TOWN OF YUCCA VALLEY

GENERAL PLAN

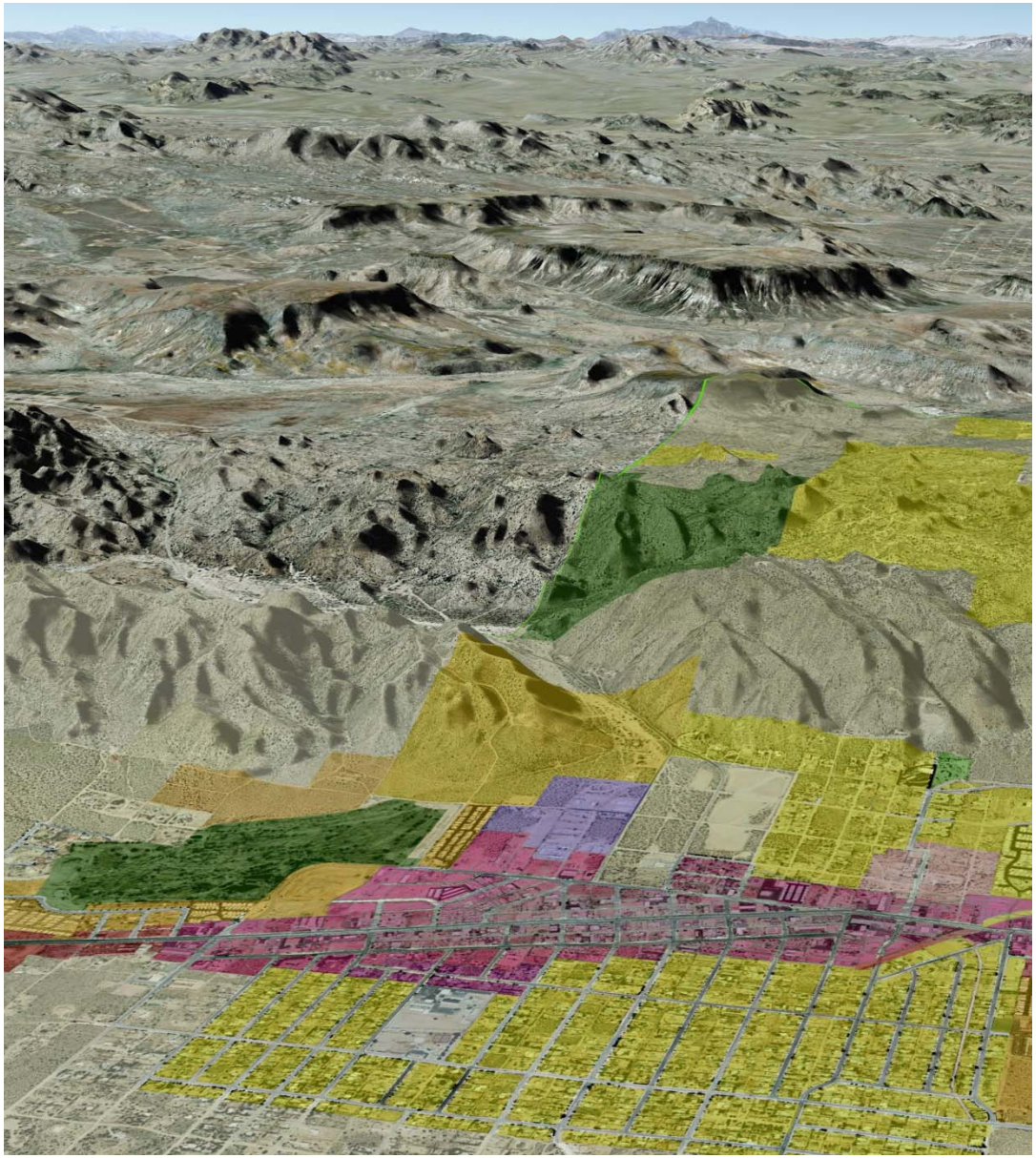
FOCUS AREA WORKSHOP

WEST SIDE

Yucca Valley Community Center

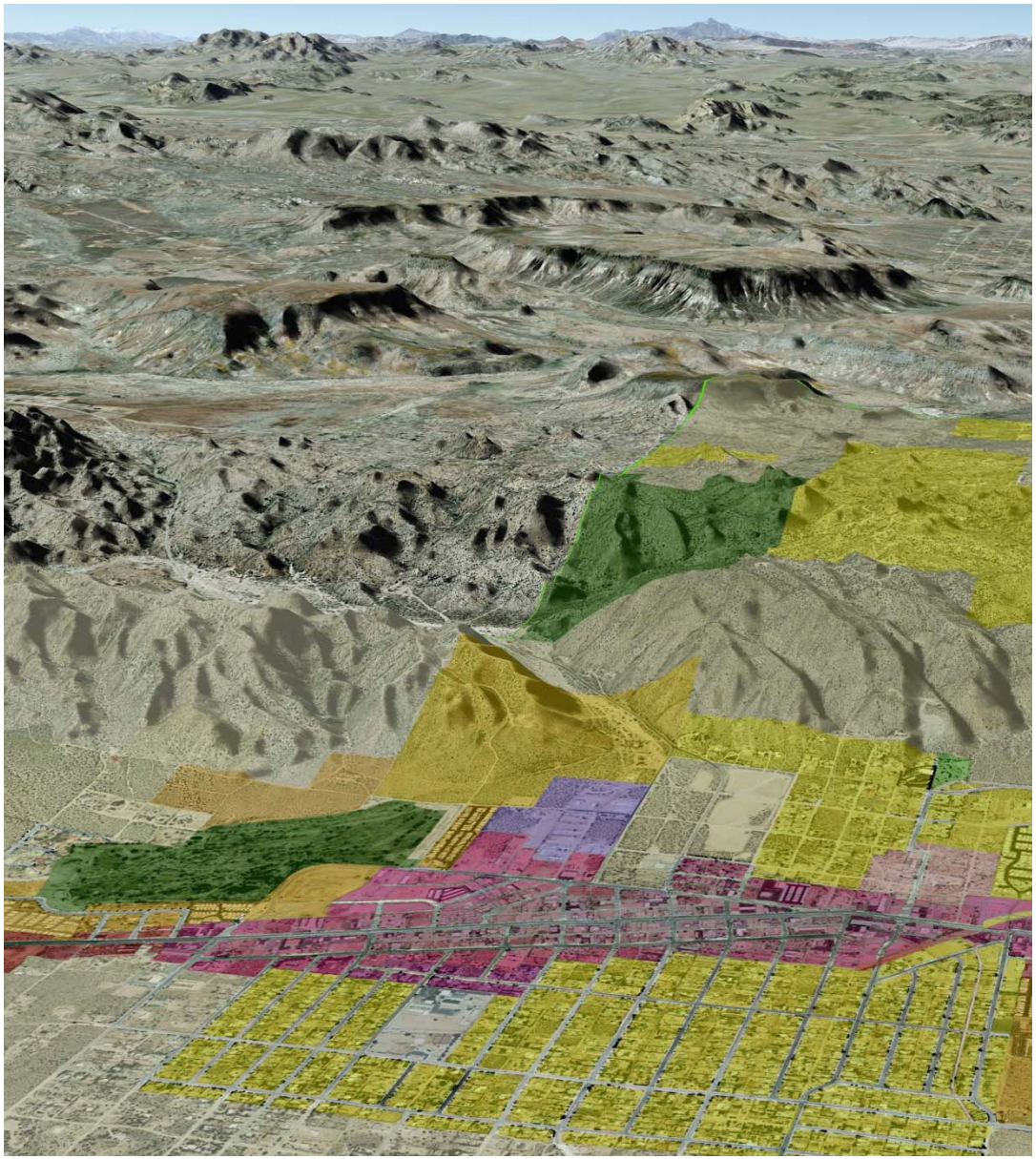
April 25, 2012

PLANNING FOR THE FUTURE



- Pivotal moment in planning process
- Opportunity to define future of Yucca Valley
- Incorporate four key elements of creating community:
  - Social
  - Physical
  - Economic
  - Environmental
- Establish tool for decision-making

