

# PLEASURE POINT COMMUNITY PLANNING PROCESS

COUNTY OF SANTA CRUZ  
COMMUNITY WORKSHOP #2  
JUNE 7, 2007

## *WORKSHOP SUMMARY*



## INTRODUCTION

The Pleasure Point Community Planning Process, initiated by the County of Santa Cruz in Fall 2006, is intended to culminate in a framework that will guide future development in the Pleasure Point area. It will be based on an analysis of Pleasure Point's natural systems, social and cultural resources, land use and development, building character, and transportation and circulation and findings from three community workshops. The first workshop, held on January 20, 2007, focused on visioning in which community members identified Pleasure Point's priority issues, opportunities, and challenges and discussed potential improvements, and common vision elements. The Planning Process outreach has been conducted with notices sent to all homeowners and community members in the Pleasure Point study area, which encompasses the area bounded by Portola Drive on the north, 41<sup>st</sup> Ave. on the east, Corcoran Lagoon on the west and Monterey Bay to the south.

## MEETING FORMAT AND CONTENT

On June 7, 2007, approximately 65 community members and 10 County staff members convened for the second of the project's three Community Planning Workshops. The purpose of this workshop was to affirm the community vision created from the outcome of Workshop #1 and to discuss preliminary community design principles and strategies. The workshop was held from 6 PM to 9 PM at Simpkins Swim Center.

Tom Burns, Director of County Planning, welcomed community members. Jan Beautz, of the County Board of Supervisors (representing District 1, including the Pleasure Point area), was acknowledged as one of the participants. Daniel Iacofano of Moore Iacofano Goltsman (MIG), Inc. provided an overview of the agenda, project and planning process, and summary of the community vision based on the previous Visioning Workshop (#1) held in January 2007.

Anchi Mei, of MIG, presented a preliminary community design framework of Pleasure Point through a presentation of overarching community design characteristics and four community design improvement topic areas that arose out the first workshop. These included: building mass and height; sun and light access; private and public interface; and public realm improvements. Various design strategies were presented to address current issues in each of the four topic areas. Daniel Iacofano facilitated a large group discussion in which workshop participants provided initial feedback on elements of the preliminary community design framework.

The large group discussion was followed by interactive, small group discussions, facilitated by MIG and County staff, in which community members reviewed and discussed in small group settings possible design strategies for each of the community design improvement topic areas presented earlier.

Daniel Iacofano facilitated a large group discussion in which workshop participants provided feedback on the community vision, overarching design principles and the four community design improvement topic areas. Each small group chose a representative that summarized the highlights of each small group discussion followed by an open forum where all community members were encouraged to express their thoughts. The large group discussion revealed a variety of counterbalancing opinions.

Anchi Mei and Mukul Malhotra, of MIG, graphically recorded the comments expressed. A reduction of the wall graphic, with recorded comments from the workshop, is attached to the end of this summary.

# WORKSHOP SUMMARY

The following is a summary list of community comments made by participants during the workshop and in writing on the comment cards provided. (A blank comment card is included in Appendix A. A complete transcription of written responses to the comment cards is included in Appendix B.) The summary is organized under the following headings:

- I. SUMMARY OF COMMUNITY VISION
- II. OVERARCHING DESIGN PRINCIPLES
- III. COMMUNITY DESIGN IMPROVEMENT TOPIC AREAS
- IV. ADDITIONAL COMMENTS
- V. NEXT STEPS

## I. SUMMARY OF COMMUNITY VISION

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Overall, there was strong support for the community vision statement that MIG derived through summarizing the feedback received in Workshop #1. There was the strongest support for strengthening the **“SMALL TOWN”/BEACH COMMUNITY CHARACTER (V1)** and **WALKABLE AND BIKEABLE CHARACTER (V5)**. There was also support, with some ambivalence, for elements of **COMPLEMENTARY SCALE OF IMPROVEMENTS (V2)**, **ACCESS TO SUN AND LIGHT (V3)**, **NEIGHBORHOOD-SCALED INFRASTRUCTURE IMPROVEMENTS (V6)** and **CLEAR AND SIMPLE STANDARDS AND PERMITTING PROCESS (V7)**. The following chart reflects the views of community members who attended the meeting and submitted comment cards. (The vision statement is included in Appendix C. A complete table of all the numerical ranking scores is included in Appendix D.) As with other topic areas, there were some opinions about refining the individual vision statements, and disagreeing with them altogether.

	-2	-1	0	1	2	No Comment
<b>V1</b>	3	1	1	2	29	2
<b>V2</b>	6		1	4	23	4
<b>V3</b>	5		4	7	20	2
<b>V4</b>	3		1	8	23	3
<b>V5</b>	3			5	28	2
<b>V6</b>	4		1	5	23	5
<b>V7</b>	4	2	3	4	18	7

-2: Strongly Disagree/-1: Disagree/0: No Opinion/ 1: Agree/ 2: Strongly Agree

### V1: “SMALL TOWN”/BEACH COMMUNITY CHARACTER

Overall people were highly supportive of this principle of the vision. A strong majority of comment card respondents expressed that they “strongly agree” with this principle. While some people agreed on the small scale of some areas and homes of Pleasure Point, there was less agreement on regulating character of houses. Community members also expressed concern over vacation rentals and part-time residents.

### V2: COMPLEMENTARY SCALE OF NEW IMPROVEMENTS

There was overall community support for this vision principle with a small amount of disagreement. Comments expressed by the community revealed a range of opinion. Some members felt that new homes were too big and should be more context-sensitive to adjacent neighbors in terms of building

design (setbacks, decks, window location, etc.) Other members expressed the desire for larger homes.

### **V3: ACCESS TO SUN AND LIGHT**

There was overall support for this principle. People supported the concept behind the principle but were concerned about the technicalities of implementation as well as the feasibility of the principle regarding small lots.

### **V4: NATURAL LANDSCAPES AND SYSTEMS**

There was overall support for enhancing and encouraging natural landscapes and systems to maintain the unique character of the neighborhood. Community comments reflected a desire for native plants.

### **V5: WALKABLE AND BIKEABLE CHARACTER**

Overall people were highly supportive of this principle of the vision. Community members expressed a desire for more pedestrian safety improvements, such as raised crosswalks and traffic calming devices (narrowing and meandering streets with trees and plants). Community members also suggested creating more one-way streets (such as 38<sup>th</sup> Avenue), slowing traffic (especially on 37<sup>th</sup> Avenue), and making East Cliff Drive safer for pedestrians and bikers.

### **V6: NEIGHBORHOOD-SCALED INFRASTRUCTURE IMPROVEMENTS**

There was overall support for public infrastructure improvements that enhance the overall neighborhood character. There was some lack of understanding about the technical details of implementing infrastructure improvements. People expressed a desire to underground the existing overhead utilities and explore attractive drainage solutions.

### **V7: CLEAR AND SIMPLE STANDARDS AND PERMITTING PROCESS**

There was moderate support but substantial amount of "No Comment". Comments received expressed a strong desire for fair, easy-to-understand rules and clear, available information to the public.

## II. OVERARCHING DESIGN PRINCIPLES

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Workshop #2 participants expressed support for the varied, eclectic character of both the houses and yards of Pleasure Point. There was concern that recent out-of-scale/character building development has already negatively impacted the neighborhood. Some also expressed a desire to keep the history of Pleasure Point alive. Given the diverse nature of Pleasure Point, some community members felt that neighborhood improvement design measures should be flexible to allow some variability in the setbacks, building placement and lot coverage. There was a contingent that favored keeping the permitting process simple, without adding additional regulations. There was also support for emphasizing public improvements such as natural areas, parks, open spaces, and streets.

## III. COMMUNITY DESIGN IMPROVEMENT TOPIC AREAS

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Four topic areas were presented for enhancing and strengthening the general vision spelled out by the community. These topic areas are listed below along with a short description of their objective. Each topic area was presented in the small group discussions with a large poster of principles and photographic examples of design strategies to promote each objective. (These posters are attached in the Appendix E.)

**A. Building Size and Mass** promotes the bulk and massing of new buildings respects the neighborhood character created by existing structures.

**B. Sun and Light Access** promotes access to adequate sun and light in neighboring homes, adjoining yards, and the public right-of-way.

**C. Private – Public Interface** encourages community interaction by creating more opportunities for friendly private-public interfaces and limits the visual impacts of cars and driveways on the pedestrian-friendly character of the neighborhood.

