



TOWN OF YUCCA VALLEY GENERAL PLAN

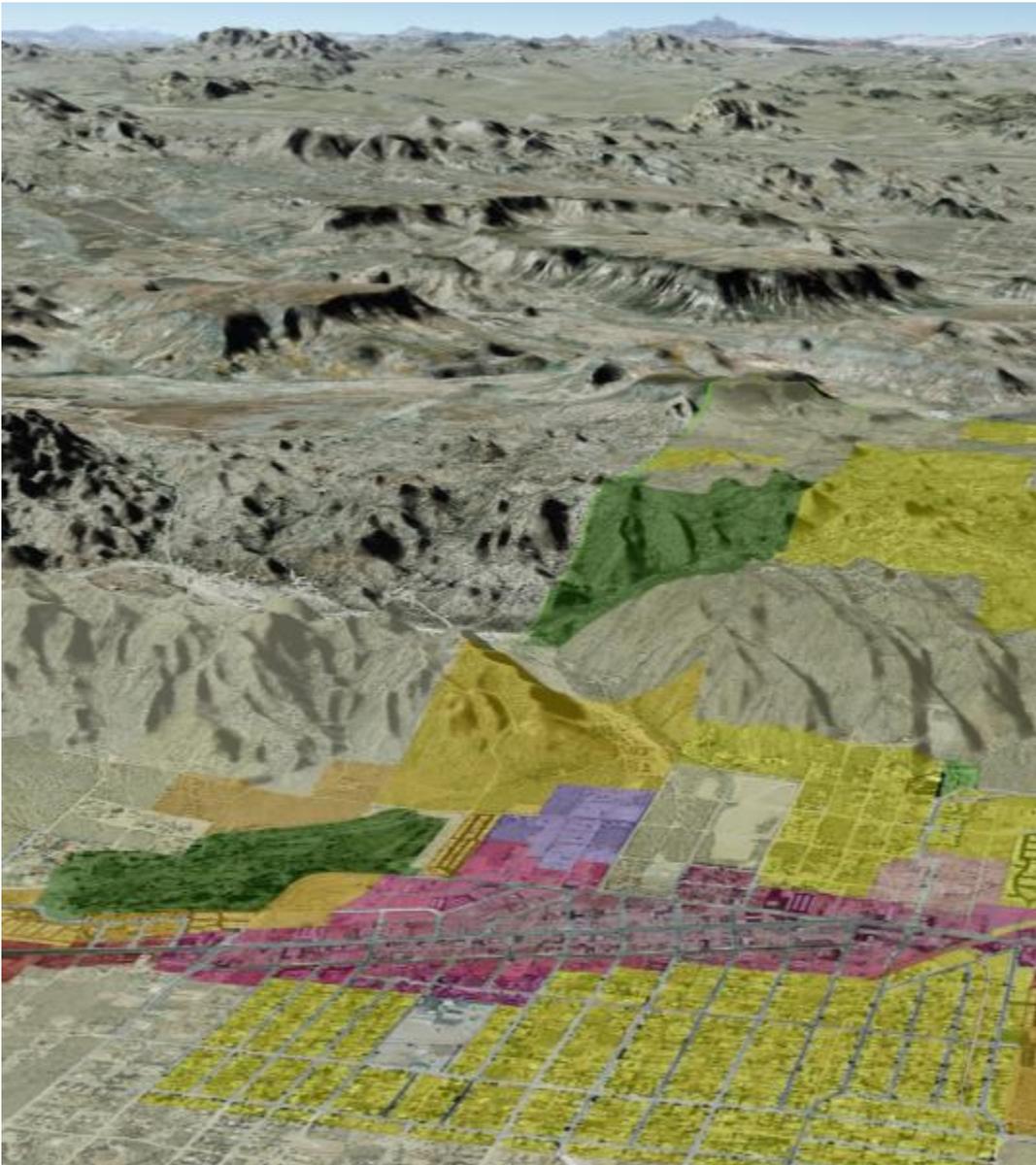
FOCUS AREA WORKSHOP

MID-TOWN

Yucca Valley Community Center