GENERAL PLAN ELEMENTS



- Required Elements:
  - Land Use
  - Circulation
  - Housing
  - Conservation
  - Open Space
  - Noise
  - Safety

PLANNING FOR THE FUTURE: *Public Outreach*

- Concert in the Park General Plan booth
- Town Council Interviews
- 20th Anniversary Workshops
- Statistically valid Telephone Survey
- Open Town Hall Website

PLANNING FOR THE FUTURE: *Schedule*

- April-June 2012
  - Focused area concepts
  - Proposed Land Use Plan
- July-Aug 2012
  - Establish GPAC
  - Prepare Goals and Policies
- Aug 2012-January 2013
  - Environmental analysis
- January-March 2013
  - Study session/public hearings
- Spring 2013
  - Adoption of General Plan

TELEPHONE SURVEY: *We want to know*

What Yucca Valley Residents told us…

TELEPHONE SURVEY: *What we heard*

Quality of Life
20 Years from Now

- Better – 34%
- About the Same – 29%
- Worse – 29%
- DK/NA – 8%

- 63% responded positively or same quality of life

PUBLIC WORKSHOPS: *What we heard*

What people **like** the most about Yucca Valley

- Small town atmosphere
- Clean air and night skies
- Safe neighborhoods
- Views/open space
- Activities and classes
- Development that respects the natural setting
- Proximity to Joshua tree National Park
- Location (short drive to beach and skiing)
- Affordable cost of housing and living

PUBLIC WORKSHOPS: *What we heard*

What people do **not like** about Yucca Valley

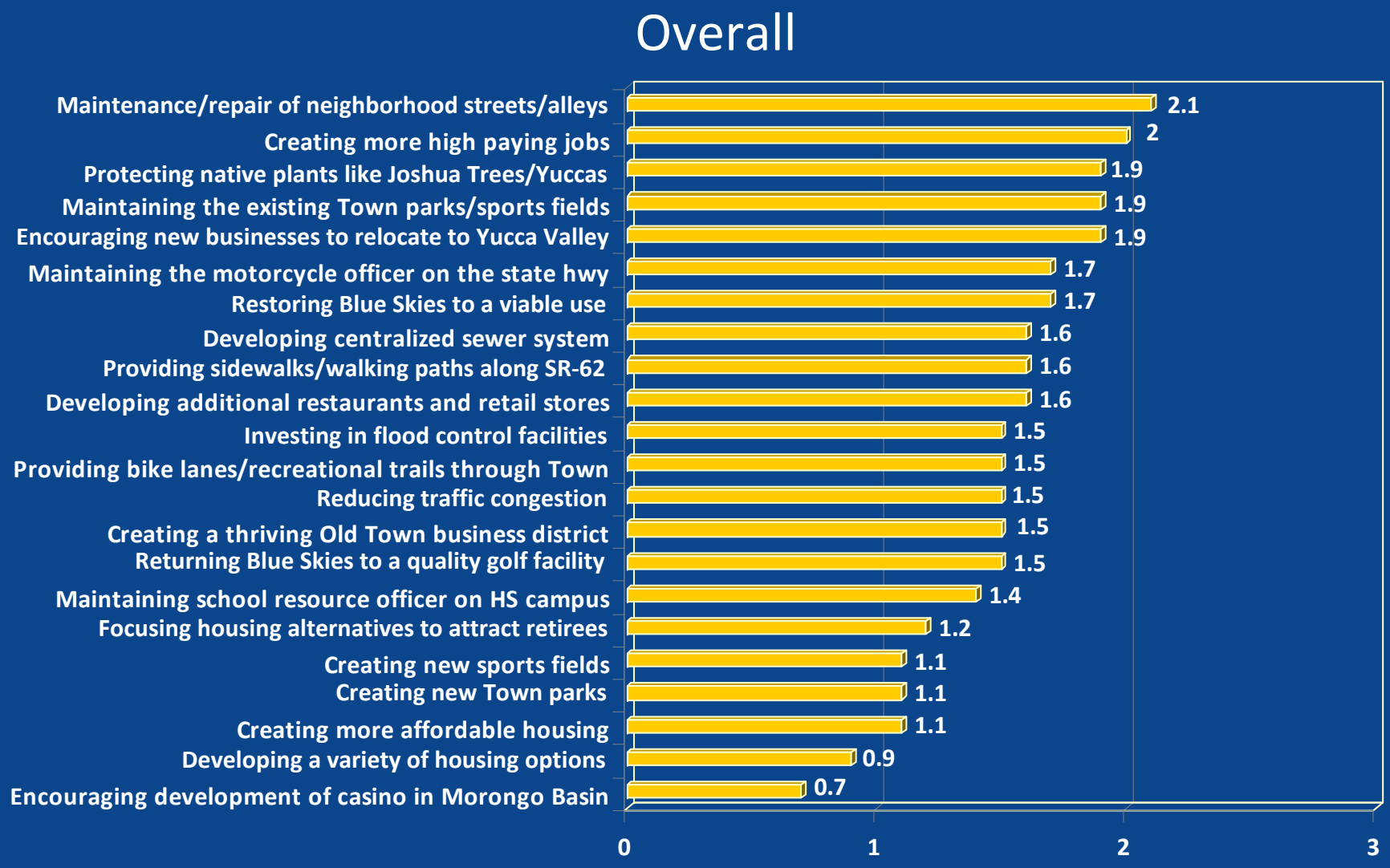
- Lack of sewer/infrastructure
- Light pollution
- Not enough activities for youth
- Lack of bike lanes
- No centralized gathering place or downtown core
- Have to travel down the hill for more restaurants and shopping
- High cost of permits and fees to start a new business

PUBLIC WORKSHOPS: *What we heard*

Vision of Yucca Valley in 2035

- Offers a spectrum of employment opportunities
- Sewer and water quality issues are resolved
- Basic retail and services needs are met locally
- Increased efforts in Basin wide political collaboration
- Clustered development saves open space
- Popular community meeting places
- Improved youth infrastructure and program funding
- Successful Town center with character

