should be either Receptacle 107 by DuMor Site Furnishings or the Receptacle RR-55by Urban Accessories (or equivalent) with a black powder-coated finish.

Amerciana narrow slate waste receptical

Tree Grates

The installation of tree grates provides room for safer sidewalks, increased opportunities for outdoor seating, and can lead to health of street trees and reduced sidewalk maintenance. The tree grates proposed throughout the Plan Area are designed to complement the streetscape treatment and provided the inspiration for the design of the intersection treatment.

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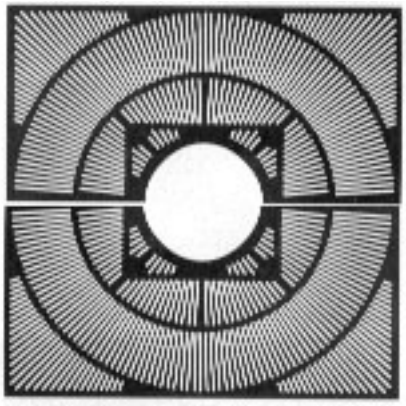
- Tree grates throughout the site should be Parkway Series 5' x 5' cast iron tree grate by Ironsmith.



Parkway Tree Grate

Planter Pot

Additional landscaping should be provided in planter pots located adjacent to the building edge and outdoor dining areas, near bulb-outs, and along the street edge in the parkways.

- Planters should be terra-cotta pots similar to the Round Urn collection by Quick Crete Products, in assorted shapes and sizes, or the more modern interpretation of post shown below.
- Stormwater Planters collect stromwater in a bioretention system to then be treated and infiltrated into the ground as ground water.

Round Urn collection by Quick Crete Products

Stormwater Planters

Bicycle Racks

Bicycle racks are important amenities that will encourage bicycle ridership in the Plan Area and promote alternative modes of transportation. Bike racks should be installed at convenient locations along streets, typically near building entries.

- Bike rack should be *Du Mor Site Furnishings* - 'Loop Bike Rack' Model #83-00 (or equivalent) with Black powder coat finish.

DuMor Bike racks

Bollards

Bollards are often used to delineate between vehicle and pedestrian zones to help create a safe walking environment. Bollards can help define public plazas, expanded sidewalk areas, and walkways in the Plan Area.

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- Bollards should be placed as necessary to control pedestrian and vehicular traffic.
- Bollards should be Annapolis Bollard by Landscape Forms (or equivalent) which use solar lighting, are removable, and are constructed of structural steel body with cast aluminum top.

6 " Annapolis Bollard by Landscape Forms, Inc

6.3 Landscape Recommendations

The landscape design for the Plan Area reinforces the desired urban town center character. The generally drought tolerant and deciduous landscape options were intentionally selected to promote water efficiency and help reinforce a unique identity for Plan Area. In addition the plants were selected to provide opportunity for shade, ease of maintenance, and climate compatible planting. The landscaping will establish visual integrity for the area, and promote pedestrian and vehicular safety by clearly distinguishing walkways and access points. The following landscaping palette should be used throughout the Plan Area.

6.3.1 Street Trees

Street trees are large trees generally selected for their ability to form dense, round canopies, grow well under paving areas and produce limited debris.

- Trees at key locations should be installed in tree grates with up-lighting.
- Electrical outlets should be installed at the base of all street trees for holiday lighting.
- Street trees should be carefully located to not obstruct visibility of the store fronts and signage nor negatively impact pedestrian and vehicular safety.
- All street trees shall be appropriate pruned to not interfere with sight distances or be a hazard to traffic.
- Deep-root bubblers and structural soil should be used to prevent up-rooting of sidewalks.

The following is a list of street trees to select from.

- Large canopy evergreen trees should be used within planted medians and at bulbout intersections to reduce the perceived street width. Appropriate large canopy evergreen tree species are as follows:
  - *Arbutus 'Marina'* (Arbutus)
  - *Cedrus atlantica* (Atlas Cedar)
  - *Cedrus deodara* (Deodar Cedar)
  - *Magnolia grandiflora* (Magnolia)
  - *Olea europaea* 'Majestc Beauty' (Olive)
  - *Quercus agrifolia* (Coast Live Oak)
  - *Quercus tomentella* (Island Oak)
  - *Sequoia sempervirens* (Coast Redwood)
  - *Ulmus parvifolia* (Chinese Evergreen Elm)

Atlas Cedar

Magnolia

- Medium canopy deciduous trees should be used along Mt. Hermon Road and the main road leading into the core of the Plan Area. Trees should be spaced at spaced at 40′ on-center. Medium sized deciduous trees that are generously spaced help to keep storefronts visible while still allowing for ample landscape opportunities. Appropriate medium canopy deciduous tree species are as follows:
  - *Ginkgo biloba* (Maidenhair Tree)
  - *Nyssa sylvatica* (Sour Gum)
  - *Pistacia chinensis* 'Keith Davey ' (Chinese Pistache)
  - *Platanus x acerifolia* 'Columbia' (London Plane Tree)
  - *Sorbus aucuparia* (European Mountain Ash)
  - *Tipuana tipu* (Tipu Tree)

Tipu Tree

Sour Gum

- Accent trees are generally smaller than standard street trees and are used to accentuate key locations. Accent trees are selected for the foliage color or flower showing but close attention is also given to their ability to perform well under various paving types. In particular these trees should be used along the main road going into the Plan Area and within the central plaza and town green. Accent trees should be spaced at 25' on-center. Appropriate accent tree species are as follows:
  - *Cercis canadensis* (Eastern Redbud)
  - *Cornus florida 'Rubra'* (Red Flowering Dogwood)
  - *Lagerstroemia hybrids 'Tuscarora' and/or 'Tuskegee'* (Crape Myrtle)
  - *Magnolia x soulangeana* (Saucer Magnolia)

Eastern Redbud

Red Flowering Dogwood

6.3.2 Shrubs and Groundcovers

The shrubs and groundcovers below have been selected to complement the proposed landscape design. The following palette is generally comprised of drought tolerant, predominantly native plant species.

Shrubs

- *Berberis thunbergii 'Atropurpurea'* (Red-Leaf Japanese Barberry)
- *Choisya ternata* (Mexican Orange)
- *Cistus x purpureus* (Orchid Rockrose)
- *Forsythia x intermedia* 'Gold Tide' (Forsythia)
- *Helictotrichon sempervirens* (Blue Oat Grass)
- *Hemerocallis hybrid* (Daylily-Evergreen Varieties)
- *Lavandula spp.* (English Lavender)
- *Lonicera japonica* (Japanese Honeysuckle)
- *Muhlenbergia capillaris* (Pink Muhly)
- *Nassella tenuissima* (Mexican Feather Grass)
- *Osmanthus fragrans* (Sweet Olive)
- *Pennisetum orientale* (Fountain Grass)
- *Phormium spp.* (New Zealand Flax)
- *Pittosporum tobira* 'Wheeler's Dwarf' (Tobira)
- *Rosa spp.* (Rose)
- *Rosmarinus officinalis* (Rosemary)
- *Teucrium fruticans* (Bush Germander)

Forsythia

Bush Anemone

Groundcovers

- *Arctostaphylos edmundsii* 'Carmel Sur' (Carmel Sur Manzanita)
- *Arctostaphylos edmundsii* var. *parvifolia* 'Bert Johnson' (Bert Johnson Manzanita)
- *Arctostaphylos* 'Emerald Carpet' (Emerald Carpet Manzanita)
- *Ceanothus griseus horizontalis* 'Yankee Point' (Ceanothus)
- *Cotoneaster dammeri* (Bearberry Cotoneaster)
- *Festuca glauca* 'Elijah Blue' (Blue Fescue)
- *Fragaria chiloensis* (Beach Strawberry)
- *Mahonia aquifolium 'Compacta'* (Oregon Grape)
- *Rosa spp.* (Flower Carpet Roses-Assorted Colors)
- *Rosemarinus officinalis 'Prostratus'* (Trailing Rosemary)

Oregon Grape

Trailing Rosemary

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chapter

7

sustainable plan

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7.1 Sustainable Design Plan

The City of Scotts Valley has taken a proactive approach to solving environmentally sensitive issues in an effort to promote a sustainable and healthy living environment. Sustainable measures are incentivized and enforced by the City through the Green Building Regulations that have been formulated in Chapter 17.51 of the City's Municipal Code. 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. The principles in this chapter are designed 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 it is encouraged that individual buildings in the Plan Area pursue LEED certification.

7.2 What is Sustainable Design and How can it Be Measured

Sustainable design refers to design and construction practices that significantly reduce or eliminate the negative impacts of development on the environment and its inhabitants. A sustainable design approach can be defined by a variety of green building practices and the availability of pedestrian-oriented amenities. The essential components that make up a successful sustainable development have been identified by the US Green Building Council through the emergence of their latest neighborhood program. LEED-ND (Leadership for Energy and Environmental Design for Neighborhood Development) has been developed as a tool to gauge the effectiveness of neighborhood design principles similar to those promoted through Smart Growth and New Urbanism. The program recognizes that the layout and design of the built environment influences the way residents and visitors experience a neighborhood, and it can impact their quality of life and sense of community.

sustainable plan

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 are explored further in this chapter to test the proposed Town Center project in how it addresses potential development impacts. 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. 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. The guidelines in the following sections include more specific objectives aimed at meeting the following criteria.

Smart Location and Linkage

1. Encourage development within and near existing neighborhoods or public transportation infrastructure to reduce vehicle trips and induce pedestrian activity.
2. Promote neighborhoods that are physically connected to each other to foster community and connectedness beyond one individual project.
3. Minimize erosion to protect habitat and reduce stress on natural water systems.
4. 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

1. Encourage the design of projects that incorporate high levels of internal connectivity and connections to surrounding development to promote a variety of travel options.
2. Provide direct and safe connections for pedestrians, bicyclists, and drivers to key components of a project, local destinations, and neighborhood centers.
3. Encourage the design and construction of buildings to utilize green building practices.
4. Encourage the design and construction of energy efficient buildings to reduce air, water, and land pollution and environmental impacts from energy production and consumption.
5. Preserve existing tree canopy, native vegetation, and pervious surfaces.

Green Construction and Technology

1. 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.
2. Achieve enhanced energy efficiency by creating the optimum conditions for the use of passive and active solar strategies.
3. Use recycled building materials whenever possible.
4. 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.

7.3 Sustainable Design Guidelines

The efficient layout of the built environment presents an opportunity to enhance the quality of life within the Plan Area while reducing the developments ecological footprint to protect the environment. The LEED-ND rating system and Green Building principles strongly encourage both compact neighborhood design and infill development. In general compact neighborhood design refers to a development that offers a diverse mix of land uses that are well-connected both internally and to surrounding neighborhoods. The Town Center project inherently is a great example of infill development which is also recognized as a sustainable and efficient use of resources. Infill development includes building in a previously developed area or an area adjacent to existing development. This is an important component of LEED-ND and its involvement in the green building movement, considering that even the greenest of buildings contribute to sprawl if they are built on the fringe of urban areas disconnected from other land uses. Infill development also preserves the need for extending expensive and resource depleting infrastructure to remote areas.

Per the City's Green Building Regulations the City strongly supports sustainable planning and green building concepts and recognizes that "green building design, construction and operation can have a significant positive effect on energy and resource efficiency, waste and pollution generation, and the health and productivity of a building's occupants over the life of the building." (Chapter 17.51 - Green Building Regulations, Scotts Valley Municipal Code) The City also realizes that appropriate sustainable design concepts can "create healthy work and living environments increasing the productivity of workers and residents and visitors to the city by improving indoor air quality and lighting." (Chapter 17.51 - Green Building Regulations, Scotts Valley Municipal Code)

Given the magnitude of a development such as the Town Center, the potential impacts on the environment and the existing urban fabric could be substantial if they are not accounted for and mitigated effectively. Impacts include those associated with the construction of the proposed mix of uses and the infrastructure and parking to support it.

