

Approved as amended 12/11/2018
Board of Supervisors
DOC-2018-1010 #11a
Revised pages 5 & 13
(packet pages 110 & 118)



pleasure point commercial corridor

VISION AND GUIDING DESIGN PRINCIPLES

Public Draft
November 26, 2018

County of Santa Cruz
with assistance from MIG

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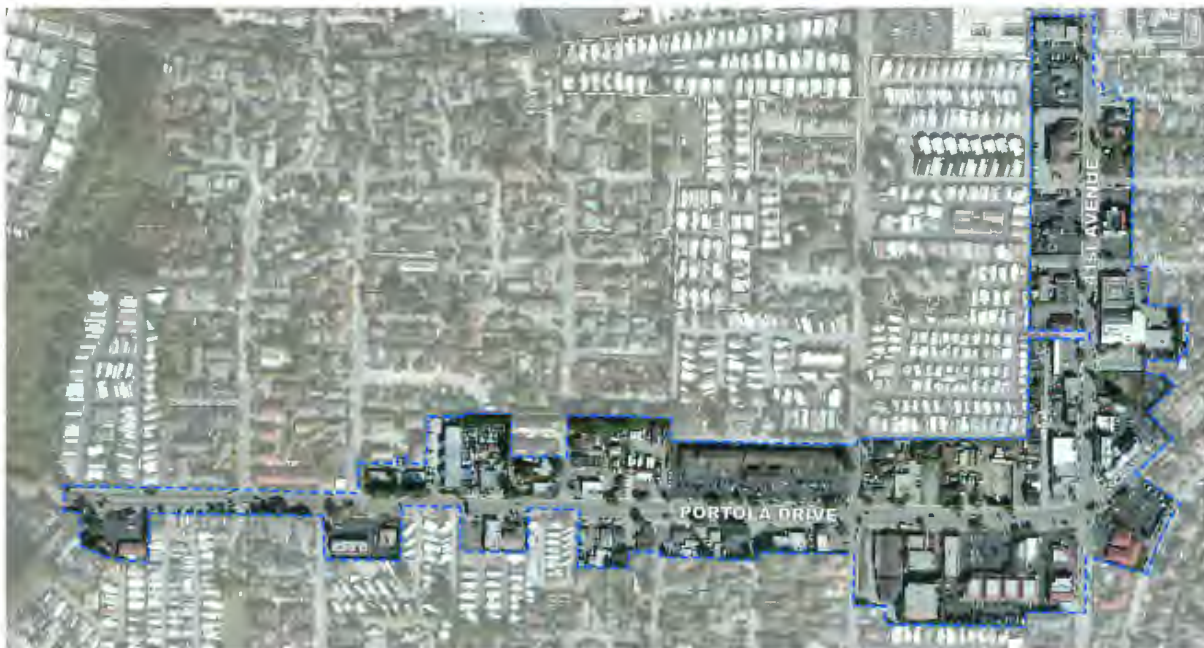
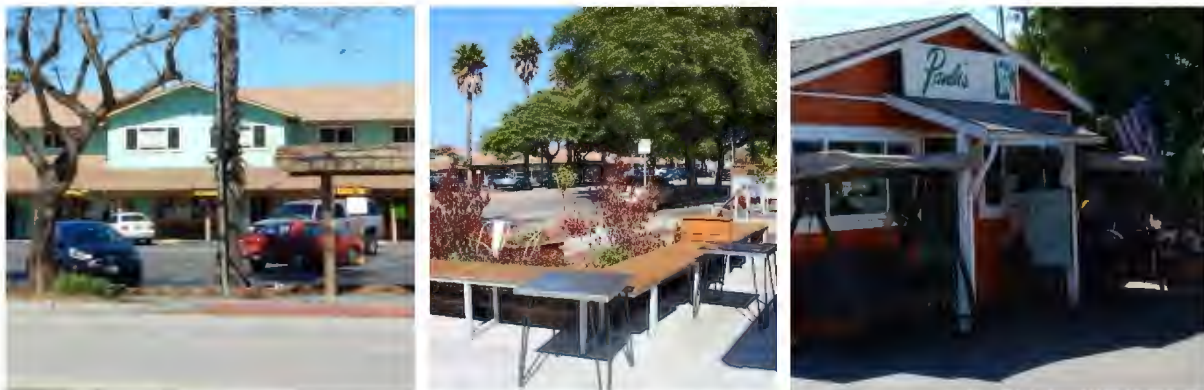
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PART I: INTRODUCTION AND VISION

Pleasure Point is a unique community with a strong identity, rooted in the natural environment and local surf and beach culture. Early in 2017, the County of Santa Cruz initiated a process to engage with the local community to develop a future vision and set of guiding design principles for the Pleasure Point Commercial and Mixed-Use Corridor (see figure below). This area includes properties fronting Portola Drive roughly between 26th Avenue and 41st Avenue, and the portion of lower 41st Avenue that is in the County. This area is a key asset to the community and has seen increased interest by developers for new projects.

While this document is applicable to both the Portola Drive and lower 41st Avenue areas, the focus of the community engagement, precedent examples and guidelines process was on the Portola Drive corridor. This was because this area has the greatest potential for future changes.



The Pleasure Point Commercial and Mixed-Use corridor includes both Portola Drive and lower 41st Avenue, as shown in the figure above.

