



pleasure point commercial corridor

community vision

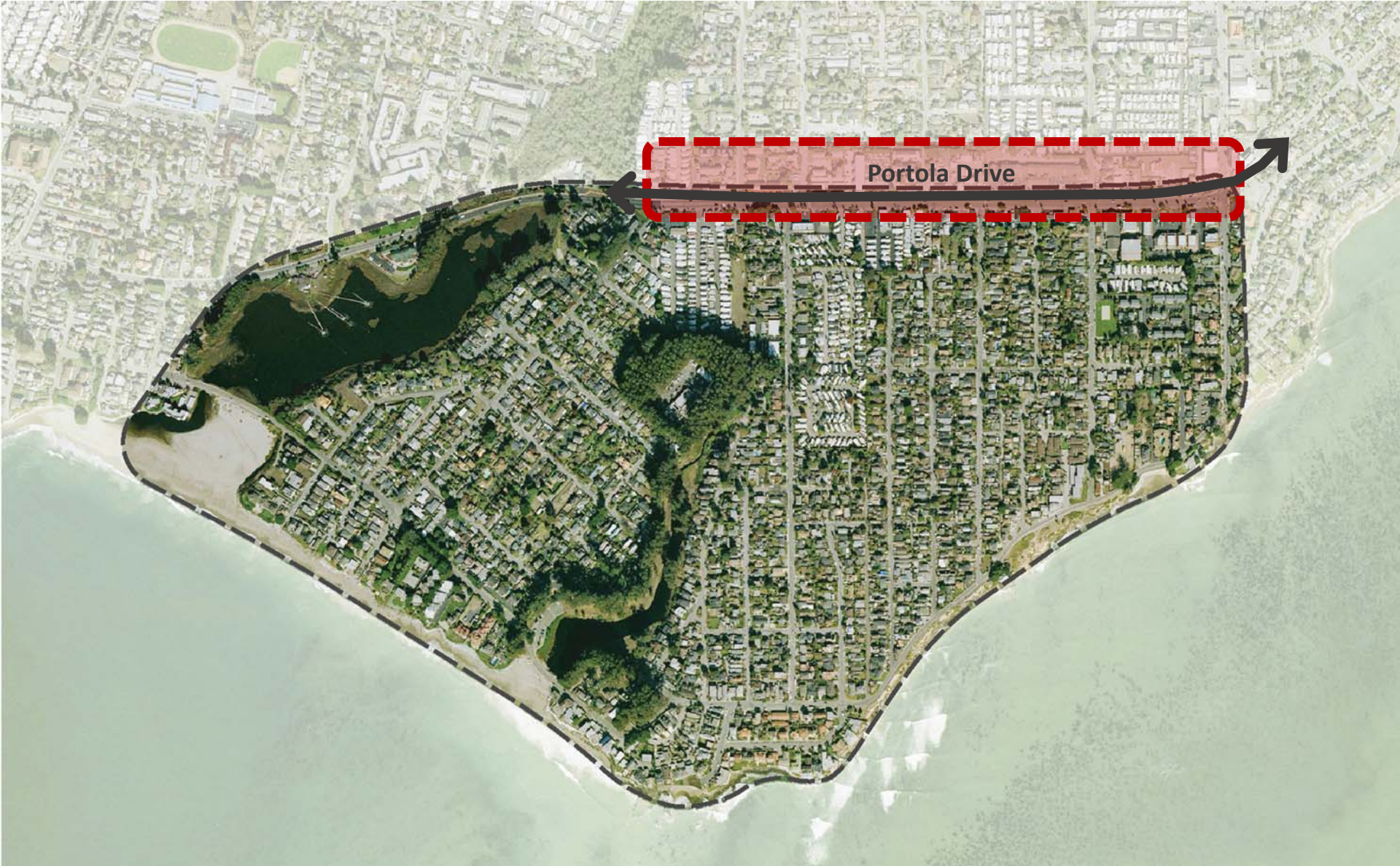
commercial and mixed use design guidelines

portola drive streetscape

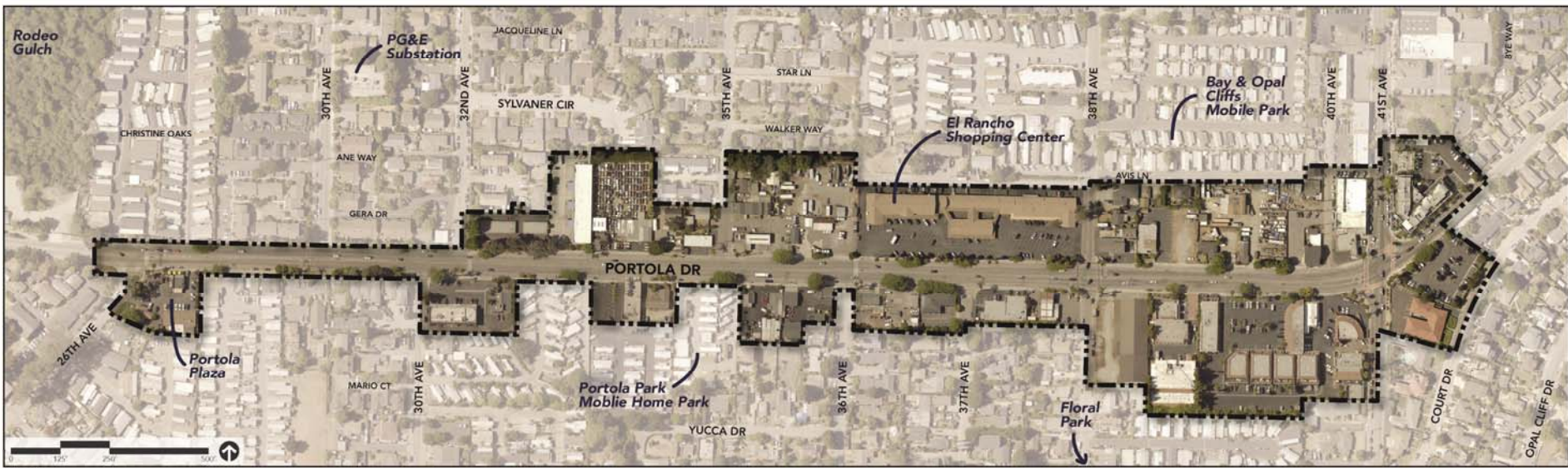
Community Workshop #2 | November 14, 2017



Pleasure Point Commercial and Mixed Use Corridor



Study Area



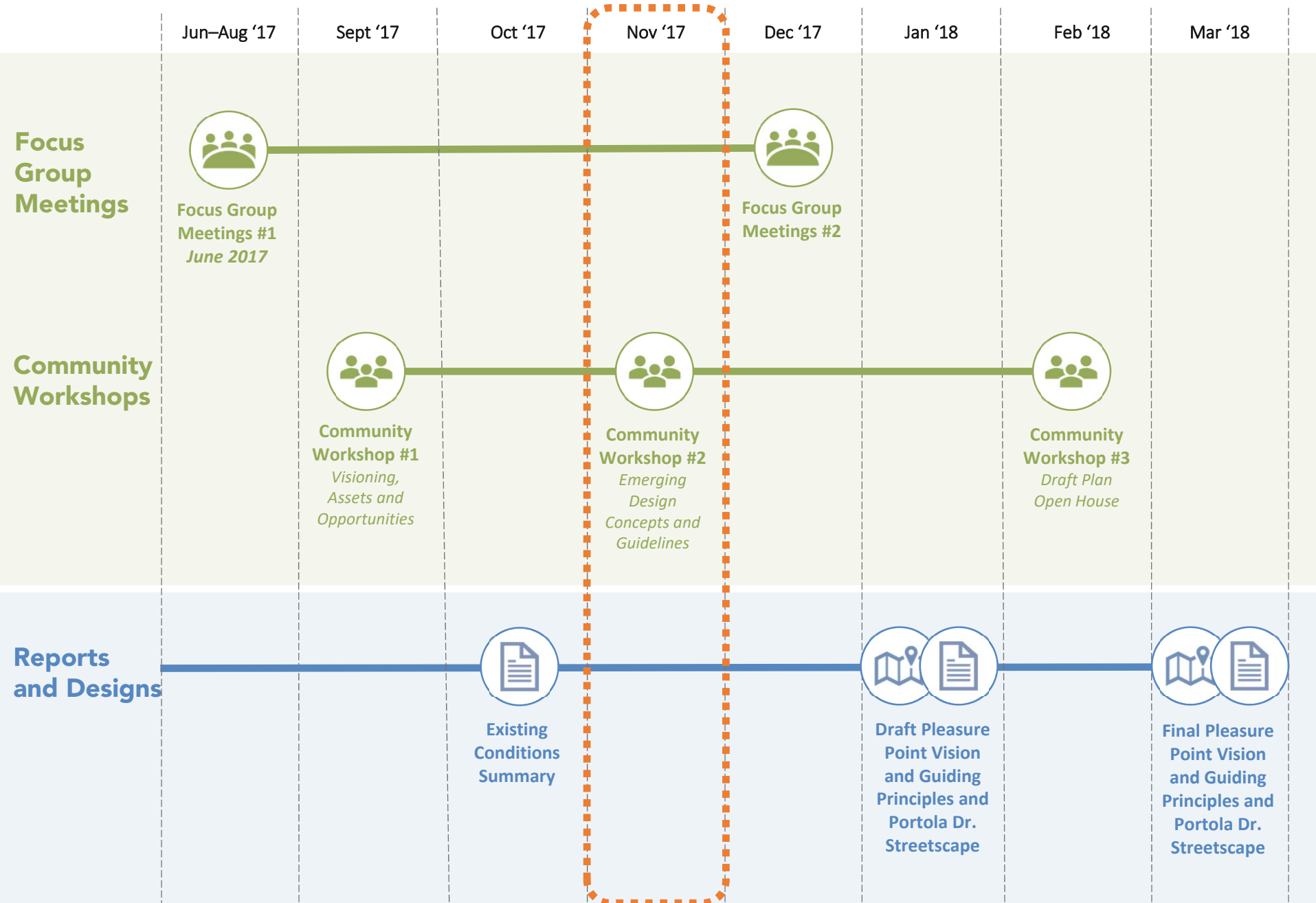
LEGEND
Project Boundary



Project Goals

1. Create a **Vision** for the Pleasure Point Commercial and Mixed Use Corridor
2. Develop **Guiding Principles** for Future Commercial and Mixed-Use Projects that Reflect the Vision
3. Identify Ways to **Enhance the Portola Drive Streetscape**

Project Schedule



Tonight's Agenda

- Community Workshop #1 Input
- Group Discussions
 - Portola Drive Streetscape Concepts
 - Building and Site Design Concepts
- Next Steps

