



FACT SHEET

There are many reasons why we live in Scotts Valley - close proximity to the beach, magnificent redwoods, convenient commute to work, quality of our schools and parks, and a strong sense of community.

This Community Fact Sheet addresses the dimensions of the Scotts Valley community that reinforce civic participation and contribute to a safe, healthful, and enriching quality of life for residents and visitors within the City. These include public safety, public health, parks and recreation, arts and culture, education, and community involvement.

Safe and vital neighborhoods, business districts and recreational areas are among Scott Valley's most valued qualities and highest priorities. The City provides residents, business owners, property owners, and visitors with a reliable, community-oriented presence that results in effective, preventative and responsive public safety services.

The City is also committed to promoting active, inclusive, nurturing and responsive environments wherein health and wellness are encouraged through community development and revitalization activities, as well as infrastructure and mobility improvements. This is done in part by providing quality active and passive park facilities, trails and recreational programs to ensure that residents and visitors of Scotts Valley can enhance health and well-being through leisure experiences.



Did you know...?

- » There are approximately 2,500 students enrolled in the Scotts Valley Unified School District.
- » 97% of our residents have a high school graduate degree or higher and 49% have a bachelor's degree or higher.
- » Scotts Valley employees are relatively well paid. In 2015, the median household income was \$103,769, compared to \$64,500 in the State of California.
- » 71% of our households have children
- » Scotts Valley is a relatively safe place to live, with a crime index that is just over half the national average.
- » The City has over 315 acres of parks, open space, and recreational amenities.

The City of Scotts Valley is embarking on an exciting effort to update its General Plan. The existing General Plan (1994) is 23 years old and many changes have occurred. The Scotts Valley General Plan will define a common vision for the future of our City and will provide guidance for important issues related to land use, mobility, housing, recreation, and public facilities and services.

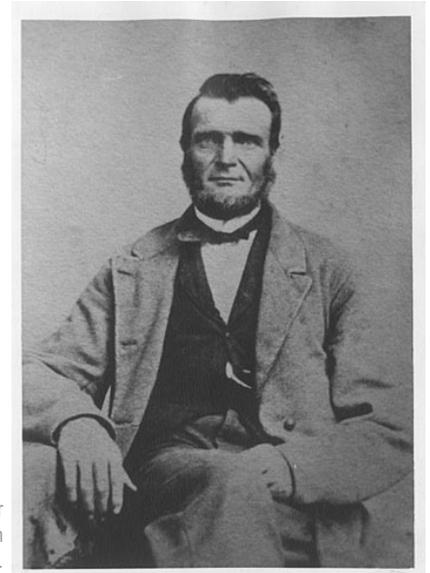


History of Scotts Valley

Scotts Valley was named after Hiram Scott who purchased Rancho San Agustin in 1850 from Joseph Ladd Majors. Before Majors purchased the land, the property was owned by Jose Bolcoff, who was the first European settler to claim and live in what is now Scotts Valley. Hiram Scott built the Scott House in 1853, which is now a Santa Cruz County Historical Trust Landmark and is on the National Register of Historic Places.

The City of Scotts Valley was incorporated in 1966 using the Scott family name. Since incorporation, Scotts Valley has evolved from an agricultural and dairy community in the 1860's to the residential and commercial community we enjoy today. By the 1950's, real estate was a thriving industry in Scotts Valley. The City was already becoming a bedroom community with residents commuting "over the hill" to employers such as Lockheed Martin in Sunnyvale and IBM in San Jose.

As our City has continued to grow over the past 50 years, we want to recognize and celebrate the history of our City by preserving valuable cultural and historic resources. The existing General Plan contains several objectives, policies and actions pertaining to the protection of historically significant sites. What other historical sites should be preserved and how should the City ensure their preservation?



Hiram Daniel Scott, purchaser of the San Agustin rancho from Joseph Majors.



Pioneer ladies showing the historic Scott House at the first annual Living History Faire. Approximately 600 people attended.



Former Cavalcade Ranch in 1946. Today the Vine Hill School is located to the left of the barns and the Enterprise Technology Center are located toward the base of the hill. Homes were built on the ranch in the late 1980's.

