

M E M O R A N D U M

December 5, 2017

GPAC Members:

Please find attached the following for you to insert into Tab #6 of your GPAC binder:

1. GPAC Meeting #5 Meeting Minutes
2. GPAC Meeting #6 Agenda
3. Draft Economic Development Element

This meeting will involve a review of the Draft Economic Development Element. It will be preceded by presentation from Benjamin Sigman from Economic & Planning Systems, Inc. who has been hired by the City to prepare an Economic Development Strategy for Scotts Valley.

As this is the first element you will be reviewing, it's important that you understand the general plan organization and understand what is a goal, policy and action.

SVGP Organization and Contents

The SVGP is organized according to four main categories. These categories and their respect general plan element(s) are shown below.

	General Plan Category	General Plan Element(s)
	Built Environment	Land Use Economic Development Housing
	Mobility	Mobility
	Natural Environment	Open Space & Conservation
	Community	Community Services & Facilities Public Safety & Noise

Each element, within the four categories, contains a brief background section, following by a set of goals, policies and actions.

The following provides a description of goals, policies, and actions and explains the relationship between them:

- A **goal** is a description of the general desired result that the City seeks to create through the implementation of its General Plan. They are general statements of aspiration or intent to achieve an endpoint and may be attainable.
- A **policy** is a specific statement that regulates activities in the City, guides decision-making, and directs on-going efforts as the City works to achieve a goal. A policy is on-going and requires no further implementation. The General Plan's policies set out the standards that will be used by City staff, the Planning Commission, and City Council in their review of land development projects and in decision-making about City actions.
- An **action** is a measure, procedure, or technique intended to help reach a specified goal or policy. The City must take additional steps to implement each action in the General Plan. An action is not on-going, but rather something that can and will be completed. Taken together, the actions in this General Plan constitute a "to-do list" for the City of Scotts Valley.

Taken together as a comprehensive decision-making framework, the policies of the SVGP provide both a "yard-stick" by which actions are taken and measured and a governance tool to ensure accountability of those taking the actions back to SVGP and its overall vision.

Further, State law requires a general plan to be internally consistent, meaning no one policy can conflict with another. This approach is also inherently sustainable as policies at least have to be neutral to one another, if not supportive, across the elements.

In practice, this means that as a commission, committee, or the Scotts Valley City Council is reviewing a request, the decision-making body identifies the nature of the item, for example the consideration of a new project. The decision-making body then identifies all policies applicable to the consideration of a project, verifies that the project is consistent with the relevant policies and is at least neutral to – or not in conflict with – the rest. The decision-making body then uses this finding of general plan consistency as a basis for their action.

Organization of Policies

The SVGP provides guidance for four levels of geography, from the region to the individual project level. It also looks outward to Santa Cruz County, Northern California, and beyond to stay abreast of larger currents affecting Scotts Valley and to provide leadership in regional matters. It also looks inward at the City of Scotts Valley, its districts and neighborhoods, and individual projects as three sub-areas where implementation of SVGP occurs.

Thus, policies are organized into four geographic levels. The City plays different roles in these different geographic levels, as follows:

Region/Sub-region– For matters affecting Scotts Valley that extend beyond its borders, the City communicates and coordinates with neighboring cities or other jurisdictions operating within Santa Cruz County, the Monterey Bay Region or Northern California.

City-wide– Within Scotts Valley’s borders, the City makes decisions within its jurisdiction about activities that affect the public interest, partners with other public agencies and private sector entities, and develops plans, programs and policies that will be carried out citywide.

Neighborhood/District–Neighborhoods or districts are areas with their own distinct identities within the context of the larger community. They lend themselves to the formation of community-based groups that seek to improve or maintain these areas. The City can enhance districts within Scotts Valley by working with these groups, guiding development, directly making physical improvements and carrying out programs. At the neighborhood level, the City plays a similar role with an emphasis on maintaining and enhancing neighborhood character. While districts and neighborhoods have their own identities, the individual districts and neighborhoods are interconnected physically, economically and socially. The City initiates and supports efforts in these areas within the context of the community.

Project– A project is an undertaking that changes the built environment. Often it is an individual proposal for development that the City reviews for compliance with policies and regulations. As part of this review, the City considers the project’s possible environmental impacts, and impacts on public infrastructure such as streets and parks. The City also carries out projects of its own, such as construction of public facilities—sometimes in partnership with a private entity or another public agency such as a school district.

Not that not all policy levels necessarily apply to every goal.

We look forward to seeing you next Monday, December 11 at 6:00 PM at the Council Chambers.

Regards,

A handwritten signature in blue ink that reads "Bill Wiseman".

Kimley-Horn & Associates