COMMUNITY DISCUSSION AND COMMENTS

The County started the project by preparing an Existing Conditions Summary that included detailed analysis of current physical, social and economic conditions in the Study Area (available for viewing at: www.sccoplanning.com). The County then conducted an extensive outreach and engagement process that included multiple opportunities for the community to review and provide input on draft ideas and design concepts. Major components of this effort included:

- **Community Workshop #1 (September 16, 2017):** Nearly 150 people attended and provided comments on a draft vision for the area, as well as existing assets, challenges and opportunities.
- **Community Workshop #2 (November 14, 2017):** Over 140 people attended and provided comments on the emerging vision and draft design concepts.
- **Community Workshop #3/Online Survey (February 22, 2018):** Over 75 people attended and provided comments on the draft Pleasure Point design concepts. An online survey, completed by 270 people, was released following the meeting that reflected the content of the workshop in order to engage more members of the community.
- **Stakeholder Meetings (March 2017 and February 2018):** These meetings provided an opportunity for focused input from property owners, business owners, public agency staff, resident groups and local architects.



VISION

Identifying a shared vision for the future of the Pleasure Point Commercial and Mixed-Use Corridor was a key step in the community planning process. Building upon previous studies, extensive community comments, and the analysis of the area's existing physical conditions, the following **Vision Statement** was reviewed and refined by the community. Each of the design principles on the following pages are consistent with, and help implement, the Vision. Ultimately, the Vision Statement is key for describing how future public and private improvements will meet community desires.

Vision Statement

This Vision Statement is key for describing how future public and private improvements shall meet community desires:

“Pleasure Point is a vibrant and eclectic place where people shop, dine, live, relax, and interact. A place where people can walk safely along wide and active sidewalks, ride bikes and skateboards on safe and comfortable bicycle lanes, drive cars and access transit on streets designed for all modes of transportation. A place characterized by buildings with varied architectural styles and sizes, compatible with local character, interesting open spaces, and with attainable workforce housing. Where parking is convenient but does not dominate the area. An active, locally-focused social and commercial center where the neighborhoods on the north and south sides of Portola Drive meet.”

VISION

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PART II: PRIVATE REALM GUIDING DESIGN PRINCIPLES

The following guiding design principles apply to new and remodeled development projects on privately owned land in the study area. The “**private realm**” includes all uses located on private property, such as buildings, on-site parking, plazas and landscaping. While each parcel has its own unique size, shape and design constraints, the following design principles apply to all new private development along the Pleasure Point Commercial and Mixed-Use Corridor.

Purpose: To facilitate review and design of development projects so that each project contributes to the Vision for the area.

OVERARCHING PRIVATE REALM DESIGN PRINCIPLES



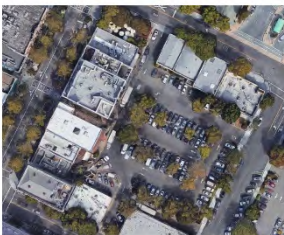
A. Support local economic vitality by encouraging a mix of businesses and uses that complement and support the surrounding residential neighborhoods, encouraging the inclusion of workforce housing, and discouraging new hotels.



B. Require quality architecture and materials that reflect the eclectic character of Pleasure Point. This includes supporting a variety of materials, colors and styles. However, large expanses of stucco on front and side facades is discouraged in the Pleasure Point community.



C. Encourage publicly-accessible plazas and landscaping to be incorporated into the site design of new development projects in order to improve aesthetics, create more shade, increase pedestrian activity and promote sustainability through the application of on-site prefiltration of stormwater.



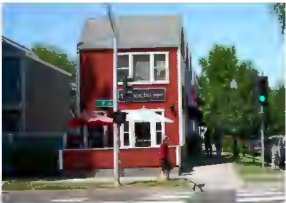
D. Require private parking to be located at the rear of parcels where feasible so it is not fronting Portola Drive. This will allow buildings to be closer to street and allow for a more active pedestrian environment.



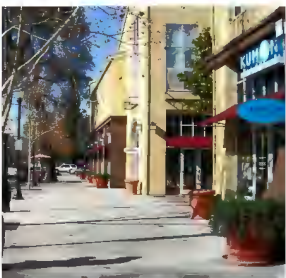
E. Minimize the appearance of building height by locating taller portions of buildings in the center of parcels and requiring articulated frontages.



F. Require buildings in the Corridor to respect the existing 35-foot height limit and minimize the appearance of height through setbacks, upper story setbacks and articulated frontages.



G. Encourage the transition of underutilized properties and auto-oriented properties on the north side of Portola Drive west of 36th Avenue to mixed-use and residential development, with zoning and development standards that support attainable housing (including smaller units suitable for seniors and singles).



H. Support the transition of underutilized parcels east of 36th Avenue to predominantly commercial uses, with some residential units predominantly on the upper floors.



I. Encourage publicly accessible art on privately-owned parcels through the installation of murals, creatively designed bicycle racks and benches, and other decorative and functional art, especially within sites east of 36th Avenue.

DISTINCT CHARACTER AREAS

The Pleasure Point Commercial and Mixed-Use Corridor has a range of different lot sizes and existing uses, and the character of the area changes as people move along the corridor. In order to implement the Vision Statement while also considering variations in lot sizes and uses, the corridor is divided into three portions as shown below.



Western Portion (26th Avenue to 36th Avenue)

A residentially-oriented mixed-use area with some smaller-scale commercial uses. Ground floor residential is encouraged to replace auto-oriented uses to strengthen the residential character. Retail and office uses can be located on intermittent corners and other viable locations.