Celebrating our History and Culture

Heritage Trees



A number of heritage trees have been identified throughout Scotts Valley. Heritage trees have a unique quality and/or size as the most significant and noteworthy in the City. Heritage tree status must be approved by the City Council and any member of the public may petition the City Council to designate a tree or group of trees for the Heritage Tree Inventory. Trees may be designated based on their outstanding value due to: age, size, aesthetics, history, uniqueness, tradition or location.

Public Art

Public art can be seen throughout Scotts Valley. The current general plan encourages new development to provide public art. The photographs to the right show the mural at the Scotts Valley Library remembering Sky Park Airport and an “art box” along Scotts Valley Drive. What are your favorite pieces of public art? Where would you like to see more art in Scotts Valley? What elements of our community would you like to see expressed in the form of public art?



Historic Sites



Scotts Valley’s historical sites includes the Scott House. What other sites are historically significant to you?

Who is Scotts Valley?

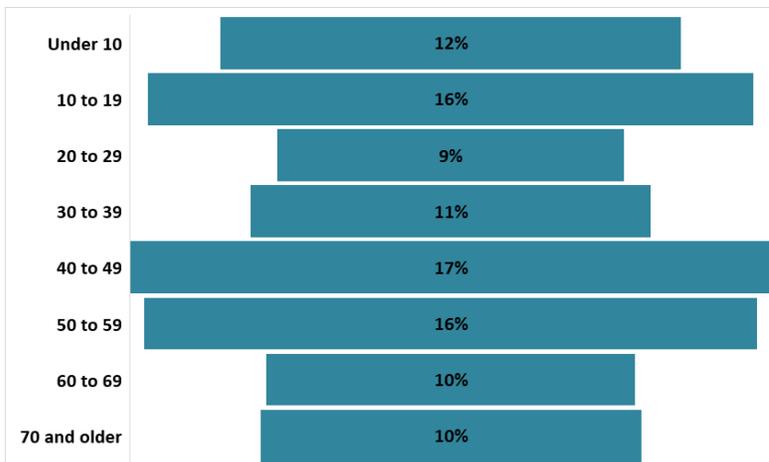
The median age in Scotts Valley is 41. The majority of households are well educated. Of the population 25 years and older, 97% have graduated high school and 49% have a bachelor's degree or higher.

Between 2008-2017, residents in Scotts Valley applied for 1,237 patents, which is considerable given our relatively small population.

In 2015, the City had a much higher median income (\$103,769), as compared to Santa Cruz County (\$66,500). We also have a greater percentage of households with families (71.3%) than the county (62.8%) and the state (68.6%).

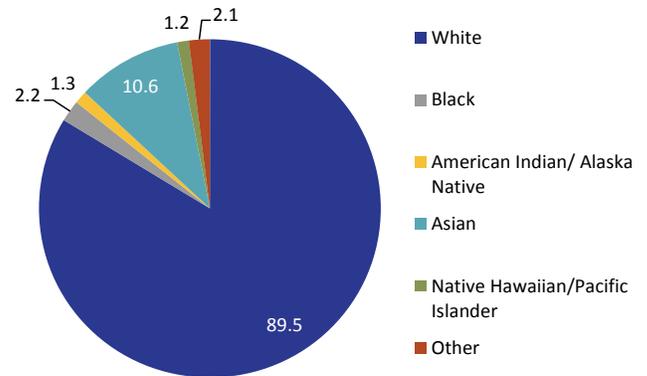
What community services can the City provide for families? How can we improve upon our existing parks and community programs to better serve our families?

Age Characteristics



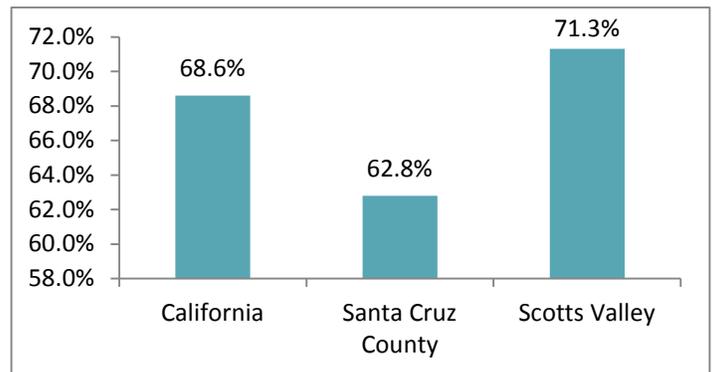
American Community Survey, U.S. Census Bureau (2015)