TELEPHONE SURVEY: *Issues facing Yucca Valley*

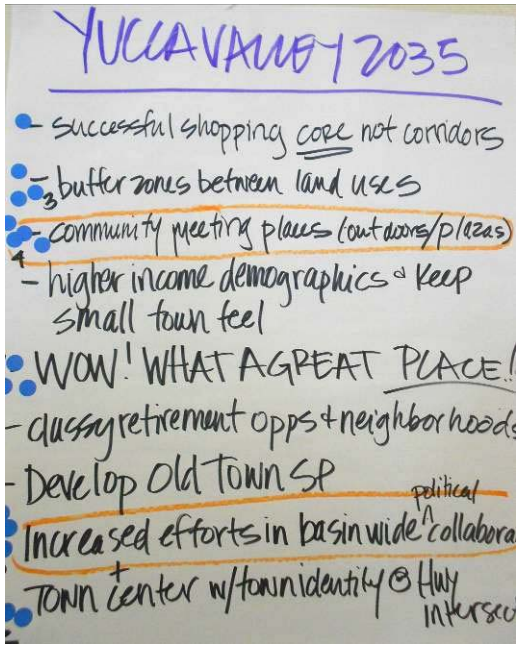


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not at all Important" = 0

FORWARD THINKING

What will Yucca Valley look like in 2035?

COMMUNITY VALUES: *Informing the Vision*



- Small town atmosphere
- Balanced growth
- Safe and established neighborhoods
- Fiscal sustainability
- Diverse range of community services
- Efficient infrastructure
- Strong economy
- Desert environment and natural resources
- Arts and culture
- Community pride and participation

GENERAL PLAN VISION: *Yucca Valley 2035*

While maintaining our small town atmosphere, the Town of Yucca Valley is a unique, desirable place to live, the economic hub of the Morongo Basin, and a sought after place to visit.

As a destination, visitors are drawn to our desert environment, arts and culture, recreation, history, night skies, active open space, and shopping and hospitality opportunities.

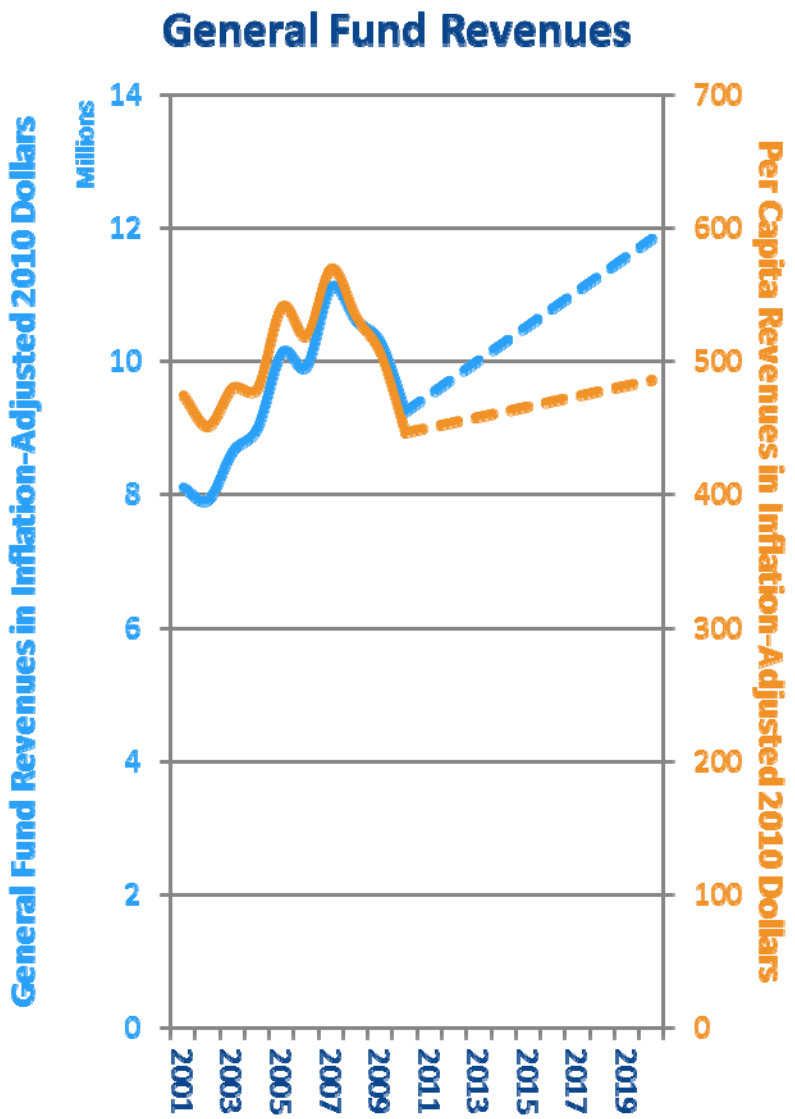
Our range of community services and facilities, efficient infrastructure, safe and established neighborhoods, unique character, and diversity define our community and quality of life.

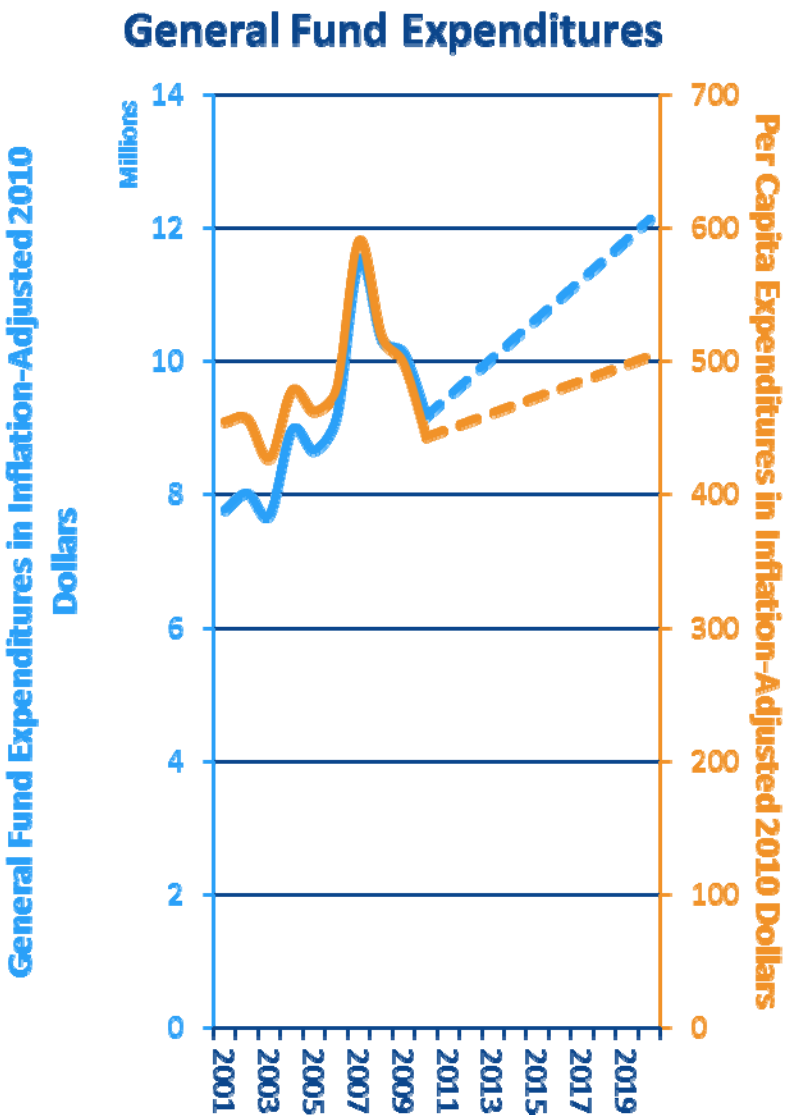
Our commitment to balanced growth, environmental stewardship, fiscal sustainability, active citizen participation, and property rights are the cornerstones of our community.