**D. Public Realm** promotes improvements to streets, infrastructure, parks, natural open spaces and public spaces that fit the character of Pleasure Point.

A substantial amount of community feedback suggested an additional topic area – **E. Implementation** – is also necessary. The objective of this topic area would be to design a friendly approval process and project review that balances the development needs of individual applicants and the need to maintain the unique neighborhood character.

**A. BUILDING MASS AND HEIGHT**

Overall, there was support for all the strategies and the need to keep new development in scale with surrounding land, nature, and people. Strategy A3 (second-story setbacks) and Strategy A5 (reduce bulk through various building elements) were strongly supported by the majority of the respondents. While Strategies A1 (break up building mass of front facades), A2 (increase lot coverage on smaller lots), and A4 (use vertical and horizontal elements to minimize bulk) also had considerable support, possible modifications or clarifications could improve strategies and gain greater community support, especially for modifying lot coverage on smaller lots. The following table shows the results of the comment card rankings:

	-2	-1	0	1	2	No Comment
Strategy A1	8	3	4	6	12	5
Strategy A2	10	4	2	6	11	5
Strategy A3	7			11	15	5
Strategy A4	4	5	4	9	11	5
Strategy A5	4	1.5	4.5	10	13	5

-2: Strongly Disagree/-1: Disagree/0: No Opinion/ 1: Agree/ 2: Strongly Agree

There was strong support for limiting the size of houses based on written responses in the comment cards. Some community members expressed frustration with new construction that was too large for the neighborhood and dwarfed surrounding homes. Community members suggested use of story poles to give neighbors and community a fair idea of the scale of proposed new development, minimizing mass and height, creating design standards, and decreasing the floor area ratio as possible regulatory mechanisms.

Some community members that felt existing codes were sufficient but hadn't been properly enforced. Several comments expressed doubts about how well these strategies could be implemented if left to the discretion of the Planning Department.

**B. SUN AND LIGHT ACCESS**

Overall, there was support for all the strategies. Strategies B1 (side building setbacks) and B5 (roof pitch and overall building height) had the strongest support. While Strategies B2 (rear setbacks), B3 (rear setbacks and second story setbacks) and B4 (horizontal and vertical building setbacks) also had considerable support, possible modifications or clarifications could improve strategies and gain greater community support. The following table shows the results of the comment card rankings:

	-2	-1	0	1	2	No Comment
Strategy B1	6	2	2	7	15	6
Strategy B2	7	1	5	7	12	6
Strategy B3	8	2	3	7	12	6
Strategy B4	7	2	4	11	8	6
Strategy B5	8		1	11	13	5

-2: Strongly Disagree/-1: Disagree/0: No Opinion/ 1: Agree/ 2: Strongly Agree

While there was support for the strategies, there were several comments that expressed concern with the implementation of these strategies due to the diversity in lot size (in particular small and narrow lots) as well as the various solar orientations of Pleasure Point lots.

Community members also suggested several additional elements to these strategies. Additional comments suggested that building setbacks should only apply to structures that are inhabited by

people. Other comments suggested that houses could have smaller setback requirements along southern lot lines to create more access to sunlight coming from the southern direction. The need to submit shadow impacts as part of each building permit application was also highlighted. Some community members suggested the creation of a light-impact administrative position to assess shadow impacts of each building permit application.

**C. PRIVATE AND PUBLIC INTERFACE**

Overall, there was strong support for all the strategies except C1 (minimize auto orientation/ lower parking standards), which garnered a slightly more negative than positive reaction. However, most of the negative responses to Strategy C1 were to the idea of reducing parking standards, not minimizing automobile-dominated facades. Strategies C4 (allow tandem parking) and C5 (encourage yard space) had the strongest support. However, possible modifications or clarifications could improve strategies and gain greater community support, especially for Strategies C2 (garages in rear/ onsite surface parking) and C3 (separate garage doors). While most community members were opposed to lowering parking standards for smaller houses, many supported minimizing auto-orientation of building facades. The following table shows the results of the comment card rankings:

	-2	-1	0	1	2	No Comment
<b>Strategy C1</b>	12	3	4	4	9	6
<b>Strategy C2</b>	5		8	10	8	7
<b>Strategy C3</b>	6	2	5	9	10	6
<b>Strategy C4</b>	4	1	5	10	12	6
<b>Strategy C5</b>	6	2	2	7	16	5

-2: Strongly Disagree/-1: Disagree/0: No Opinion/ 1: Agree/ 2: Strongly Agree

Comments from the community suggested that these strategies could help maintain the non-homogeneous appearance of Pleasure Point. Some members expressed support for minimizing the presence of garages in the front of a house while other felt that these strategies were not necessary to regulate.

**D. PUBLIC REALM IMPROVEMENTS**

Overall, there was overwhelming support for all the strategies. The following table shows the results of the comment card rankings:

	-2	-1	0	1	2	No Comment
<b>Strategy D1</b>	3	2	2	2	23	6
<b>Strategy D2</b>	7	2	4	7	13	5
<b>Strategy D3</b>	6	1	3	14	9	5

-2: Strongly Disagree/-1: Disagree/0: No Opinion/ 1: Agree/ 2: Strongly Agree

There were several comments that reflected an appreciation for the existing character of Pleasure Point, e.g., the cliffs and ocean views, etc. Respondents also suggested enhancing neighborhood commercial activities, such as renovating old stores and markets. While there was considerable support for preserving the Roadhouse and making it a community center, some objected to the idea of private property being listed as a community use site. Community members also supported efforts to improve public open spaces, including property near Moran Lake, and making the space kid-friendly.

There were several transportation issues expressed by the community. Many community members felt the need for more pedestrian crosswalks and identifiable pedestrian walkways (different from sidewalks). There was strong support for keeping automobile traffic slow through Pleasure Point.

Community members expressed a need to maintain the travel lane. Regarding infrastructure improvements, several community members requested under-grounding utilities and improving drainage at certain problem areas in the neighborhood.

#### **E. IMPLEMENTATION**

Community members strongly expressed the need to balance the needs and rights of individual property owners while maintaining the unique character of neighborhoods. Some suggestions to achieve this balance included notifying neighbors of proposed development, and the use of story poles to show the scale of that development.

Many community members raised questions about how to regulate the improvements being evaluated as part of this process. While some expressed concerns about the lack of adequate regulation outside the coastal permit zone, there were a substantial number of comments expressing a desire not to over-regulate. Comments expressed a desire to prevent investors from maximizing profits while minimizing good neighborhood design. In addition, there was the desire to retain the neighborhood's character without over-regulating in order to allow residents to continue being creative. Community members also want to have simple numbers in any additional regulation; however, the desire for simplicity is counterbalanced by the need to be context-sensitive. The range of diversity in housing conditions poses a challenge in finding a "one size fits all" solution.

#### **NEXT STEPS**

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Based on the feedback received from the community workshop, staff and consultants will work to revise and refine the various improvement strategies. The next workshop will be held in Summer or early Fall 2007.

# PLEASURE POINT COMMUNITY PLANNING PROCESS

## Community Workshop #2 Wallgraphic Reduction

### PLEASURE POINT

COMMUNITY PLANNING PROCESS

**BUILDING MASS & HEIGHT**

- ▶ LIKE ALL STRATEGIES (B) ✓
- ▶ NEED SPECIFIC REGULATIONS, NOT VAGUE OKAY TO CHANGE REGULATIONS
- ▶ VARIABLE SETBACKS OK.
- ▶ VARIABLE LOT SIZES
- ▶ HIGHER LOT COV. ON BIGGER LOTS TOO.