Race



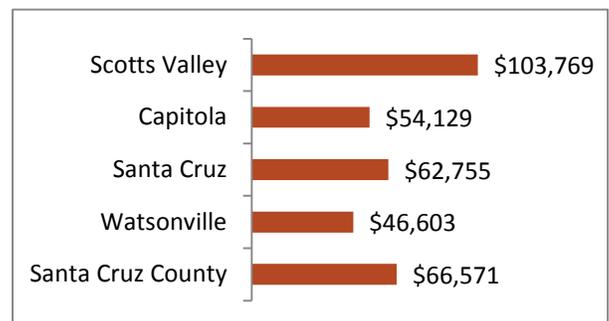
American Community Survey, U.S. Census Bureau (2015)

Percent of Households with Children



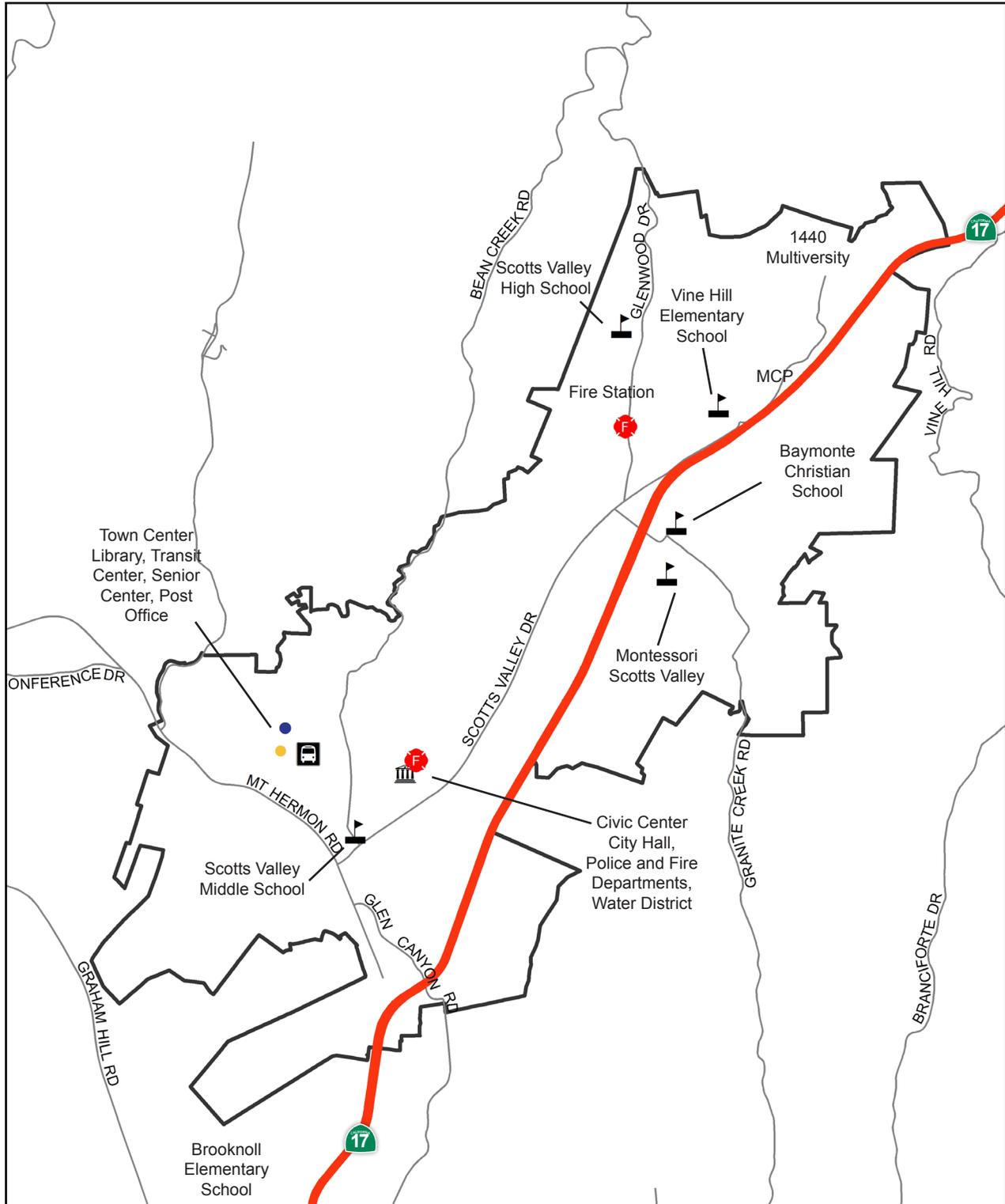
American Community Survey, U.S. Census Bureau (2015)