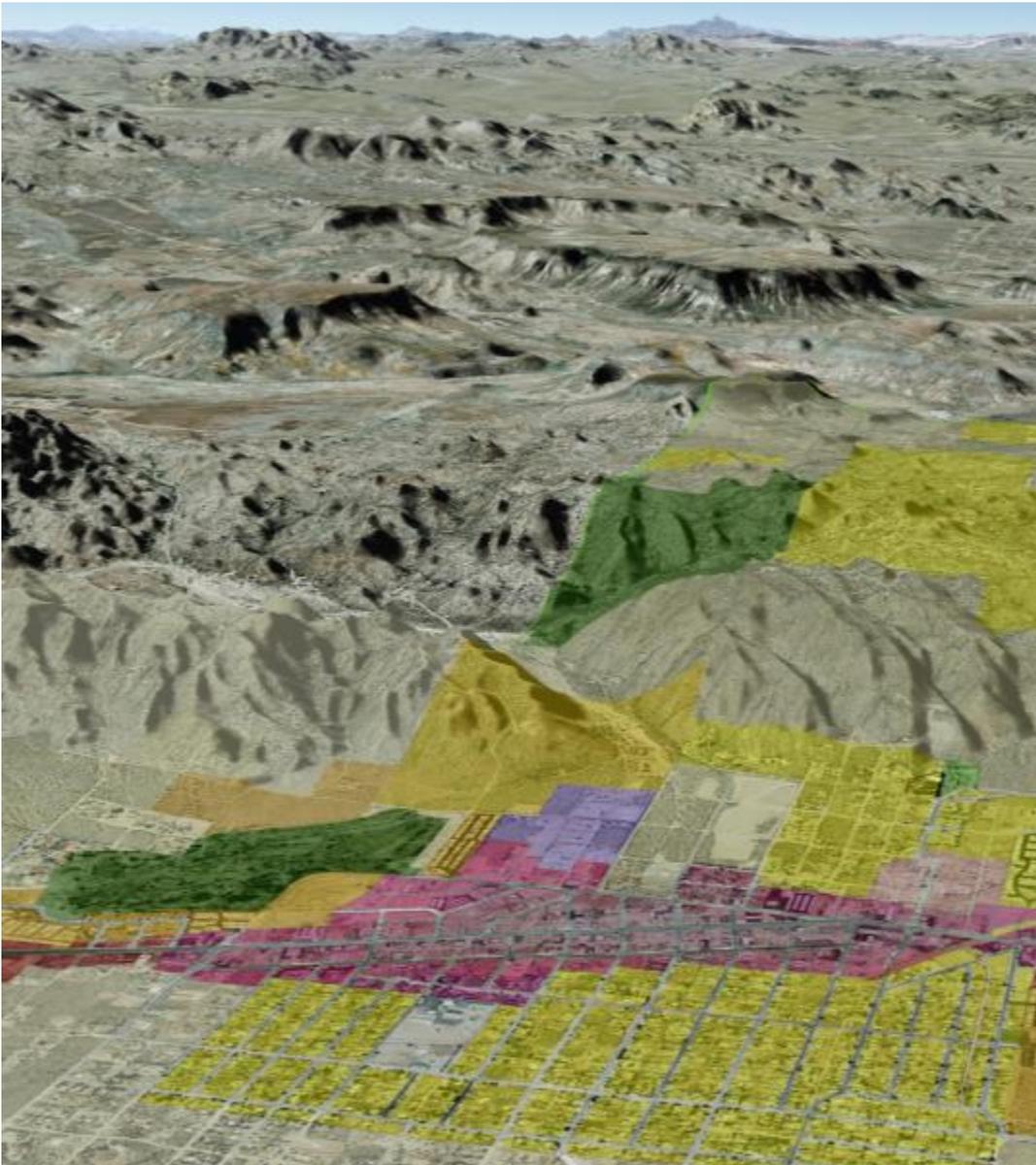
May 5, 2012

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
- Earth Day booth
- West & East Side Workshops
- Town Wide Workshop