ECONOMIC ISSUES

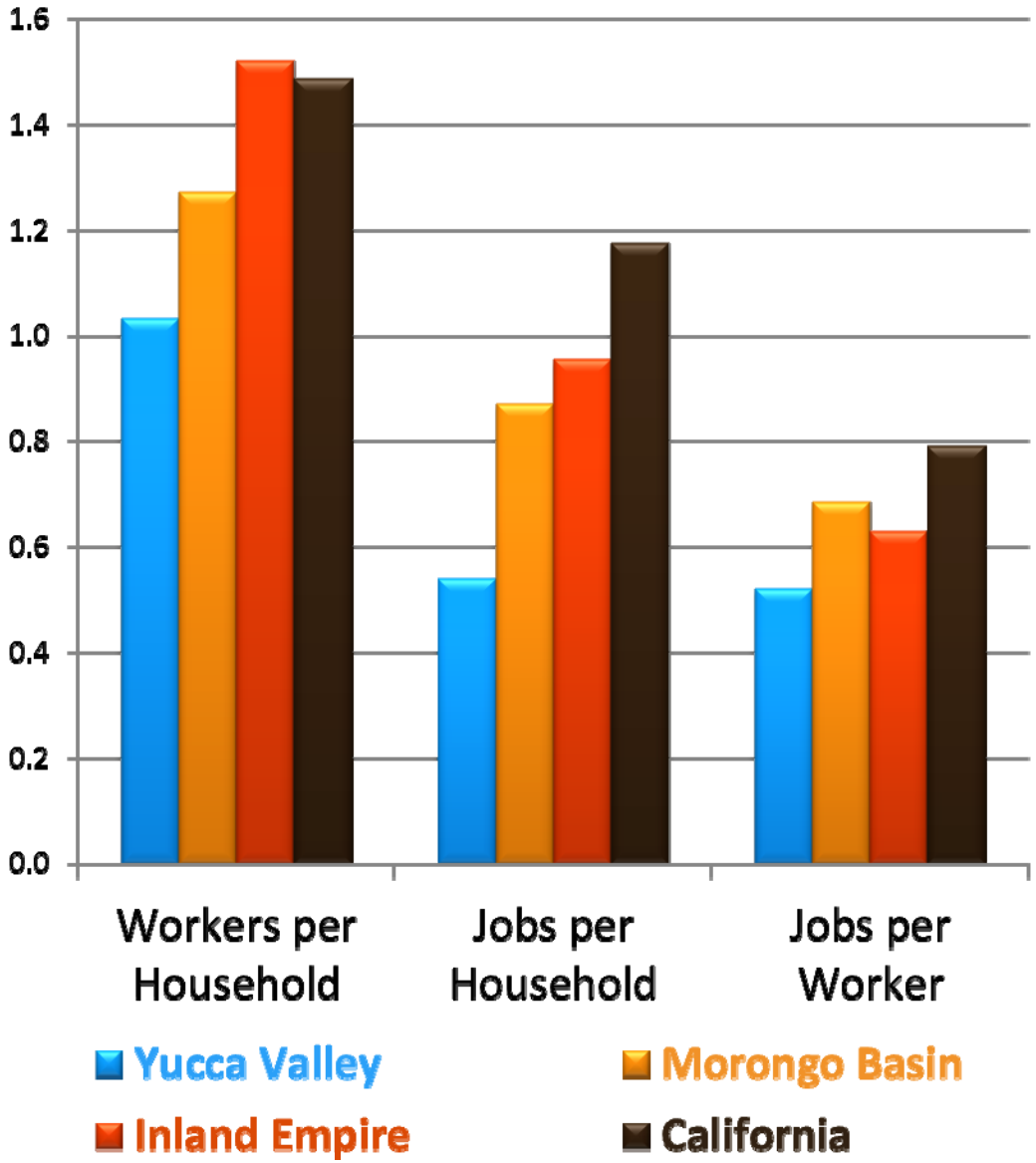
- Town's long-term fiscal vitality
- Local jobs versus out-commuting
- Availability of desired goods and services