**ACCESS TO SUN & LIGHT**

- ▶ LOT SIZE DIFFERENCES = CHALLENGING.
- ▶ SETBACKS DIFFICULT TO REGULATE
- ▶ PROPER REGULATION OF PITCH OF ROOF & HOW THEY LOOK
- ▶ ~~NOT~~ DIFFICULT TO IMPLEMENTS... IT'S A GOOD POINT
- ▶ DIALOGUE W/ NEIGHBORS

**PUBLIC PRIVATE INTERFACE**

- ▶ VARED & MIXED
- ▶ ENCROACHMENT AN ISSUE BUT SPEEDING WILL BE BAD
- ▶ DIFF. BETWEEN LOCAL & BIGGER STREETS (23rd)
- ▶ ONE CAR GARAGE
- ▶ LANDSCAPING IMP.
- ▶ PARKING ON STREET SLOWS DOWN TRAFFIC
- ▶ NO LOWERING OF ON-SITE PARKING STANDARDS
- ▶ DON'T WANT TO SEE GARAGES

**PUBLIC REALM**

- ▶ LOOK AT EXISTING PARKS INSTEAD NEW ONES
- ▶ KEEP TRAFFIC SLOW. ✓ NO SPEEDING
- ▶ NO SIDEWALKS!
- ▶ PEOPLE, BIKER REGULATE SPEED
- ▶ KIDNATION OF PARK IS GOOD.
- ▶ IMPROV. 26 & 30X
- ▶ SIDEWALKS/BIKELANES
- ▶ NO GUTTERS & SIDEWALK
- ▶ SUPPORT FOR ROADHOUSE: UNDERDEVELOPED BIG LOT, TALK ABOUT HISTORY OF NEIGHBORHOOD.
- ▶ SOFT EDGE

### VISION

- ▶ LIKE THE VISION
- ▶ DESIGN VISION GOALS WELL REFLECTED
- ▶ ORGANIC ENVIRONMENT
- ▶ NOT SURE HOW TO REGULATE IT.
- ▶ NOT SURE TO TURN POSITION INTO POLICY.
- ▶ PARKING ISSUES
- ▶ BE A GOOD NEIGHBOR /
- ▶ COMPETING CONCERNS & DUALITIES NEEDS TO BE ADDED.
- ▶ WRITE REGULATIONS TO PROTECT NEIGHBORHOOD
- ▶ DO NOT OVER-REGULATE
- ▶ BRING BACK RICHNESS OF WORKSHOP SUMMARY
- ▶ NO REGULATION "ADDITIONAL"
- ▶ PLEASURE POINT "GO WITH FLOW" VIBE IS CREATING A LOOPHOLE FOR OTHER PEOPLE TO COME IN & TAKE AWAY...

**OTHER IMPLEMENTATION**

- ▶ HOW TO IMPLEMENT ✓
- ▶ GREEN BUILDING
- ▶ DESIGN GUIDELINES NOT APPROPRIATE
- ▶ NEED TO BE SPECIFIC IN STRATEGIES - MEMORABILITY
- ▶ DESIGN REVIEW BOARD (SPUT)
- ▶ COMPARE COUNTY W/ OTHER CITIES - COPYING IMPROVEMENTS
- ▶ ALLOW NEIGHBOR TO BE PART OF THE PROCESS

**CODE ENFORCEMENT**

- ▶ VARIETY OF STREET OPTIONS (STANDARDS)
- ▶ NEW SUGGESTIONS/REGULATIONS DO NOT APPLY TO EXISTING HOUSES/CONDITIONS
- ▶ NON-HOMOGENOUS SOLUTIONS
- ▶ BOATS/RV ON STREET ARE IN VIOLATION? SHOULD BE ADDRESSED
- ▶ NOTIFICATION OF NEW HOUSES AND VARIANCES
- ▶ LIMITED/NARROW STREETS

**CODE ENFORCEMENT**

- ▶ MATERIALS IMPORTANT
- ▶ ARTICULATION IMPORTANT.
- ▶ DIALOGUE W/ NEIGHBORS
- ▶ AGREE TO DISAGREE
- ▶ CAN UNDERSTAND THIS, BUT NOT VAGUE LANGUAGE
- ▶ FLEXIBILITY OF COMPETING CONCERNS

**NEXT STEPS**

**APPENDIX A:**

**COMMUNITY FEEDBACK TEXT**  
**(Comment Cards, Whole Group & Breakout Groups)**

The following is a summary list of comments submitted by the community in the comment cards. The comments are organized under the headings as listed in the comment card. A blank comment card is attached for reference.

- I. SUMMARY OF COMMUNITY VISION
- II. OVERARCHING DESIGN PRINCIPLES
- III. COMMUNITY DESIGN IMPROVEMENT TOPIC AREAS
- IV. ADDITIONAL COMMENTS

## I. SUMMARY OF COMMUNITY VISION

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### V1: "SMALL TOWN"/BEACH COMMUNITY CHARACTER

#### Community Comments:

- Small homes should be promoted but people should be told how to design a small home.
- Diversity of lot sizes.
- Less lot coverage. Lower FAR. 5-foot sideyards seem too small. Move to the north could have a 10-foot south side yard. Offset side setbacks.
- This does not include lots of vacation rentals or part-time residents.
- Agree w/ "personal expression in building", "valued freedom of choice & variation." FAILED TO NOTE: it got that way without government plans or meddling. DISAGREE: "garden community": It's been a "surf barrio" for a long time. Single family detached single lot development – a whale of exam (?) small individual prices (?)
- Only parts of this statement reflect my values for this community: "eclectic mix of homes", "freedom of choices in variation in design". You can't legislate that. It has to develop from individual choices, both good and bad.
- This is the most important and drives most of the other values.
- I would much rather this community grow up and appear less ghetto, not more.

### V2: COMPLEMENTARY SCALE OF NEW IMPROVEMENTS

#### Community Comments:

- New homes are too big.
- Taking into account lot size.
- Too subjective.
- Though the size of houses on average (in America) has increased, the lot size in Pleasure Point remains very small. These size lots cannot accommodate average size houses, only small ones.
- Many "adjacent buildings" are from an era past and are at the end of life. Why should new buildings "complement" a chicken coop? DISAGREE with vague terms such as "gradual" and judgmental terms such as "dominate." This is not the vision many had, just the vocal minority that got J. Beach to suffer this \$138/month expense (?)
- Context sensitive to neighbors, privacy, window location setback, wall heights elevated decks, views.
- I like the variety of Pleasure Point and don't want design standards. The eclectic nature of this community didn't develop through government planning and trying to "preserve" it will ruin it.
- New houses are too big.

### **V3: Access to sun and light**

#### **Community Comments:**

- This is often used to keep newcomers from getting what you already have.
- Too subjective, lots too small to limit even further. Could kill house values if too many rules.
- This includes fence height, which around some homes are getting excessive with “lattice” making on extra 2-3 feet above the limitations. This should not be allowed.
- Again a vague term “reasonable.” Great goal [?] in words, very difficult in deeds. Small lots will always have problems, and, in fact, small lots have less market value as they will inevitably have sun issues.
- Yes but how – equity? Simplicity? This is not classroom.
- Small lots mean that your neighbors will be very close to you. There are strategies you can take that don’t require denying your neighbors his right to build within the codes.
- Sun and light access, other than the space above the property, is not a property right and should not be regulated as such.

### **V4: Natural landscapes and systems**

#### **Community Comments:**

- Natural means natural, not “enhanced” or “improved”. Restoring native plants and water flow is important, but paved derails, more parking are not natural.
- What mean? Native plant, drought-tolerant natural materials.
- Property owners are generally intelligent and should continue to have the right to decide if they landscape or not. If they want the value to go up and can afford it they will figure it out.

### **V5: WALKABLE AND BIKEABLE CHARACTER**

#### **Community Comments:**

- Do not add sidewalks to streets.
- Use raised crosswalks. This will slow traffic and make pedestrians more visible. Narrow streets with trees and plants that meander helps calm cars.
- Walking needs to be safer.
- One-way streets are OK.
- Please consider making the 38<sup>th</sup> Avenue one-way (has to be towards ocean) and creating a walkway on the Capitola Side (no sidewalks, just a designated walking)
- The speed limits are too high in Pleasure Point. How can it be 25 mph down 37<sup>th</sup> as well as Portola from 41<sup>st</sup> to Capitola (a major thoroughfare)?
- Cars are not very compatible with these important characteristics. Closing East Cliff Drive to automobile traffic and/or creating more one-way streets will enhance safety of pedestrians and bikers of all ages.
- Yes need to make East Cliff safe to hikers and walkers – need a pedestrian path and bike path – not safe now Moran Lake to Anchorage...
- This is the USA, where every citizen and visitor should be allowed to drive through the neighborhood including the community itself.

### **V6: Neighborhood-scaled infrastructure improvements**

#### **Community Comments:**

- It is critical to build infrastructure to avoid homogenous solutions. Varied appearance is important to match neighborhood scale.
- Drainage needs to lead to groundwater recharge. The use of rain gardens, cisterns, permeable pavers. Urban runoff bad for the bay, surfers, etc. The softer less sterile streetscape is part of character and charm – it shows the people living there.