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

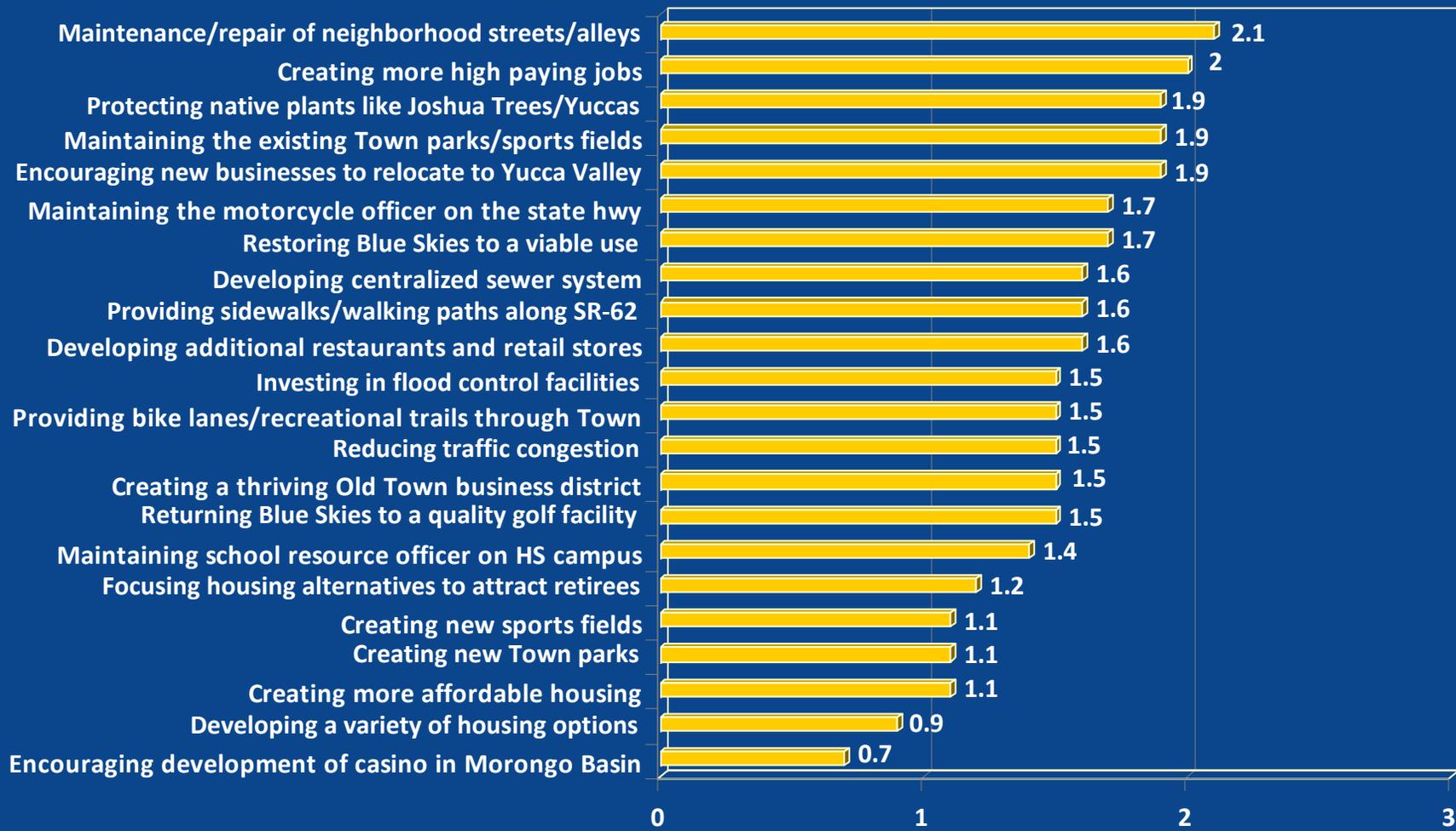
PUBLIC WORKSHOPS: *What we heard*

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*

Overall

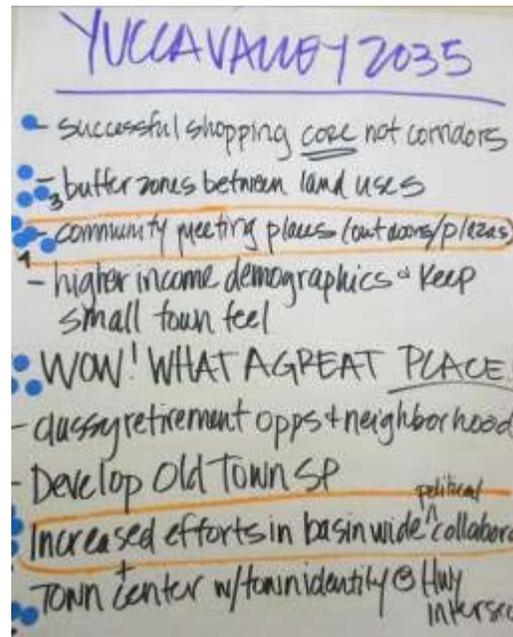


Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Extremely Important" = +3, "Very Important" = +2, "Somewhat Important" = +1, and "Not at all Important" = 0

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.