The following sections examine the potential impacts related to site planning and building design and the corresponding sustainable solutions that should be implemented to reduce those impacts. A detailed description of the sustainable concepts is included in the following sections.

7.3.1 Site Planning and Design

An integral first step in the planning process for the Town Center was to perform a site survey and constraints analysis to determine the existing conditions of the site. Proximity between the site and surrounding uses, existing drainage patterns, visual corridors, and other specific constraints and opportunities were identified. It was determined to encourage a low impact development, building footprints, location, and orientation should be designed efficiently.

Potential Project Environmental Impacts Related to Site Planning

- Site Disturbance
- Impact to Surrounding Uses
- Storm Water Drainage

Sustainable Solutions

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.

Specific Measures

- 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 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, crosswalks, and parking areas.

7.3.2 Building and Streetscape/Landscape Design

The design of the built environment in the project area plays a key role in promoting the sustainable components of the plan. The following principles were developed to guide the construction of buildings in the plan area.

In addition, a soil analysis should be performed to determine the appropriate plant material. The landscape should be designed with native or adapted plants to reduce or eliminate irrigation requirements. Stormwater and/or greywater should be used for irrigation.

Potential Project Impact Related to Building Design

- Material and Energy Consumption
- Impact on the City's Water System
- Light Pollution
- Urban Heat Island Effect. Given the inherent nature of the built environment in an urban setting the air temperature in those areas can often be hotter than in surrounding areas. This phenomenon, commonly referred to as the Urban Heat Island Effect, occurs when construction materials commonly used in urban areas, such as concrete and asphalt (generally darker in color), absorb the sun's energy instead of reflecting it back into the atmosphere. This typically causes a change in temperature in the area and leads to higher temperatures. Dark roofs also have a similar effect by heating the air and contribute to the heat island effect by absorbing the sun's energy.

Sustainable Solutions

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. That water can be used for recharge purposes.

- Limit the use of potable water, or other natural surface or subsurface water resources available on or near the project site, 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.

Specific Measures

- "Green" and "Cool" Roofs described in the following sections should be promoted as an efficient method to reducing glare and heat build up on roof tops. In addition beyond the obvious aesthetic benefits of 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 earn effort to control energy consumption it is recommended that solar panels be used on roof tops.

- Low water demand fixtures are encouraged for use throughout the Plan Area. Dual flush toilets and waterless urinals are viable alternatives to promote water efficiency.

7.4 Description of Sustainable Measures

Roof Gardens/Green Roofs

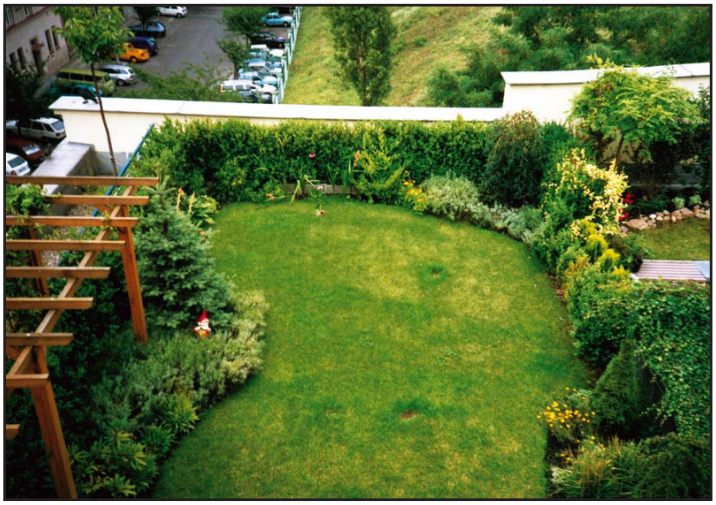
An alternative to traditional roofing materials is a rooftop garden, or "green roof." On hot summer days, the surface temperature of a vegetated rooftop can be cooler than the air temperature. A green roof consists of vegetation and soil, or a growing medium, planted over a waterproofing membrane. Additional layers, such as a root barrier and drainage and irrigation systems may also be included.

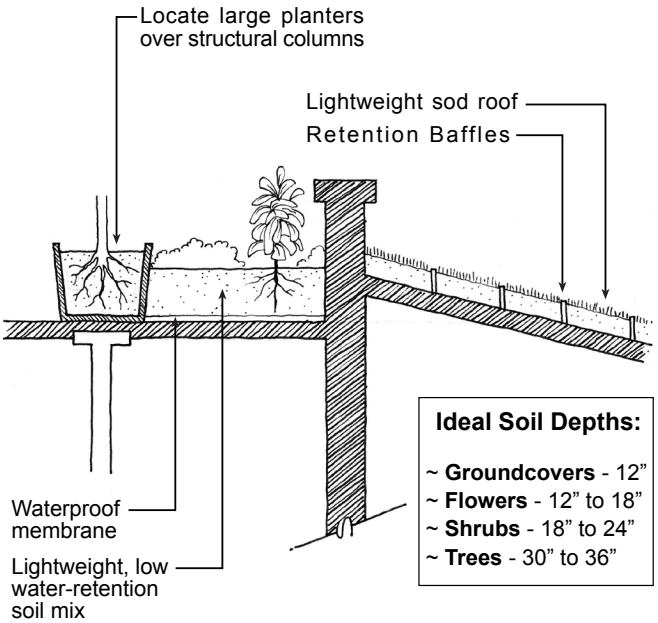
Besides being attractive, they create oxygen, harvests rainwater for reuse, and diminish rainwater runoff to storm drains. Storm water is captured by special water retention layers installed beneath the soil of the plantings on the rooftop gardens. This layer is made of egg-crate shaped material that can hold up to two inches of rain before it overflows into the roof drains. This simple technique keeps rainwater in reserve beneath the soil, making it available to plants through a wicking process when the surface soil is dry.

Green roofs reduce the urban heat island effect by reflecting solar radiance. They also reduce the volume of storm water generated on site, improve the building's energy performance and sound attenuation, provide wildlife habitat and extend the lifetime of the roof.

Gardens on balconies, terraces, and roofs add visual interest, provide habitat for wildlife, slow stormwater runoff, and provide opportunities for cultivating food and decorative gardens.

- Drought-tolerant perennial grasses and ground covers require minimal maintenance and can be planted on moderately sloped and flat roofs.
- Consider incorporating a roof garden as a tenant amenity and a means of resolving cooling needs.
- Planters should be placed over structural columns and walls to reduce structural requirements and costs.
- Soil depths, roof drainage, and waterproof membranes should be considered during the structural design of the building.
- Drip irrigation systems are recommended to help plants become established and conserve water.

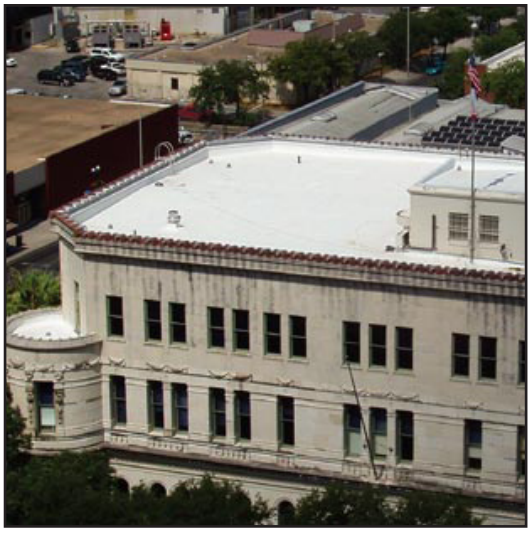




Cool Roofs

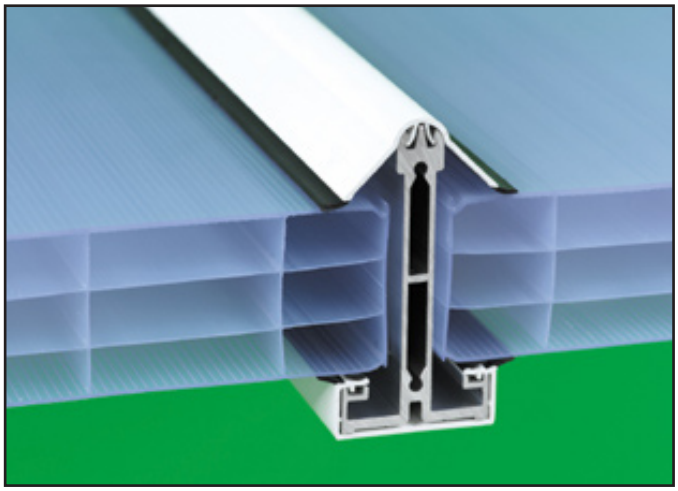
Cool Roofs are roofs consisting of materials that very effectively reflect the sun's energy from the roof surface.

Cool roofs reduce the roof surface temperature, thereby reducing the heat transferred into the building below. This helps to reduce energy costs (by keeping attics and ducts cooler), improve occupant comfort, cut maintenance costs, increase the life cycle of the roof, and reduce urban heat islands.



Modular Roof Covering

The present invention is a modular roof covering made up of interlocking modular trays having moisture or water absorbing component or medium in the tray to absorb moisture and allow it to evaporate or otherwise dissipate over time. The trays interlock with each other and are held down by weights or other ballast to secure the trays to the roof without having to create a physical connection between the trays and the roof structure. The modular roof covering can be made up of different types of tray assemblies, where some have vegetation growing in the tray, others have merely water absorption and dissipation capability, while others have photovoltaic cells for the collection and use of solar energy. Currently modular roof coverings provide a light weight, low cost roof covering system for extending the life of current roof structures, and to restore and protect the environment, moderate and aid in controlling building temperature, manage stormwater runoff and collect and utilize solar energy.



Solar Panels

Solar panels make use of the sun's energy by harvesting sunlight and actively converting it to electricity. Solar cells, or photovoltaic cells, are arranged in a gird like pattern on the surface of the solar panels and collect sunlight during the daylight hours. Solar power provides consistent, low maintenance electricity and any excess solar power from a home or business can potentially be sold into local electricity grids, further reducing a building's electricity costs. Unlike non-renewable energy sources, solar power does not pollute the air or water. It replaces electricity generated from facilities powered by coal, natural gas and other non-renewable fuels, eliminating threats to public health such as carbon monoxide, particulate, and toxic chemical emissions from those facilities. Solar panels can be used on rooftops or in parking areas on carports.

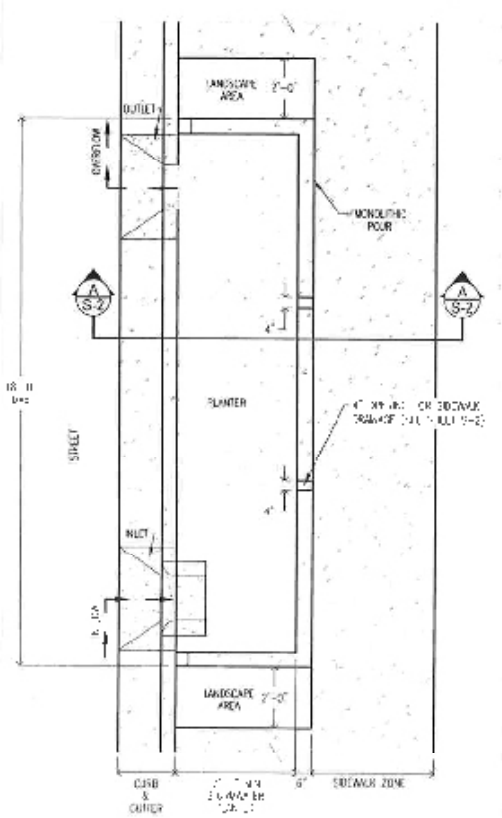
Permeable Paving

Permeable paving typically refers to pavers, porous concrete, or in some cases a pathway material such as decomposed granite. These materials are generally effective for storm water infiltration to help prevent excess runoff. Recommended permeable materials for the Plan Area include pervious concrete, which has a permeability rate of 12"/hour and has the appearance of exposed aggregate concrete; Unit pavers/bricks/stone that provide a durable and attractive surface, have been spaced to expose a permeable joint and placed on a permeable base; Crushed aggregate that provides a wide variety of aggregate types, and which must be bounded by a rigid edge; Turfblocks; and Cobbles which are suited for low traffic areas.