Middle Portion (36th Avenue to 38th Avenue)

A commercial mixed-use area that builds on existing local shops, restaurants, services and other destinations. New mixed-use projects are possible with residential uses and ground floor retail (some sites may be suited to horizontal mixed-use with some ground floor residential). There is a potential for micro-retail and small-scale dining kiosks within existing parking lots. West of 36th Avenue, the north side of Portola Drive transitions to a residential mixed-use area.



Eastern Portion (38th Avenue to 41st Avenue)

A commercial mixed-use area that builds on the existing mix of retail, restaurant and other commercial uses. New mixed-use projects are possible with residential uses on upper floors. Continue the diversity of uses and architectural character present on lower 41st Avenue.





STYLE AND CHARACTER

Intent: To protect and enhance the eclectic character of the Pleasure Point community by insuring that future developments and improvements reflect the unique nature of the area.

- 1. Architecture.** Require varied architectural styles and the use of natural materials that support the character of Pleasure Point. Discourage large expanses of stucco on front and side facades, corporate or franchise-specific architecture, or other styles that do not reflect the Pleasure Point community.
- 2. Maximum Building Size.** Encourage small or fine-grain buildings that provide space for small local “mom & pop” stores, cafes and restaurants. Prohibit individual tenant spaces larger than 20,000 square feet from locating in the corridor to support local businesses and discourage larger chain or “big box” stores.
- 3. Building Scale Character/Street Interface.** Require new buildings to be of an appropriate scale for the corridor, with building articulation and/or upper story stepbacks from public streets.
- 4. Massing.** Locate shorter (one to two story) buildings closer to Portola Drive and any three-story elements towards the middle of a parcel or site to reduce the feel of building mass from the street.
- 5. Height.** Respect the existing 35-foot height limit for any new building along the corridor.
- 6. Setbacks.** Ensure variable building setbacks:
 - a. Minimum:** Enough distance from face of curb to allow for a 10-foot sidewalk fronting Portola Drive and 6-foot sidewalks on side streets. Encourage larger sidewalks fronting Portola Drive when located in front of restaurants, cafes or similar uses to encourage outdoor dining.
 - b. Maximum:** 20 feet from the edge of the sidewalk to any new building with ground floor commercial, restaurant or office uses fronting Portola Drive, or 30 feet from the edge of the sidewalk for any new building with ground floor residential uses fronting Portola Drive or for outdoor cafes. Allow outdoor

seating/active patio areas within setbacks in front of commercial and restaurant uses. Building setbacks within the allowable range shall be appropriate for specific conditions, including building height, the proposed use, and allowances for landscaping.

- 7. Neighborhood Transitions.** Ensure that commercial buildings along Portola Drive provide a minimum 30-foot buffer between the building and the property line adjoining a residentially zoned parcel. Encourage landscaping, plazas, mini-parks or parking in these buffer areas. Ensure new residential buildings along Portola Drive provide a minimum 20-foot buffer between the back of the building and the property line facing existing residential parcels. An additional 5-foot setback from the property line shall apply to the third story of any commercial or residential building adjoining a residential lot.
- 8. Stepbacks.** Step back the third floor of all commercial and mixed-use buildings an additional 10 feet from the first two floors along Portola Drive to break up building bulk and maintain the eclectic character of the corridor.
- 9. Articulated Frontages.** Ensure that new buildings and projects include articulated frontages with alternating setbacks, building planes, and varied colors and materials to break up bulk and create more pedestrian interest.
- 10. Active Street Frontages.** Encourage active street frontages, new alleys and active use of alleys along the corridor that incorporate features including outdoor seating, landscaping, and decorative and functional art such as decorative bike racks, fences, and murals. These areas should enhance the experience for pedestrians and bicyclists while encouraging people to linger and visit local businesses. They should also have varied and articulated front facades with extensive window glazing at the ground floor, to support an interesting and comfortable pedestrian streetscape.
- 11. Activated Corners.** Encourage the repurposing of corners in existing large parking lots for more active uses, such as flower stands, micro-cafes, and public art, to assist in activating the corridor and neighborhood, while maintaining onsite parking requirements.
- 12. Plazas.** Encourage new plazas along the corridor that have a blend of hardscape and natural landscaping to create areas of social gathering and interest.
- 13. Pop-Up Events.** Encourage temporary pop-up events and joint use of private parking lots to activate them.
- 14. Mountain Views.** Ensure that new or substantially remodeled projects on the north side of Portola Drive continue to provide views of the Santa Cruz mountains through the site from the sidewalk on the south side of Portola Drive. Corridor views may be acceptable.



DESIRABLE USES

Intent: To ensure the future economic vitality of the area by supporting local businesses and encouraging a mix of commercial, office, public/quasi-public, and residential uses that complement the surrounding residential neighborhoods.

- 1. Vertical Mixed-Use.** Encourage vertical mixed-use projects where the ground floor includes commercial and/or restaurant uses, and upper floor(s) contain commercial, office or residential uses. Vertical mixed use is the preferred type within the eastern portion between 38th Avenue and 41st Avenue.
- 2. Horizontal Mixed-Use.** Encourage horizontal mixed-use projects on larger parcels where a variety of uses can be in different buildings on the same site. When utilizing horizontal mixed-use, orient commercial, restaurant and office uses closer to Portola Drive, and residential uses either set back from the street or located towards the sides, middle or rear of the project. Public/quasi-public uses such as community centers may also be incorporated.
- 3. Workforce Housing.** Encourage new multi-family residential units consisting of attached housing developed at a density sufficient to support smaller dwellings, especially studios and one-bedroom units, that are more affordable by design to Santa Cruz residents and workers.
- 4. Hotels.** Discourage new hotels within the corridor, which are less favored by the community.