ECONOMIC ISSUES: *Fiscal Balance*





ECONOMIC ISSUES: *Employment Opportunities*

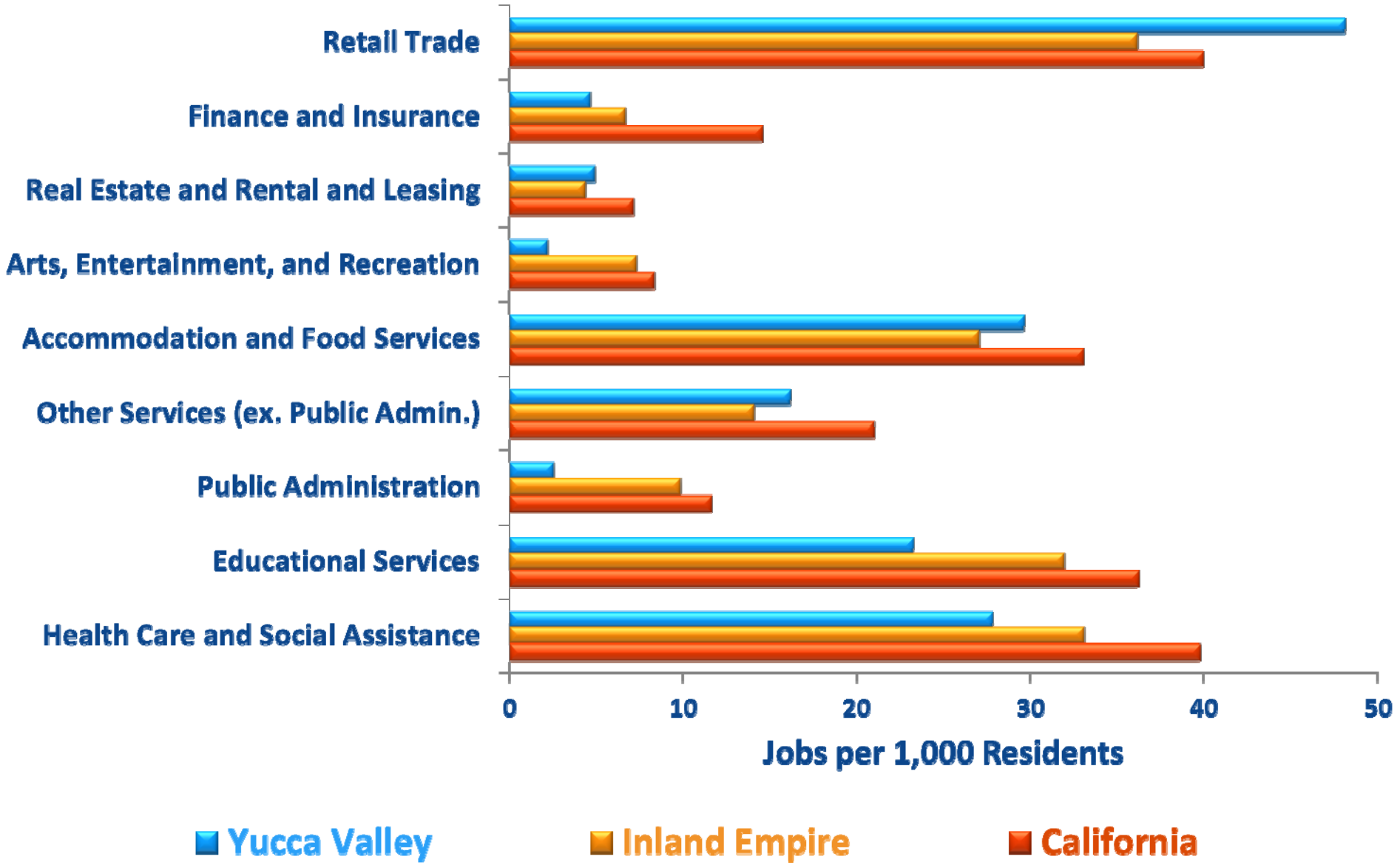


- 45% of residents work in Town
- 28 minute average commute; 21% over 45 minutes
- Median earnings $36,400, higher than IE lower than state
- More high school graduates (84.3%) than IE and state, but fewer college graduates (17.4%)

ECONOMIC ISSUES: *Desired Goods and Services*

	2010 Demand (Consumer Expenditures)	2010 Supply (Retail Sales)	Opportunity Gap/Surplus
TOTAL	269,315,746	345,014,397	**(75,698,651)**
Motor Vehicle and Parts Dealers	42,378,009	39,949,417	2,428,592
Furniture and Home Furnishings Stores	5,108,998	4,652,433	456,565
Electronics and Appliance Stores	5,748,109	10,075,553	**(4,327,444)**
Building Material, Garden Equip Stores	25,005,100	47,449,095	**(22,443,995)**
Food and Beverage Stores	41,028,566	63,546,260	**(22,517,694)**
Health and Personal Care Stores	16,712,129	20,038,217	**(3,326,088)**
Gasoline Stations	25,315,748	26,813,517	**(1,497,769)**
Clothing and Clothing Accessories Stores	11,018,548	4,036,584	**6,981,964**
Sporting Goods, Hobby, Books, Music	4,678,066	5,267,048	**(588,982)**
General Merchandise Stores	36,765,160	88,125,973	**(51,360,813)**
Miscellaneous Store Retailers	6,899,289	4,548,036	2,351,253
Foodservice and Drinking Places	29,984,176	27,611,821	2,372,355

ECONOMIC ISSUES: *Local Serving Businesses*



ECONOMIC ISSUES: *Yucca Valley as a Destination*

- Tourism can bring additional consumer spending
- Support for retailers, restaurants, entertainment, culture, and recreation
- Can also bring additional sales tax revenue

ECONOMIC ISSUES: *Yucca Valley as a Destination*

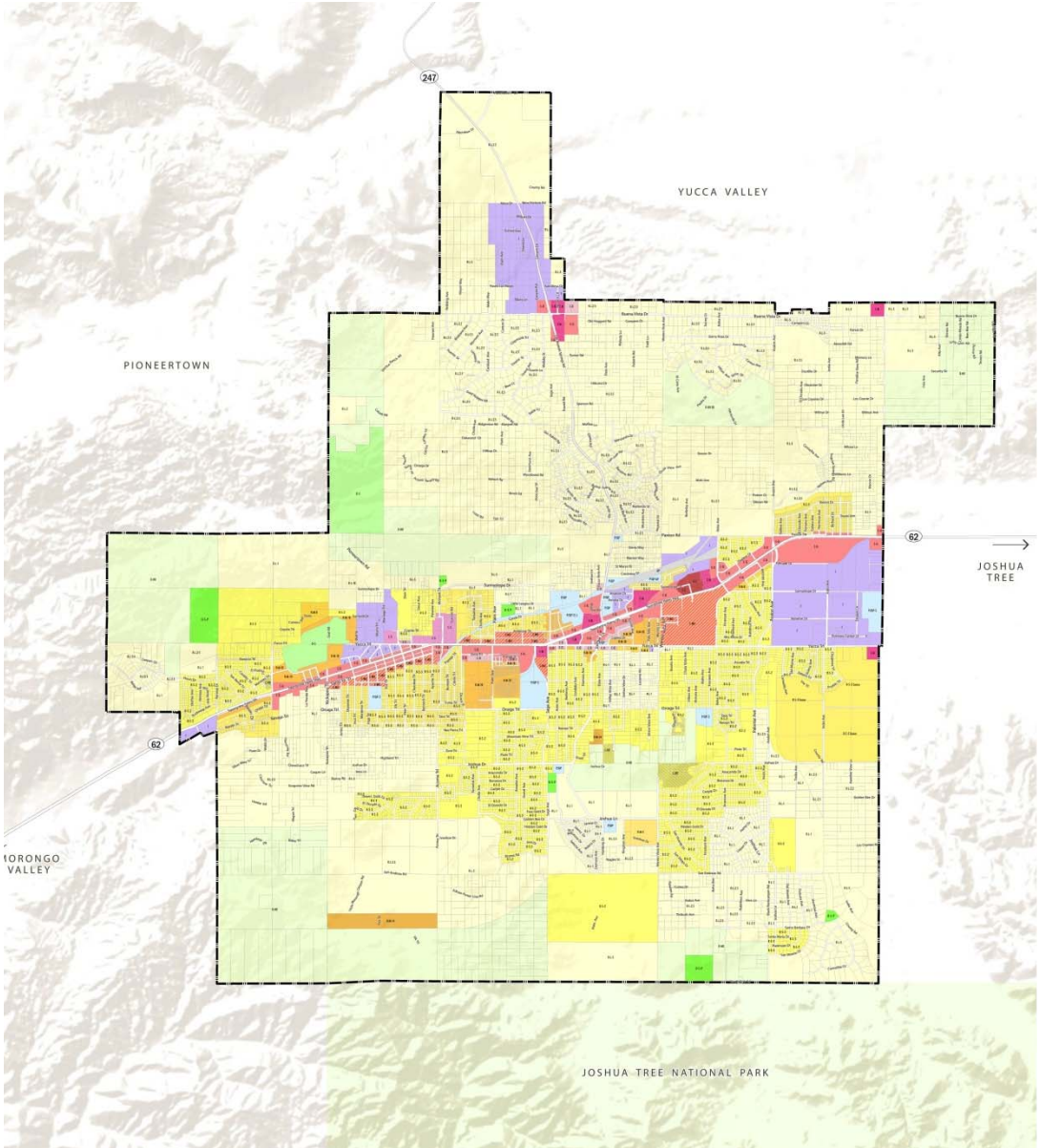
- Movie Theaters
- Museums: art, historical, science
- Dinner Theater
- Art Galleries
- Petting Zoos
- Botanical Gardens
- Fitness Centers
- Community Centers
- Special Event Facilities and Venues
- Sports Facilities: Big League Dreams, etc.
- Commercial Recreation: miniature golf, go carts, etc.
- Outdoor Recreation: helicopter rides, carriage rides, hiking, biking