Permeable paving should be in appropriate locations throughout the Plan Area, including such as sidewalks, plazas, pedestrian paseos, parking spaces, and driveways. This method will allow water to infiltrate the ground where it lands and help to mitigate new development impacts.

Urban Bio-swales

The use of "urban bio-swales" represents an evolution in the conventional civil engineering solutions addressing stormwater runoff. While acting as a functional stormwater management system the bio-swales redesign traditional curbs and gutters to redirect stormwater into planter strips, rather than capturing runoff in pipes and diverting it to a remote location. These low impact techniques maximize efficiency by irrigating landscaping and filtering and reducing stormwater runoff.

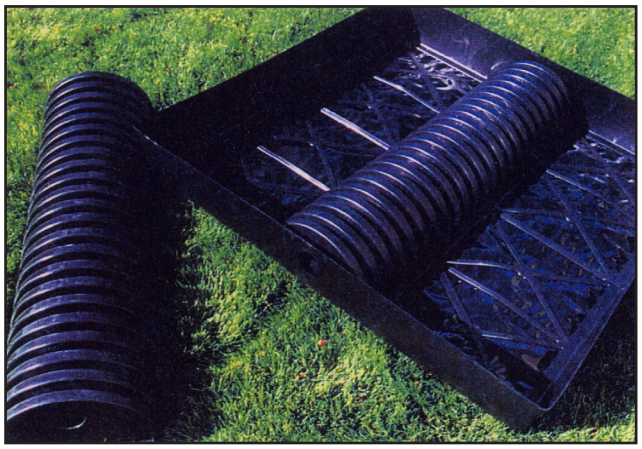


Subsurface Irrigation Systems

Subsurface irrigation systems should be used as an alternative to sprinkler and other types of mainstream irrigation systems for the town green area. These irrigation systems employ "green" technology that uses gravity and a concept called "capillary rise" to irrigate while on average using approximately 60 percent less water that traditional sprinklers. Beneath the turf lies a special layer of sand and gravel, and below this layer are multiple plastic liner pans. Water is stored in these pans and the system relies on capillary flow to wet the root zone of the plants. The pans maintain a level of approximately three inches of water, either from harvested rain water or another nonpressurized water irrigation source. When the water level in the pans drops too low, a sensor automatically refills the water in all of the chambers. Through this technique, water is not lost into the subsoil and is only used when needed.

Anticipated benefits using a Subsurface Irrigation System include:

- Reduced water use of approximately 50 percent or more
- Increased drainage capacity
- Optimum soil moisture and porosity
- Generally lower maintenance costs compared to sprinkler irrigation
- Lower operational costs
- Effluent use without public exposure issues
- Reduction of environmental pollution
- The capture and recycling of water



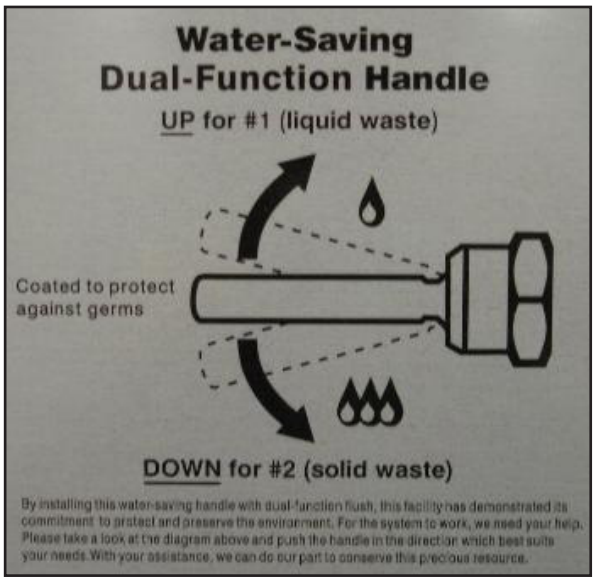
Water Efficient Irrigation

Employing water efficient irrigation techniques is a simple and effective way to conserve water within the Plan Area. A drip irrigation system should be used to water trees, shrub beds and areas of groundcover to eliminate evaporation losses. Plants should be grouped similar water requirements on common zones to match precipitation heads and emitters. The controllers should be selected that offer adjustable watering schedules and moisture sensors to account for seasonal variations, and calibrated appropriately. Automatic water controllers should be scheduled for night irrigation to reduce losses due to evaporation and wind drift. If efficient irrigation techniques are implemented water use can be reduced significantly.

Water Efficient Fixtures

Dual Flush Toilets

Dual flush toilets can significantly reduce the water consumption used by commercial and residential buildings. A simple concept, dual flush toilets have 2 modes of flushing waste down the toilet. One flush for solid waste uses a standard 1.6 gallons, while a second flush for liquid waste typically uses half the flush. The water savings potential of dual flush toilets is extremely significant and can be illustrated in a simple example. If the average person flushes 5 times per day using a standard 1.6 gallon flush toilet, they are consuming about 8 gallons per day or 2920 gal/year. Using a dual flush toilet, with one flush per day a full flush and the other 4 a half flush, a total of 4.8 gal/day are used, or 1752 gal/year. This brings the total gallons save to 1168 gal/year/person.



Waterless Urinals

Waterless urinals are fairly new to the world of plumbing and bathroom fixtures but seem to be the way of the future. These urinals consume less water then conventional urinals, and reduce maintenance costs with no moving parts and handles. The urinal bowl is a surface that is urine repellent, and installs into regular waste lines. The urinals look like conventional fixtures but will end up saving 1.5 – 3 gallons of water per use.

Landscaping

Trees are an effective means to reducing the heat island effects. They help to keep areas cool by providing shade and consequently keeping streets, parking areas, and building surfaces cooler. In addition trees use something called *evapotranspiration* to cool themselves and the surrounding air. Evapotranspiration is the process by which trees "perspire" from both their leaves and the root systems. The result is, as the water evaporates it dissipates the heat in and around the tree which leads to cooler air in the area encompassing the tree.

The leaves on a tree can also help reduce air pollution by "capturing" airborne particles, such as Nitrogen dioxide, NO2, Nitrogen oxide, NO, and Sulfur dioxide, SO2, while at the same time they are releasing Oxygen, O2. In addition, trees intercept and absorb rain through their leaves and roots, thus reducing the amount of water falling on the pavement and hard surfaces reducing storm

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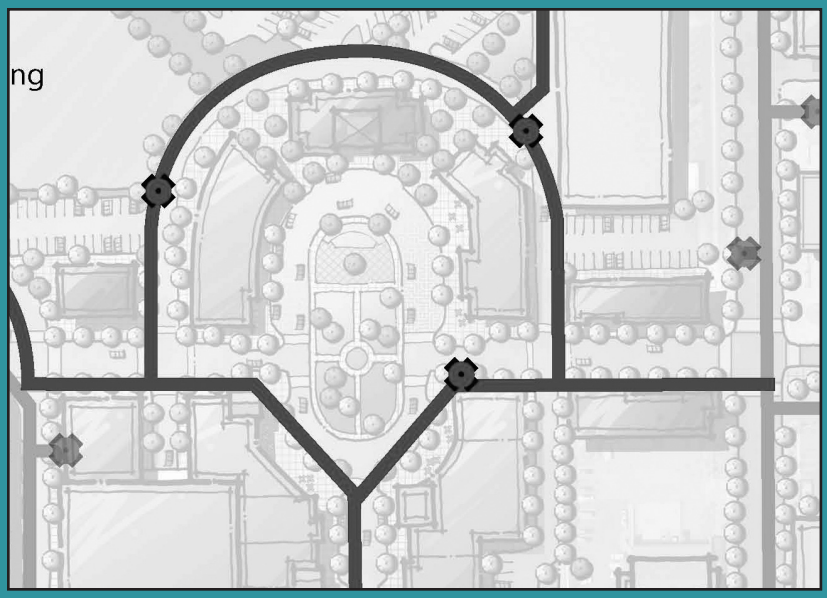

chapter

8

utilities

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8.1 Infrastructure

This chapter includes an analysis of existing infrastructure and describes the areas that can be improved to support new development in the Plan Area. An initial step in the planning process included a site assessment that determined the presence of existing infrastructure that services the site including dry utilities, water, and wastewater facilities, as well as how the site handles storm water runoff/drainage, and other public services within the Plan Area. Considering the Plan Area currently contains existing land uses and improvements, the basic infrastructure and utilities are in place but may require expansion to the undeveloped areas to support future growth.

8.2 Existing Conditions

The existing conditions outlined in this chapter, are as of Spring 2008. The following sections describe the existing water conditions, sewer lines, and the storm water drainage.

8.2.1 Existing Water Conditions

All water distributed in the Scotts Valley area is pumped from wells which are able to support all current development's potable water demand. In addition Scotts Valley operates a reclaimed water system to irrigate parks and open spaces. An 8" PVC reclaimed water service line runs from the 8" low pressure main line in Mt. Hermon Road up the access driveway into the interior of the site and provides service to the fields located off of Kings Village Road. This low pressure reclaimed mainline runs from the Whispering Pines Pressure Reducing Station to the site which is currently too low to efficiently irrigate. Water line locations on the site were provided by the city and availability of ground water was determined from the Scotts Valley Water District, 2005 Urban Water Management and Water Shortage Contingency Plan.

A 10" potable water line runs in Mt. Herman Road and provides service to fire hydrants located approximately every 300' as well as laterals along south side of the site. An 8" looped line carries potable water up both access driveways surrounding the developed, and a stubbed line extends further up the more western driveway to the intersection of Skypark Drive and Navigator Drive. On the western portion of the Plan Area there are five hydrants supported by the looped line and one by the stubbed line in addition to one on Skypark Drive which is supplied by a 10" off site line. On the eastern portion site there are eight additional hydrants and various laterals providing service to the existing buildings along both the west and east side of Kings Village Road.

Four of hydrants are located on the 8" diameter Kings Village line while two are located on the 8" diameter Blue Bonnet line to the north of the site and two are located on the 8" stubbed line that connects to the Kings Village line at one point but which completes almost a full loop and could be connected in an additional location. (see the Existing Water Plan in ***Figure 8.1***) On the north side of the proposed development there is a 10" DIP line in Blue Bonnet Drive connecting the King's Village Road line to the east with the Skypark Drive line to the west.