ON-SITE PARKING

Intent: To avoid negative impacts on surrounding residential neighborhoods and existing businesses, new or substantially remodeled projects should provide adequate on-site parking that is convenient for patrons and residents while also ensuring adequate space for enlivening uses on the street and convenient access for bicyclists and pedestrians.

1. **Amount.** New projects in the study area shall comply with parking standards in the Santa Cruz County Code.
2. **Tandem Parking.** Tandem parking is allowed for single and multi-family uses in the Corridor.
3. **Location.** Encourage the efficient layout of on-site parking to reduce the overall amount of parking coverage on the site and limit the number of unique ingress and egress points from the site to either Portola Drive or side streets.
4. **Rear Parking.** Require new developments to locate on-site parking towards the rear of the site whenever feasible. Parking is allowed within setback and buffer areas when there are appropriate edge treatments to limit impacts on adjacent residential neighborhoods.
5. **Stormwater Capture.** Encourage the use of permeable pavers, bio-swales and other methods in parking areas to capture onsite stormwater and pre-treat it before it goes into the public storm drain system.



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INTERNAL CIRCULATION AND ACCESS

Intent: To ensure new projects prevent circulation conflicts and enhance connectivity through improved site access, cross easements, enhanced safety and reduced delivery truck conflicts.

1. **Driveways.** Design driveways and alley access points to improve site access, enhance safety and reduce vehicle conflicts with all modes of travel. Encourage shared driveways.
2. **Long Blocks.** Provide safe and comfortable pedestrian paths along driveways and alleys to help “break up” larger blocks and allow for a more pedestrian scale along the corridor.
3. **Cross Easement Coordination.** Encourage property owners to create connections behind and between adjacent parcels by adding new easements, and to better coordinate existing easements to provide more alley access and site access through the back side or middle of larger blocks or sites. Encourage vehicular access between parcels to reduce on-street congestion. Specifically, when Assessor’s Parcel Number 032-041-68 is redeveloped, a vehicular cross easement is desired to extend Avis Drive through the parcel to connect with 35th Avenue on the western boundary of the site.
4. **Truck Delivery Coordination.** Encourage businesses to schedule truck deliveries during off-peak daylight hours (between 9:00 AM and 3:00 PM) so trucks do not conflict with commute times or create unwanted nighttime noise impacts for surrounding neighborhoods.

PART III: PUBLIC REALM GUIDING DESIGN PRINCIPLES

The following guiding design principles shall apply to streetscape enhancements within the Portola Drive right-of-way. The “**public realm**” includes all public streets, sidewalks and landscaping areas. Combined, these enhancements will improve mobility for all users, improve safety along the corridor, and create a more pleasant and desirable environment for the local community.

Purpose: To ensure that the repurposing of the streetscape and public realm improvements implement the community Vision.

OVERARCHING PUBLIC REALM DESIGN PRINCIPLES



A. Repurpose the Portola Drive right-of-way to calm traffic, increase on-street parking, and improve circulation, safety and amenities for pedestrians, bicyclists, transit riders, motorists and all other users of the Portola Drive corridor. Prohibit large trucks from using the adjoining avenues in residential neighborhoods for either routes or unloading areas.



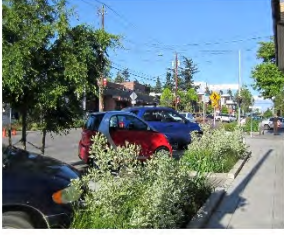
B. Enhance the eclectic Pleasure Point character with streetscape design and landscaping improvements that respond to the specific conditions and unique character of each block. Encourage public art throughout the corridor.



C. Improve pedestrian connectivity and safety through wider and more protected sidewalks, better marked crosswalks, better visibility of cars when crossing the street, and better site design.



D. Enhance bicycle safety and connectivity through wider and safer bicycle lanes, appropriate areas of green painted bicycle facilities, and potential new bicycle crossings (“bike boxes”) with signals at key intersections.



E. Maximize on-street parking opportunities along Portola Drive by reconfiguring the existing on-street parking to increase the number of parking spaces, especially within the middle and eastern portions of Portola Drive, while minimizing parking in neighborhoods.



F. Address circulation conflicts to improve site access, enhance safety and reduce delivery truck conflicts.

PORTOLA DRIVE: COMMON ELEMENTS APPLIED TO ALL SEGMENTS

Intent: To ensure efficient and effective streetscape improvements are implemented along all portions of Portola Drive, and that transitions along the street and with other streets are integrated.