Median Income



American Community Survey, U.S. Census Bureau (2015)

Our Educational Facilities



City of Scotts Valley GIS (2017)

Parks and Recreation Facilities

The Parks and Recreation Commission has the responsibility of preparing a Parks Master Plan to plan for the acquisition, development and improvement of park facilities in Scotts Valley. The existing 1996 Parks Master Plan broadly classifies two types of recreation facilities (Developed and Undeveloped) to determine whether or not the City is meeting its goals for parks and recreational facilities.

Developed: Includes developed parks allowing for a variety of recreation amenities and uses including, but not limited to: athletic fields, pathways, play structures, gymnasiums, community rooms, BBQ areas, picnic areas, grass, landscaping and restrooms. Developed parks should meet the needs of a diverse population, taking into account age, physical abilities and the varied interests that make up the population of Scotts Valley.

Undeveloped: Includes areas of open space consisting of low level park activity development or no park development. Any park development in these areas would be limited to little or no impact on the natural environment. Examples of amenities for this type of park include hiking trails, picnic areas and campgrounds.

The existing 1996 Parks Master Plan recommends five acres of developed parks per 1,000 population in accordance with the National Recreation and Park Association (NRPA) standards for the basic acreage needed to serve a given population.

SV Park Development Goal

5 Per **1,000**
Acres Residents

Based on NRPA Park Standards

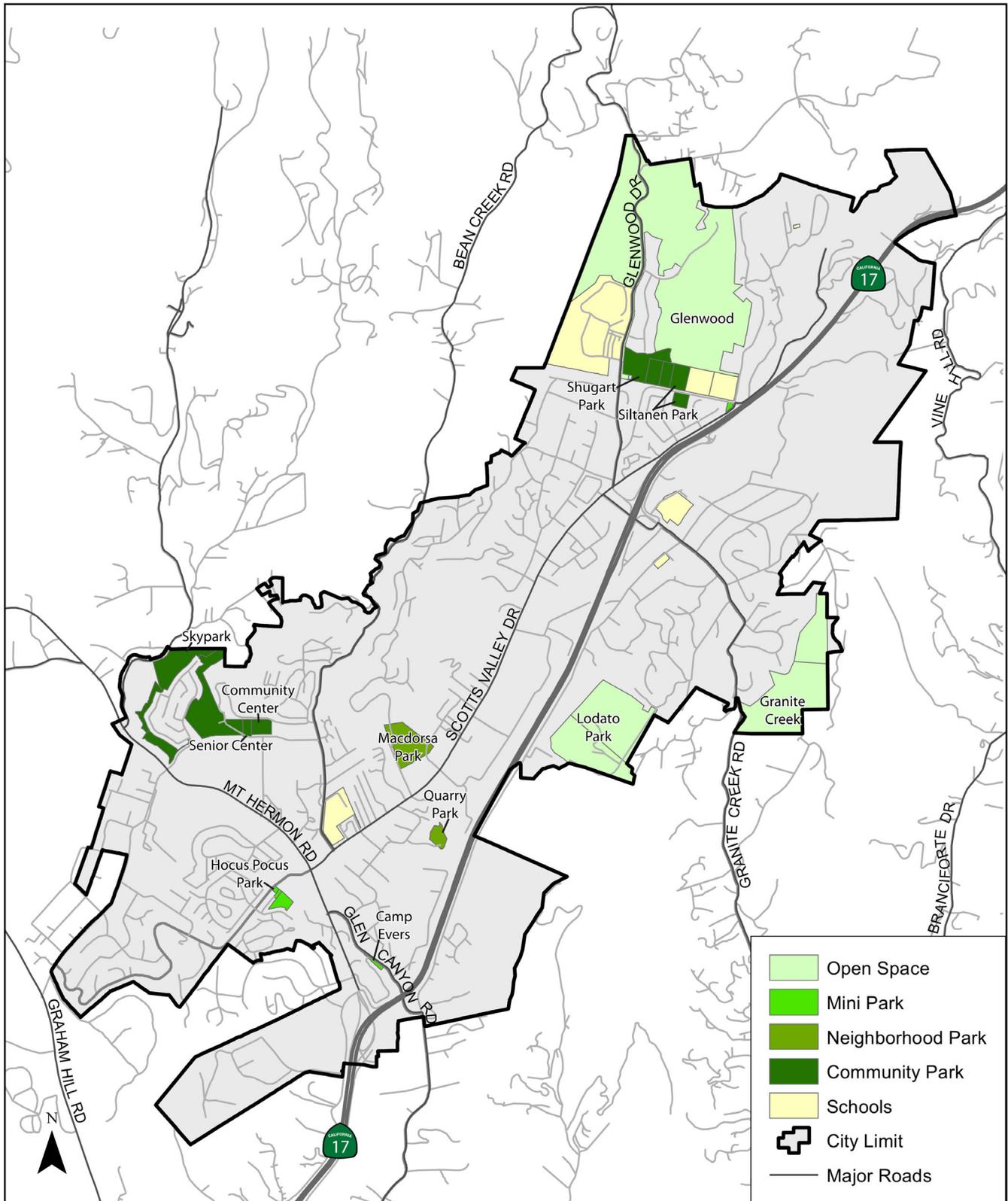
The Association of Monterey Bay Area Governments (AMBAG) projects our population to grow by approximately 2% to 11,813 residents by the year 2035. Currently, the City owns 49 acres of developed park sites, and 267 acres of undeveloped areas. To achieve our goal of five acres of developed parks for every 1,000 residents, we will need a minimum of at least 10 additional acres of developed park facilities by 2035.