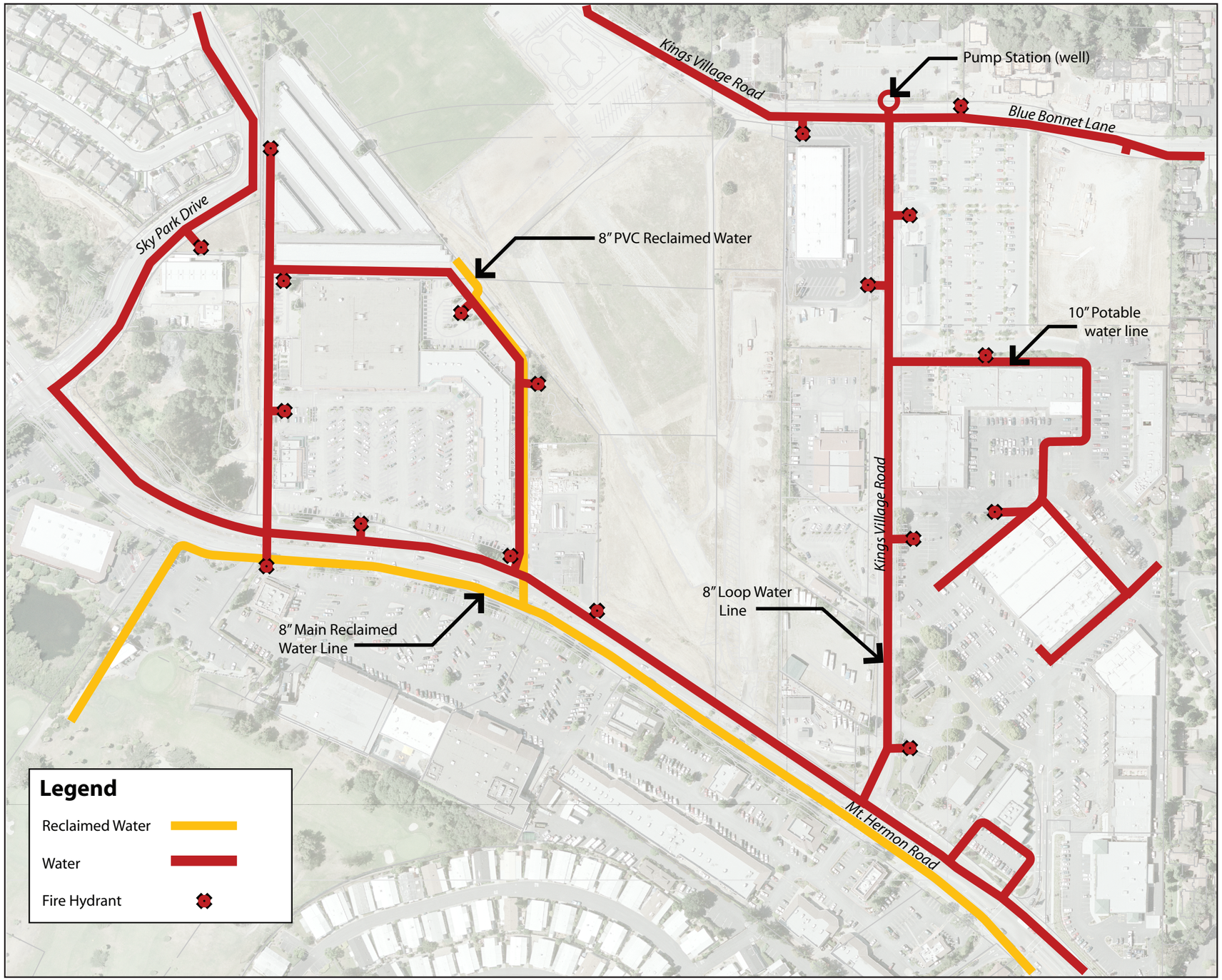

Figure 8.1 - Existing Water Infrastructure

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8.2.2 Existing Sewer Lines Conditions

GIS data of the existing sewer system, including lines and manhole locations, was provided by the City, which shows that the site is served predominantly by two lines. One 10" vitrified clay pipe (VCP) sewer main runs south-east along Mt. Hermon Road with slopes ranging from 0.3% to 0.5%. Tributary to this line is an 8" VCP line that runs due south for approximately 1,000 feet from the intersection of Skypark Drive and Navigator Drive to Mt. Hermon Road. There are currently four service manholes along this line which provide service to the western portion of the site. Another 8" VCP line runs down the east side of the existing K-Mart center for approximately 750 feet. This line supports most existing on site development and contains four service manholes and a cleanout at the end of the line.

The other main line supporting the development area is a 12" line running south down Kings Village Road, which transitions to an 8" line as it crosses Mt. Hermon Road. Because it transitions to an 8" line, the 12" line functions as an 8" line. Tributaries to this line include upstream housing developments to the north and an 8" line cutting in diagonally from the east and carrying more off-site waste. This line supports four maintenance manholes and provides service to most of the Plan Area located east of Kings Village Road (see the Existing Sewer Infrastructure in ***Figure 8.2***).

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 0.1 miles 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.

8.2.3 Existing Storm Water Drainage Conditions

Existing storm water drainage conditions were determined off of topographic maps, existing storm drain line diagrams, and as built plans were provided by the City. Runoff from the developed portions of the site is currently supported by existing storm drain systems. In the developed portion of the site known as the K Mart center, there is currently a complete storm drain system which carries runoff south to Mt. Hermon Road in a network of pipes and catch basins. Storm water from this area is detained underground before being released into a 36" reinforced concrete line that runs west in Mt. Hermon Road. The undeveloped central portion of the site drains in a south-east direction to the edge of the Mt. Hermon Road and currently generates approximately 40 cubic feet per second (cfs) of runoff under 100 year event conditions. The upstream, off site, park generates 17 cfs under similar conditions. Both areas drain to a 24" storm drain line with a 32 cfs capacity that crosses Mt. Hermon Road and carries water into the City Storm Drain System which runs south-east. During times when the flow quantity is greater than the pipe capacity minor flooding may occur at this point but some of the overflow water will run east along the north side Mt. Hermon Road and be captured in the inlet west of the Kings Village Road intersection. The runoff generated by existing development on the eastern portion of the site is collected in either the 24" storm drain line running down Kings Village Road or the 27" line running along the far eastern site boundary. The 27" line increases to a 30" line where the tributary joins into it about a third of the way up Kings Village Rd, and increases to a 36" line when it cuts west, into the project area (see the Existing Storm Drain Infrastructure in ***Figure 8.3***). At this point runoff travels east along Mt. Hermon Road in a 42" line to the greater storm drain system. The existing City Storm Drain System drains to Carbonero Creek.

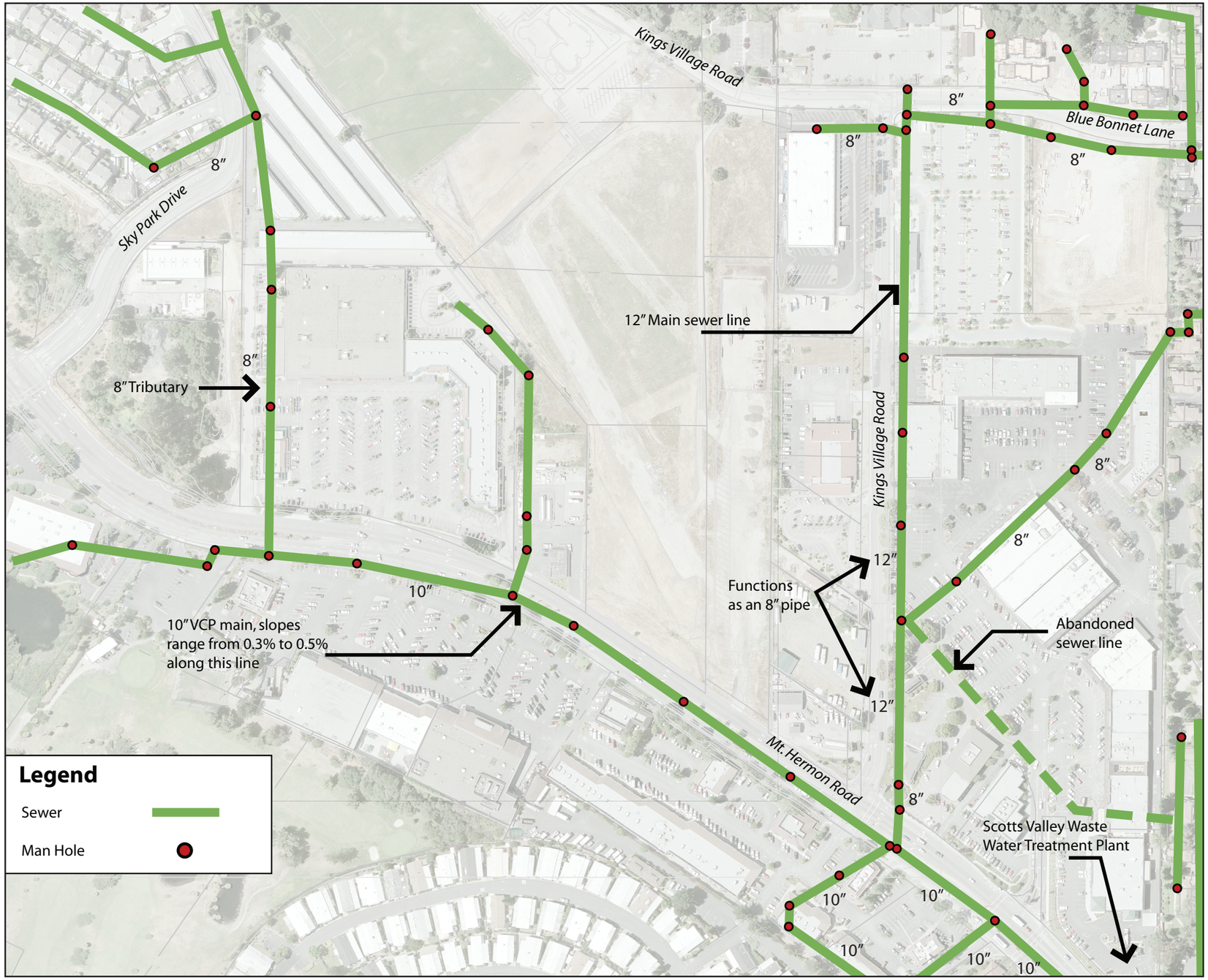

Figure 8.2 - Existing Sewer Infrastructure

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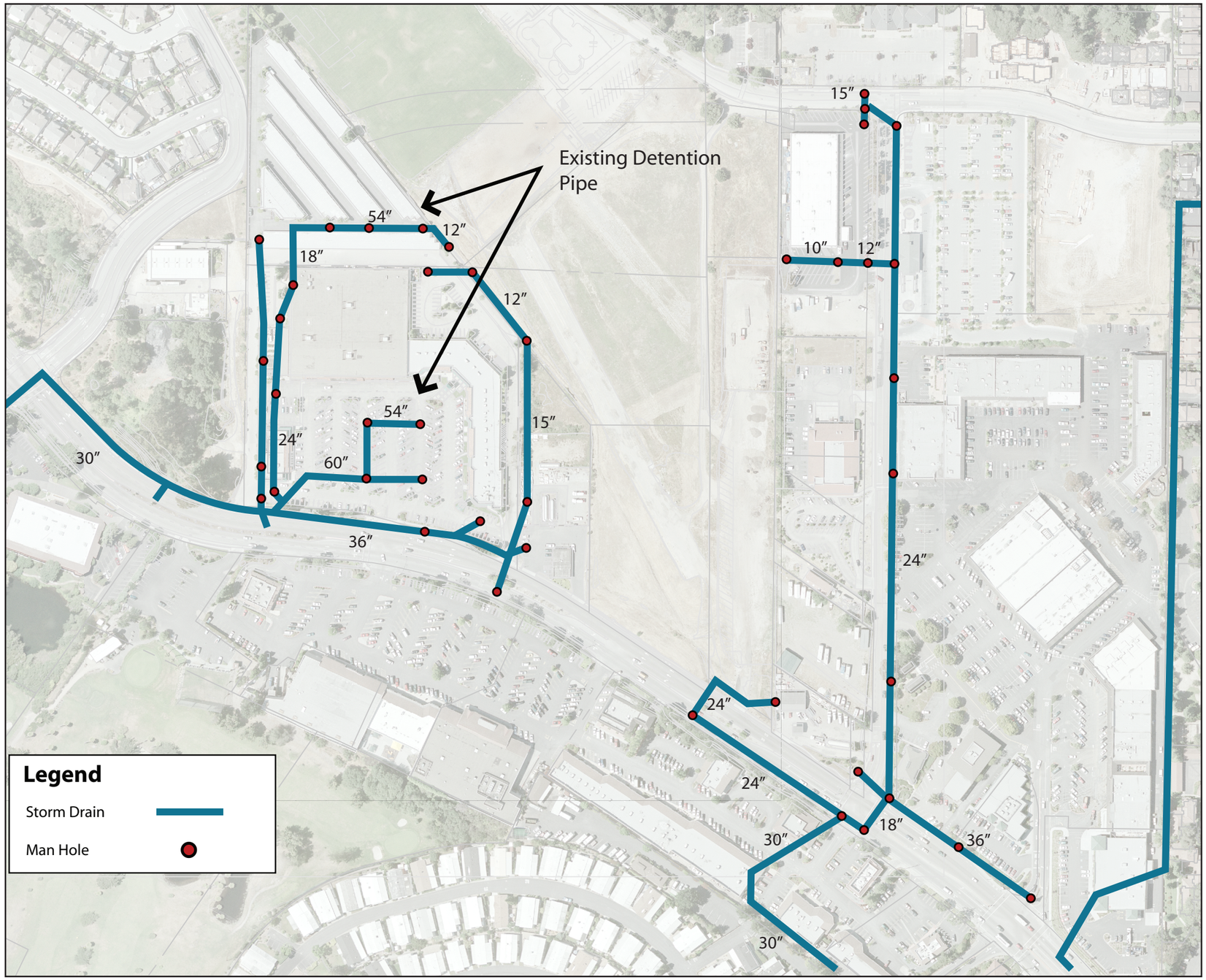