- **Transitions.** Ensure that bicycle and travel lane streetscape improvements transition seamlessly from both “book ends” at either side of the Corridor, where Portola Drive transitions from two travel lanes to two travel lanes with a center turn lane.
- **Traffic Analysis.** Verify that reduced travel lanes will not result in unacceptable traffic congestion within the Study Area and surrounding community. If traffic would be unacceptable, consider partial streetscape improvements and/or other options in segments along the corridor that will have the greatest impact and will not significantly increase traffic congestion.
- **Accommodating Wide Sidewalks.** For new or substantially remodeled projects, require property owners to use a portion of their property within the required front setbacks for wider sidewalks where feasible. The amount of area required will vary along the corridor; however, property owners would generally need to provide four feet on the north side and five feet on the south side of Portola Drive for sidewalk use to ensure a consistent 10-foot-wide sidewalk area (consistent with the Long-Term Option for the streetscape).
- **Flexibility.** Enhance the eclectic Pleasure Point character with streetscape design and landscaping that responds to the specific conditions of each block.

DISTINCT CHARACTER AREAS ALONG PORTOLA DRIVE

The Vision Statement includes re-purposing the Portola Drive right-of-way from four driving lanes to two driving lanes with a center turn lane. Along with intersection improvements, this will help to calm traffic and improve circulation (especially by giving cars waiting to turn left a place to wait outside travel lanes), enhance bicycle and pedestrian convenience and safety, enhance landscaping, and increase parking opportunities. Transitioning from four lanes to three lanes improves safety and typically does not result in any increased congestion.

There is also the desire by the County and the community for the Portola Drive Streetscape to maintain and enhance the eclectic Pleasure Point character. The streetscape design should respond to the specific conditions of each block, such as the number of driveways and the existing and desired land uses, with appropriate transitions from commercial areas to more residential neighborhoods, while also providing common design elements to unify the street. In order to address the variable character of Portola Drive, the corridor is divided into three segments as shown below.

The **Western Portion** typically includes smaller parcels with many existing auto-oriented uses as well as residential uses fronting Portola Drive. The **Middle Portion** includes larger parcels that could be transformed into new mixed use projects. And the **Eastern Portion** includes more retail and buildings closer to the street, with a strong commercial orientation, similar to the character along lower 41st Avenue.

Western Portion
26th Ave to 35th Ave

Middle Portion
36th Ave to 38th Ave

Eastern Portion
38th Ave to 41st Ave



PORTOLA DRIVE: WESTERN PORTION

The following is a summary of the major roadway improvements envisioned for this portion of Portola Drive, including detailed intersection and cross-section changes. *Note: All proposed crosswalks, stop signs, bicycle improvements and intersection improvements will be further evaluated in a traffic study to identify the best configuration, traffic flow and bicycle/pedestrian safety improvements. Options could include roundabouts, traffic signals, or flashing lights at crosswalks.*

Existing Roadway Conditions



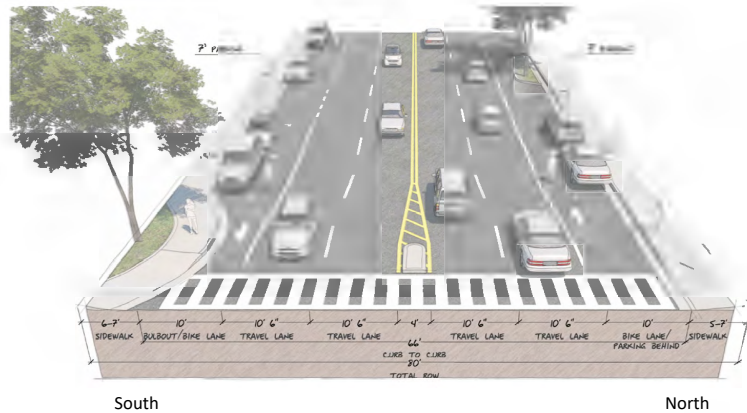
Conceptual Improvements



LEGEND		STREETSCAPE ELEMENTS	
	Project Boundary		New or Improved Crosswalk
	Existing Crosswalk		Improved Streetscape
	Removed Crosswalk		Transition Area
	Existing Stop Sign		Existing Bus Stop (to remain)
	Proposed Stop Sign		New/Reconfigured Bus Stop Location

Existing Street Condition

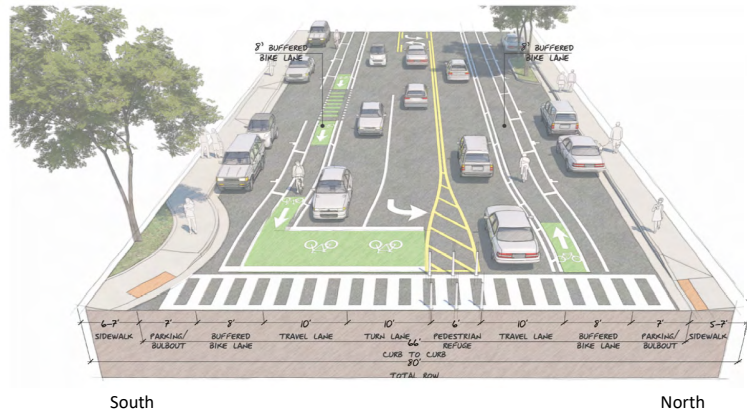
The existing street section along this portion of Portola Drive includes tree bulbouts, parallel parking, painted bicycle lanes, and two driving lanes in either direction.