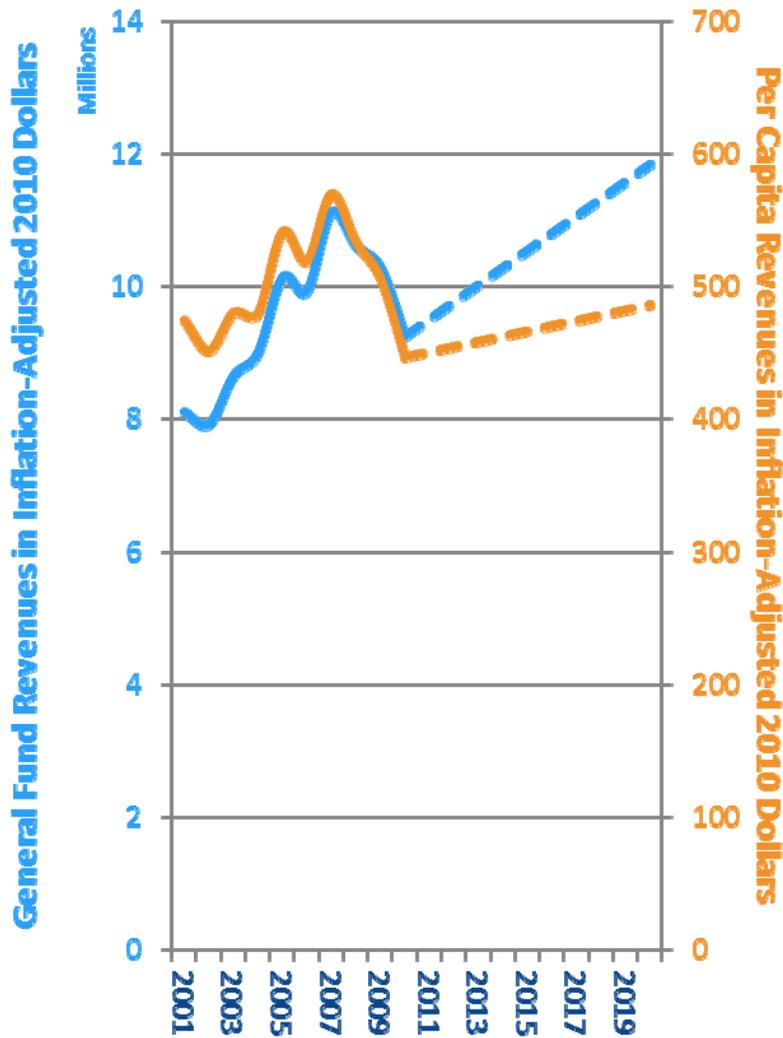
ECONOMIC ISSUES



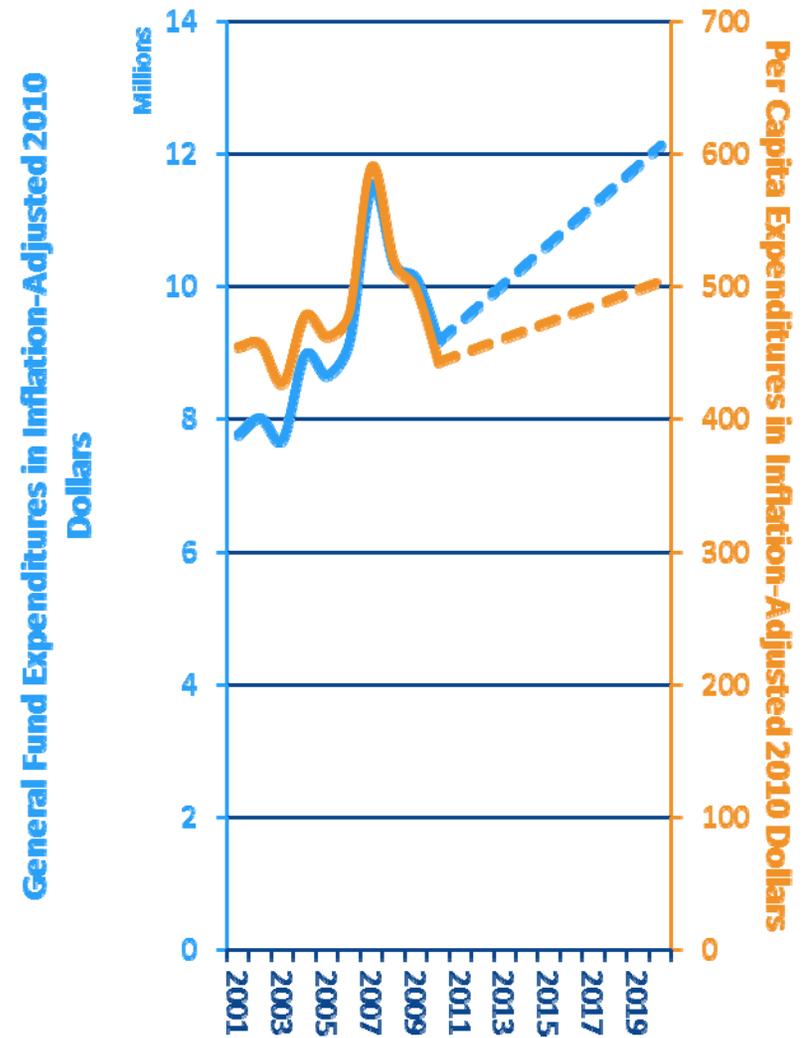
- Town's long-term fiscal vitality
- Local jobs versus out-commuting
- Availability of desired goods and services