Figure 8.3 - Existing Storm Drain Infrastructure

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8.3 Recommended Infrastructure Improvements

The following section describes the anticipated improvements to the existing infrastructure that travels to and through the site, to accommodate the proposed development in the vision plan. The recommended upgrades are based on the highest densities of proposed uses as depicted in the project description in the Land Use Chapter of this document.

8.3.1 Recommended Upgrades to Water Lines

The new potable water system components that will be constructed to accommodate the proposed uses in the Plan Area will connect to the City's existing water system at a minimum of four locations. The connections will include one along Mt. Hermon Road at the main entrance to the Town Center, a connection point at the Kings Village Road entrance, one at the north side of the site at the Blue Bonnet Lane line, and one will connect to the existing lines in the developed western portion of the site. Portions of existing lines will need to be rerouted in the currently developed western side of the site. (see Proposed Water Plan ***Figure 8.4***). For example the existing water line northeast of K-Mart will have to be rerouted to the new road alignment when new development occurs and the existing fire hydrant in that location will need to be relocated to a nearby accessible location. In addition, new fire hydrants will be required throughout the proposed development located 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. It is recommended that on site water lines be looped at all possible locations and sized to support pressure and flow requirements of the local fire codes (see Proposed Water Plan ***Figure 8.4*** for locations).

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 described in Chapter 7 - Sustainable Design Plan of this document should be followed to reach this important objective.

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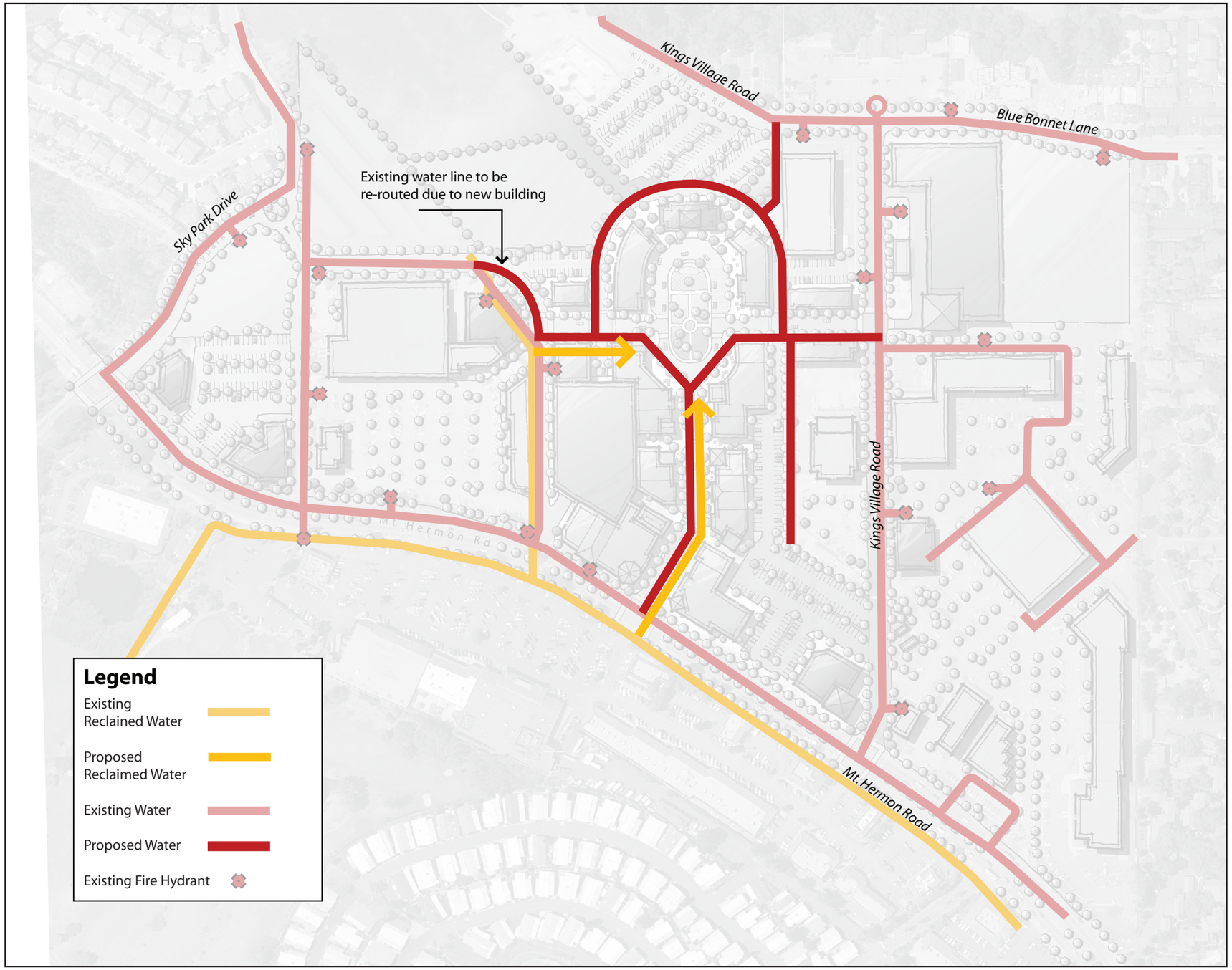

Figure 8.4 - Proposed Water Infrastructure

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8.3.2 Recommended Upgrades to Sewer Lines

The proposed Scotts Valley Town Center project could generate up to 0.2 million gallons per day of waste water with a peak hour flow rate of 185 gallons per minute. Waste water 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 Mt. Hermon Road. The proposed development could introduce 180 gallons per minute into the City's sanitary distribution system. An additional 5 gallons per minute would be generated by the new buildings shown on the Vision Plan in the currently developed western portion of the site. Construction of the buildings will also require rerouting the existing sewer line to follow the proposed street alignment at that location. Generally the sewer lines on the site can accommodate additional waste water generated by the proposed site. Installation of 8" diameter sewer lines on the proposed site will accommodate additional waste water generated by the mixed-use Town Center and no downstream pipes should need to be upgraded. (see Proposed Sewer Infrastructure ***Figure 8.5***)

8.3.3 Storm Water Drainage Conditions

The proposed storm drainage system for the Plan Area has been designed in an effort to minimize the impact of development and maintain the sustainable concepts echoed throughout this document. The project should implement pervious pavement in all feasible locations to decrease initial runoff quantities (see the Chapter 7 for a description of pervious paving materials). Areas that will generate runoff regardless of material specification will strive to keep water free of toxins for reuse as irrigation. Based on existing topography, the project site has been divided into two on site watershed areas and one upstream off site tributary area.

The currently undeveloped portion of the site generates approximately 40 cubic feet per second (cfs) of runoff during a 100 year storm event. The off site Park area located upstream of the Plan Area generates 17 cfs under similar conditions. The combined area drains approximately 57 cfs to a 24" 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 on site 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 down stream 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. It is also recommended were applicable, that rooftops be equipped with landscaping to help absorb rainwater (see "green roof" discussion on Chapter 7). Rooftops should also be designed to capture rainwater before it mixes with contaminated street drainage and channel to potential tanks for irrigation. Any runoff water that exceeds the capacity of the down stream storm drain system and can not be detained using low impact solutions will need to be stored and filtered using conventional methods.

Figure 8.5 - Proposed Sewer Infrastructure

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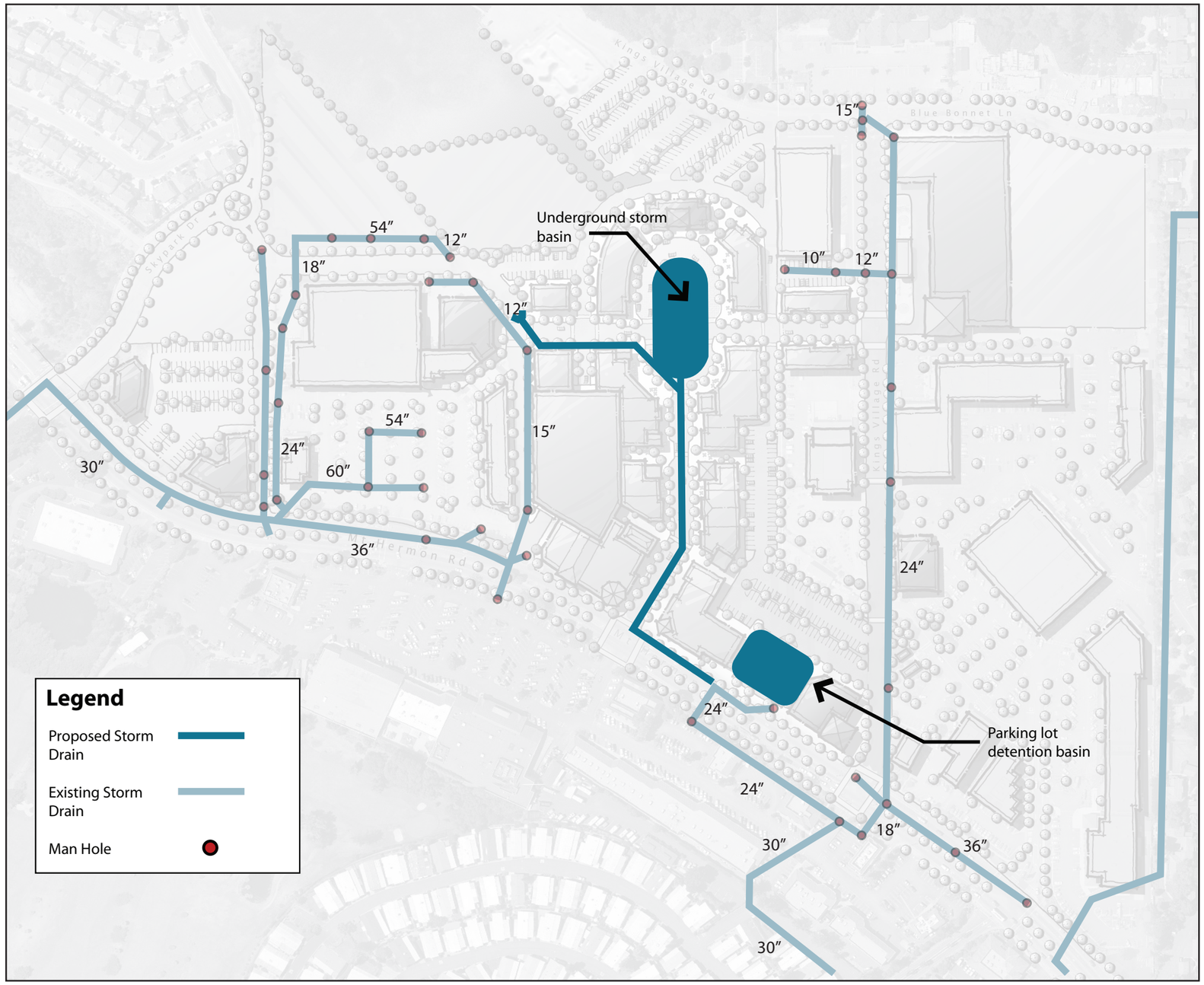