Near Term Concept

This concept requires simple paint, striping and signage changes to meet the vision for the corridor. It would not require changes to the existing curbs or tree bulbouts (and is the least expensive to implement). Key improvements include:

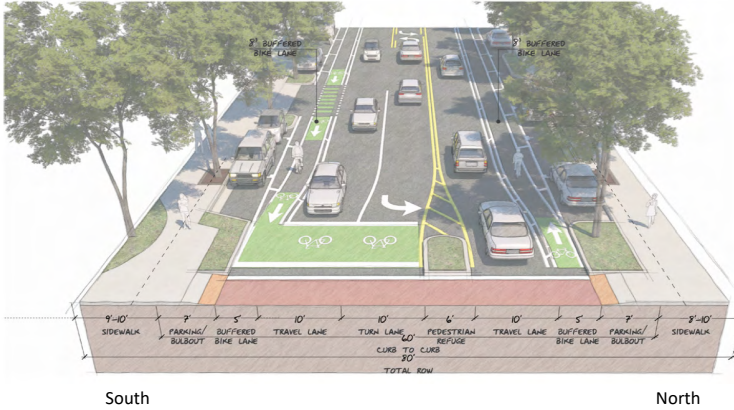
- Wider and safer bicycle lanes that are buffered from vehicle traffic
- Shorter pedestrian crossing distances at intersections
- New center turn lane and dedicated left turn lanes at intersections
- Potential use of “bike boxes” at some intersections



Long Term Concept

Builds out the Near Term Concept with new curbs and pavement changes. This would result in a moderate cost to implement. Key improvements include:

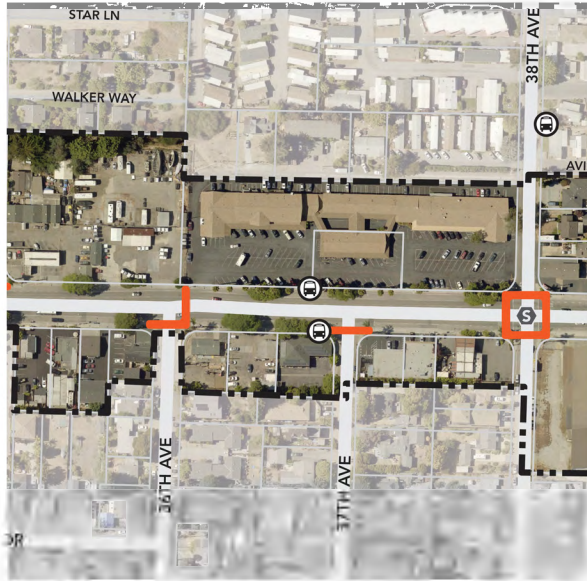
- More street trees
- Wider sidewalks and improved pedestrian crossings at intersections
- Additional bicycle improvements



PORTOLA DRIVE: MIDDLE PORTION

The following is a summary of the major roadway improvements envisioned for this portion of Portola Drive, including detailed intersection and cross-section changes. *Note: All proposed crosswalks, stop signs, bicycle improvements and intersection improvements will be further evaluated in a traffic study to identify the best configuration, traffic flow and bicycle/pedestrian safety improvements. Options could include roundabouts, traffic signals or flashing lights at crosswalks.*

Existing Roadway Conditions



Conceptual Improvements



LEGEND

Project Boundary

STREETSCAPE ELEMENTS

New or Improved Crosswalk

Existing Crosswalk

Removed Crosswalk

Improved Streetscape

Transition Area

Existing Stop Sign

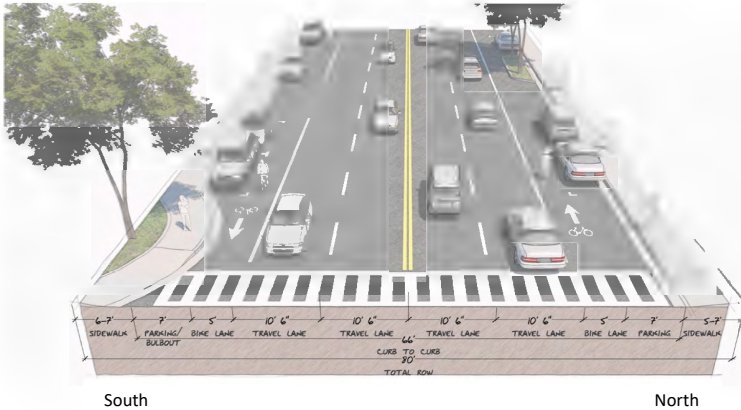
Proposed Stop Sign

Existing Bus Stop (to remain)

New/Reconfigured Bus Stop Location

Existing Street Condition

The existing street section along this portion of Portola Drive includes tree bulbouts, parallel parking, painted bicycle lanes, and two driving lanes in either direction.



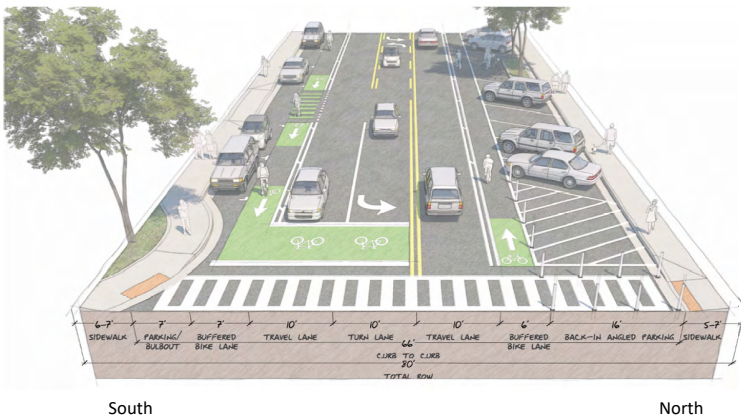
South

North

Near Term Concept

Requires simple paint, striping and signage changes to meet the vision for the corridor. It would not require changes to the existing curbs or tree bulbouts and the least expensive to implement. Key improvements include:

- More on-street parking on the north side of Portola Drive (back-in angle)
- Wider and safer bicycle lanes and shorter pedestrian crossings
- New center turn lane and dedicated left turn lanes at intersections
- Potential use of “bike boxes” at key intersections



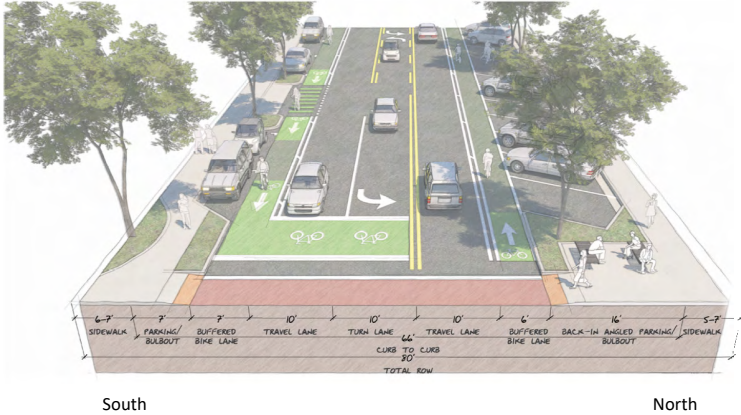
South

North

Long Term Concept

Builds out the Near Term Concept with new curbs and pavement changes. This would result in a moderate cost to implement. Key improvements include:

- Create permanent on-street parking on the north side of Portola Drive to support local businesses
- Add more street trees to provide shade and support a residential mixed-use corridor
- Shorten pedestrian crossings and install bulbouts at key intersections with special paving
- Encourage Pocket Plazas that provide gathering spaces and opportunities to tell the story of Pleasure Point
- Encourage developments to extend sidewalks onto their properties as needed for provide 10-foot wide sidewalks



PORTOLA DRIVE: EASTERN PORTION

The following is a summary of the major roadway improvements envisioned for this portion of Portola Drive, including detailed intersection and cross-section changes. *Note: All proposed crosswalks, stop signs, bicycle improvements and intersection improvements will be further evaluated in a traffic study to identify the best configuration, traffic flow and bicycle/pedestrian safety improvements. Options could include roundabouts, traffic signals or flashing lights at crosswalks.*

Existing Roadway Conditions



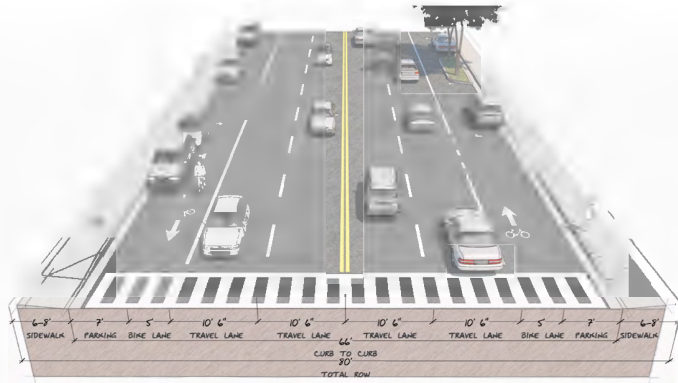
Conceptual Improvements



LEGEND		STREETSCAPE ELEMENTS	
Project Boundary	New or Improved Crosswalk	Improved Streetscape	Existing Stop Sign
Existing Crosswalk	Transition Area	Proposed Stop Sign	Existing Bus Stop (to remain)
Removed Crosswalk			New/Reconfigured Bus Stop Location

Existing Street Condition

The existing street section along this portion of Portola Drive includes tree bulbouts, parallel parking, painted bicycle lanes, and two driving lanes in either direction.



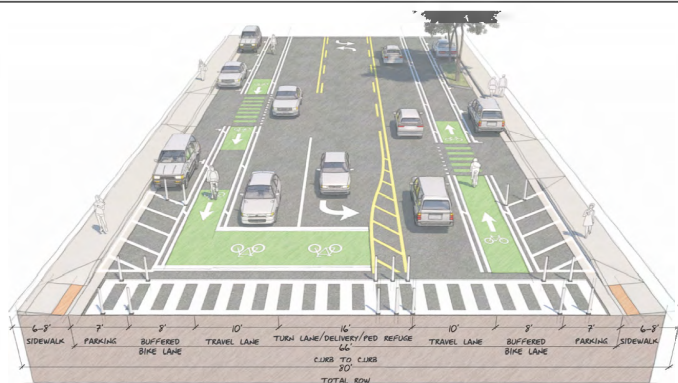
South

North

Near Term Concept

Requires simple paint, striping and signage changes to meet the vision for the corridor. It would not require changes to the existing curbs or tree bulbouts and the least expensive to implement. Key improvements include:

- Wider and safer bicycle lanes that are buffered from vehicle traffic
- Shorter pedestrian crossing distances at intersections
- New center turn lane and dedicated left turn lanes at intersections
- Potential use of “bike boxes” at some intersections