- To what degree should Yucca Valley strive to become a destination
- What attractions should Yucca Valley offer
- What tourism support is needed

SHAPING THE PLAN

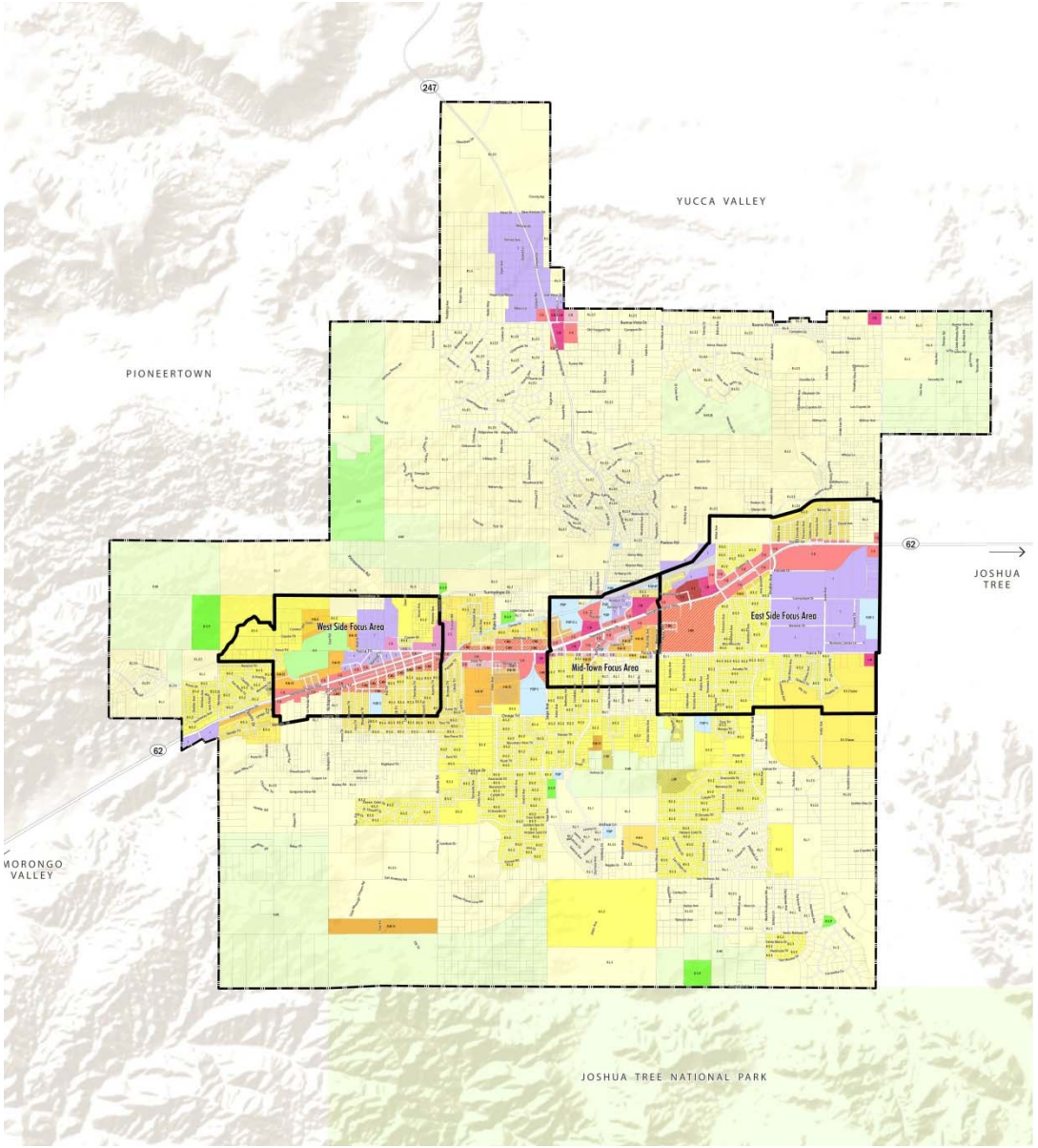
What would you like us to know before developing the 2035 Land Use Plan?

TODAY'S WORKSHOP: *Existing General Plan*



- Total acres: 24,916
- Residential: 22,027 acres
  - Units: 24,401
  - Buildout Population: 62,223
  - 2010 Census Population: 20,700
- Commercial: 1,133 acres
- Industrial: 860 acres
- Public Services & Facilities: 896 acres

TODAY'S WORKSHOP: *Focus Areas*



- Identified three focus areas:

West Side

(including Old Town and Blue Skies Golf Course)

Mid Town

(SR 62 between Balsa and Palm Avenues)