Figure 8.6 - Proposed Storm Drain Infrastructure

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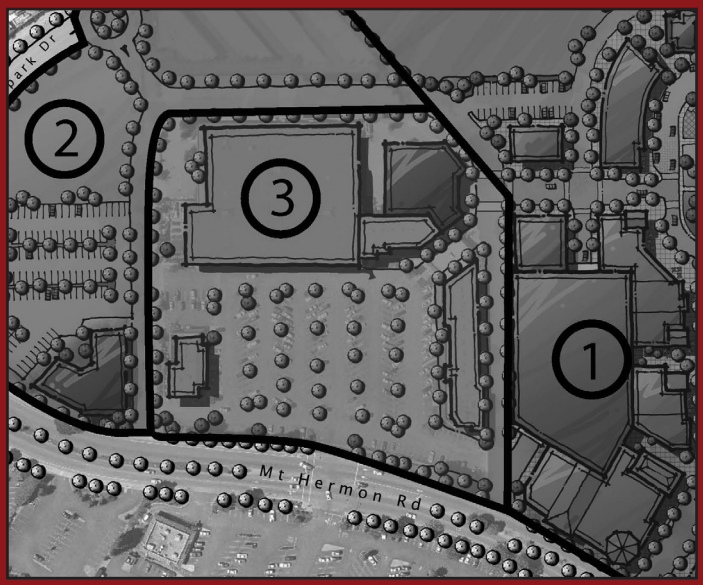

chapter

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implementation

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9.1 Plan Implementation

This chapter addresses the actions that are necessary to implement the Scotts Valley Town Center Specific Plan (Plan) by both the City and private investment in order to achieve the goals and objectives outlined in this document. The Plan is a tool to create positive change in Plan Area, by establishing a pedestrian-oriented heart to the city supported by a mix of uses and activities. The existing market and economic conditions in Chapter 1 and summarized in this chapter, were used as a foundation from which this customized implementation strategy was developed.

Outlined in this chapter is a summary of recommendations proposed by the Plan. Each of these actions will be guided and in some cases carried out by various City departments over time and included in the capital improvement program. Therefore, benefits to the community from the changes to the Town Center may be in part institutionalized as a part of the on-going operation of the City. The action items identified are meant to be used as a guide and are by no means mandatory to achieve the final vision and objectives for the Plan Area. In certain cases further study and analysis may be required to find realistic and timely solutions to implementation recommendations.

The contents of this Chapter include:

- An overview of how a specific plan can bring about economic investment;
- A summary description of the Market Feasibility Study;
- A summary of the Specific Plan Recommendations and the Implementation Action Plan ;
- A summary of potential funding sources that may be available to the City for implementation of various Plan recommendations;
- This chapter concludes with a discussion regarding the anticipated phasing of development within the project area.

Implementation of the Plan will require a coordinated program of public and private actions. Each of the actions listed below will 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 will be conducted commensurate with the City's established annual budget cycle.

Public improvements are especially important, as they add value to the area and signal to the private sector that the City is committed to improving the Scotts Valley Town Center Plan Area (Plan Area). Public improvements thus lay a foundation for future private sector investment, in a sense "priming the pump", encouraging property owners, merchants, and investors to do the same.

9.2 How to Bring about Private Economic Investment

An implementation plan must involve both the public and private sectors to be effective. Whereas development of the 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 planning effort is to attract desired private investment. Broadly speaking, there are ways that a municipality can facilitate desirable private development:

1. By creating a "***conducive development environment***" that is consistent with prevailing market demand for various land uses. This may include the following types of actions or policies:

    - Zoning that is responsive to forecasted market needs;
    - Allowing increased density through specialized form and standards based development standards to encourage redevelopment of underutilized and deteriorated properties;
    - Creating incentives in the form of new zoning, streamlined permitting, density bonuses and flexibility in development standards through the Planned Development Permit process that reward creative projects that support the vision and goals of the Plan;
    - Area-wide infrastructure and "amenities" (e.g., drainage improvements, streetscape and landscape) investments;
    - Marketing of the Plan Area both to consumers, developers and prospective business tenants; and
    - Enhanced code compliance to improve the visual appeal and function of the urban environment.

2. By providing direct or indirect financial incentives to area businesses, property owners, and key development projects. This can involve the following types of initiatives:

    - Providing loans and/or grants for various business and property improvement purposes such as building façade renovations; and
    - Investing in site- or project-specific infrastructure.

Other options that may be investigated

In many cases a significant challenge to redevelopment is acquiring the necessary land to create a viable project. There are a number of constraints that must be considered to ensure the redevelopment is a positive and desirable method of public assistance. For instance utilization of public funds will establish the need for all project costs to be subject to prevailing wage rates, a cost increase of up to 25%. There are many other considerations to be made when involving the powers of the Redevelopment Agency as described below.

- Assisting in land assembly for private developments;
- Public infrastructure improvements;
- Land cost write downs;
- Reducing various local fees; and
- Affordable housing assistance.

9.3 Key Strategic Summary of Market Feasibility Study

The Market Feasibility Study identifies important strategic issues that will need to be addressed by the Specific Plan in order for the targeted levels of development to be achieved. This analysis down by each land use planned for the area. These issues are summarized as follows:

Retail Market Strategies

1. While capturing sales dollars from the San Lorenzo Valley, Scotts Valley will have to engage in strong marketing campaigns to attract national tenants which have typically located in Santa Cruz or Silicon Valley. Scotts Valley is a net importer of retail spending, although to a much lesser extent than the neighboring city of Capitola. In both 2004 and 2005, Scotts Valley averaged over $2,000 more in total per capita taxable sales than the county as a whole (due in part to the shoppers from the San Lorenzo Valley visiting the retail stores along Mt. Hermon Road). However, while total per capita sales were higher than the county average, Scotts Valley did see a specific leakage in apparel and household goods retail sales of over $200 per person.

2. The City should target only those national chain stores that are already well-connected to a developer for a project in the Specific Plan Area. Other tenants could include those that are both unavailable in the local market area and able to move into a smaller store with less square footage.

3. Some tenants for the smaller retail space in the Specific Plan Area may potentially come from tenants in other centers already in Scotts Valley. There are already six shopping centers located in Scotts Valley, four along Mt. Hermon Road (Scotts Valley Square, Kings Village, Scotts Village, and Graham Plaza) and two along Scotts Valley Drive(Camp Evers and Scotts Valley Junction).

4. Commercial brokers note that retail centers are experiencing a vacancy rate of five to ten percent, with some space being on the market for over a year. Average triple net retail rents at these centers ranged from $1.50 per square foot per month for the older, less visible spaces, to $3.50 for the newer, high traffic locations, with the NNNs costing retail tenants roughly another $0.50 per square foot. In order to support new development, the site will have to achieve higher rents, and therefore attract stable tenants able to pay higher lease rates.

Office Market Strategies

1. Job growth will help to support additional office space in the Specific Plan Area. Total employment in Scotts Valley is expected to rise from almost 11,000 in 2005 to roughly 14,500 in 2030. Service and Industrial related jobs will see the most significant absolute growth, expanding by an average of 650 workers every decade.

2. The Specific Plan Area is poised to capture the smaller office tenant market. Given its location, the Specific Plan Area will likely only capture smaller office users, many of which will be transplants from older office buildings along Scotts Valley Drive. Presently (2007), office space in Scotts Valley has an average vacancy rate of almost 15 percent. However, the vacancy in the City was not spread evenly amongst tenants. The large Borland Software Corporation Campus accounted for 142,000 of the City's 320,000 square feet of available office space. Moreover, the campus, spanning 480,000 square feet, averaged a vacancy rate of 30 percent since June of 2006. The rest of Scotts Valley's smaller tenant spaces, meanwhile, maintained a vacancy rate of 10 percent over the last year (2006-2007). However, this rate has jumped from June of last year which saw a vacancy rate for smaller office tenants at three percent increase to eight percent in May 2007.

3. Demand for the smaller firms is limited with many moving to cheaper spaces in Watsonville. Furthermore, smaller mom and pop office space users may not be able to afford the rents necessary to pay the costs of new development in the Specific Plan Area making this product the least feasible in the short term.

Residential Market Strategies

1. As the City of Scotts Valley becomes increasingly built-out, demand will grow for larger multi-family units in the Specific Plan Area. The most popular sized multi-family homes have ranged between 1,450 and 1,650 square feet per unit and offered three bedrooms and an office. While there has been a decline in sold units over the last year, for-sale multi-family prices per square foot still average between $450 and $550.

2. Although most of the United States is going through a down cycle in the for-sale housing market currently, and Scotts Valley is no exception, the most profitable land use to be developed in the Town Center vicinity in the long run is likely to be for-sale residential. To the extent that sites can be identified to be rezoned from commercial to higher density residential, and to the extent that heights and densities can be increased, then value can be created by the City within the project boundaries. Some of that value can be harnessed to help pay for public amenities, parking, and subsidize desirable but less profitable land uses.

3. The rental market appears to be fairly strong in Scotts Valley with few to no vacancies at the three apartment complexes currently located within the city boundaries. There appears to be a healthy demand for rental housing in Scotts Valley. The issue will be whether the prevailing market rate rent is sufficient to warrant the costs of new construction, especially in a denser environment that may require more expensive parking solutions.

Town Center Guideline Strategies

1. The highest quality design is critical in these types of mixed-use projects, and much attention will need to be given to the public spaces in the project. All of the state-of-the-art mixed-use projects studied by ERA rely upon open-air, main street/lifestyle forms of retail development in their hearts.

2. Public open spaces with attractive water features, street furniture, shade and sun are artfully incorporated into these gathering places. On a square foot to square foot comparative basis, retail and entertainment uses are unlikely to generate as much real estate profit as residential and (potentially) office uses, especially in the early years of the project. On the other hand, it is the retail, restaurant, and entertainment uses that will most define the project and generate the premium values for the larger and more profitable real estate products. As a result, there is no need to overbuild the retail and entertainment component of the mixed-use project, but sufficient critical mass must be designed into the project to create the desired image and ambience.

3. Include civic buildings as a way to activate the Specific Plan Area. In addition to public open space, water features, and street furniture, civic buildings help to bring people to the area and create a sense of community. Potentially, this impact can encourage retail, office and residential absorption at the project and increase the chances of a successful development. Specifically, the Specific Plan Area may include one or more of the following civic spaces:

   - Library
   - Courthouse
   - Public office spaces
   - Performing Arts Center

9.4 Summary of Specific Plan Recommendations

The following list is a summary of the recommended regulatory actions, capital projects, programs and initiatives for the Specific Plan Area. These actions have been developed during the planning process and are outlined in greater detail throughout this document.

Regulatory actions:

Adopting the Specific Plan: The Specific Plan 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.

By adopting the Specific Plan, significant incentives will be given to the City and potential developer/investors. The Specific Plan provides incentives in the form of:

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

- 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.