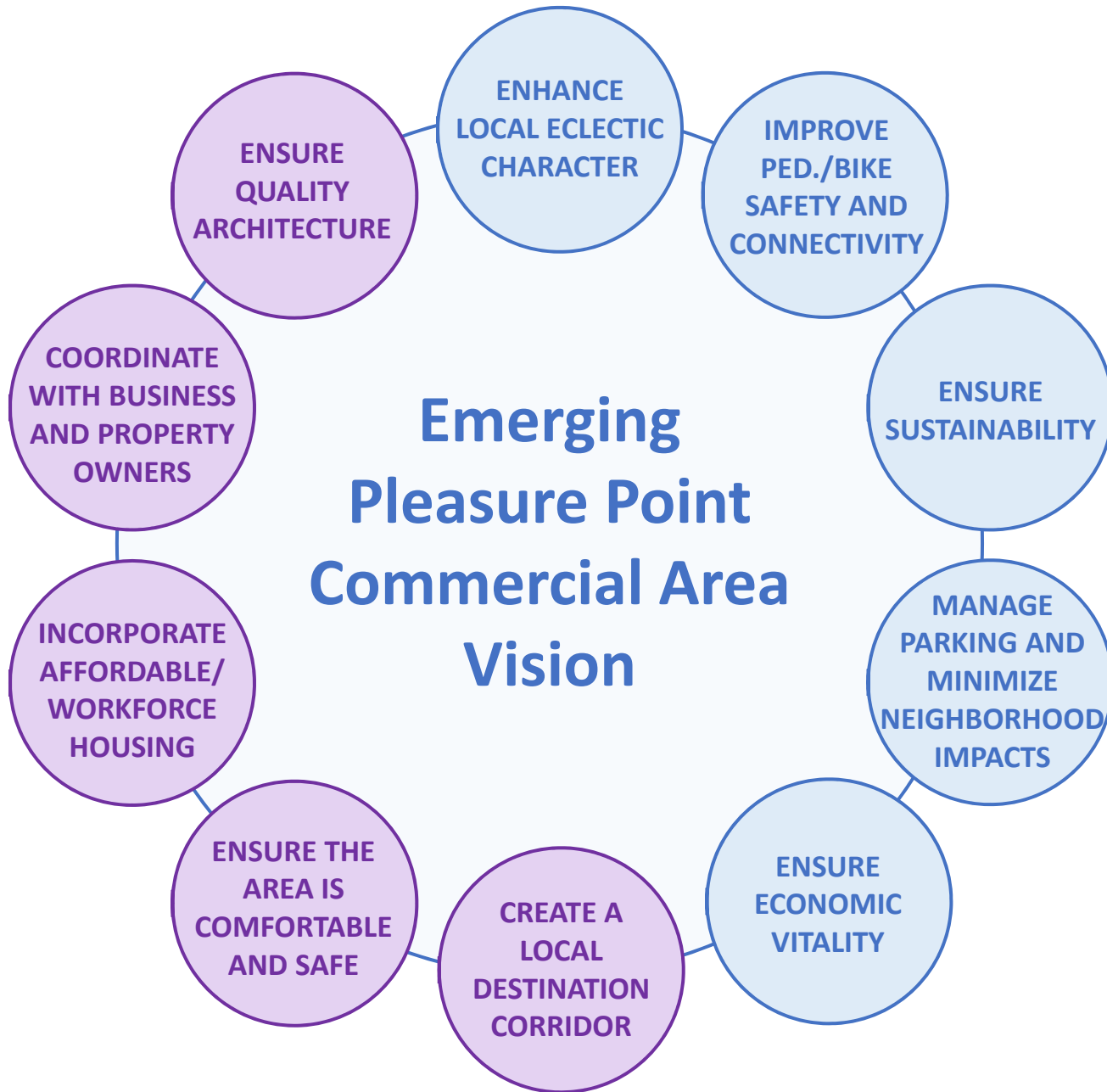


Community Input from Workshop #1

Community Workshop #1



Emerging Pleasure Point Commercial Area Vision





Portola Drive Streetscape

PORTOLA DRIVE CHARACTER AND MOBILITY

Assets

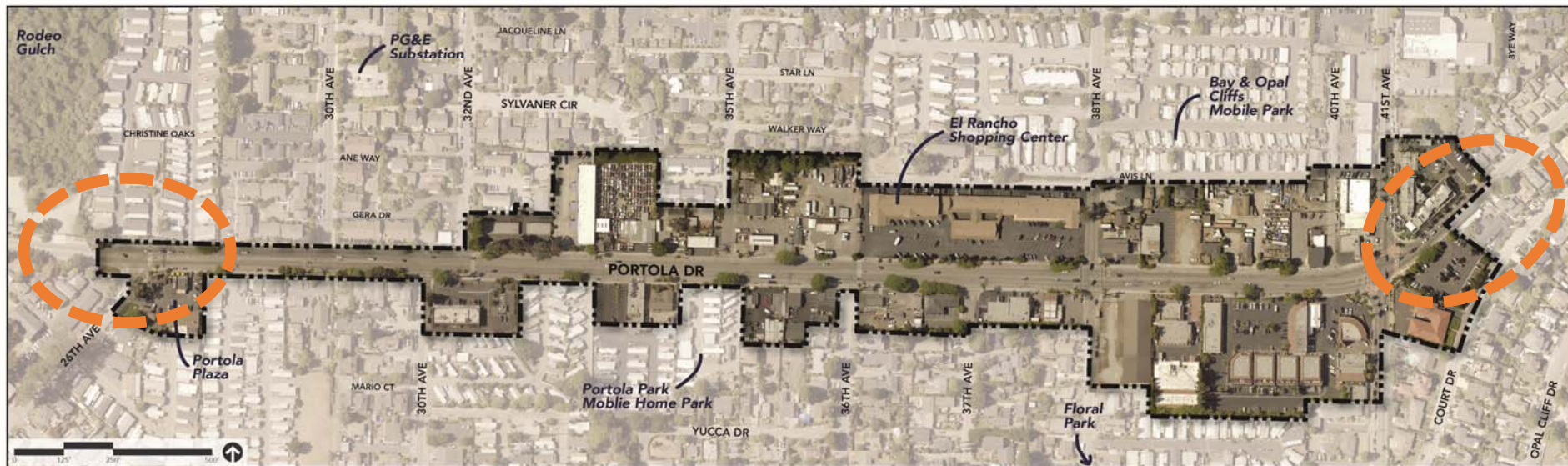
- Existing continuous bicycle lanes
- Landscaping islands and some bulbouts
- Public bus transit



PORTOLA DRIVE CHARACTER AND MOBILITY

Challenges and Opportunities

- Transitioning from two lanes to four lanes and back to two
- Wide right-of-way for available for new bike/ped amenities

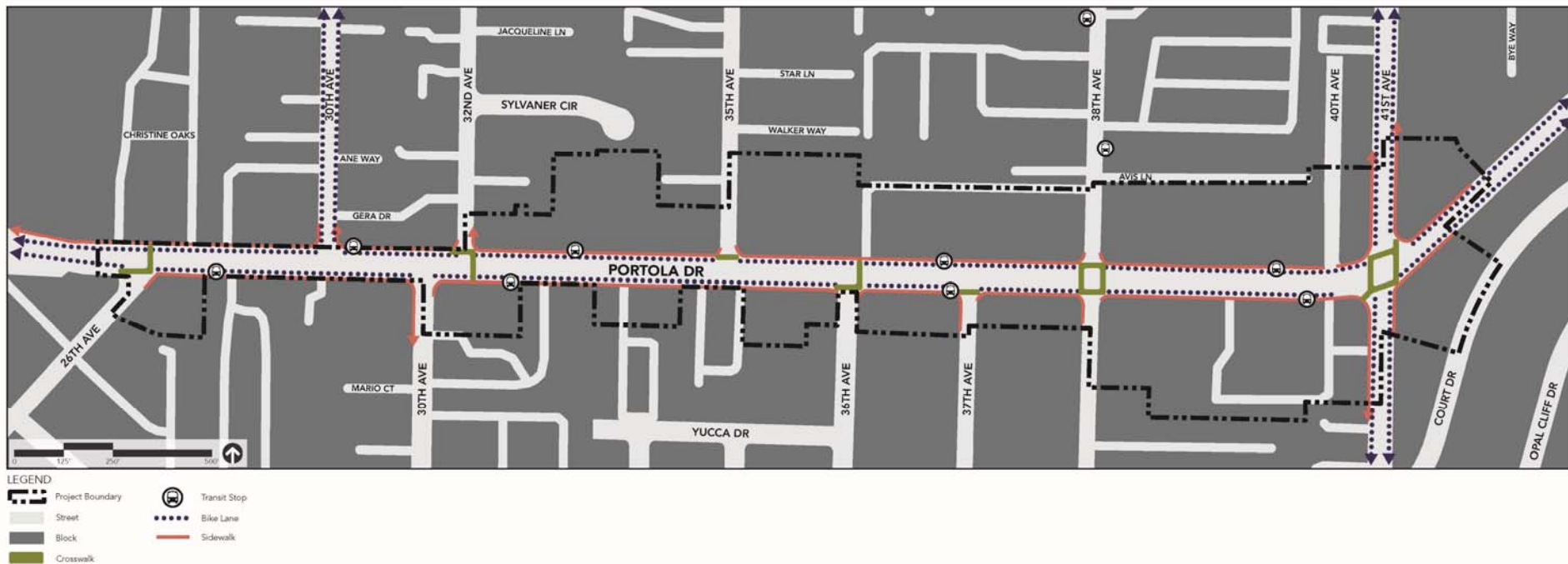


LEGEND
Project Boundary

PORTOLA DRIVE CHARACTER AND MOBILITY

Challenges and Opportunities

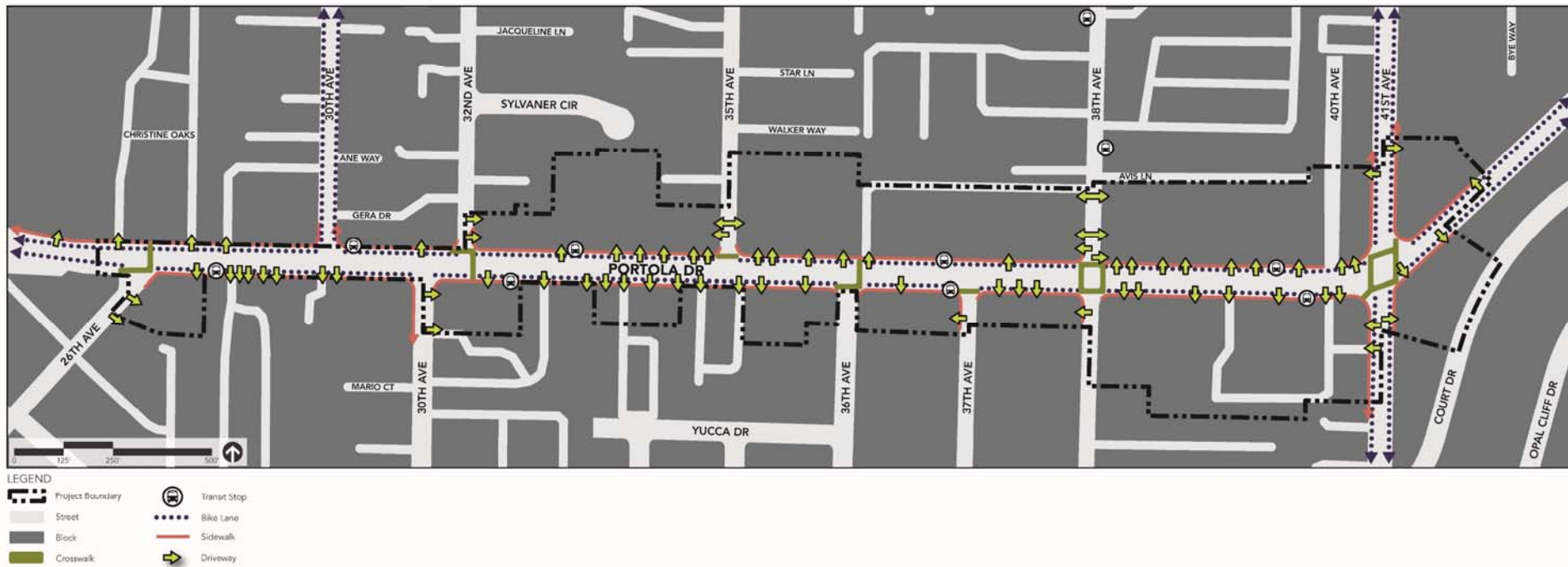
- Lack of shade trees
- Narrow sidewalks
- Limited pedestrian crossings
- Lack of connectivity to northern neighborhoods