However, it should be noted that the 1996 Parks Master Plan anticipated the development of up to 85 acres of developed park sites. An update of the Parks Master Plan concurrent with the update of the General Plan is envisioned to inform the amount of developed park sites and priorities for the types of recreation facilities that should be developed in Scotts Valley.

Several potential park projects have been identified in previous public comments, public hearings, and Parks and Recreation Commissioner's observations. Some of comments include:

- The expansion/redvelopment of Siltanen Park to better serve the northern part of the City.
- A full-size aquatics facility, possibly co-located at a school facility.
- Expansion of athletic fields to serve local youth sports groups such as baseball, softball, soccer and football.

Parks and Recreation Facilities



Developed Park Types



Mini-parks are areas designated for special purposes that are typically less than one acre in size. Their use is restricted by the size of the parcel and only includes limited activity per site.

Example: Hocus Pocus Park



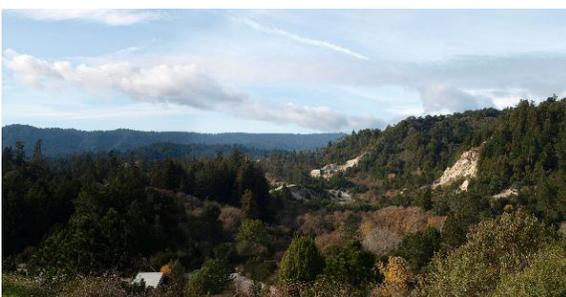
Neighborhood parks range in size from 2-6 acres and are small parks which may include play areas and structures for toddlers and older children, general playing fields, lighting, restrooms and parking. *Example: Macdorsa Park*

Community parks are larger than neighborhood parks and range from 15-20 acres in size. They include all facilities contained in a neighborhood park. Additionally, community parks may include tennis courts, aquatic facilities, community centers, play fields, and other specific facilities as needed for residents of the City. *Example: Skypark*



Open space areas are designed for the conservation and management of the natural resources, the preservation and protection of resources, the promotion of outdoor recreation and the protection of public health and safety. *Example: Lodato Open Space*

School facilities are often available to enhance and increase the developed park acres needed. These facilities include play fields, play areas and structures, common classrooms, multi-purpose facilities and gymnasiums. *Example: Scotts Valley High School*



Private recreation areas provide valuable recreation services to the community to supplement what the City provides. *Example: Valley Gardens Golf Course, SV Pump Track.*