ECONOMIC ISSUES: *Fiscal Balance*

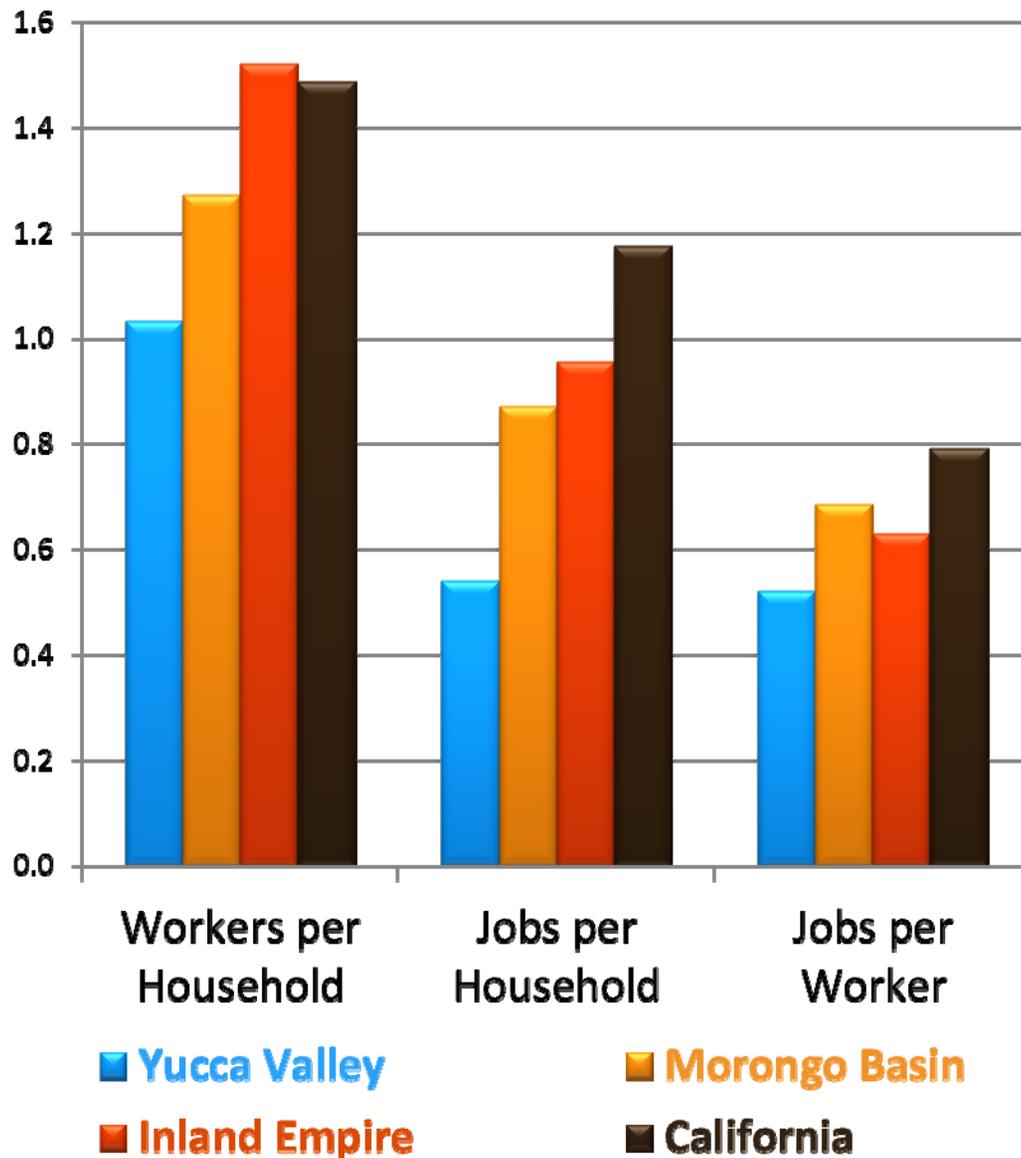
General Fund Revenues



General Fund Expenditures



ECONOMIC ISSUES: *Employment Opportunities*

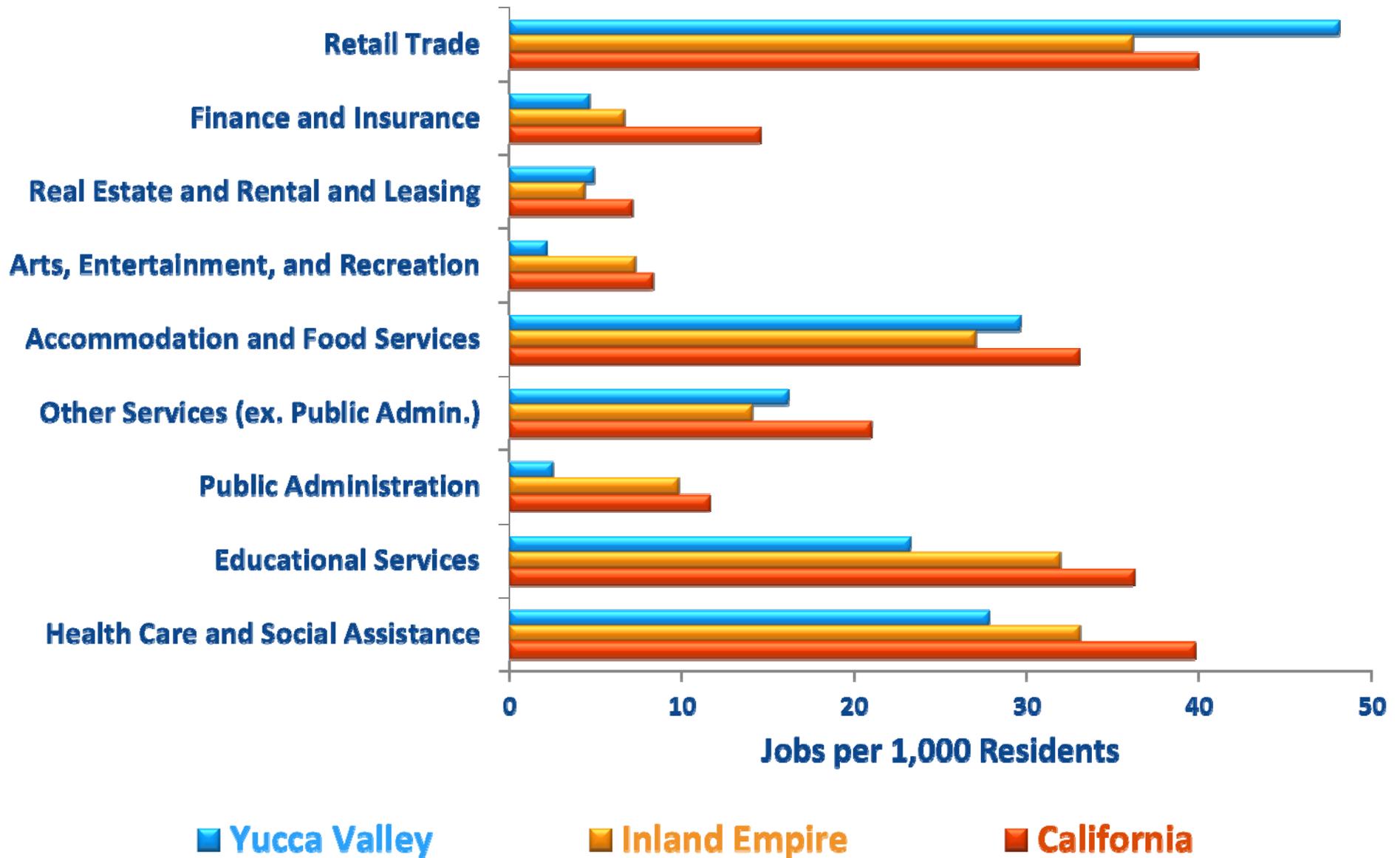


- 45% of residents work in Town
- 28 minute average commute; 21% over 45 minutes