- Well-done improvements are needed.
- Undergrounding utilities will greatly enhance the access to sun and light. It will also be beneficial to the power company because the salt air causes a lot of power loss in this area.
- “Neighborhood-scaled”: what is this saying? There was overwhelming support to bury utilities. People even would pay. Focus on that simple improvement.
- What does it mean? Neighborhood scale sewer lines, streets, street lights? Signage? Not clear to me what this means.
- Thank you! It’s about time. Isn’t this what we have been paying property taxes to help accomplish over the past 40+ years.

## **V7: Clear and simple standards and permitting process**

### **Community Comments:**

- What is happening now is not working. People perceive new developments as too large and question if the rules are being enforced – scale bulk and style and community character, not just FAR.
- Should have fair, easy-to-understand rules.
- Clear, available information to the public.
- It shouldn’t be unduly onerous or confusing. Nor should it be so open to interpretation that knowing the right people or having the right connections allows anything to go through. It should utilize a great deal of review, plenty of time for commenting and community input.
- No vague or subjective terms to be used. Only measurable (with yardstick, literally), certifiable standards.
- Small towns, complementary scale, access to sun are difficult to achieve with simple/ clear standards/ zoning. May need process and guidelines
- Yes to simpler permit process, no to “design” standards unless they are objective rather than subjective – i.e. FAR, lot coverage, setbacks, etc. and apply equally to all lots of record.

### **Overall:**

- Keep things like they are.
- Like the vision.
- Design vision goals well reflected.
- Organic environment.
- Not sure how to regulate it.
- Not sure to turn position into policy.
- Parking issues.
- Be a good neighbor
- Competing concerns and dualities needs to be added.
- Write regulations to protect neighborhood.
- Do not over-regulate.
- Bring back richness of workshop summary.
- No additional regulation.
- Pleasure Point “go with flow” vibe is creating a loophole for other people to come in & take away.

## II. OVERARCHING DESIGN PRINCIPLES

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### Community Comments:

- Too much emphasis on how great everything is now. Building has already caused a lot of damage. Need a stronger hand to stop it.
- Less is better. Allow latitude for funkiness.
- Design should be the landowner's choice.
- Variation in house styles is important to encourage diverse front yards, gardens good, identified neighborhood.
- Keep and preserve the history of Pleasure Point. It is essential to future generations to keep the history alive.
- Variable setbacks.
- The "regulation" process for individual homes is not as important to the overall community as the more public spaces – natural areas, parks, open spaces, streets. Instead of focusing on setting design specifications, we should be emphasizing public improvements – undergrounding utilities, restoring natural ecosystems as much as possible, minimizing cars that are just driving through.
- Do not over-regulate. People need freedom to maintain Pleasure Point which as no shown up as the primary concern. The goal is to prevent investors (not neighbors) from maximizing profits while minimizing appeal.
- Pleasure Point is a unique neighborhood. Maintaining this unique flavor without over regulating. Perhaps allowing some flexibility with building placement and lot coverage as opposed to strict setbacks.
- Real problem is all the soft terms such as "guidelines", "suggestions", "strategies." Many of the principles are expressions of a particular person, or persons, aesthetics. The ideas are good but ultimately we need simple numbers and measurements and trust individual private property owners to do the right thing with the numbers in code. Period.
- With all the diversity in the planning area it seems to me it will be difficult to find a "one size fits all." Many of the design-related goals vary depending on what part of the planning area street (location) that is being covered (?). You could have design principles applied to different contexts but that require a certain amount of sun review (process). You may need to test some simple design standards such as setback, lot average, height that are very instructive and allow for good/ better design – porches, front yard, window location, management. Zoning equity does not equal context and sensitivity without design review process.
- Overall, my fear is that any "design standards" would be used to eliminate the creativity of the individual. It already happens in the coastal zone where "design review" has been used over and over to reduce the creativity of the individuality of design all in the name of "neighborhood compatibility". I've seen this happen with both the planning department and with neighbors. If we extend any type of design review to the ensure community this problem will multiply with more time and money required to be spent by the county, money which would be better spent in repairing and improving our public resources.
- I am in support of the strategies presented as a way of working to promote thoughtful, wise development in the now and in the future.
- Too much emphasis on how great everything is now. Building has already caused a lot of damage. Need a stronger hand to stop it.
- The "Existing Conditions Summary" did an excellent job of describing what makes Pleasure Point great. I do, however, oppose the intention to legislate things to "preserve." The neighborhood evolved to where it is today. To legislate the neighborhood to stop evolving will kill the neighborhood just as an animal will die if it doesn't evolve.
- Design should be of a scale that fits what is existing – or what was before the remodel boom.

- Must assume that we must grow? Condos next to Roadhouse not great.
- Make sure Vision #7 results in clear standards.
- Need to consider green building/ sustainability for area.
- Appropriate.
- Coastal design guidelines.
- Extending permit approval to the rest of the neighborhood.
- Single story appropriate
- More articulation is what
- Roof pitch, deck, balconies
- Single story works, is not a problem.
- 2-story mass needs to be articulated.
- Input from neighbors is respected
- Balance civil liberties w/ neighborhood character.
- Give the choice/ flexibility in setback to accommodate neighbor's sun and light.
- Minimize driveways, tandem parking.

### III. COMMUNITY DESIGN IMPROVEMENT TOPIC AREAS

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#### A. BUILDING HEIGHT AND MASS

##### Overall Community Comments:

- Create a Strategy A6: Review zoning standards (height, setback, coverage) with respect to the mixed large/small lot characteristics of the area. Perhaps lessen overall density which could be achieved using today's parameters to avoid "whale houses" (lot line to lot line build outs)
- Two-story 25' max. 2<sup>nd</sup> level 75% max of first. No 2<sup>nd</sup> story roof decks. Garage 20' setback from street. Build to lines as well as setbacks. Same story setbacks 7' from the 1<sup>st</sup> (deck). Front setback relate to \_\_\_ building frame. (?)
- Set strict guidelines on setback ratios. Large houses cannot extend to property line.
- We have building codes. Use them. Do not create more rules.
- Check code enforcement.
- Some of these strategies are arbitrary. How to enforce?
- Formulas, % coverage rules are better than arbitrary. Planners/committee allow/reject.
- Any of the "strategies" if selected as "preferred" are inherently type forming and not to the vision of freedom of choice and aesthetics. Who would judge an applicant's "compliance" with a "strategy"? A simple planner in our opinionated planning dept.?
- I am not sure that increasing lot coverage would minimize second stories.
- Treat each plan with individuality and tolerance for neighbors' needs.
- No one is better than the other suggestion because we want variety with great visual impact.
- Strict consideration should be given to the huge size of new homes being constructed because they impact the character of Pleasure Point and should not be allowed.
- Keep diversity with limiting size and scale of buildings if they will dwarf surrounding homes.
- Have people maximize the conditions of site rather than the square footage. Have them use lot wisely to promote green space, not get the biggest house they can. We obviously don't want mansions but we don't want to be limited.
- Minimize building mass and height in all ways. Rear and side setbacks, no second stories, no increase in lot coverage. For example, if you have to increase lot coverage, then make it contingent on no second story.
- Very important to keep in scale with land, nature and people.
- I believe building mass and height can only be enforced by setbacks and FAR type calculations. Changes to existing zoning rules is generally discouraged.
- Pleasure Pt has always held huge potential to be a gem in the 40+ years I have been associated with this community. The trend is the vast majority of families want big houses. We want families in Pleasure Pt. But we also want big houses that have character and reasonable setbacks.
- Not a consensus on method of regulating building mass and height. Private aesthetic vs. neighborhood consensus.
- Regulations vs. personal taste
- Phobia? Larger lot = larger house
- Like all strategies (B)
- Need specific regulations, not vague. Okay to change regulations.
- Variable setbacks OK.
- Variable lot sizes
- Higher lot coverage on bigger lots too.

##### A1 Community Comments:

- A1-A5: how do you do this with clear/ simple standards?
- A1-A5: CHOOSE NONE OR ALL. Key is diversity.
- Nice but pointless as far as too few wide lots.

- Use story poles to give neighbors and community knowledge of proposed development.
- Wider lots not as common.
- Strict rules can inhibit good design.
- Need flexibility for green design.
- Solar must be required (new buildings).
- Costs more.
- Basic good design.
- 1<sup>st</sup> photo makes sense. Quantitative. 2<sup>nd</sup> photo: prefer other options.
- 2 yes, 7 no.
- Articulation, break up but keeping functional aspect.