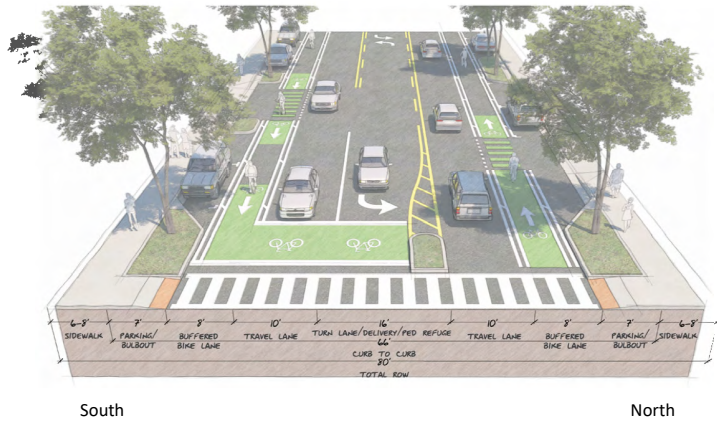
South

North

Long Term Concept

Builds out the Near Term Concept with new curbs and pavement changes. This would result in a moderate cost to implement. Key improvements include:

- Add more street trees to provide shade and improve aesthetics
- Shorten pedestrian crossings at intersections and install mid-block crossings with pedestrian refuges with special paving
- Encourage developments to extend sidewalks onto their properties as needed for provide 10-foot wide sidewalks





TRANSIT

Intent: To improve the overall efficiency and convenience of bus transit along the Portola Drive corridor.

- 1. Bus Stop Locations.** Work with Santa Cruz METRO to relocate existing bus stops so they are on the near side of crosswalks at major intersections (including at the intersections of 32nd Avenue/Portola Drive and 37th Avenue/Portola Drive), or mid-block near current or future major commercial projects.
- 2. Bus Stop Features.** Work with Santa Cruz METRO to ensure all bus stops have a shade structure and trash receptacles, and are fully ADA-compliant. Identify opportunities to incorporate fun and functional features into bus stops, including swings, a reading station, creatively designed benches, bicycle parking/skateboard parking, etc.
- 3. Connections to Regional Facilities.** Consider opportunities to better connect the Study Area with planned regional facilities such as the Monterey Bay Sanctuary Scenic Trail to promote multi-modal transportation in the Pleasure Point community.



GREEN STREET FEATURES

Intent: To create and maintain an integrated green street system that allows for stormwater runoff capture and filtration as part of the overall streetscape design of Portola Drive.

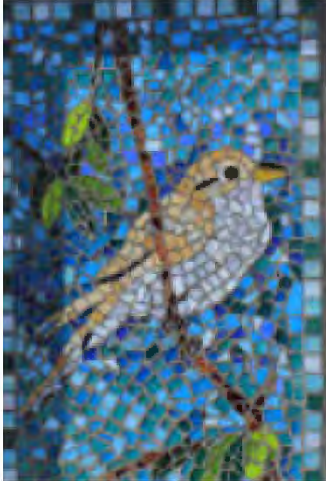
- 1. Stormwater Planters.** Install naturally drained, landscaped stormwater planters where possible, exploring the transition from piped to natural percolation and including these planters on sidewalks, medians, bulb-outs, quasi-public parks and plazas.
- 2. Integration with Private Development.** Work with property and business owners to find creative ways to integrate private drainage/outflows with stormwater management systems located within the public realm.
- 3. Permeable Paving.** Encourage the use of permeable paving materials or porous asphalt within the public realm along parking lanes.
- 4. Plant Selection.** Use low-maintenance native or drought-tolerant plant species in streetscape landscaping to minimize water consumption and maintenance. Incorporate street trees that provide shade at regular intervals to improve the pedestrian experience and the scenic qualities of the corridor.



SIGNAGE AND WAYFINDING

Intent: To establish an overall signage and wayfinding program that visually knits the Corridor and supports the eclectic style of the Pleasure Point community.

- 1. Consistent Signage.** Install consistent wayfinding and signage throughout the Study Area, maximizing visual recognition for pedestrian, bicyclist and vehicular circulation, including providing direction to parking areas, transit stops and key community destinations.
- 2. Scale.** Place wayfinding and directional signs at a height visible for both pedestrians and drivers approximately 12 to 15 feet above ground, and size appropriately to be visible both from the roadway and sidewalks. Directional sign letters and numbers should be no less than four inches tall.
- 3. Prominent Landscaping.** Place prominent landscaping and trees to improve wayfinding through common spaces, identify building entryways, and frame vistas to the Santa Cruz Mountains.



PUBLIC ART

Intent: To promote creativity and support the eclectic character of Pleasure Point through the placement of unique and functional public art.

1. **Location.** Display public art pieces at entry gateways, along Portola Drive, and on wide sidewalk spaces so they are highly visible and become iconic features for Pleasure Point.
2. **Style.** Create a cohesive series of art pieces either by theme, artist, style or materials and explore installation of artistically designed bicycle racks, trash receptacles, seating, lighting posts and utility boxes.
3. **Local Artists.** Explore opportunities for local artists to design, fabricate and install public art that reflects and promotes the surf and ocean culture of Pleasure Point.
4. **Dual Purpose.** Encourage art pieces that serve both an aesthetic and functional purpose, such as sculptural bicycle racks, trash receptacles, seating, lighting posts and utility boxes.
5. **Character and Style.** Encourage public art that reflects Pleasure Point's unique history and culture.