PORTOLA DRIVE CHARACTER AND MOBILITY

Challenges and Opportunities

- Large number of driveways
 - Parking that backs onto street
 - Difficult to turn left onto Portola Drive
- Portola Drive



PORTOLA DRIVE CHARACTER AND MOBILITY

Challenges and Opportunities

- Delivery vehicle access issues that result in blocked bicycle lanes
- Reduced visibility for drivers
- Commercial traffic in the avenues



Emerging Streetscape Design Principles

QUESTION #3: PORTOLA DRIVE
How should the Portola Drive right-of-way be best used to meet the needs of trucks, buses, bicyclists and pedestrians?

Plan for lighting that does not drop pass-out bumps w/ shade laws take away from no sky

80 Feet

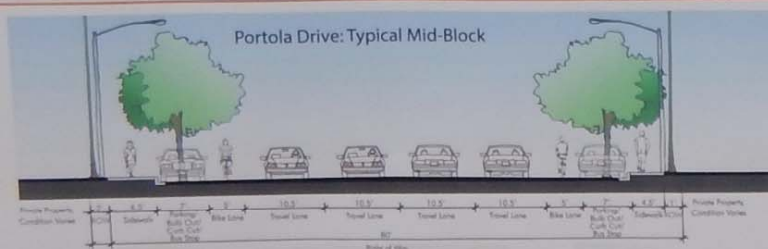
Green Bicycle lanes
Tree requirements for parking lots
More trash cans on Portola & more frequent pick up
Underground parking

Non-Homogeneous look for future development. Preserve local character.
Extend landscaping & design to side streets & alleys.
divert deliveries to through streets and not through neighborhood
Create loading zones & times for deliveries
Wide sidewalks
Uniform landscaping
Bio-Swail w/

Additional Group Comments

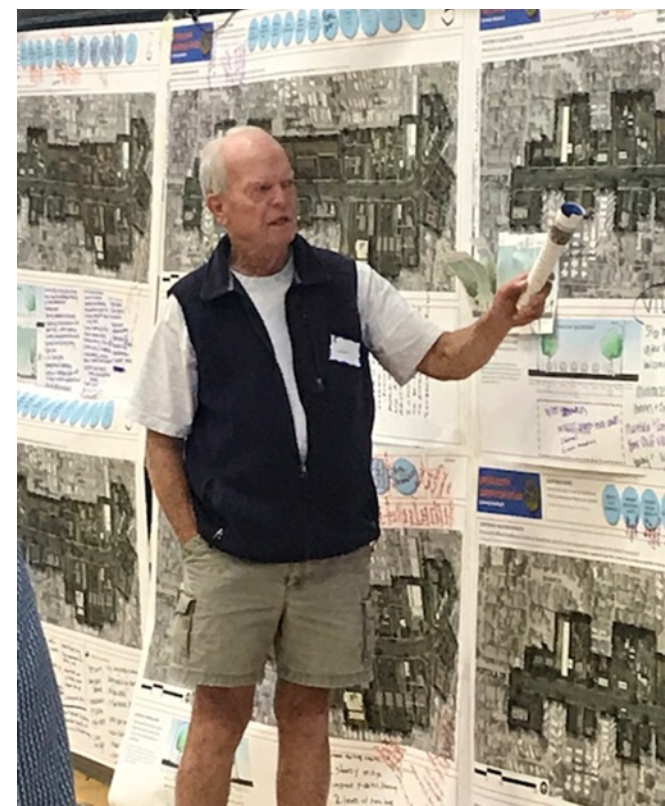
FLASHING LIGHTS @ crosswalks
roundabout @ 41st & Portola & other streets
2 stories max height

- Bldgs. having variety of architecture styles
- Delivery access for any businesses
- 2nd floor setback
- 1st floor business 2nd level residential (affordable)
- protect older small businesses
- explicit delivery times
- bioswale in landscaping
- Shuttle pick-ups from parking @ mall?



What's the radius of notification for new developments?
Need to slow down traffic
Landscape & tree maintenance
3 lane trial???

• remote parking w/ shuttle like capitol



Emerging Streetscape Design Principles



Repurpose the right-of-way to calm traffic, improve circulation and safety for all users, and increase parking opportunities



Enhance the eclectic Pleasure Point character with streetscape design and landscaping that responds to the specific conditions of each block



Improve pedestrian connectivity through wider and more protected sidewalks, more frequent and better marked crosswalks, and better site design

Emerging Streetscape Design Principles

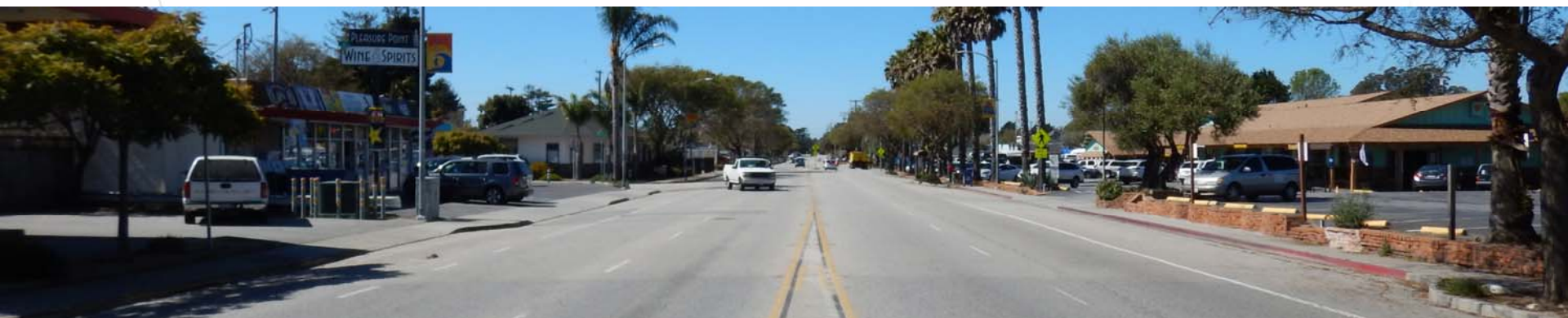
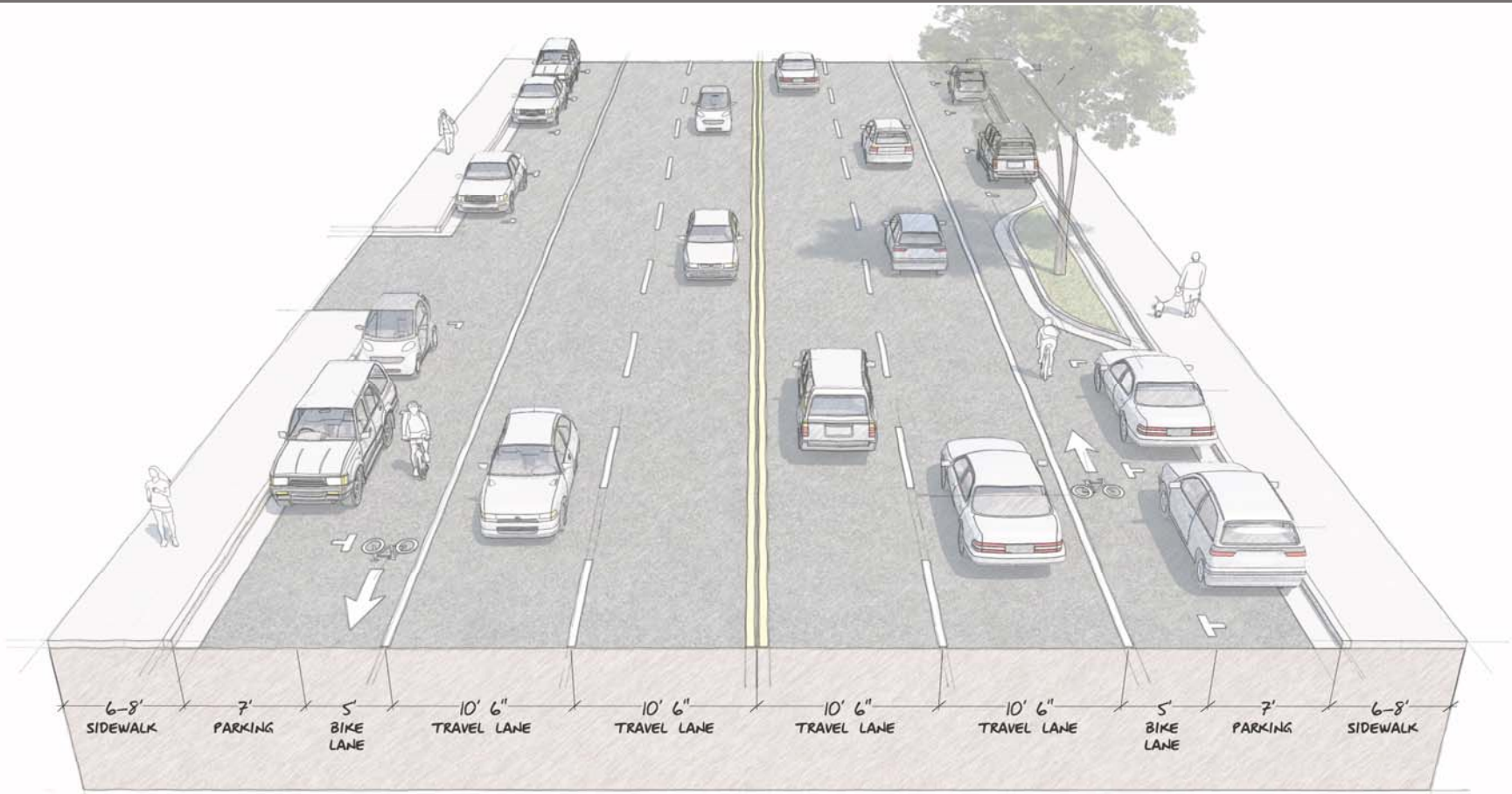