#### **A2 Community Comments:**

- Already done.
- Good.
- Reduce front setback (2<sup>nd</sup> story up front)
- Positive feedback on strategy, but needs to be used in conjunction with other things.
- Cove wants clear regs.
- Yes
- Elderly couples, allows more flexibility

#### **A3 Community Comments:**

- Negates strategy B2. Also contributes to less sun and light and privacy in neighbors rear yard.
- Related to A2.
- 3 yes, 5 no.
- Most preferable. Easy, preferred, feels good.

#### **A4 Community Comments:**

- NOTE: only AY, and AJ are "broad."
- OK but the fear is that the Planning Dept wouldn't use this properly. For example, your example photo on the left would be disallowed because there's no articulation.
- Good strategy.
- no

#### **A5 Community Comments:**

- Enough that they allow "freedom" of aesthetics and choice.
- What about curved roofs and other shapes that could be interesting and contribute to the aesthetic nature of the community?
- Good strategy.
- Don't allow this (referring to 2<sup>nd</sup> example photo for A5)
- 1<sup>st</sup> photo: favorite.
- 3 yes, 6 no.

## **B. SUN AND LIGHT ACCESS**

#### **Overall Community Comments:**

- Light important but privacy more important.
- For sun and light people must maximize their own sun and light for themselves which people don't then they must be aware of their effects on their neighbors.
- Allow flexibility of setbacks to optimize.
- Allowing consideration for your neighbors is a good idea.

- Allow houses to be more high to the south. More light comes to the neighbor, put the house closer to the north and have more space south.
- Don't want too many restrictions. Sun and light seems too arbitrary, especially for many lot sizes.
- Lots are too small already to do this. Use FAR, formulas, not "style" or arbitrary rules.
- Highly recommend a light impact administrative person to assess each application.
- Due to the diversity of homes/lots, I think you can only this a suggestion.
- Minimize lot coverage, maximize setbacks, don't allow multiple stories or second story overhands, don't shade your neighbors and underground utilities.
- All of the B "strategies" are vague. If objective is ["finite"?] access to sun then existing setbacks and heights in code are fine. Bottom line: It is impossible to not cast some shadows on neighbors given seasons and various lot orientations and sizes. Great "strategies"; impractical to implement except w/ numerics.
- Access to light: not sure how this relates to standard height limit setbacks. Seems like too refined a concern of taken past height limit and standard setbacks.
- B1-B5: clear and simple?
- Very important.
- This issue has the same problem as issue A. The only equitable way to enforce access to light is with setbacks and FAR.
- B1 and B2 keep the rules simple and keep individual judgments out.
- Concern about the impact of trees on sun and light.
- Allow different variation to setbacks to promote sun and light. Create building envelopes?
- Difficult to create regulations for this.
- Dialogue with neighbors
- Unintended nightmares
- Too much variety in each situation.
- Shadow studies common to many cities.
- Lot size differences = challenging.
- Setbacks difficult to regulate.
- Prefer regulation of pitch of roof & how they look
- Difficult to implement – it's a good point
- Dialogue w/ neighbors

#### **B1 Community Comments:**

- Many lots are too narrow. This would likely severely restrict or eliminate these people's ability to expand what is likely a very small house. (This comment also applies to B3-5.)
- Good strategy.
- Require story poles?
- 3 yes, 6 no.
- Consider orientation. Should be requirement.

#### **B2 Community Comments:**

- Contradicts some of strategies in A and contradicts B3.
- Consider reduced setbacks as a strategy.
- No.

#### **B3 Community Comments:**

- Picture (on small group discussion poster is a) bad example.
- Don't reduce front setback. Allow flexible front setback.
- Architect Cove Britton would go for shadow plan envelope – designing to it (but only reluctantly).
- Sunlight to neighbors is important – no 2-story houses!

- 2 yes, 7 no.

**B4 Community Comments:**

- 2 yes, 7 no.

**B5 Community Comments:**

- “A Frame” homes will allow light and keep characteristics of older Pleasure Point.
- Especially bad.
- Asymmetrical pitch helps north side.
- 1 yes, 8 no.

**C. PRIVATE AND PUBLIC INTERFACE**

**Overall Community Comments:**

- Don’t regulate.
- Don’t let encroachment go.
- Don’t speed up traffic.
- Strongly encourage the County to try to obtain property in the area to create open space and parks. Also, drainage in lots of areas needs improvement.
- These strategies will certainly help ensure non-homogenous facades.
- Do not lower parking standards for lower houses. Do not allow double garages on the street front. Strategies 2, 4 and especially 5 are good.
- The objective is flawed: “Encourage community interaction.” Some private property owners may not value this and may choose designs that “discourage” interaction as they may, as private individuals, NOT desire to open their PRIVATE property up to such “interaction.” We should not use “design strategies” to “modify” personal behavior or desires. Additionally, the treatment of the property line interface is worth looking at HOWEVER all the “CI-CJ strategies” focus on garage aesthetics. What’s up? Drop this whole idea!
- Relate garage size 1 or 2 stalls to width of lot. Garage no more than 30% of frontage. Garage setback 20’ minimum (parking) behind front of home 10’/ 15’ or behind house.
- None of these are really necessary. I don’t see this as a big issue in this area.
- While I hate houses that lead with a big, ugly garage, I believe legislating the public private interface is wrong. It is a person’s right to discourage sales people, Girl Scouts, missionaries, etc. from knocking on the door.
- Maximize/ encourage off-street parking.
- Good architect can change a garage.
- Varied & mixed
- Encroachment an issue but speeding will be bad.
- Diff. between local and bigger streets (23<sup>rd</sup>)
- One car garage
- Landscaping imp.
- Parking on street slows down traffic
- No lowering of on-site parking standards
- Don’t want to see garages

**C1 Community Comments:**

- Minimize auto orientation.
- Keep parking standards – don’t include garages, necessarily – since these are used as storage.
- Don’t lower parking standards.
- Light on the req’s on design. Footprint and size more important.

- Do we want a design review board? Good for Carmel, not here? (4 say yes, 5 say no)
- Adds to parking issues/ beach parking an issue. Adds friction: owners vs. visitors.
- 2 yes, 5 no.
- No to "Consider lowering parking standards for smaller houses."

**C2 Community Comments:**

- On C2-C5: all are fine, no need to "codify" any of these.
- C2a: Not allowed, but should be?
- C2a: keep it narrow.
- 2 yes, 5 no.
- Create a place-yard; create front yard w/ other elements. Allow water to soak in.

**C3 Community Comments:**

- C3-5 have design issues.
- 2 yes, 5 no.

**C4 Community Comments:**

- Yes.
- Tandem works – explore option.

**C5 Community Comments:**

- 639 36<sup>th</sup> Street has just poured a full red concrete frontyard.
- Not high priority as compared.
- Encourages pedestrian-friendly sights.
- Yes.

**D. Public Realm Improvements**

**Overall Community Comments:**

- Keep it slow!
- Streets are for walking, biking and cars.
- Non-homogenous variety is the spice!
- Save the Roadhouse.
- Maintain the current character of the cliffs.
- Keep the roads slow.
- Find some money to buy the Roadhouse with enough extra to keep it up.
- Need to improve walkways on 26<sup>th</sup>.
- Renovate old stores and markets.
- Please save the Roadhouse! This would be a great community site.
- Please save the Roadhouse! I'll help in any way.
- Install crosswalk on Portola near Coffetopia. Perhaps a community garden too?
- Find a place for community gathering.
- Yeah! Very important to upgrade park, lagoon, etc. Make it kid friendly!
- Leave it the way it is!
- I'm not sure what D1 means. However, there are only a very few immediate neighbors to the Floral Park were invited to discuss the changes to the Park. It seems pretty clear that this was driven by a few well-connected people. Every single day during the summer months the volleyball court was in use by families. They were primarily Hispanic, but were very welcoming to others (like myself). The usage and family orientation of the park is greatly decreased with the loss of the volleyball court and I am very disappointed that there was no real community input allowed in the decision-making process.
- I personally like the areas of "encroachment" as it adds to the uniqueness of the Point.

