

Vision Statement

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

Guiding Principles

Community Identity & Connections

- Preserve and enhance Scotts Valley's safe, small town character and natural wooded setting.
- Use high-quality design features and amenities through appropriate architecture, landscape, and streetscape designs that enhance the visual appearance of new development in public spaces, including parks and roadways.
- Encourage year-round community events and activities that facilitate interaction with neighbors and the broader community.
- Ensure that all neighborhoods enjoy access to community services and amenities.
- Promote Scotts Valley as a welcoming community that supports diverse backgrounds and ideas.

Natural Resources

- Protect and enhance natural and scenic resources – including creeks and hillsides which enhance the city's character.
- Act as environmental stewards in the sustainable management of our natural resources and open space.
- Seek opportunities to advance the use of renewable resources and minimize impacts to air quality, noise, and greenhouse gas emissions.

Neighborhoods & Housing

- Maintain the existing character of our residential neighborhoods.
- Support neighborhood improvements that foster identity and build stability, inclusiveness, and interaction.
- Maintain safe residential neighborhoods that minimize noise, provide adequate parking and discourage crosscut traffic.
- Encourage a broadly-based housing supply with a diverse housing stock that accommodates all ages, abilities, and economic needs.

Mobility

- Provide a balanced transportation system that accommodates the need of automobiles, transit, pedestrians, and bicycles.
- Pursue opportunities for pedestrian and bicycle networks that connect neighborhoods to schools and commercial uses throughout the City.
- Promote transportation options that are safe and convenient for all residents, including youth, seniors, and persons with disabilities.

Growth

- Pursue a balanced approach to future development that supports housing, employment, and commercial needs and services.
- Target future growth within existing commercial corridors of Scotts Valley Drive and Mount Hermon Road and away from residential neighborhoods.
- Foster a diverse local economy that supports local businesses, employs local residents, and maintains the fiscal health of the City.
- Support the development of the town center.
- Foster a healthy business community that provides a diverse mix of the goods and services.