Enhance bicycle safety and connectivity through wider and safer bicycle lanes, contiguous bicycle facilities, and new bicycle crosswalks and signals at intersections

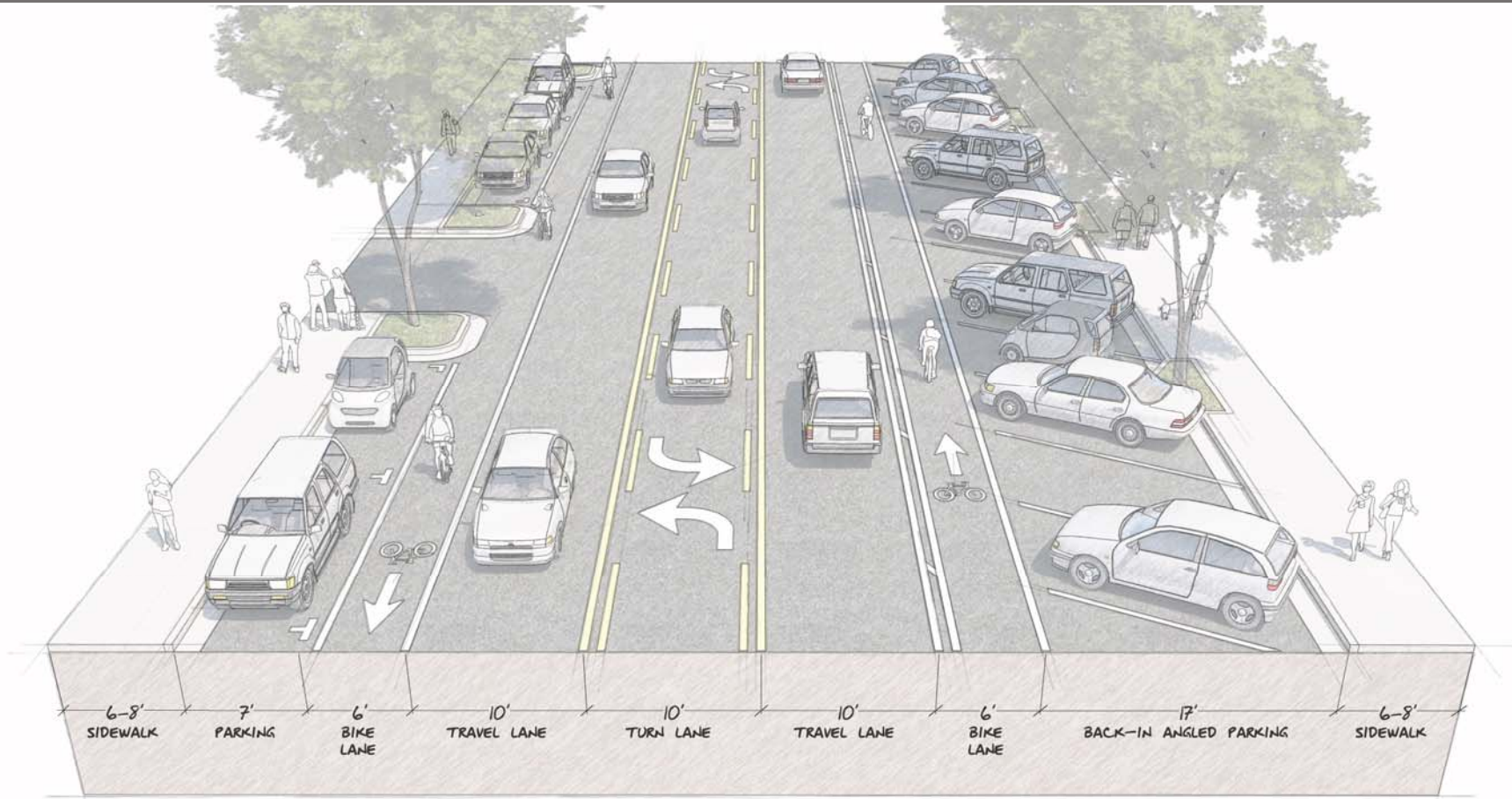


Maximize on-street parking opportunities along Portola Drive to increase parking supply for commercial uses and minimize neighborhood impacts

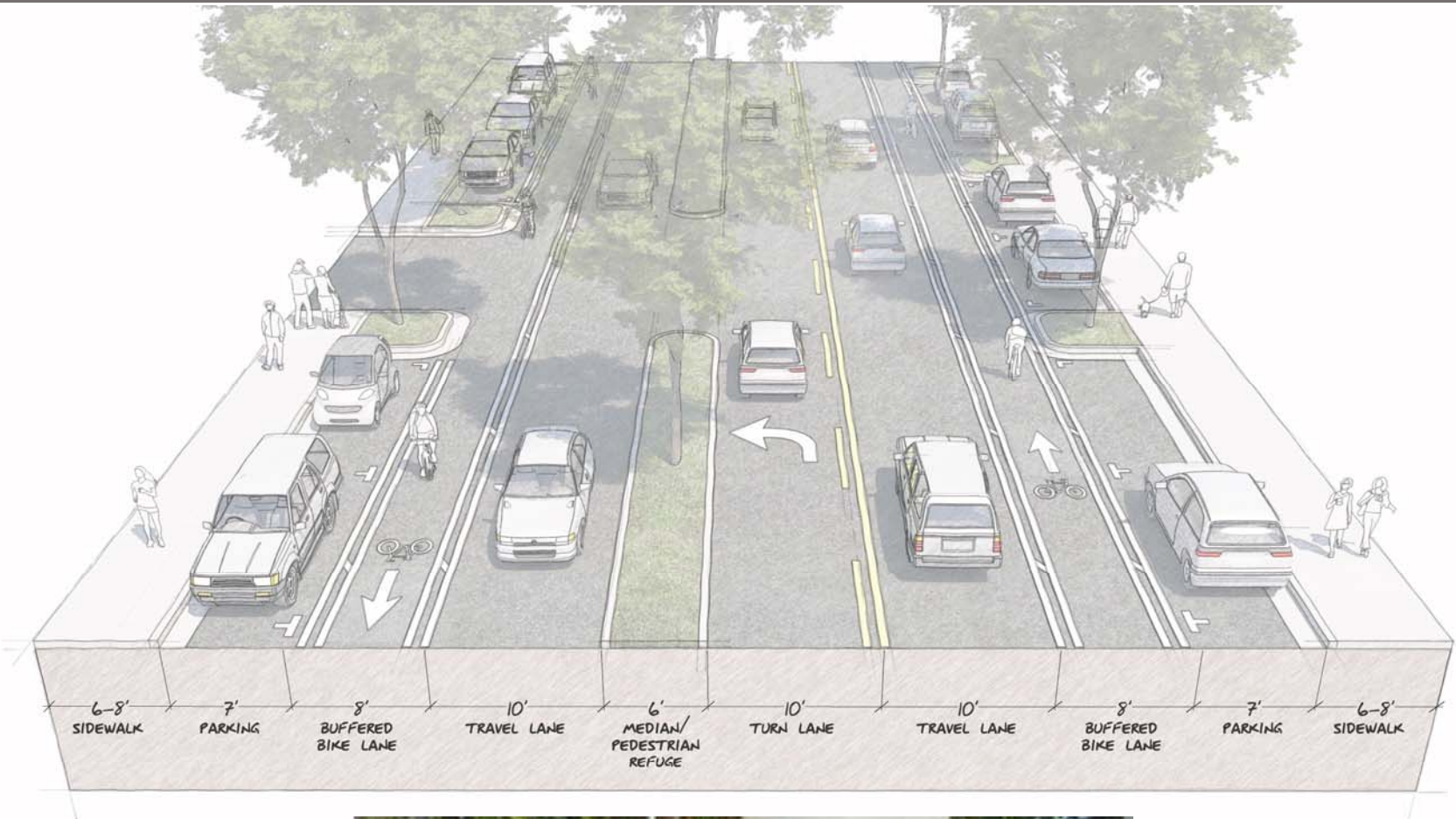
Existing Conditions



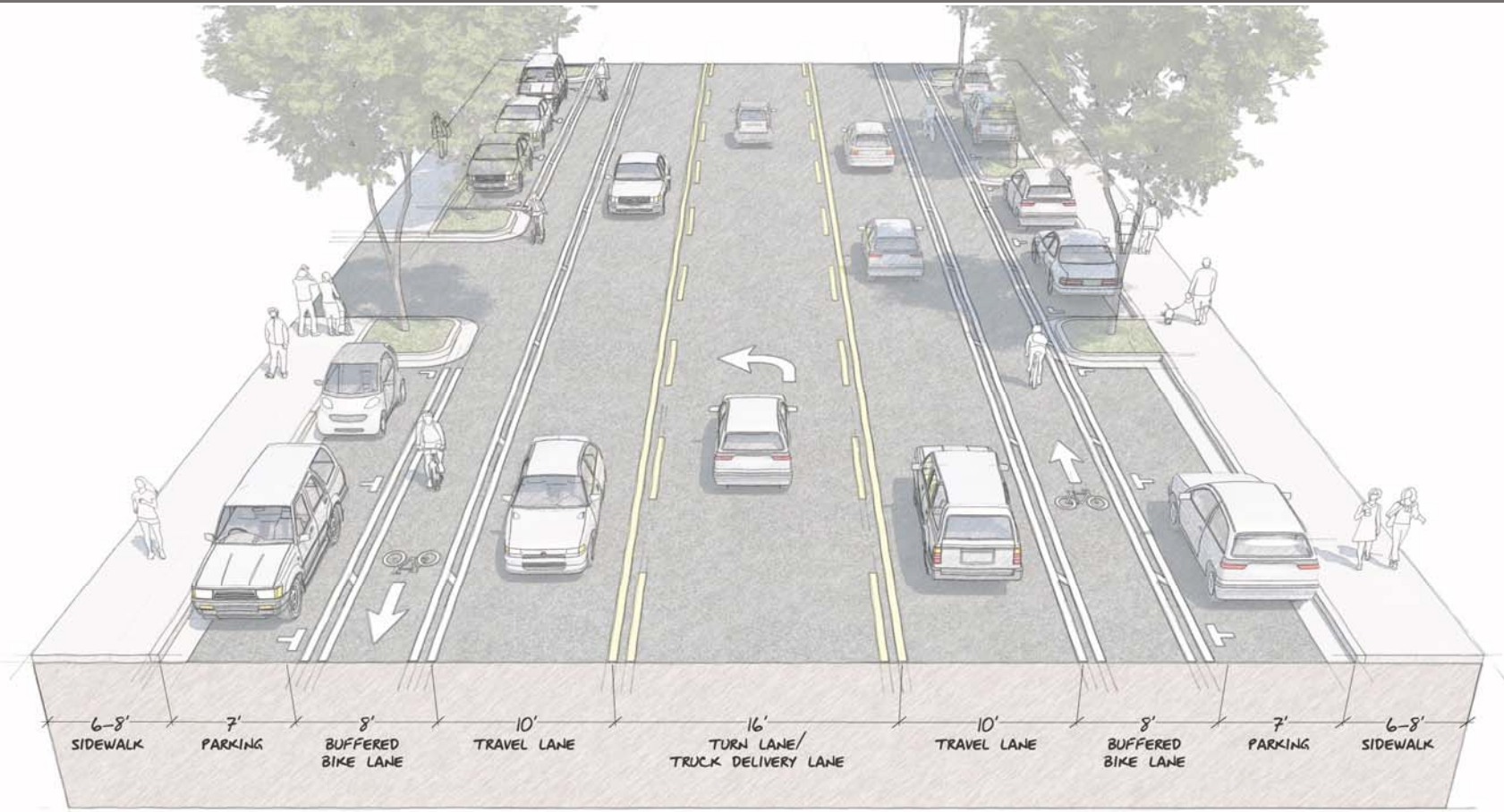
Concept 1A: Diagonal Parking (keep existing curb)