- The street system is basically in so are existing streets as standard 20' min. (not typical subdivision standard).
- More commercial services, neighborhood stores and businesses.
- Open space very important! Purchase S-turn property by Moran Lake. Designate Roadhouse as historic site and possible park site to support our history and to enhance future communities.
- The public improvements I'd like to see most are the following: drainage, under-grounding utilities, improve Moran Lake. I formally object to a piece of private property, not for sale, being listed as a potential community use site.
- Vision statements capture community goals.
- Concern about posting and noticing of public.
- Evaluate changing F.A.R. for larger lots.
- Don't do anything that increases traffic speed.
- Alternative edge standards for collector streets?
- Study use of Floral Park before designating new parks.
- Parking omitted.
- Fire lanes
- Public vs. private (residents) parking
- Quantity of parking
- Code enforcement!
- Lower F.A.R. too big.
- Solar/ green
- See older cottage F.A.R.
- Going down basement
- Check recent homes for F.A.R.
- Look at existing parks instead of new ones
- Keep traffic slow. No speeding.
- No sidewalks!
- People, biker regulate speed
- Acquisition of park is good.
- Improve 26<sup>th</sup> and 38th Ave. bikelanes
- No gutters or sidewalks
- Support for Roadhouse: underdeveloped big lot. Talk about history of neighborhood.
- Soft edge.

#### **D1 Community Comments:**

- Remove the roadhouse from this. This PRIVATE property is a "shiny pebble" for a certain minority of gadflies who are imposing their values on a retired lady and her family trying to restrict what she can do with an end-of-life eyesore. It's her PRIVATE PROPERTY, not ours or theirs. County has no money or plans to buy at market value.
- Keep street repaired. Work towards undergrounding utilities.
- !!!! (strong support)
- Need more neighborhood commercial (of the kind we want)?
- Need more neighborhood live/work.
- Leave dirt farm as is!!
- Need more green policies – pavers, solar, etc.
- No mention of disparity in lot size
- Options for multi-family lots
- Maintain value of lots
- Plethora of approaches not represented.
- No consensus re: controls at first workshop
- "No regulation" option not represented.

- Buy Roadhouse as community center!
- Against court removal and fencing.
- Keep Natural spaces unimproved [?].
- Underground utilities: expensive but beautiful.

#### **D2 Community Comments:**

- Not sure existing encroachments that are passively allowed provide this but are in violation of code???
- Okay as long as on-street parking is not affected.
- D2a: hazard?
- D2: strongly support.
- D2c: wiggly edge slows traffic.
- 8 yes, 1 no.
- Keep them muddy!!
- Code enforcement of trucks.
- Extend permit parking on all streets.
- Improvements of E. Cliff.

#### **D3 Community Comments:**

- Need curbs and gutters on larger streets like 26<sup>th</sup> and 30<sup>th</sup>.
- Agree; do not adopt county standard sidewalk requirements.
- Can't answer, as you have not identified what the standards would be.
- I would like to see the county improve sidewalks. Today the only option on some streets is for people to walk dangerously down the middle of the road as your picture clearly shows. In my mind the current situation is impoverished and is not "character."
- Surfer street example might have drainage problems – swales?
- No more sidewalks. Take out existing ones and replace with trails. Natural pathways – not paved.
- Don't stripe smaller streets (37<sup>th</sup>) – makes cars go faster.
- Fix up private roads/ alleys (i.e. Moana Way)
- Surfer photo: soft edges on road.
- Right photo: designed for speed.
- Yes. No double yellow.
- Walking paths (on 38<sup>th</sup>) along parking. Should it be one way?

### **E. OTHER IMPROVEMENTS**

#### **Overall Community Comments:**

- Coast promenade only.
- Improve parking, reduce speed on streets, and improve parking permit rules for residents.
- No curb and gutter. Look towards more of a "French drain"-style drainage for groundwater recharge.
- Take the double yellow lines out of most streets.
- Smaller streets. Don't need gutters/curbs/sidewalks.
- 26<sup>th</sup> and big streets do need walkways before someone gets killed by a car or truck.
- Sidewalks? Would be nice but not sure anyone would go for it.
- More parks, bike lanes, one sidewalk on each street.
- Purchase Roadhouse as Pleasure Point community center.
- Underground utilities!
- Define fire lane of [?] 20' and paint on street for enforcement. Add head-in parking on South Side of East Cliff at Corcoran Lagoon Beach (big beach, little parking).

- At the start of the meeting, I felt you skipped a step in the visioning process – that you “presented” a vision of goals instead of working with the community to craft the vision statement. There are a lot of counterbalancing desires in this community and you have not reflected that at all.
- Support more natural surfaces! Soft edges, curved, less linear and hard roadscares.
- I would like to see the county provide a parking lot on the space by O’Neill’s house. This would relieve parking on community streets. The county has stood by and watched significant portions of this land erode into the sea. Do smart governments allow such waste?
- Stormdrain needed on Madrone
- 34<sup>th</sup> parking encroachment
- RV/ boat parking = ugly. 72-hour limit – CHP.
- 7-ft fence on 34<sup>th</sup> and Hawes
- Teardowns of SFD’s for MF/condos (i.e. condos on E. Cliff by Roadhouse)
- Vision: not consistent with Cove Britton’s or Susan Porter’s group in workshop #1. Focus was on minimizing regulation.
- Concern about over-coverage on lots.
- Calculation of size of building [spell out] to neighboring houses to “average” size
- Extend coastal permit.
- Good to stay within neighborhood.
- Codify the preferred suggestions.

#### IV. ADDITIONAL COMMENTS

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##### Overall Community Comments:

- It would be helpful to know if the houses that seem out-of-scale/too large conform to existing rules or have variances. My understanding is a house can have total square feet of 50% of lot size and the footprint can be 25%. It is hard to believe that the big houses are only 25% of the lot on 1, 5, 7, 8 and 12 Moran Way.
- New construction, e.g. 30<sup>th</sup> and East Cliff Drive, is too large for the neighborhood and out of character.
- Design standards for size and design are good.
- Control out of size new buildings. If it is biggest on the street or 20% larger than average, then control the hell out of it. Stop the BIG out of area speculations.
- Why do we have to plan for higher growth rates? Why does a 1000 SQFT house have to get replaced with 2500 SQFT? The lack of willingness to deal with growth will ruin the thing we like about the neighborhood. Too many rules will make the houses look too similar. Too much subjectivity leave it up to the counter person and County. How to insure that there is not a backlash when the new regulations/ recommendations finally come for final approval. Can we get this information out to other property owners so we don't get rejection at the end? Emerald Hills Design Guidelines (Redwood City) got shot down after two and a half years of work.
- Smaller Floor Area Ratio
- Keep it small and beach cottages.
- Use the existing building codes. Do not create more rules.
- Existing code is quite sufficient enough to stomach! I do not want another bureaucracy.
- We believe there are enough regulations. Don't make Pleasure Point a cookie cutter copy of Silicon Valley. That's why we are not there. We love the casual, family atmosphere of our area.
- New rules may have unintended consequences – reducing the values of existing homes if there are too many limits on renovation or new construction.
- Need Design Review Board.
- Please preserve the Pleasure Point Roadhouse.
- Need community center, e.g. Roadhouse.
- The whole focus on architecture and subjective aesthetics “strategy” for private property is misguided. Focus on the public realm. The implication that change is bad is a conclusion that consultants and planning dept have prematurely made. Focus on simplification of all sections of Chapter 13 that are subjective and discretionary.
- On East Cliff, I would hope that no parking would be developed on the ocean side. Perhaps development of a parking area for visitors in the Portola Drive area would encourage people to bike, skate and walk?
- Strong public infrastructure can provide a unifying design framework for neighborhoods – signage – lighting – street \_\_\_\_\_ - trails & paths - \_\_\_\_\_. Need to define where you can park and where not to park. Signage/ street marking. East Cliff safe to pedestrians & bikers. Moran Lake path should be improved from East Cliff to 30<sup>th</sup> – Now dirt & \_\_\_ roots mud when rain.
- Save open areas.
- No existing stormdrains on Madrone Avenue. Want stormdrains. Bad drainage.
- Setbacks should deal with living structures and visual access for neighbors' yards and windows.
- Only improvements needed are for safety. Slow traffic, add lights for nighttime, address erosion of cliffs.
- Keep it peaceful.
- More permeable surface.
- Allow basements.