- Median earnings \$36,400, higher than IE lower than state
- More high school graduates (84.3%) than IE and state, but fewer college graduates (17.4%)

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

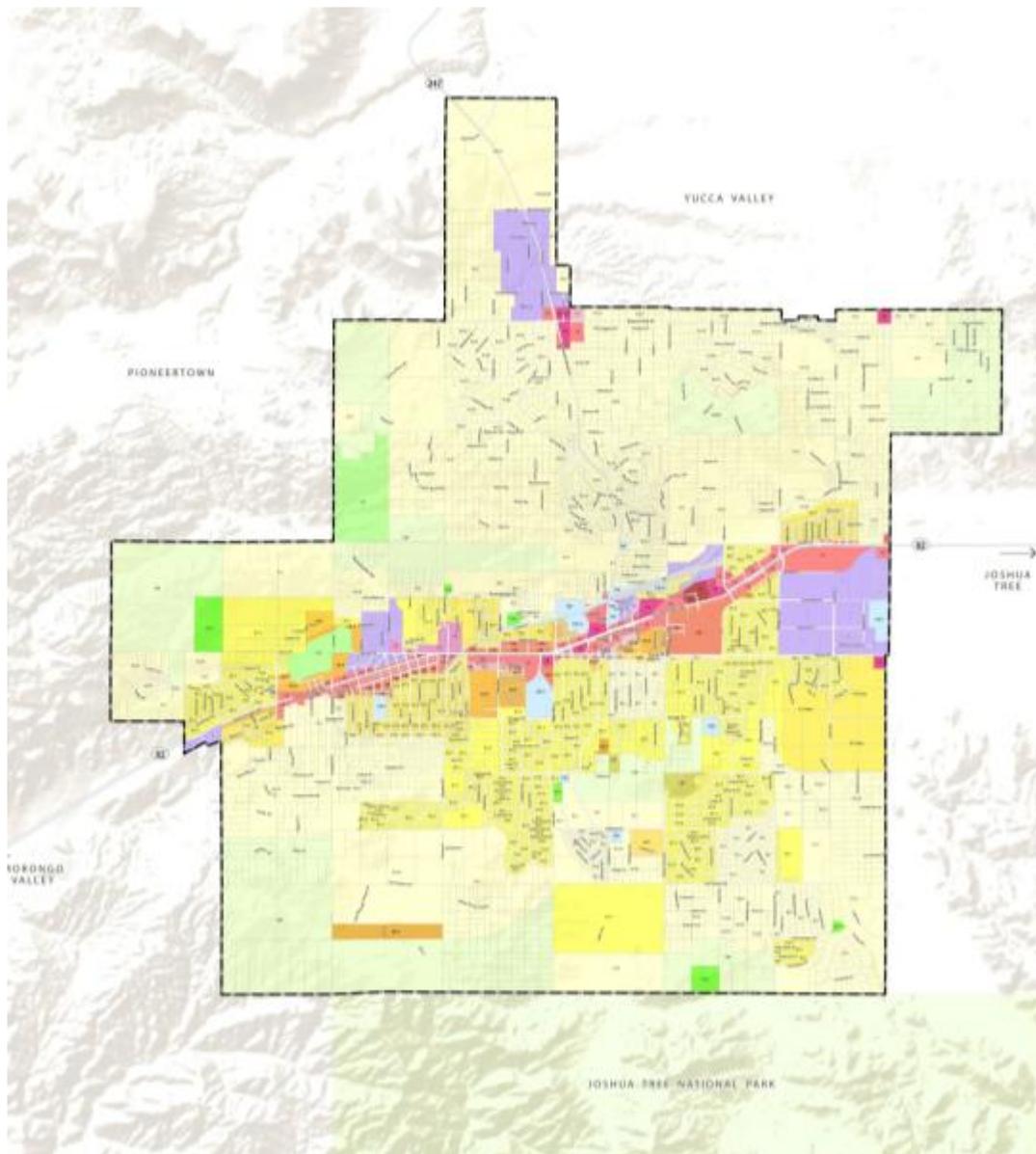
ECONOMIC ISSUES: *Yucca Valley as a Destination*