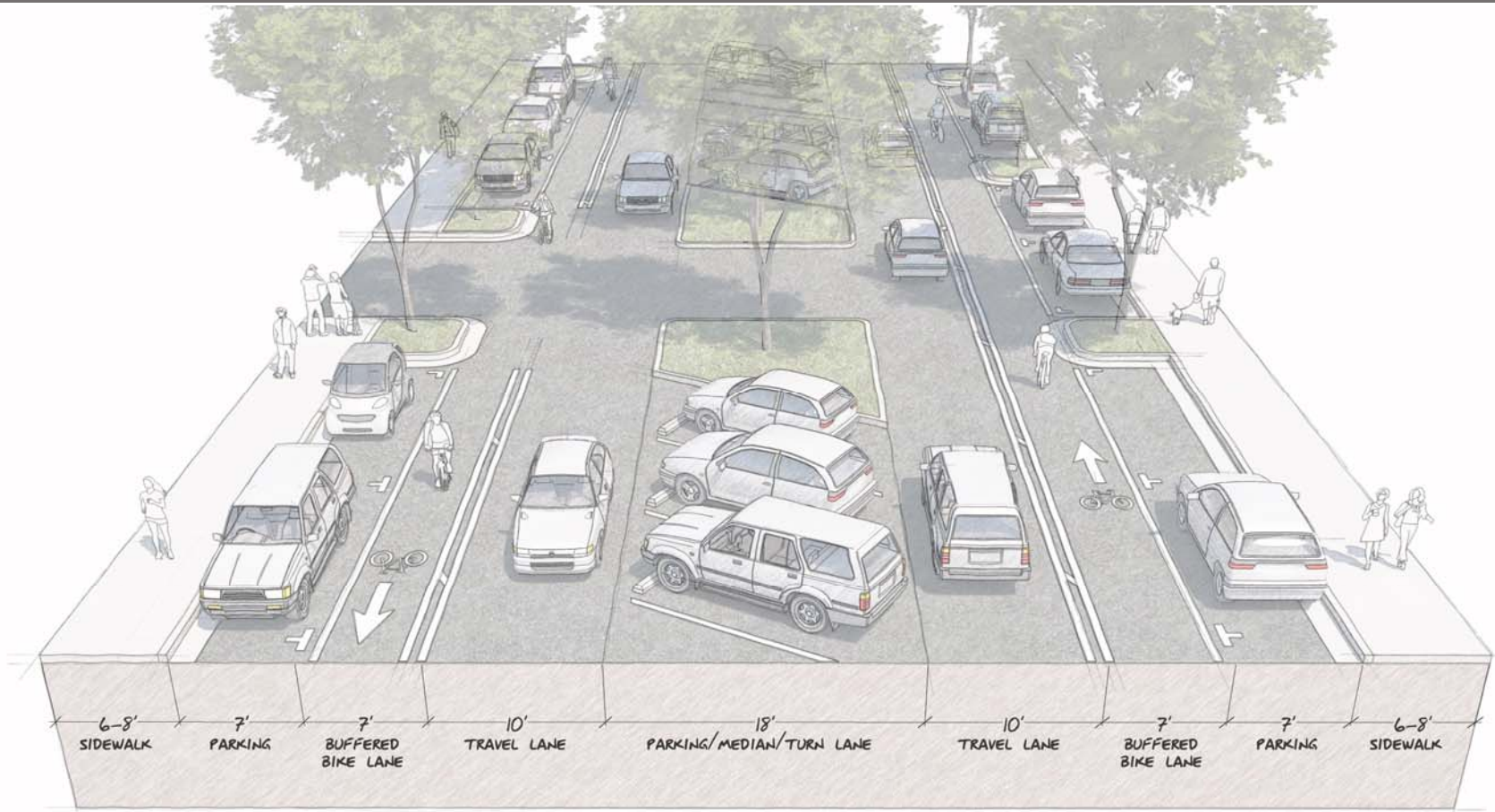
Concept 1B: Median (keep existing curb)



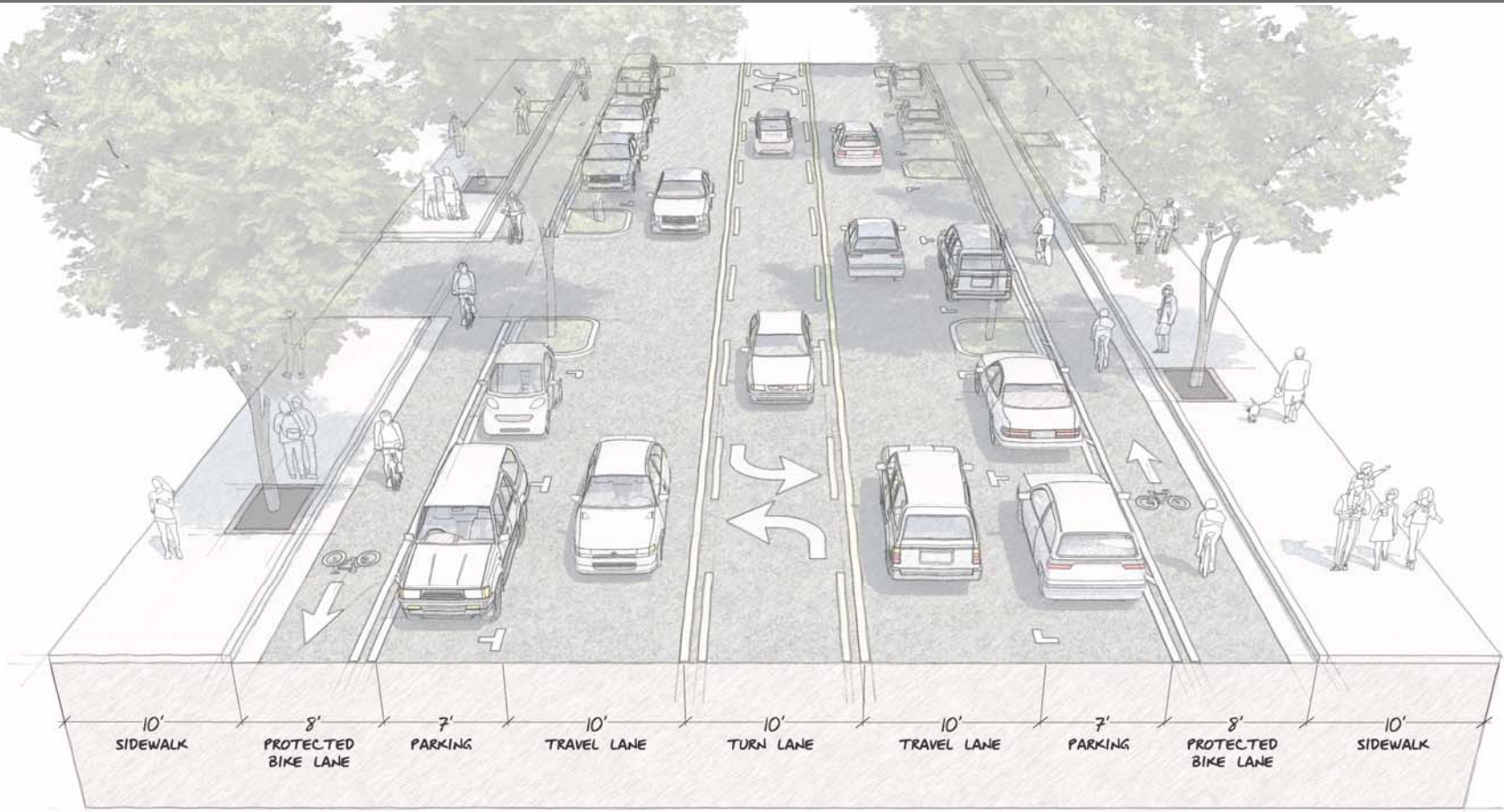
Concept 1C: Center Striping (keep existing curbs)



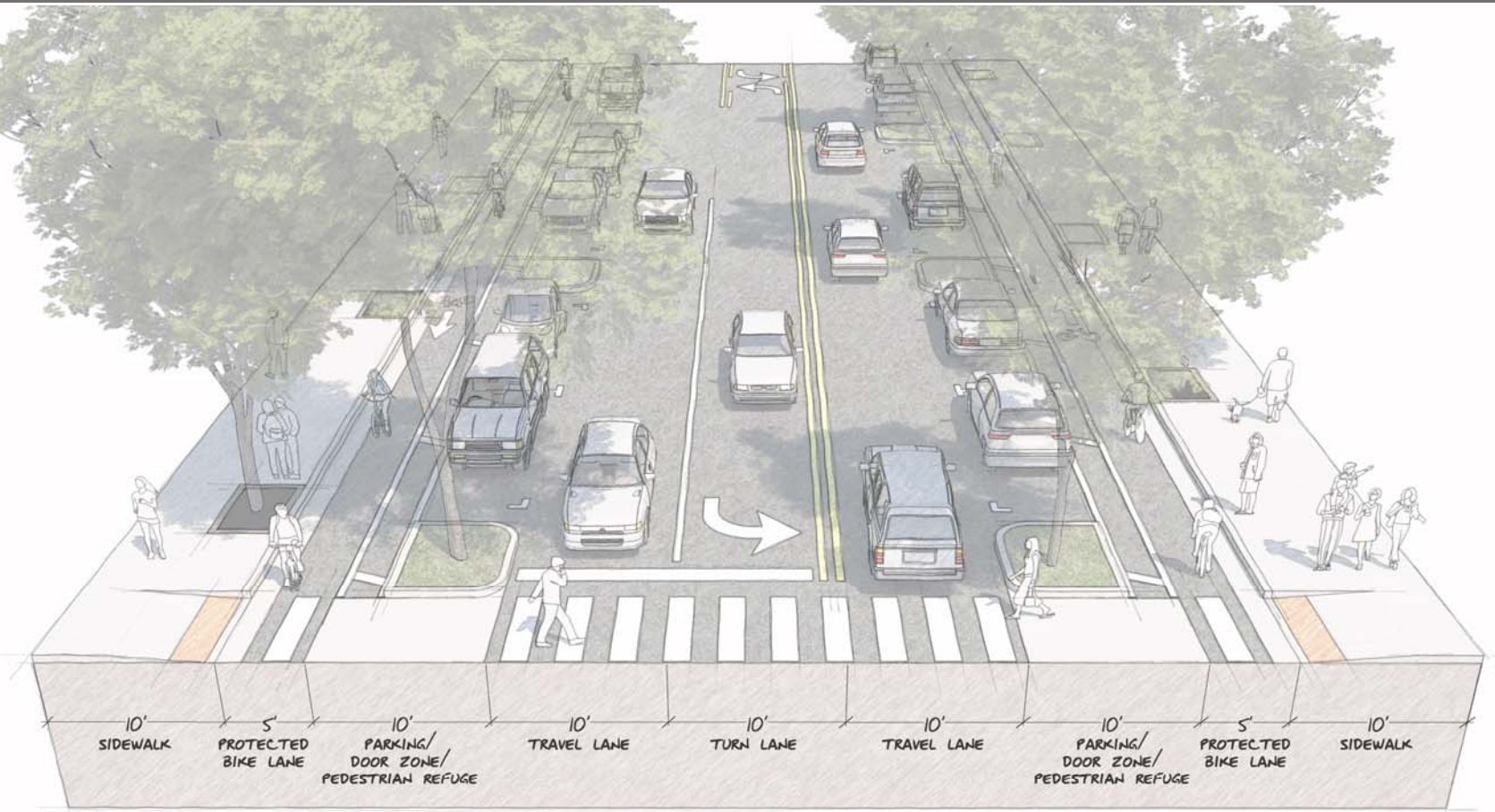
Concept 1D: Multi-Purpose Median (keep existing curb)



