5. Economic Development Element

Introduction

The Economic Development Element provides a framework to allow the City to increase the local tax base and improve the standard of living of all residents in Yorba Linda. Recognizing that the City operates within a broader regional and global economic setting, the following policies and programs support a diverse, competitive, and sustainable local economy. Such an economy allows the City to increase municipal revenues in order to continue to deliver quality services and enhance the prosperity of residents.

The Economic Development Element includes a variety of policies that have a less direct effect on land use, but are designed to achieve a solid tax base to provide ongoing and enhanced City services. These include policies aimed at supporting existing and new businesses that reflect changes in industry and creating the types of jobs most beneficial to the local economy. A vibrant economy supports the quality of life enjoyed by Yorba Linda residents and enhances the financial stability of the City.

Authority and Scope

The Economic Development Element is an optional element of the General Plan, pursuant to Section 65303 of the California Government Code, which allows that, “the general plan may include any other elements or address any other subjects which, in the judgement of the legislative body, relate to the physical development of the county or city.”

Background

Yorba Linda has been cited as one of the “100 Best Places to Live” in the United States,¹ so it is no surprise that the community continues to attract new residents. The City is home to the Richard M. Nixon Presidential Library and Museum, which draws an average of 95,000 visitors a year. The Arthur Hills championship designed Black Gold golf course is located in the foothills of Yorba Linda and has been named one of the top three public golf courses in Orange County by the Orange County Register.

Yorba Linda’s commercial areas are located along major corridors, including Yorba Linda Boulevard, Imperial Highway and the California State Route 91, making them easily accessible to the community and Orange County region. Exhibit ED-1: Areas of Employment, shows the location of employment areas in the City. Employment areas are locations with existing commercial and industrial uses.

According to the California Employment Development Department, as of June 2015, Yorba Linda had one of the lowest unemployment rates in Orange County at 3.8 percent, while the County as a whole had an employment rate of 4.3 percent. Yorba Linda had a labor force of 34,600 people. According to the 2009-2013 American Community Survey, over 95 percent of the population, age 25 years and older, have attained a high school degree or higher, and over 48 percent have attained a bachelor’s degree or higher. The median household income is $112,259, with the largest share of people working in educational services, and health care and social assistance (21 percent).
Areas of Employment

Yorba Linda General Plan

SCAG Existing Land Use GIS data, 2015.
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Exhibit ED-1
Future Developments

Looking forward, Yorba Linda has two future developments that will benefit the local economy.

**Savi Ranch** - Savi Ranch is an approximately 158 acre mix of industrial, retail and automotive uses located in the southeastern portion of the City, directly north of the California State Route 91. Currently, over 60 percent of the City’s sales tax revenue is generated by the area’s business. Savi Ranch is also the City’s major employment center, with 25 percent of the community’s jobs. Analysis of the existing conditions of Savi Ranch have shown that there is potential to accommodate 1.4 million square feet of additional development of commercial, office and industrial uses.

**Yorba Linda Town Center** - The City of Yorba Linda has partnered with a private developer to enhance the City’s downtown area. The Yorba Linda Town Center is projected to be completed by the end of 2017. The project will provide a pedestrian-friendly, high-end retail, entertainment, and restaurant district in the heart of Yorba Linda. The Town Center will consist of over 125,000 square feet of theater, grocery, retail, and restaurant uses centered on a common open space area.
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## Economic Development Element Policy Program

### Goal ED-1
A competitive and diverse local economy and supportive business climate that increases the City’s ability to expand existing businesses and attract new businesses.

<table>
<thead>
<tr>
<th>Policy ED-1.1</th>
<th>Attract new businesses that will enhance the availability of jobs, goods, and services for residents in a manner consistent with the City’s quality of life goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy ED-1.2</td>
<td>Support local businesses and foster a positive relationship between the business community and City government.</td>
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<tr>
<td>Policy ED-1.3</td>
<td>Promote Yorba Linda among its citizens and the wider business community as a livable City and an excellent place to do business.</td>
</tr>
<tr>
<td>Policy ED-1.4</td>
<td>Promote clusters of commercial activities in selected areas of the City in order to create identifiable centers of interest for residents and visitors.</td>
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### Goal ED-2
A stable fiscal environment that has a foundation in local economic resources and adapts to changing market conditions.

<table>
<thead>
<tr>
<th>Policy ED-2.1</th>
<th>Foster a fiscally healthy City government and enlarge the City’s revenue base as necessary to sustain and support the community.</th>
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<tbody>
<tr>
<td>Policy ED-2.2</td>
<td>Prioritize capital improvement investments based on anticipated revenue streams.</td>
</tr>
<tr>
<td>Policy ED-2.3</td>
<td>Support policies and regulations that direct the City to follow prudent financial standards and to maintain strong financial reserves.</td>
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</tbody>
</table>

### Goal ED-3
An educated, skilled, and competitive workforce to match the employment needs of the local and regional economy.

| Policy ED-3.1 | Promote and support efforts by local educational institutions, businesses, and public agencies to integrate local college graduates into the City and regional workforce. |
Policy ED-3.2  Promote policies that retain existing skilled workers and attract skilled workers from beyond the region.

Goal ED-4

Yorba Linda as a tourist and visitor destination point.

Policy ED-4.1  Promote the City’s Nixon Presidential Library and Museum as well as many other historic attractions in the community as a tourist and visitor destination.

Policy ED-4.2  Work with other north Orange County cities and tourism groups to promote northern Orange County as an important tourist and visitor destination.