- 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

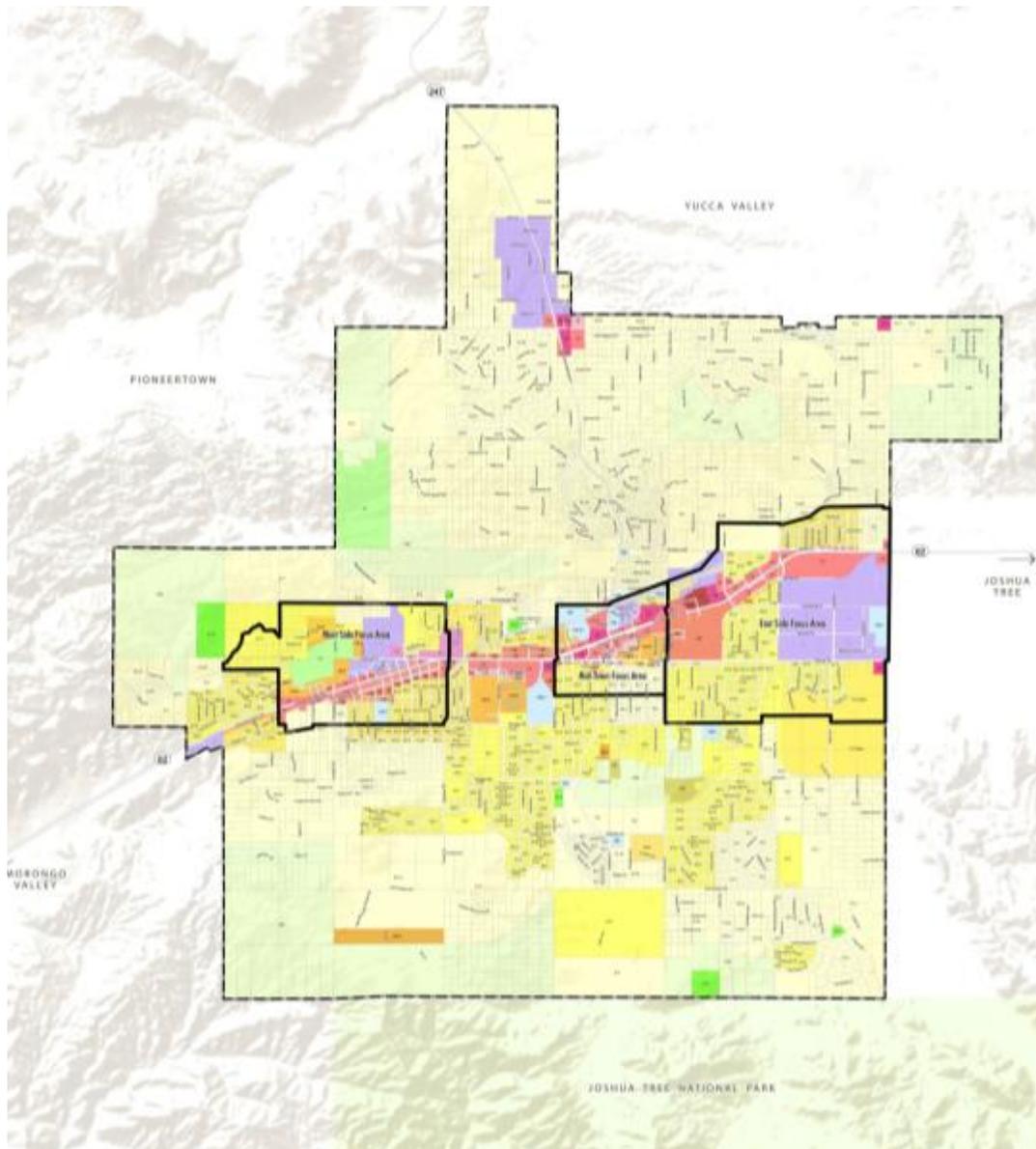
What would you like us to know before developing the 2035 Land Use Plan?

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)