Concept 2A: Protected Bike Lane (mid-block, move curb)



Concept: Protected Bike Lane (intersection, move curb)





Group Discussions

Portola Drive Streetscape

pleasure point
commercial corridor



COMMUNITY WORKSHOP #2
November 14, 2017

Group #

QUESTION #1: Which streetscape option(s) does the group prefer? Please identify the option(s) with a check mark.

EXISTING CONDITION (mid-block)



1 NO CURB CHANGES



Existing Curb: Diagonal Parking



Existing Curb: Median



Existing Curb: Center Striping



Existing Curb: Multi-Purpose Median

2 CURB CHANGES



Ideal Curb: Mid-Block



Ideal Curb: At Intersection

QUESTION #2: Where would you like to see your preferred option(s) implemented? Where are the best opportunities to increase on-street parking? Are there specific areas to improve bicycle and pedestrian safety? Please identify specific blocks/sides of the street.



ADDITIONAL GROUP COMMENTS

Portola Drive Streetscape

pleasure point
commercial corridor



COMMUNITY WORKSHOP #2
November 14, 2017

Group #

QUESTION #1: Which streetscape option(s) does the group prefer? Please identify the option(s) with a check mark.

EXISTING CONDITION (mid-block)



1 NO CURB CHANGES



Existing Curb: Diagonal Parking



Existing Curb: Median



Existing Curb: Center Striping



Existing Curb: Multi-Purpose Median

2 CURB CHANGES



Ideal Curb: Mid-Block



Ideal Curb: At Intersection

QUESTION 1:

Which **streetscape option(s)** does the group prefer?
Please identify the option(s) with a check mark.

Portola Drive Streetscape

QUESTION #2: Where would you like to see your preferred option(s) implemented? Where are the best opportunities to increase on-street parking? Are there specific areas to improve bicycle and pedestrian safety? Please identify specific blocks/sides of the street.



QUESTION 2:

Where would you like to see your **preferred option(s)** implemented? Where are the best opportunities to **increase on-street parking**? Are there specific areas to **improve bicycle and pedestrian safety**? Please identify specific blocks/sides of the street.








Group Presentations



Site and Building Form

MARKET CONDITIONS AND TRENDS

HOUSING	<h3>Multi-Family Vacancy Rates</h3>  <p>Remained flat for the past decade</p>	<h3>Apartment Rents</h3>  <p>Steadily increased for the past decade</p>	<h3>Housing Affordability</h3> <p>Santa Cruz ranks 228 out of 233 urban areas nationally for affordability</p> <p>Only 14% of homes are affordable to local households</p> <p>Housing inventory stays flat while sales and rents continue to rise</p>	
OFFICE	<h3>Office Inventory</h3>  <p>Low relative to demand</p>	<h3>Office Vacancy</h3>  <p>Low relative to demand</p>	<h3>Office Forecast</h3> <p>Potential market support for office space serving small business, medical uses and entrepreneurs</p>	
RETAIL	<h3>Traditional “Brick & Mortar”</h3>  <p>Huge declines nationwide</p>		<h3>Retail Forecast</h3> <p>Limited local demand for commercial services</p> <p>Slow demand for new retail space in market area</p>	

MARKET CONDITIONS

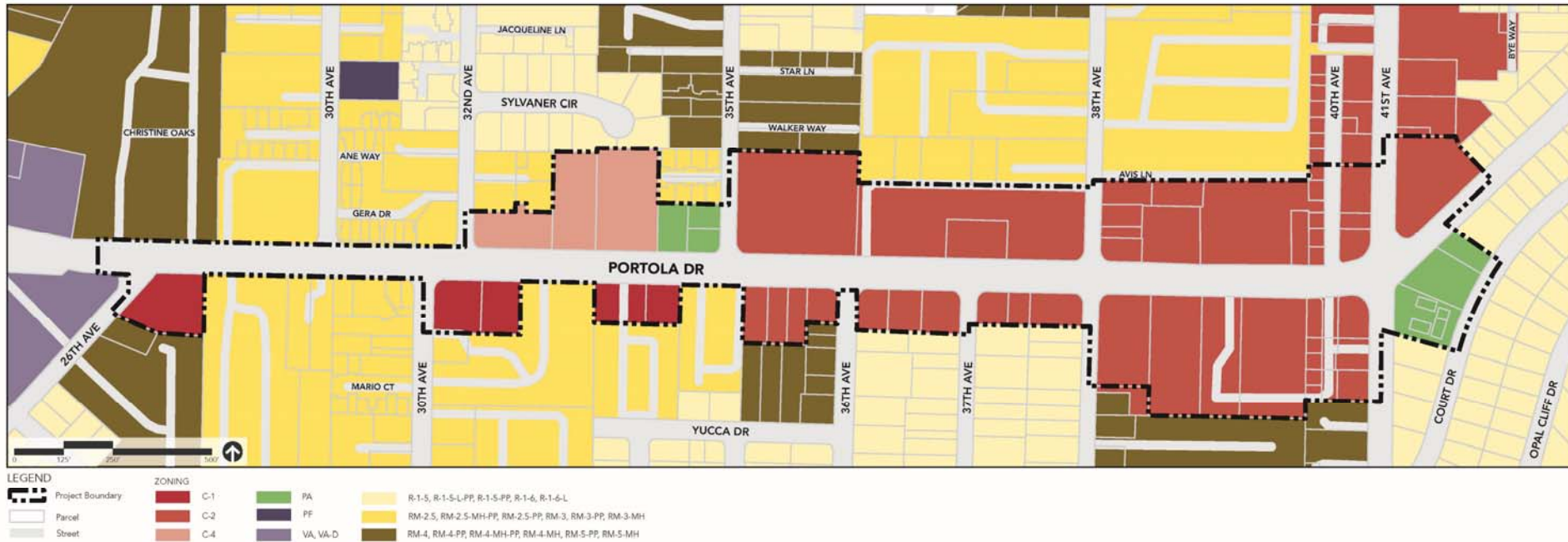
1. Limited potential for **niche retail** and **local-serving office**
2. Strong demand for **new housing of all types**
3. Potential for **mixed-use** projects
4. Potential for **live-work** and other **creative developments**
5. Opportunity for more profitable residential that can capture more value to **fund public improvements**



CURRENT ZONING

Challenges and Opportunities

- Zoned for commercial and mixed use residential
- Three stories currently allowed (maximum of 35 feet*)

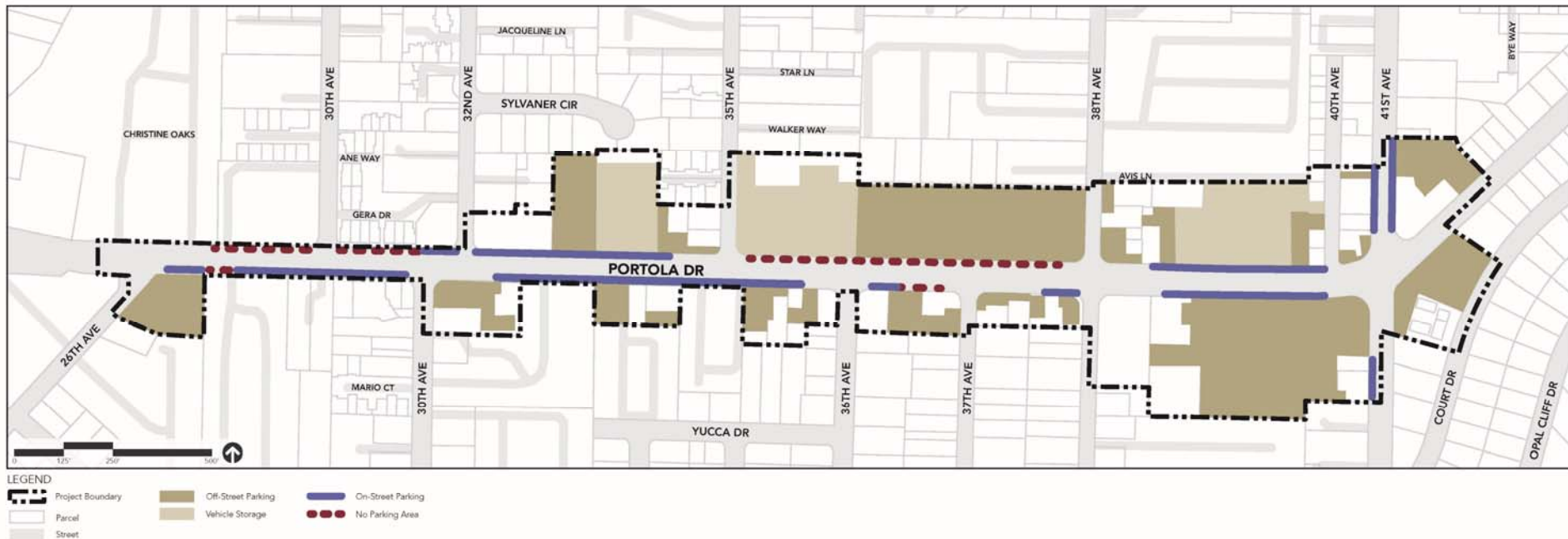


* Height may be increased to 40 feet with Zoning Administrator approval

PARKING

Challenges and Opportunities

- Large portions of parcels are currently dedicated to vehicle storage
- There are parking challenges