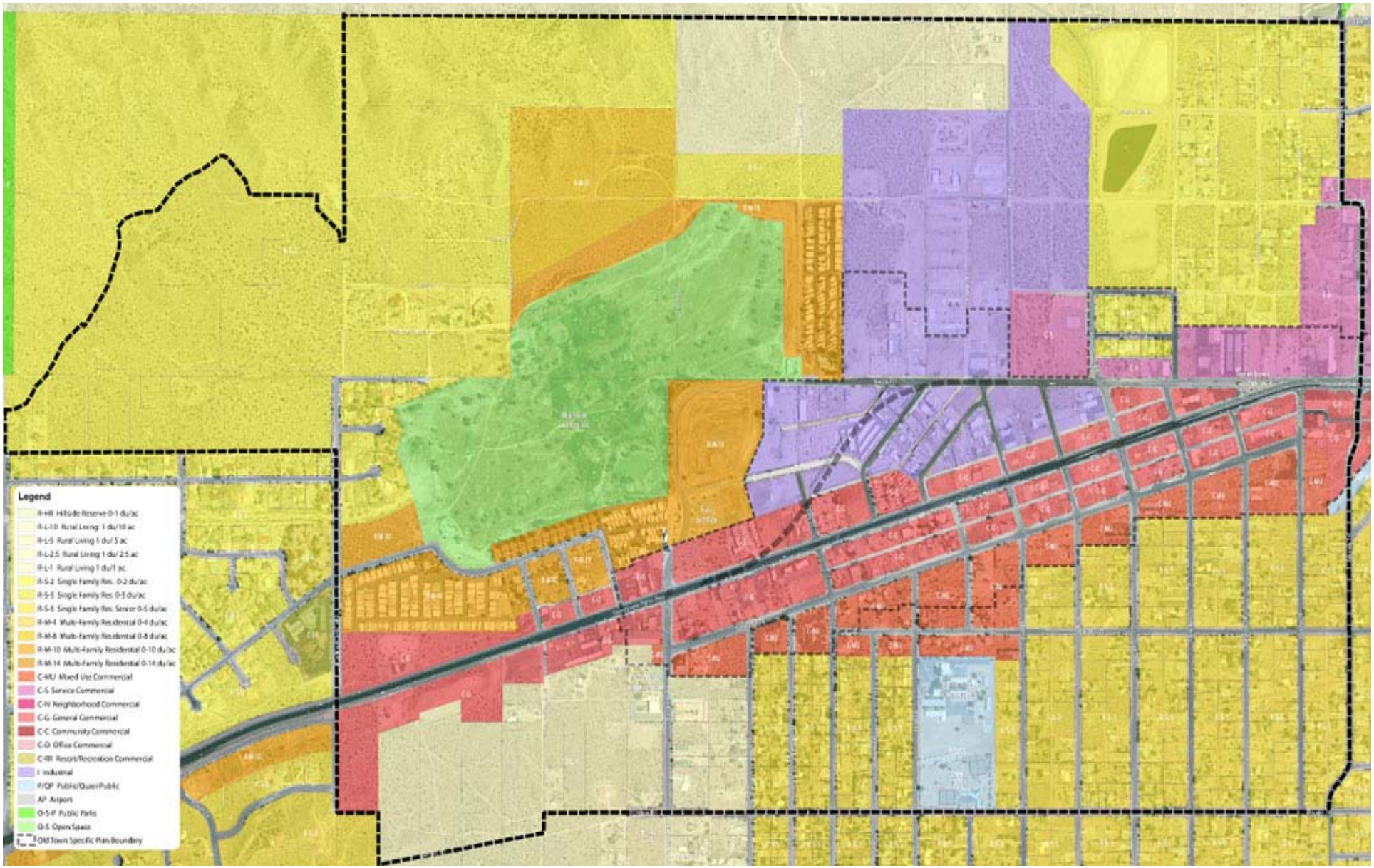
East Side

(SR 62 between Yucca Mesa Road and Warren Vista Avenue)

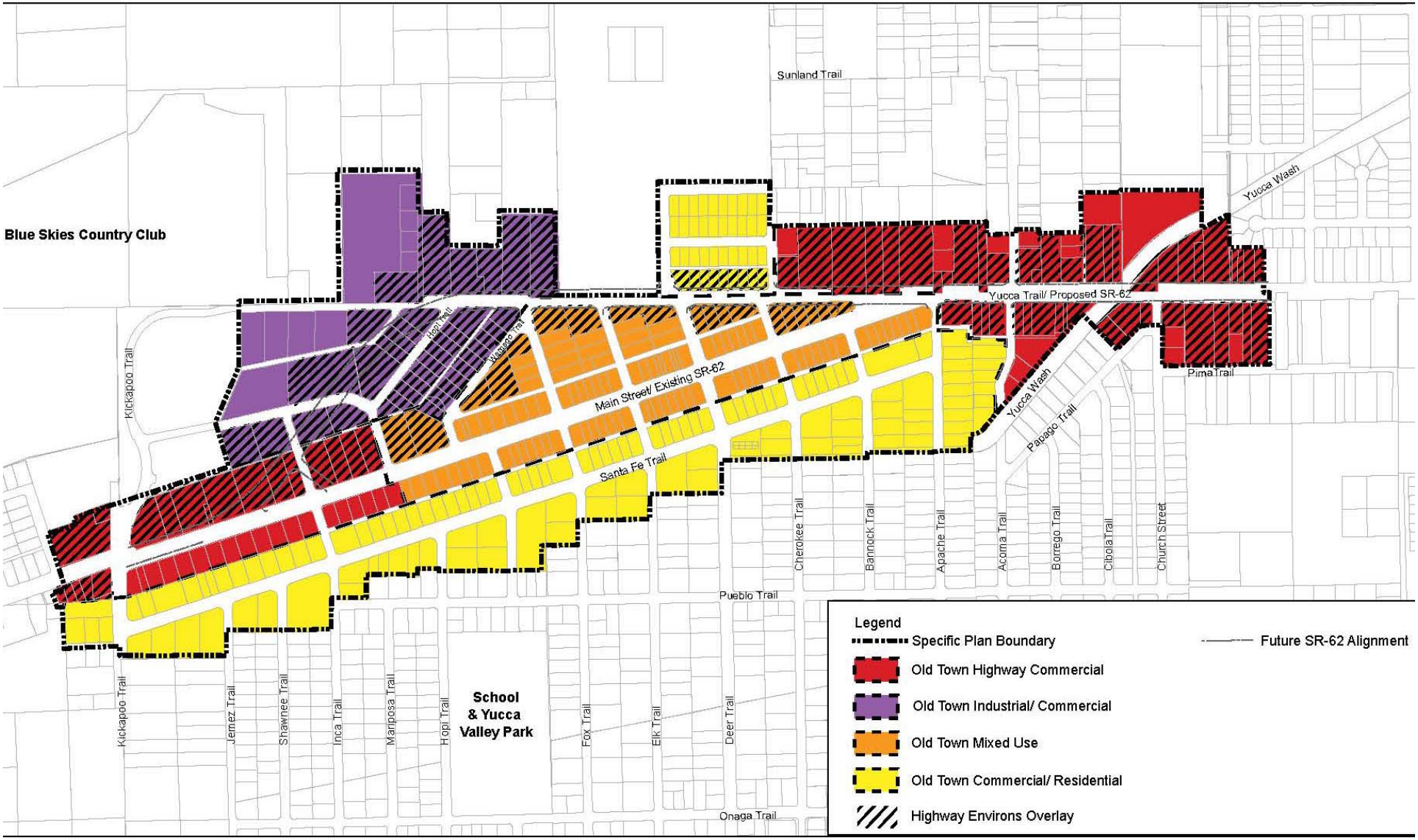
COMMUNITY CHARACTER: *West Side*

- Single family residential
- Blue Skies Golf Course
- Old Town Specific Plan
- Retail businesses