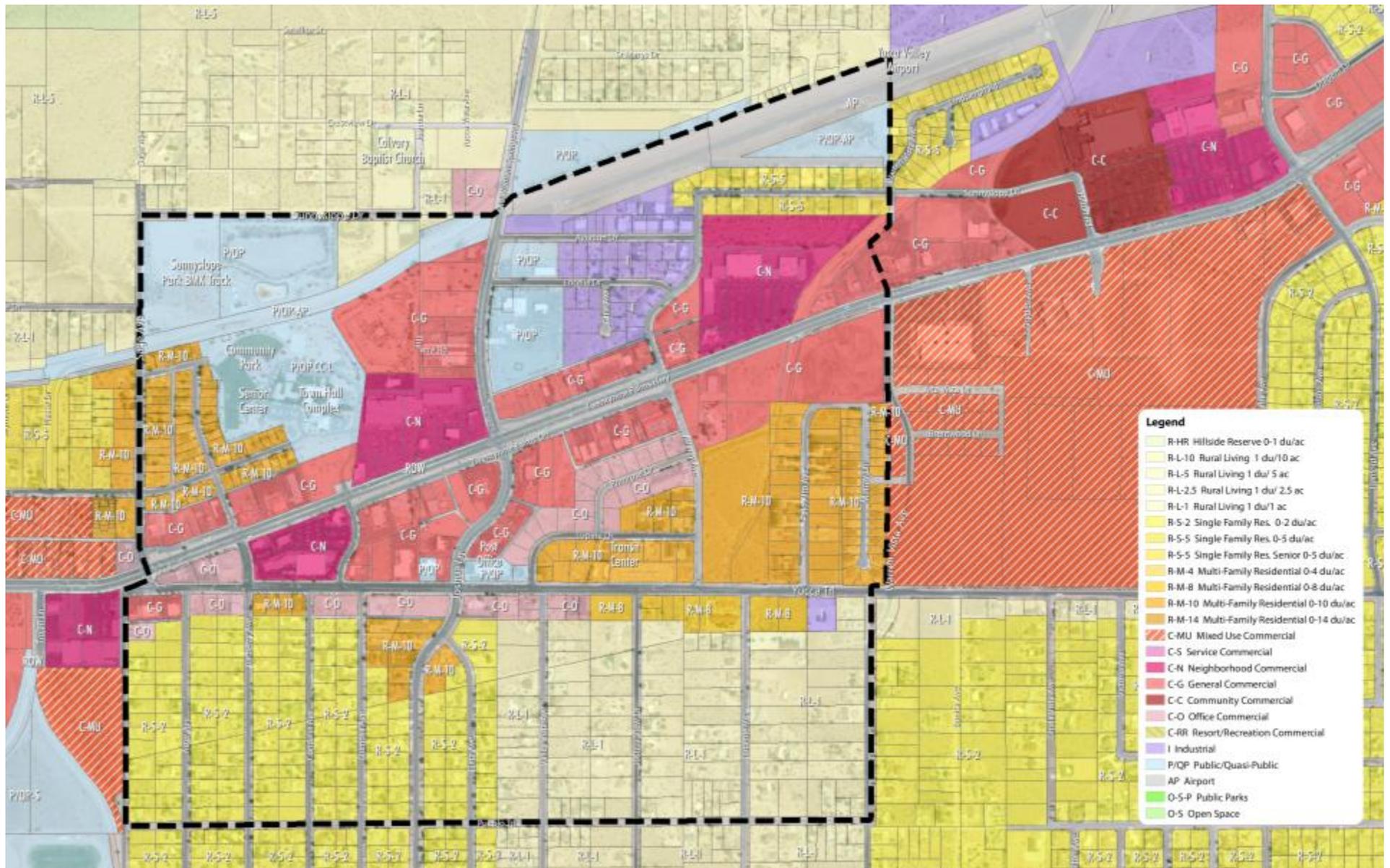
Mid-Town

(SR 62 between Warren Vista and Palm Avenues)

East Side

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

GENERAL PLAN LAND USE: *Mid-Town*



COMMUNITY CHARACTER: *Mid-Town*



- Community core
- Public facilities
- Bisected by SR-62
- Shopping corridor
- Single and multifamily residential

COMMUNITY CHARACTER: *Mid-Town*



- Heart of Yucca Valley
- Community events
- Civic participation
- Parks and recreation
- Education and enrichment

WORKSHOP FORMAT



- Breakout into stations
- Rotate every 15 minutes
- Develop conceptual land use alternatives
- Economic Development Station
- Last station: MidTown Focus Area

NEXT MEETING



Planning Commission Meeting

May 8, 2012

6 pm

Community Center

STAY CONNECTED



Online:

www.yucca-valley.org

or

Text 'subscribe' to:

(760) 904-0259

or

Use your cell phone to
scan the QR code!



STAY CONNECTED

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Should higher density housing continue to be concentrated in Old Town?

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24 statements

Peter Morris Inside Yucca Valley
May 2, 2012, 8:25 PM

It's all very well to state we don't need new buildings when so many remain empty, but if the state requires our community to set aside land and monies for high density dwellings, we have to select where they will best fit. While some of the character of the Old Town area could be enhanced by building high density dwellings, they will go empty if there is not an easy-to-access infrastructure in the form of restaurants and markets. People generally choose to live in a high density area so they don't have to drive. That doesn't work if the closest full-service market is a mile or two away or the restaurant choices are equally limited.

1 Supporter [Support this statement](#)

1 Connected Statement

sarah _ inside Yucca Valley
May 2, 2012, 7:58 AM

no, we dont need housing developments at all. we have a surplus of empty houses and developments. we should put the money to good use by improving local buisnesses, schools, and the local library. the junior high dosnt even have an art program but we are putting money to developments we dont even need. we should stop waisting money and time with programs that arent even contributing to the town.

1 Supporter [Support this statement](#)

Two new topics have been added to the online Open Town Hall Forum:

- Where should industrial uses be located in Yucca Valley?
- Where should the Town prioritize the construction of sidewalks?

Share your thoughts with your neighbors and the Town Council!



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