BUILDING CHARACTER

Assets

- Unique, funky mix of different styles and sizes
- Variety of tenant spaces and rental rates



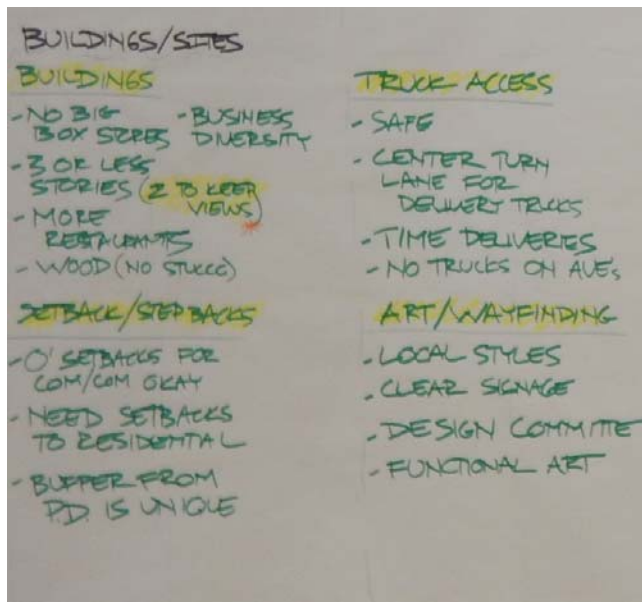
BUILDING CHARACTER

Challenges and Opportunities

- Variation in building sizes, lot coverage and set backs
- No dominant architectural style



Emerging Site and Building Design Principles



Emerging Site and Building Design Principles

- **Ensure economic vitality** by encouraging a mix of uses that complement the surrounding neighborhoods.
- **Require quality architecture and materials** that support the eclectic character of Pleasure Point.
- **Improve parking** to ensure that surrounding neighborhoods are not negatively impacted.
- **Address circulation conflicts** to improve site access, enhance safety and reduce delivery truck conflicts.



Polling Exercise

Process

- Everyone should have a “clicker”
- Images will represent a range of possibilities
- Do you like the idea shown and does it apply to Pleasure Point?
- You will have a short time to review each image
- Go with your “gut reaction!”



Process

Let's try it . . .



SCWPHOTOS.COM

SANTA CRUZ WARRIORS

When did the Santa Cruz Warriors Win the D-League Championship?

60% A. 2015

7% B. 2007

20% C. Never

13% D. Who are the Santa Cruz Warriors?



SCWPHOTOS.COM



ABOUT YOU

How long have you lived or worked in the Pleasure Point neighborhood?

21% A. 0 – 5 years

13% B. 6 – 10 years

37% C. 11 – 24 years

30% D. 25+ years

Which age category describes you best?

0% A. 0 – 17 years old

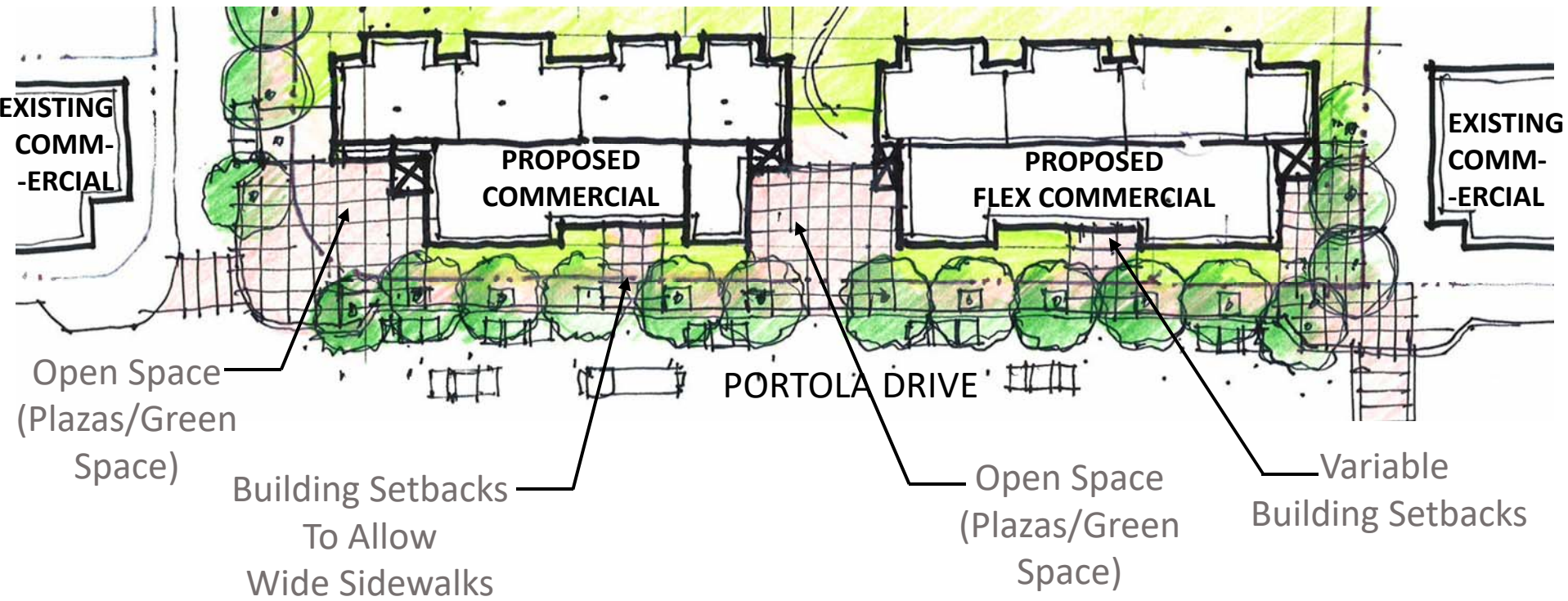
8% B. 18 – 34 years old

53% C. 35 – 64 years old

39% D. 65+ years old

Site Design





EMERGING CONCEPTS



WIDER SIDEWALKS

Do you like this concept for Pleasure Point?

49% A. I really like it

36% B. It's worth considering

13% C. I don't like it

2% D. I'm not sure



ACTIVATED SIDEWALKS

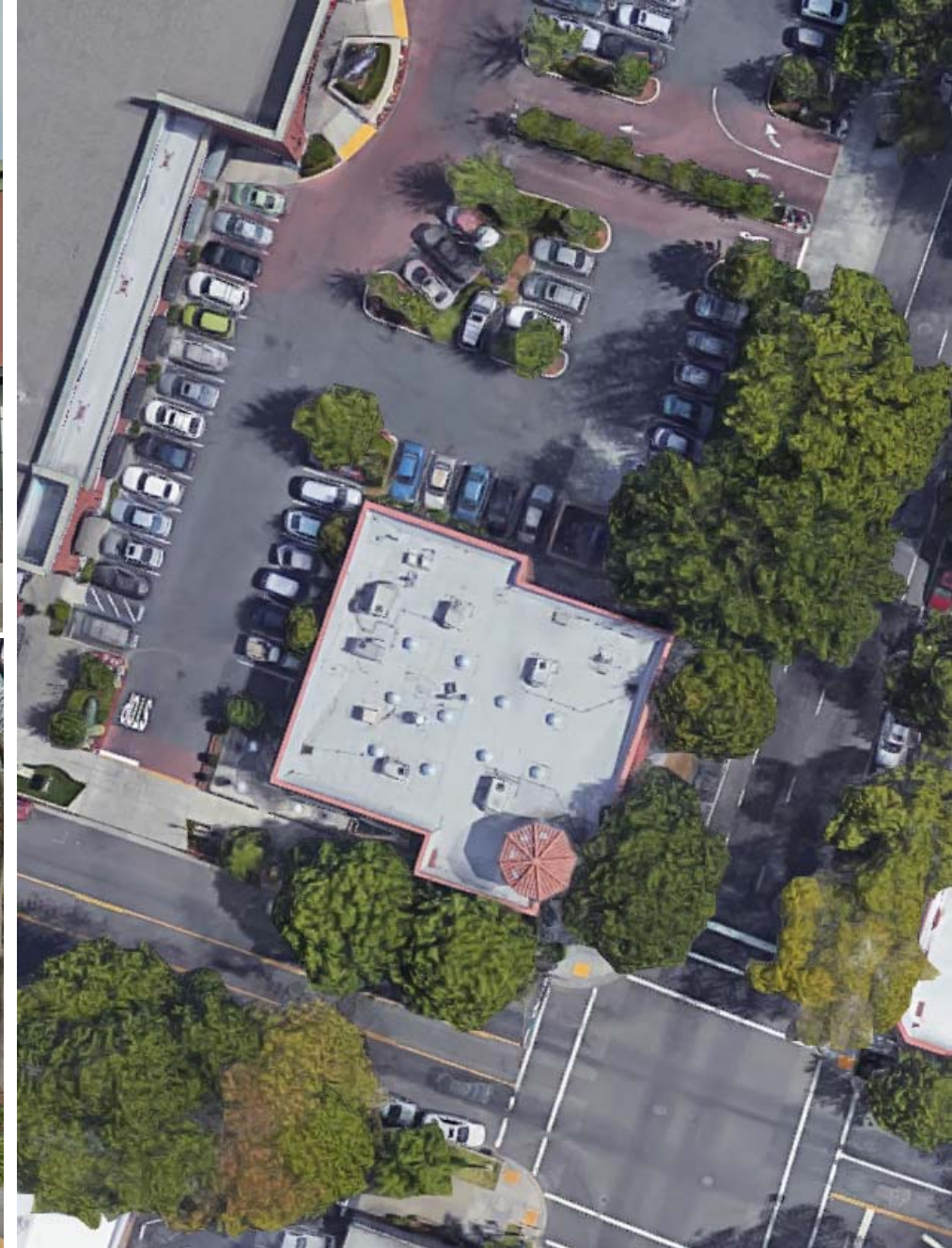
Do you like this concept for Pleasure Point?