- Use second story poles so people can see what is being proposed.
- Owner of property that has a 7 ft fence at corner of 34<sup>th</sup> and Hawes should be required to conform to code and reduce it to 3 ft – create a hazard for people trying to turn from 34<sup>th</sup> to Hawes.
- I appreciate all the work the staff has done on these workshops.
- Thank you for your work and efforts to find ways to thoughtfully and wisely plan future development. There are communities that work hard, with wise consideration for each other and the sense of the whole. I sincerely hope Pleasure Pt. can rise to protect its unique coastal country community for the present and future generations.
- There are different needs to make neighborhood streets walkable/ bikeable than to make through streets, like 26<sup>th</sup> Ave, walkable. While the slow speeds of narrow neighborhood streets allow walking in the middle of the road, high speeds, buses and other traffic make 26<sup>th</sup> very dangerous to walk on.
- Pleasure Point streets should not be divided with double yellow lines. This creates a major thoroughfare on a neighborhood street, like Portola Ave and 41<sup>st</sup> Ave. After the lines were installed the speed increased and drivers refuse to cross over the line even when passing pedestrians. Walking in the street with a car passing you at 25-30 MPH is hazardous and outrageous.
- I would hate to see this power grab go through that takes away individual property rights resulting in an over-regulated environment where there is little to no economic incentive to maintain or improve the property. Why is only Pleasure Pt being segregated for over-regulation?
- Other implementation
- Code enforcement
- How to implement
- Green building
- Materials important
- Articulation important
- Design guidelines not appropriate, need to be specific in strategies (measurability).
- Design review board (split)
- Comparing county with other cities – codifying improvements
- Allow neighbor to be part of the process
- Dialogue with neighbors
- Agree to disagree
- Can understand #s, but not vague language
- Variety of street options (standards)
- New suggestions/ regulations do not apply to existing houses/ conditions
- Non-homogenous solutions
- Boats/ RV's on street are in violation? Should be addressed.
- Notification of new houses and variances
- Limited/ narrow streets

**APPENDIX B:**  
**COMMENT CARD RANKING MATRIX**

# Pleasure Point Community Planning Process

## Workshop #2 Comment Card - Quantative Results

### I. Summary of Community Vision

	-2	-1	0	1	2	No Comment	Total Responses
V1	3	1	1	2	29	2	38
V2	6		1	4	23	4	38
V3	5		4	7	20	2	38
V4	3		1	8	23	3	38
V5	3			5	28	2	38
V6	4		1	5	23	5	38
V7	4	2	3	4	18	7	38

### II. Overarching Design Principles - See Narrative Summary

### III. Community Design Improvement Topic Areas

#### A. Building Mass and Height

	-2	-1	0	1	2	No Comment	Total Responses
Strategy A1	8	3	4	6	12	5	38
Strategy A2	10	4	2	6	11	5	38
Strategy A3	7			11	15	5	38
Strategy A4	4	5	4	9	11	5	38
Strategy A5	4	1.5	4.5	10	13	5	38

#### B. Sun and Light Access

	-2	-1	0	1	2	No Comment	Total Responses
Strategy B1	6	2	2	7	15	6	38
Strategy B2	7	1	5	7	12	6	38
Strategy B3	8	2	3	7	12	6	38
Strategy B4	7	2	4	11	8	6	38
Strategy B5	8		1	11	13	5	38

#### C. Private and Public Interface

	-2	-1	0	1	2	No Comment	Total Responses
Strategy C1	12	3	4	4	9	6	38
Strategy C2	5		8	10	8	7	38
Strategy C3	6	2	5	9	10	6	38
Strategy C4	4	1	5	10	12	6	38
Strategy C5	6	2	2	7	16	5	38

#### D. Public Realm Improvements

	-2	-1	0	1	2	No Comment	Total Responses
Strategy D1	3	2	2	2	23	6	38
Strategy D2	7	2	4	7	13	5	38
Strategy D3	6	1	3	14	9	5	38

**APPENDIX C:**

**COMMUNITY VISION SUMMARY HANDOUT**

## Pleasure Point Community Design Vision and Goals

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*As part of the neighborhood planning process, community members in Pleasure Point engaged in a series of interactive visioning exercises at a community workshop. Based upon the results of the workshop, seven goals were identified. These goals are listed below along with a summary of community input used to develop each goal. Together, the seven goals express the overall vision for the Pleasure Point community.*

- 1. Retain “small town”/beach community character (i.e. smaller lots, appropriately-scaled homes, and narrow, shared streets) while affording personal expression in building character and landscape.** Residents expressed a desire to retain the existing sense of community with a small town feel and eclectic mix of homes. Participants valued freedom of choice and variation in design, but want to ensure Pleasure Point remains a safe and simple garden community that is family-oriented.
- 2. Ensure that the scale of new developments and improvements is complementary to adjacent buildings.** Community members expressed the importance of context sensitive design. Residents believe new homes and new additions should contribute to the neighborhood character established by existing homes. Participants acknowledged that the scale of homes will continue to evolve (homes are much larger today than they were 20 years ago), but feel strongly that the evolution should be gradual and that new homes should not dominate neighboring residences and the larger community.
- 3. Promote access to sun and light in private development.** Workshop participants identified a core community value of access to light and air in private areas of the community. Participants felt strongly that new development should respect the light and air access of adjacent homes. Thus, residents in the Pleasure Point neighborhood should have access to a reasonable amount of sun and light when in their homes and yards.
- 4. Enhance and encourage natural landscapes and systems.** Residents also identified the natural and unbuilt areas of Pleasure Point as particularly important and integral to the community’s character. Workshop participants envisioned retaining, if not increasing, the quality and access to natural areas and open spaces, including Moran Lake, beaches, trees, and Corcoran Lagoon. Several residents expressed a desire to enhance habitat and other areas. Other residents voiced a desire to work with nature and envisioned a more sustainable Pleasure point neighborhood.

5. **Retain and enhance the walkable and bikable character of the area.** Another key component of the existing community character includes the large portion of residents that choose to walk and bike. Workshop participants believe retaining and enhancing the walkability and bikability of the neighborhood is critical to the community vision. This includes treating streets as public open space where safety for pedestrians and cyclists of all ages and abilities is the highest priority. Access and connectivity will also be enhanced by increasing the number and extent of paths and trails.
6. **Provide for neighborhood-friendly and appropriately-scaled infrastructure improvements (i.e. drainage improvements and overhead wire removal).** Workshop participants envisioned a cleaner streetscape environment with fewer drainage problems and few, if any, overhead utilities. Community members identified the need to improve public and private storm water management. Infrastructure improvements that are aesthetically pleasing and appropriately-scaled can enhance neighborhood character and protect both public and private property from future damage.
7. **Establish clear and simple design standards and permitting process for building improvements.** Workshop participants expressed a desire for design standards that protect the community character, support and encourage the community vision, and still allow for flexibility and creativity of design and construction. The community wants standards that are clear and concise and a process that is simpler and less bureaucratic.

**APPENDIX D:**  
**COMMENT CARD SAMPLE HANDOUT**

**D. Public Realm Improvements**

Comments:

	Strongly Disagree	-1	No Opinion	0	1	Strongly Agree	2
Strategy D1 .....	-2	-1	0	1	2		
Strategy D2 .....	-2	-1	0	1	2		
Strategy D3 .....	-2	-1	0	1	2		

**E. Other Improvements**

**IV. ADDITIONAL COMMENTS**

Please write down any additional thoughts you may have regarding any other topics you feel are important as well as comments regarding the process in today's workshop.

Name \_\_\_\_\_ Address \_\_\_\_\_

If you are unable to return this at the end of the meeting, please mail or fax to:  
 Pleasure Point Community Planning Process c/o Frank Barron, Project Manager  
 County of Santa Cruz, Planning Department,  
 701 Ocean Street, Santa Cruz, CA 95060  
 Fax: (831) 454-2131  
 Web: www.sccoplanning.com (click on "What's New")

**Pleasure Point  
 Community Planning Process**

COMMUNITY WORKSHOP #2: DESIGN PRINCIPLES & ELEMENTS

June 7th, 2007 • 6 p.m.-9:00 p.m.  
 Simpkins Family Swim Center • 979 17th Avenue, Santa Cruz

**COMMENT CARD**

This Comment Card is provided for your convenience. Please provide written comments below and return the comment card to the facilitators at the end of the workshop. **Thank You!**

**I. SUMMARY OF COMMUNITY VISION**

Do you affirm the vision?

	Strongly Disagree	-1	No Opinion	0	1	Strongly Agree	2
V1: "Small town"/beach community character .....	-2	-1	0	1	2		
Comments:							
V2: Complementary scale of new improvements .....	-2	-1	0	1	2		
Comments:							
V3: Access to sun and light .....	-2	-1	0	1	2		
Comments:							
V4: Natural landscapes and systems .....	-2	-1	0	1	2		
Comments:							
V5: Walkable and bikable character .....	-2	-1	0	1	2		
Comments:							
V6: Neighborhood-scaled infrastructure improvements .....	-2	-1	0	1	2		
Comments:							
V7: Clear and simple standards and permitting process .....	-2	-1	0	1	2		
Comments:							

## II. OVERARCHING DESIGN PRINCIPLES

Please describe any comments on the Overarching Design Principles from the presentation.