GENERAL PLAN LAND USE: *West Side*



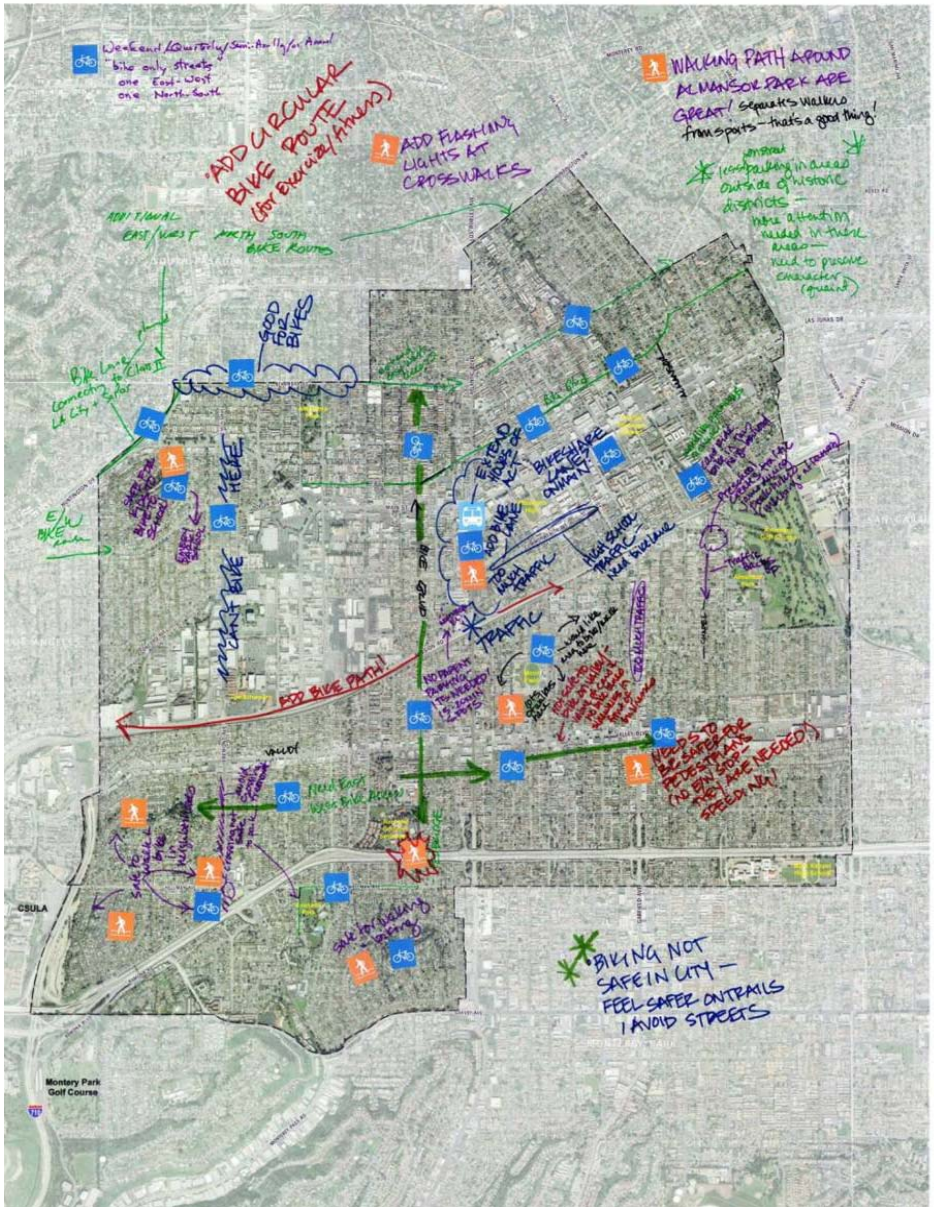
COMMUNITY CHARACTER: *Old Town Specific Plan*



WORKSHOP FORMAT

- Four stations
- Rotate every 15 minutes
- Develop conceptual land use alternatives
- Economic Development Station
- Last station: Townwide issues

TOWNWIDE STATION



- HOUSING
- PARKS, REC & COMM FACILITIES
- ECONOMIC DEVELOPMENT
- BICYCLING
- PEDESTRIAN
- TRANSIT
- NATURAL OPEN SPACE
- SOCIAL SPACES & GATHERING PLACES

STAY CONNECTED

Online:

www.yucca-valley.org

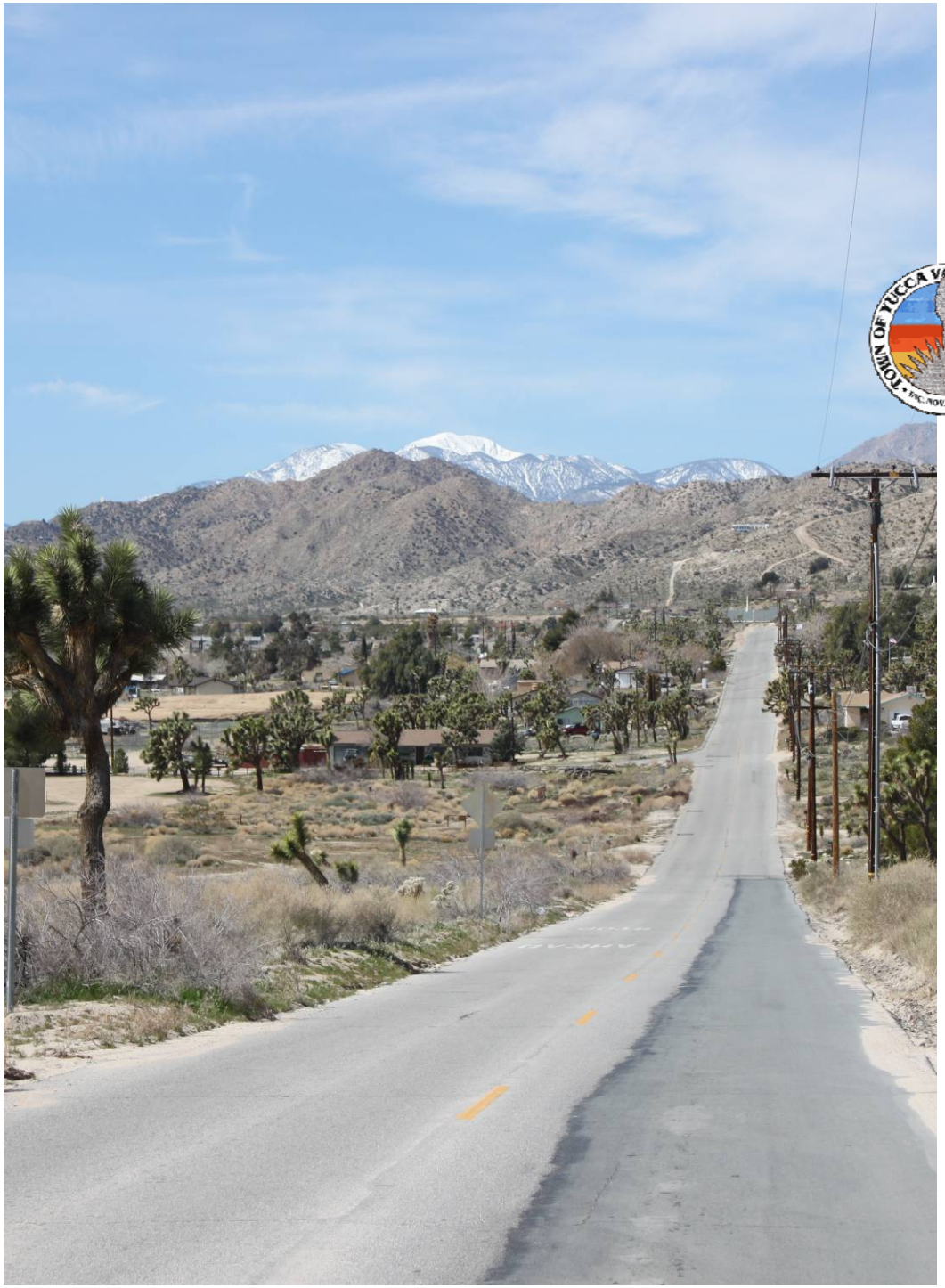
or

Text ‘subscribe’ to:

(760) 904-0259

or

Use your cell phone to scan the QR code!



TOWN OF YUCCA VALLEY

GENERAL PLAN

FOCUS AREA WORKSHOP

WEST SIDE

Yucca Valley Community Center

April 25, 2012