Coordinating with property owners and Developers to develop key sites

The City should take a proactive role to work with and guide new development applications. This can be accomplished by providing leadership and timely action in the review and comment on submittals, assisting in application of incentives as outlined in the following Potential Financing Methods section, and coordinating with responsible agencies such to obtain approvals. In general the City should create a conducive development environment and work proactively to ensure that resulting development meets or exceeds the expectations enumerated in this Plan and represents a valuable long term investment for the City of Scotts Valley.

Development Review and Monitoring Program: Ensure that the Plan regulations and guidelines are carried out pursuant to City procedures and the Specific Plan Vision. Prepare a system to monitor and track the quantity and quality of new development in the Plan Area such that target densities specified in the Plan are maintained and where deviations are desired changes are made.

Capital projects:

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.

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.

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. It is recommended 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 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 R. and Transit Center may be 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 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.

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. Per the Circulation Chapter in this document, 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.

Programs, studies and initiatives:

Development Incentives: Investigate 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.

Prepare a comprehensive parking management and facility study: Provision of adequate parking within the Plan Area is a key element to assist in successful revitalization of this area. The purpose of this study is to outline methods to effectively use parking within the Plan Area and determine methods to finance and fund parking facilities. This study should include the following:

a. Forecast projected parking demand at various stages of Plan build out, identify when the need for structured parking would occur, and determine the necessary sizing of the parking structure(s).

b. Prepare plans and negotiations to acquire land and construct facilities for parking pursuant to findings determined in the study; and

c. Analyze potential for creation of a privately run parking district utilizing in-lieu fees or parking assessment for the purpose of funding parking.

Sign and Way-finding program: Prepare a way-finding directional sign program for the Plan Area. Program shall include incorporation of City logo or other Scotts Valley Town Center identity bran, gateway signage, informational and directional sign designs to facilities such as public parking, public facilities, and other important destinations.

Public Art: Develop and implement a public art program in accordance with City Zoning Regulations, including guidelines for inclusion of public art in new development projects and art in new public improvement projects.

Transit service: In order to minimize traffic impacts and to better connect Town Center to surrounding towns and destinations the City should work with the Transit District to provide better service to the Town Center.

9.5 Implementation Action Plan

The vision and goals presented in the Scotts Valley Town Center Specific Plan are supported by the following Implementation Action Plan. The Action Plan provides a summary of Plan recommendations and is presented in a table format providing a clear listing of the major actions needed for implementation. The table also identifies the responsible agency or party, suggested timing of the actions and a list of potential funding sources to assist in implementing each action. It should be noted that all actions listed in ***Table 9.1*** below must be authorized and initiated by the City Council and/or Community Development Department by policy decision.

Table 9.1 Implementation Action Plan

	Timing	Responsibility		Funding Sources
		Lead	Support	
REGULATORY ACTIONS				
Prepare and Adopt Town Center Specific Plan and Planned Development Overlay Designation: This designation complements the existing zoning but is tailored specifically to support the desired Town Center.	Now	CD	RA	General Fund/Tax Increment
Coordinating with property owners and developers to develop key Sites: Take proactive role to work with and guide new development within the plan area that is consistent with the vision.	1	CD	RA/PW	General Fund/Tax Increment
Development Review and Monitoring Program: Ensure the Plan regulations and guidelines are carried out pursuant to City procedures and the Town Center Specific Plan Vision.	1	CD	RA/PW	General Fund/Tax Increment
CAPITAL PROJECTS				
Town Green/Plaza: A key amenity and attraction for the Town Center is the public gathering space provided by the Town Green in the heart of the plan area. The City in consultation with the private sector will determine the most beneficial method of participation and financing that amenity.	1	PW	CD/RA	Development Contributions/In Lieu Fees/General Fund/Tax Increment/Donor/Quimby Fees/Landscape and Lighting District

Improvements to Mt. Hermon Road: This includes preparation of plans, specifications, estimates, and construction of streetscape improvements, traffic signals, intersection treatments, median and landscape improvements along Mt. Hermon Road.	1	CD	RA/PO	Development Contributions/In Lieu Fees/SAFETEA-LU/Tax Increment/CMAQ/Gas Tax
Improvements to Kings Village Road and Blue Bonnet Lane: Pedestrian connections should be improved with sidewalks, curbcuts, street trees, and cross walks. Signalization may be needed at the Transit Center.	1	PW	CD/RA	Development Contributions/In Lieu Fees/SAFETEA-LU/Tax Increment/CMAQ/Gas Tax
Public parking facilities participation: Concurrent with early development, the City may choose to assist in the provision of parking facilities. Study parking financing and participation strategies to determine if this would be a benefit to the City. The City in consultation with the private sector will determine the most beneficial method of participation and financing.	1	PW	CD/RA	Development contributions/ CDBG/ Tax increment/Parking District Fund
Transit Center Connection: A vehicular and pedestrian connection from the Town Center core to the Transit Center is needed, and will require private property owner negotiations. This will include property acquisition, preparation of plans and construction.	2	PW	CD/RA/PO	Development Contributions/In Lieu Fees/SAFETEA-LU/Tax Increment/CMAQ/Gas Tax
Post Office Improvements: There is an opportunity to add a pedestrian connection from the Post Office to the Town Center Core. This will include coordination with Post office, design construction.	3	PW	CD/RA/USPS	Development Contributions/In Lieu Fees/SAFETEA-LU/Tax Increment/CMAQ/Gas Tax/USPS (GSA)

Commercial Frontage Along Connection: Coordination is required with the adjacent landowners to encourage commercial development along the roadway connecting the Town Center core to the Transit Center. This will include facilitating the development of pedestrian oriented commercial on the Specific Plan vision plan.	3	CD	RA/PO	Development Contributions/In Lieu Fees/Tax Increment
Improvements to Skypark Drive: In an effort to reduce speeds and traffic conflicts, improvements may include a roundabout, and sidewalks, street trees, landscaping, cross walks, a connection behind K-Mart to the Town Center core. This includes preparation of plans, specifications, estimates, and construction of streetscape improvements.	3	PW	CD/RA	Development Contributions/In Lieu Fees/SAFETEA-LU/Tax Increment/CMAQ/Gas Tax
PROGRAMS, STUDIES AND INITIATIVES				
Development Incentives: Investigate ways to spur private development such as: permit streamlining, selected processing and permit fee adjustments, and provision of specific public improvements.	1	CD	PW/RA	Foregone General Fund Revenue/Tax Increments
Prepare a comprehensive parking management and facility study: Prepare a parking analysis including: estimated demand at various stages of Plan build out, identify when structured parking will be needed, determine size of parking structures, recommend strategies for land acquisition, analyze potential for privately run parking district.	1	PW	CD/RA	General Fund/Tax increment/ CDBG /Development Impact Fees/Parking Assessment District
Sign and Way-Finding Program: Prepare a way-finding directional sign program for the Plan Area. This includes plan preparations and construction	1	RA	PW/CD	Tax Increment/PBID

Public Art: Develop and implement a public art program including guidelines for inclusion of public art in new development projects and art in new public improvement projects.	2	CD	RA	Tax Increment/Developer Cost/Grants/PBID
Transit service: City should study transit service enhancements to the Town Center through the preparation of a transit study.	3	PW	CD / Transit Provider	General Fund/Tax increment/ Gas Tax/CQMA/Development Impact Fees

Key to Timing:
1 - Short-term
2 - Mid-term
3 - Long-term

Definitions:
CD - Community Development Department
RA - Redevelopment Agency
PW - Public Works
SAFETEA-LU - Most recent name for recurring federal transportation funding programs
CMAQ - Congestion Management Air Quality funds
CDBG - Community Development Block Grant funds
USPS - United States Post Office
GSA - Federal General Services Administration
PBID - Property Owner Based Improvement District

9.6 Potential Financing Methods

In order to finance future development in the Specific Plan Area, it is recommended to examine both development incentives and other funding mechanisms.

Development Incentives

Listed in the following section are recommended incentives to encourage development in the Specific Plan Area. The section is organized in terms of the following categories of incentives:

- Entitlement incentives; and
- Other incentives

Entitlement Incentives

Entitlement incentives could foster development within the Specific Plan Area.

a. **Expedited Plan Checks**
Developers are often attracted to locations that can reduce the risk of completing a project. Part of reducing this risk includes streamlining the plan check and entitlement process, decreasing the amount of time it takes for the developer to receive these approvals. For projects within the Specific Plan Area, the city could offer to "fast track" processing for plan check. While not adding costs to the city, this would either require additional staffing hours to ensure plan checks in the Plan Area are completed quickly or increase the timing for approving projects in other parts of the city while staff prioritizes their work to the Specific Plan Area.

b. **Streamlined entitlement and Environmental documentation**
Pursuant to Section 15168(a) of the CEQA Guidelines, an Program EIR is being prepared, which presents a reasonable projection of the level of development that would likely occur in the foreseeable future within the Town Center. This EIR is intended to serve as the primary CEQA document to address impacts of future development within the Town Center area. To that end, it clearly states its assumptions relative to development, and notes the conditions under which future development within the Specific Plan Area is addressed by the EIR analysis; conversely, it also notes under what conditions future development may require subsequent environmental review. Thus, this EIR is a working tool for City staff, since it sets forth criteria that provide an umbrella covering future projects within the area.

c. Height, Setback and Density Incentives

Within in an area such as Scotts Valley Town Center that is largely built out with existing uses, land values tend to be relatively high. As a consequence, increased densities are often necessary to make new development (or redevelopment of existing uses) financially feasible. Increasing allowable densities will help to attract new development.

Other Incentives

In addition to fee/tax and entitlement incentives, the City of Scotts Valley can actively participate in the development process to attract projects to the Plan Area.

a. Infrastructure Assistance

There may be specific development projects for which it is advantageous for the City to provide financial assistance for the development of on or off-site or project specific infrastructure. In the case of the Plan Area, the City could participate in the construction of interior roadways, public spaces, and easing the area's connectivity with Mt. Hermon Road. Funding for this assistance could come from the City's Redevelopment Agency, or through state and federal community development block grants.

b. Parking Assistance

Retail development within the Plan Area will depend upon sufficient parking to meet the demand of additional visitors to the area. Therefore, in addition to roadways, the City could also encourage development by helping to pay for the development of surface and structured parking lots in the Specific Plan Area. Because parking typically does not bring much revenue to the developer, these costs often make building new projects prohibitive. Funding for this assistance could come from the City's Redevelopment Agency, or through state and federal community development block grants.

c. Land Assistance

The city currently owns an option on a major parcel in the Specific Plan Area, to be purchased from the city of Santa Cruz for a negotiated price. In order to attract a developer for a project in the Plan Area, the City could offer to dedicate the land to the project, or offer it at a discounted price. This assistance would not require the city to incur additional costs, but would decrease the short term return for the City in purchasing the parcel from the city of Santa Cruz.

d. Marketing Assistance

The City of Scotts Valley could also fund the local chamber of commerce to engage in a three tiered marketing program that (1) promotes the Plan Area as a places to shop (i.e. marketing to consumers through advertising, special events, etc), (2) promote Town Center to specific retail tenants (i.e. tenant recruitment) and (3) "brand" the Town Center as a place to live, work, shop, and recreate. In addition to working with the local chamber of commerce, the City could encourage the creation of a business improvement district within the Plan Area. Retailers within the district would contribute to a fund that would help with this marketing and continued maintenance of the area.

Potential Funding Mechanisms

The City of Scotts Valley has at its disposal a few public funding mechanisms available for selected projects within the Specific Plan Area.

a. Low Income Housing Fund

The City has set aside money in its Low Income Housing Fund to support any housing development in Scotts Valley with units that meet the HUD affordability criteria for the area. Any residential project built with affordable units in the Specific Plan Area is eligible to receive this funding on a competitive basis.

b. Redevelopment Agency Funds

Because the Specific Plan Area falls into the City's redevelopment area, Scotts Valley also has some bonding capacity to support projects in the area. City staff estimates the redevelopment agency has roughly five million dollars of bonding capacity for projects in the Plan Area.

c. Economic Development Grants

Currently, the City is pursuing federal economic development grants to help with infrastructure improvement costs in the Specific Plan Area. These grants are typically awarded for projects that help with job creation and business growth in an area. In the past, Scotts Valley has successfully competed and won these grants for projects within the city.