## III. COMMUNITY DESIGN IMPROVEMENT TOPIC AREAS

Please describe improvements in the following categories that you believe are important for Pleasure Point. Please circle the corresponding number rating your preference for your each strategy presented.

### A. Building Mass & Height

Comments:

	Strongly Disagree	-1	No Opinion	0	1	Strongly Agree	2
Strategy A1 .....	-2	-1	0	1	2		
Strategy A2 .....	-2	-1	0	1	2		
Strategy A3 .....	-2	-1	0	1	2		
Strategy A4 .....	-2	-1	0	1	2		
Strategy A5 .....	-2	-1	0	1	2		

### B. Access to Sun & Light

Comments:

	Strongly Disagree	-1	No Opinion	0	1	Strongly Agree	2
Strategy B1 .....	-2	-1	0	1	2		
Strategy B2 .....	-2	-1	0	1	2		
Strategy B3 .....	-2	-1	0	1	2		
Strategy B4 .....	-2	-1	0	1	2		
Strategy B5 .....	-2	-1	0	1	2		

### C. Public Private Interface

Comments:

	Strongly Disagree	-1	No Opinion	0	1	Strongly Agree	2
Strategy C1 .....	-2	-1	0	1	2		
Strategy C2 .....	-2	-1	0	1	2		
Strategy C3 .....	-2	-1	0	1	2		
Strategy C4 .....	-2	-1	0	1	2		
Strategy C5 .....	-2	-1	0	1	2		

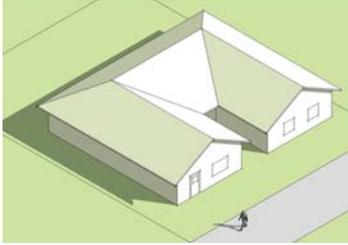
**APPENDIX E:**

**COMMUNITY DESIGN IMPROVEMENT  
TOPIC AREAS HANDOUT**

## A. BUILDING MASS AND HEIGHT

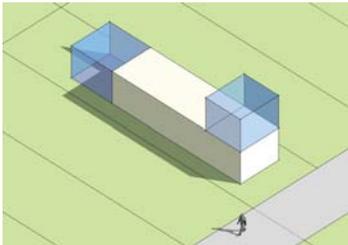
Objective: Maintain the "Pleasure Point" scale of building thereby strengthening neighborhood character.

### Strategy A1



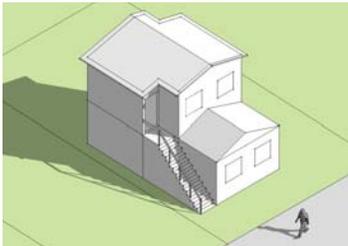
A1: On wider lots, break up building mass of longer front facade to create a sense of multiple structures.

### Strategy A2



A2: Allow an increase in lot coverage on smaller lots to minimize second story construction.

### Strategy A3



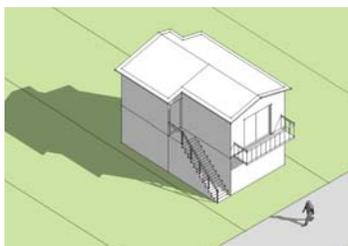
A3: Minimize overall bulk and massing through the use of second story setbacks.

### Strategy A4



A4: Minimize the appearance of overall bulk and massing through vertical and horizontal elements.

### Strategy A5



A5: Reduce the appearance of overall bulk and massing with building elements like balconies and pitched roofs.

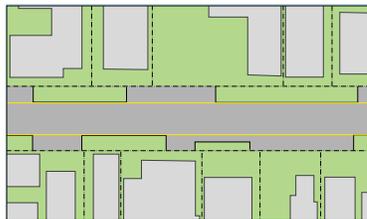
## D. PUBLIC REALM

Objective: Ensure that improvements to streets, infrastructure, parks and natural space and public spaces fit the character of Pleasure Point.

### Strategy D1 Community Improvements (Infrastructure, Access and Open Space)

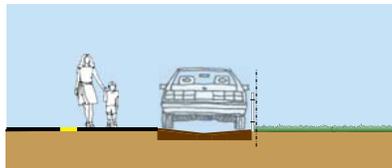


### Strategy D2 Edge Condition Treatments

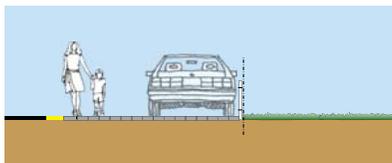


Existing Pleasure Point Public-Private Street Edge Condition (Plan View)

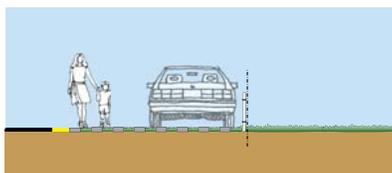
D2: Encourage public-private street edge conditions unique to Pleasure Point.



D2a: Gravel



D2b: Permeable Pavers



D2c: Pavers, Vegetation



### Strategy D3 "Pleasure Point" Streets

D3: Create local street standards to enhance neighborhood character.



## C. PUBLIC PRIVATE INTERFACE

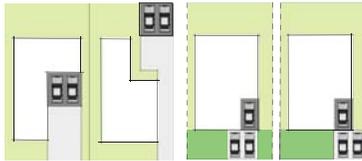
Objective: Encourage community interaction by creating more opportunities for friendly public-private interfaces.

### Strategy C1



C1: Minimize auto-orientation of building facade. Consider lowering parking standards for smaller houses.

### Strategy C2a C2b



C2a: Locate garages behind the primary entrance or in the rear of homes.

C2b: Locate on-site surface parking in a compact manner.

### Strategy C3



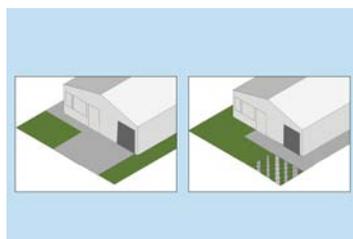
C3: Articulate garage doors and separate two-car garage doors into two one car garage doors.

### Strategy C4



C4: Allow tandem parking on all sizes of lots.

### Strategy C5

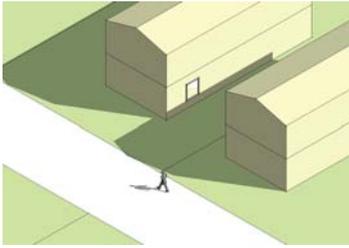


C5: Encourage larger, community-friendly, functional yard space. Maximize softscape materials in front yard.

## B. ACCESS TO SUN AND LIGHT

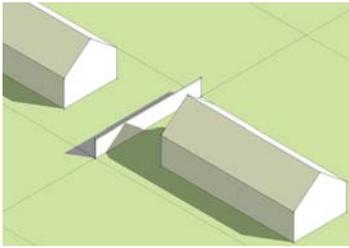
Objective: Promote access to adequate sun and light in neighboring homes and adjoining yards.

### Strategy B1



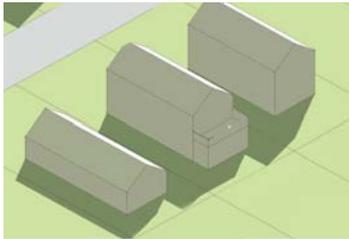
B1: Use side building setbacks to promote access to sun and light in the interior of a neighboring home.

### Strategy B2



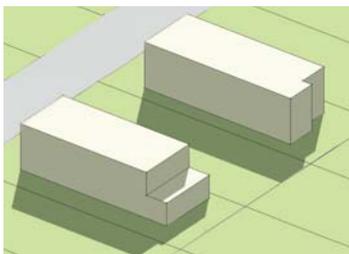
B2: Use rear setbacks to ensure access to sun and light in the rear yards of adjacent homes.

### Strategy B3



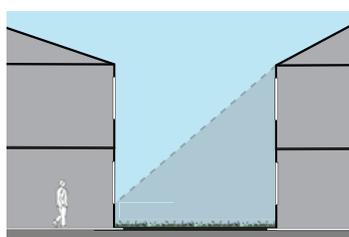
B3: Use rear building setbacks and second story setbacks to promote access to sunlight in adjacent backyards.

### Strategy B4



B4: Use horizontal and vertical building setbacks to mitigate shadows in adjacent backyards.

### Strategy B5



B5: Design roof pitch and minimize overall height of buildings to promote access to sun and light in neighboring homes.