In addition to the above three funding sources that the City of Scotts Valley is already pursuing, there are several other possibilities that could be applied to a scenario where multiple property owners and developers within the specific Plan Area are working together in conjunction with the City to develop a town center. Additional potential funding and financing mechanisms include the following:

a. **Development Impact Fees (AB1600)** for city wide public projects such as water, sewer, drainage, traffic improvements, and others where there is a demonstrated need for project funding to serve new development and a clear nexus and demonstrated benefit to new development.

b. **Development Contributions** to public improvements through conditions of approval, Development Agreements, or other exactions and agreements.

c. **Assessment Districts:** community facilities district i.e. Mello-Roos, LLMD, CSD, etc. established by voter approval are used to supplement capital and operation and maintenance costs associated with public benefit projects. Lighting and Landscape Districts to assist in covering initial capital costs and on-going maintenance and operations of selected improvements related to a geographic area of benefit. Establishment of a Lighting and Landscape District requires voter approval for inhabited areas.

d. **Formation of a Property Owner Based Improvement District (PBID)** In 1994, California State legislation authorized, for the first time, the formation of business improvement districts through property owners. A PBID may be formed for up to five years, and may be renewed continually for additional five-year periods. The mandatory assessment, if voted upon by a majority of the property owners, is based upon a formula not connected with the actual assessed value of the property. Usually, the formula is based on lot area, improvement floor area, street frontage length, and the level of benefits which will flow to the particular location of the property. PBIDs may have gross assessment collections ranging from $50,000 to more than $2.2 million per year in contemporary California experience. A "norm" is usually more than $200,000 per year.

The principal activities funded by a PBID, which may also include residential properties and higher density districts and corridors, include the following:

- "Clean and safe" program (i.e. Supplement standard City services to public security);
- District marketing and targeted tenant and business capture outreach;
- Seasonal/calendar of events and special attraction initiatives; and Maintenance of unique signage, banners, landscape materials.

It is not common for PBIDs to enter into public infrastructure financing obligations, high cost street lighting or street furniture and replacements, or direct financial partnerships in property rehabilitation/facade improvements/public space or public parking partnerships development costs.

More recently, as infill housing has been added to already existing PBID districts, the renewal formulas and participation have changed to accommodate the property owners, residential condominium owners, and other interests engaged as direct owners. This may also include commercial condominiums. In a "new urbanism" development area, usually as a redevelopment initiative, it is becoming more common to blend the property based improvement district as a mix of land users because all owners must be represented and are assessed. All must agree on the district management plan.

e. **Transportation Enhancement Activities** through recurring federal funding programs (most recently called SAFETEA-LU) focused on transportation enhancements such as street landscaping alternative transportation, bike and pedestrian enhancements, street beautification efforts etc.

f. **Congestion Management Air Quality** funds for alternative transportation, bicycle, and pedestrian enhancements and other programs and projects to improve air quality, as promoted by the local Air Quality Control District.

g. **Local gasoline tax revenues** for improvements to local roads and streets (although due to current budget problems, the State is delaying distribution of some gas tax revenue back to the local governments).

h. **Community Development Block Grant (CDBG)** funds are another source of annual grant money that accrue to the City on annual basis for the purposes of investing in a variety of eligible community projects designed to benefit low and moderate income neighborhoods and to provide opportunities for affordable housing. Projects include a range of improvements from street and façade improvements to housing projects. CDBG funds may be a subset of the economic development grants the City is already pursuing.

i. **California Tax Credit Allocation Committee.** This entity, now in practice for more than a decade, provides the allocation of tax credits to developer entities seeking to create low and moderate income and affordable housing. The tax credits can be resold to sophisticated firms and organizations seeking tax relief by purchase of the tax credits. The funds which are generated from sale of tax credits are then used to cover the "gap financing" of the proposed low and moderate income housing development. This technique, which is intensely competitive, goes through two rounds of applications each year. Use of these funds by developers would need to be directed toward the provision of low and moderate income housing units within residential developments and mixed-use projects within the Plan Area.

j. **California Infrastructure and Economic Development Bank (IBANK)** This institution is relatively recent, roughly five years old. It provides loan funding to public agencies seeking lower interest rates for good quality public infrastructure and for which the city or public agency can pay back the amortization obligations. The program is focused toward cities and entities that do have financial problems but can reasonably forecast and commit to timely, durable amortization schedules. The principal intent is to fund infrastructure which will generate permanent jobs. The IBANK also provides somewhat lower interest loans to firms seeking expansion that are committed to employment retention, growth, and opportunities in "under employment" areas. Thus, the IBANK has several programs.

   Scotts Valley might be an eligible applicant for infrastructure funds via a loan should it be able to confirm the employment retention/growth in the "downtown area" including the town center development. Note that all of the State of California fiscal resources are currently impacted by the State's budget problems. The California IBANK website provides much more explicit detail.

k. **General Fund** allocations for planning efforts, capital improvement projects and program administration. General Fund revenues are monies collected by the city from property taxes, sales and use tax, transit occupancy tax, and other forms of revenue and are used by the City to fund municipal operations such as fire, police, development services, public works, recreation, and a wide variety of other municipal services.

l. **General obligation bonds** for city wide purposes, a portion of which may be eligible for necessary upgrades of the Plan Area, to be used as financing mechanisms by local government to pay for various public improvements.

m. **Donor programs.** Some of the proposed improvements may lend themselves to a public campaign for donor gifts. Donor programs have been used very successfully in many cities in the United States for providing funds for streetscape and community design elements. Such programs can be tailored to solicit contributions from individuals, corporations, local businesses, and community and business associations. Many improvements could be funded by donor gifts for items such as: benches, trash receptacles, street trees, street tree grates, public art elements, and information kiosks. Donors could be acknowledged with a plaque on the element itself or other prominent display such as a "wall of fame" with donors' names.

9.7 Opportunity Areas

The Land Use section of this Specific Plan identifies "opportunity sites" within the Plan Area that are currently improved with existing structures but would ideally be redeveloped in the future (see Opportunity Site ***Figure 3.3***).

These sites will benefit from the economic vitality and the core of the Town Center should redevelop to better connect and complement the Plan Area as a whole.

9.8 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 will be multiple opportunities to eat, drink, shop, and be entertained, all in combination with great public space(s). 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 will be important to implement the primary Town Center project. In such a situation, the initial internal subsidies required to build and open the project will 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 will create a need for significant coordination in leasing and tenanting the town center area to create a balanced and attractive mix of amenity commercial businesses, and will require mechanisms to harvest profits from later development for use in subsidizing the start up of initial uses.

The Town Center Specific Plan Phasing Diagram reflects the general direction the phasing of the Town Center is anticipated to take. These sites are discussed further in the Land Use section of this Specific Plan under opportunity sites.

- The short-term phase targets the vacant land that makes up the center of the plan area and would become the heart to the Town Center. The other short –term site is the site off of Blue Bonnet.

- Mid-term sites include sites that are either underutilized, have older building stock, and/or when redeveloped could help create a more complete Town Center.

- Long –term sites are existing commercial developments that are less likely to be in a position in the near future to redevelop. Future development on these sites should compliment in the character of the Town Center and follow the directives in the land use section of this Specific Plan under Opportunity Sites.

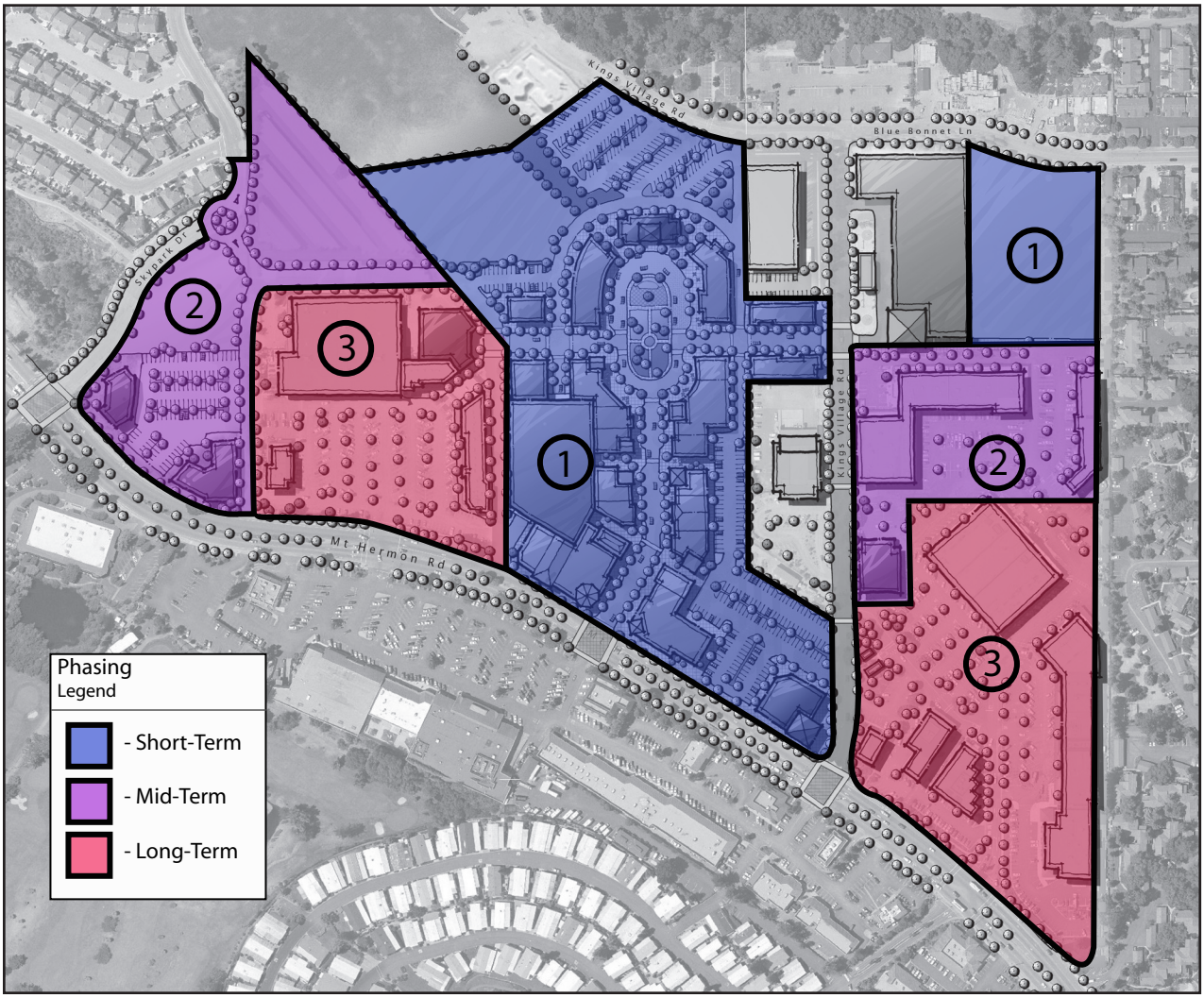

Figure 9.1 - Phasing Plan

In summary, the adoption of this Town Center Specific Plan and Environmental Impact Report is a great first step to lay the framework and foundation for future development. The Specific Plan incorporates extensive public, City staff, and City official input which will pave the way for future investment within the Town Center area. The Scotts Valley Town Center is perfectly poised to become the heart to Scotts Valley where people can come to relax, play and interact.