60% A. I really like it

33% B. It's worth considering

4% C. I don't like it

4% D. I'm not sure



CORNER/STREET FRONTING INFILL

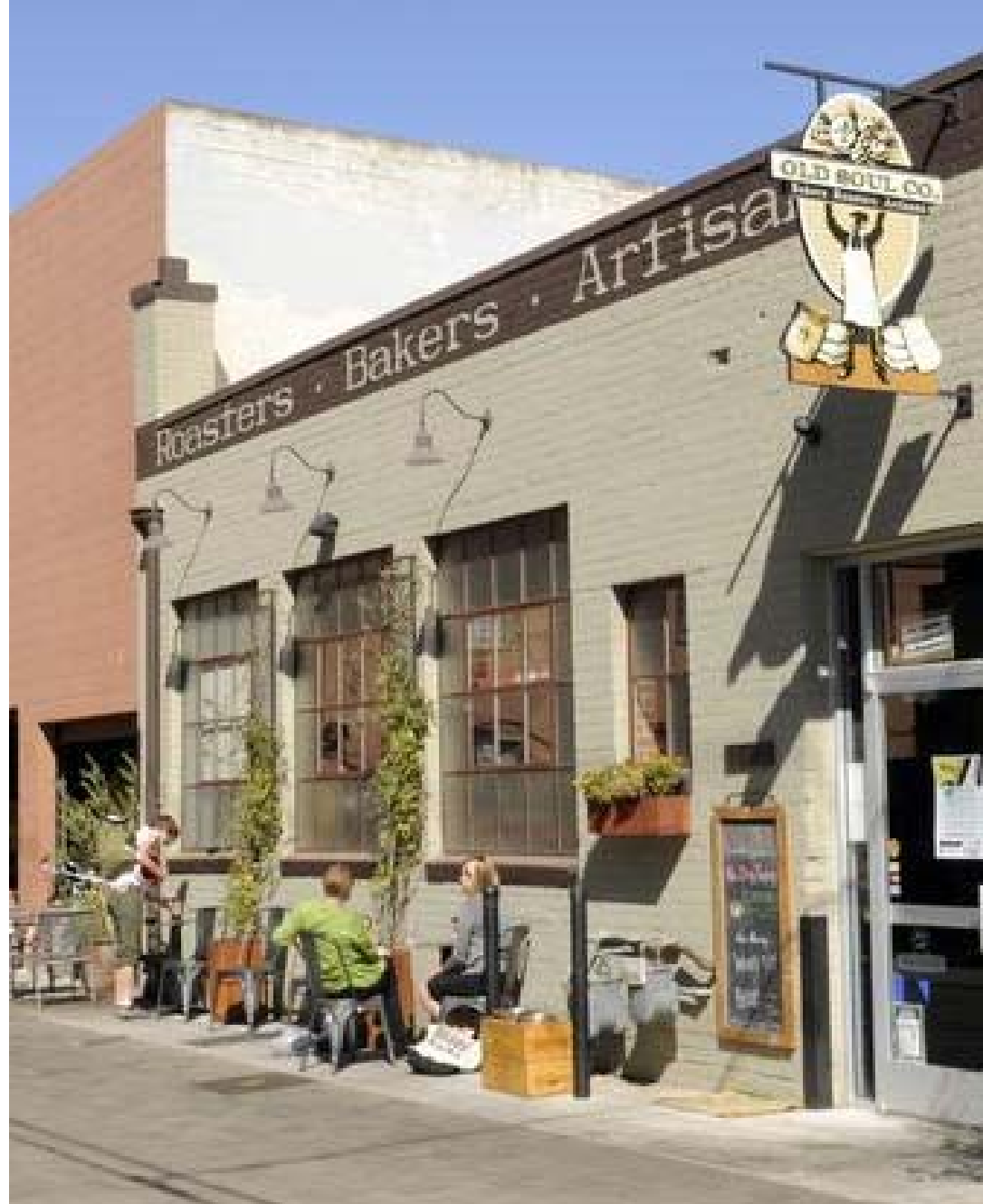
Do you like this concept for Pleasure Point?

23% A. I really like it

42% B. It's worth considering

27% C. I don't like it

8% D. I'm not sure



ACTIVATED ALLEYS

Do you like this concept for Pleasure Point?

44% A. I really like it

33% B. It's worth considering

20% C. I don't like it

4% D. I'm not sure



PLAZAS

Do you like this concept for Pleasure Point?

25% A. I really like it

25% B. It's worth considering

43% C. I don't like it

6% D. I'm not sure



GREEN SPACES

Do you like this concept for Pleasure Point?

42% A. I really like it

29% B. It's worth considering

19% C. I don't like it

9% D. I'm not sure



TEMPORARY "POP-UP" EVENTS

Do you like this concept for Pleasure Point?

47% A. I really like it

25% B. It's worth considering

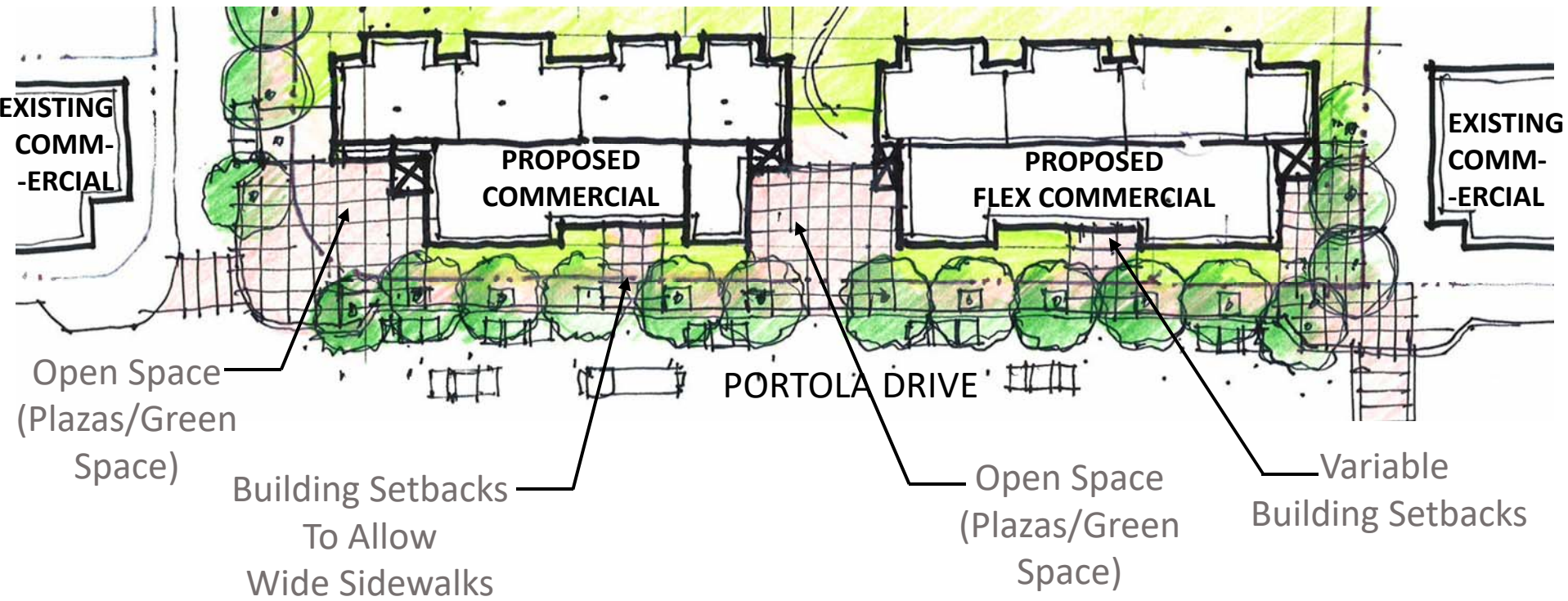
18% C. I don't like it

10% D. I'm not sure

TEMPORARY "POP-UP" EVENTS

Building Form





EMERGING CONCEPTS



VARIABLE SETBACKS AND STEPBACKS

Do you like this concept for Pleasure Point?

55% A. I really like it

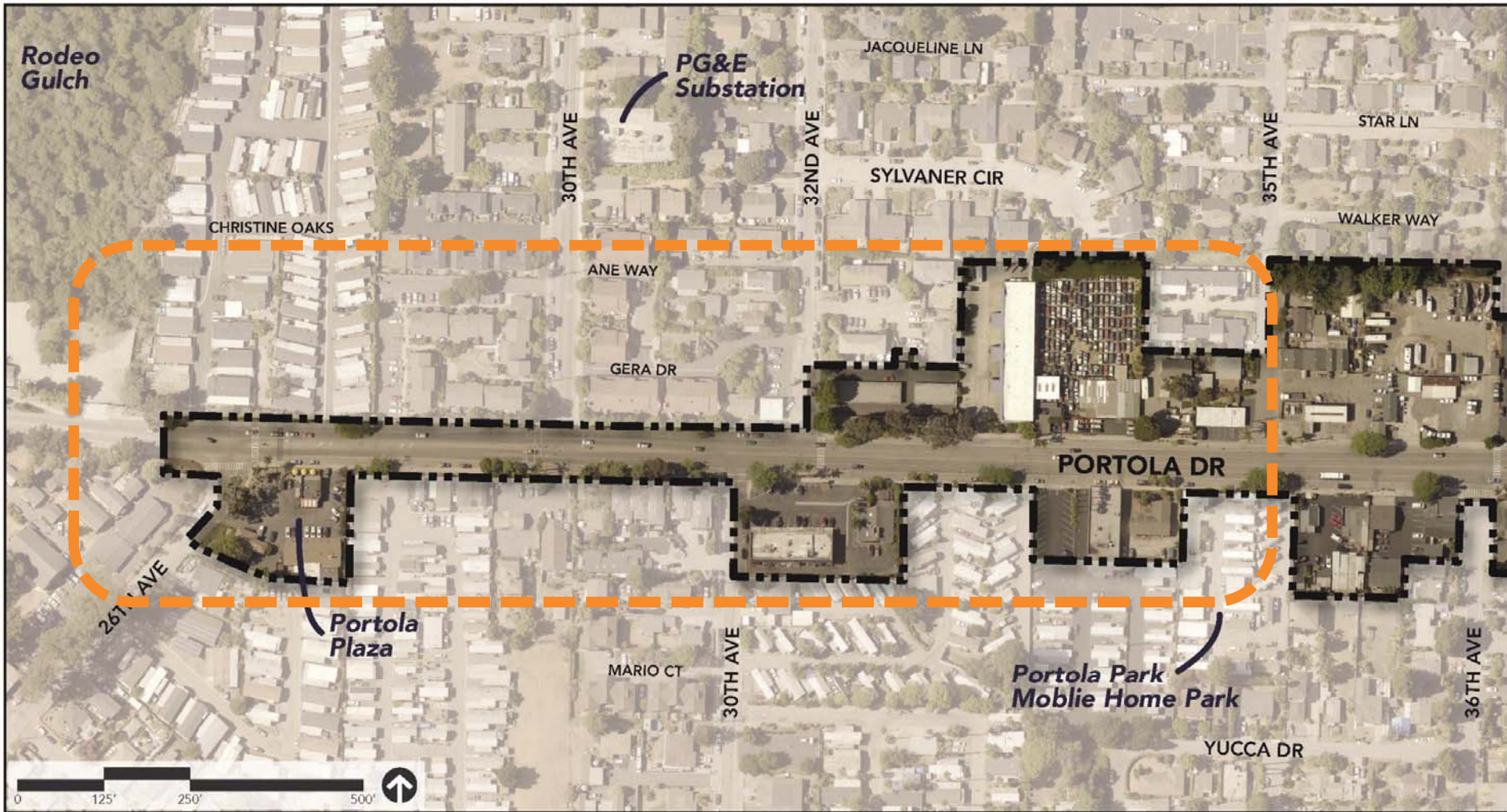
33% B. It's worth considering

9% C. I don't like it

3% D. I'm not sure

Types of Uses





LEGEND
 Project Boundary

RESIDENTIAL FOCUS WEST OF 35TH STREET FOR NEW DEV.

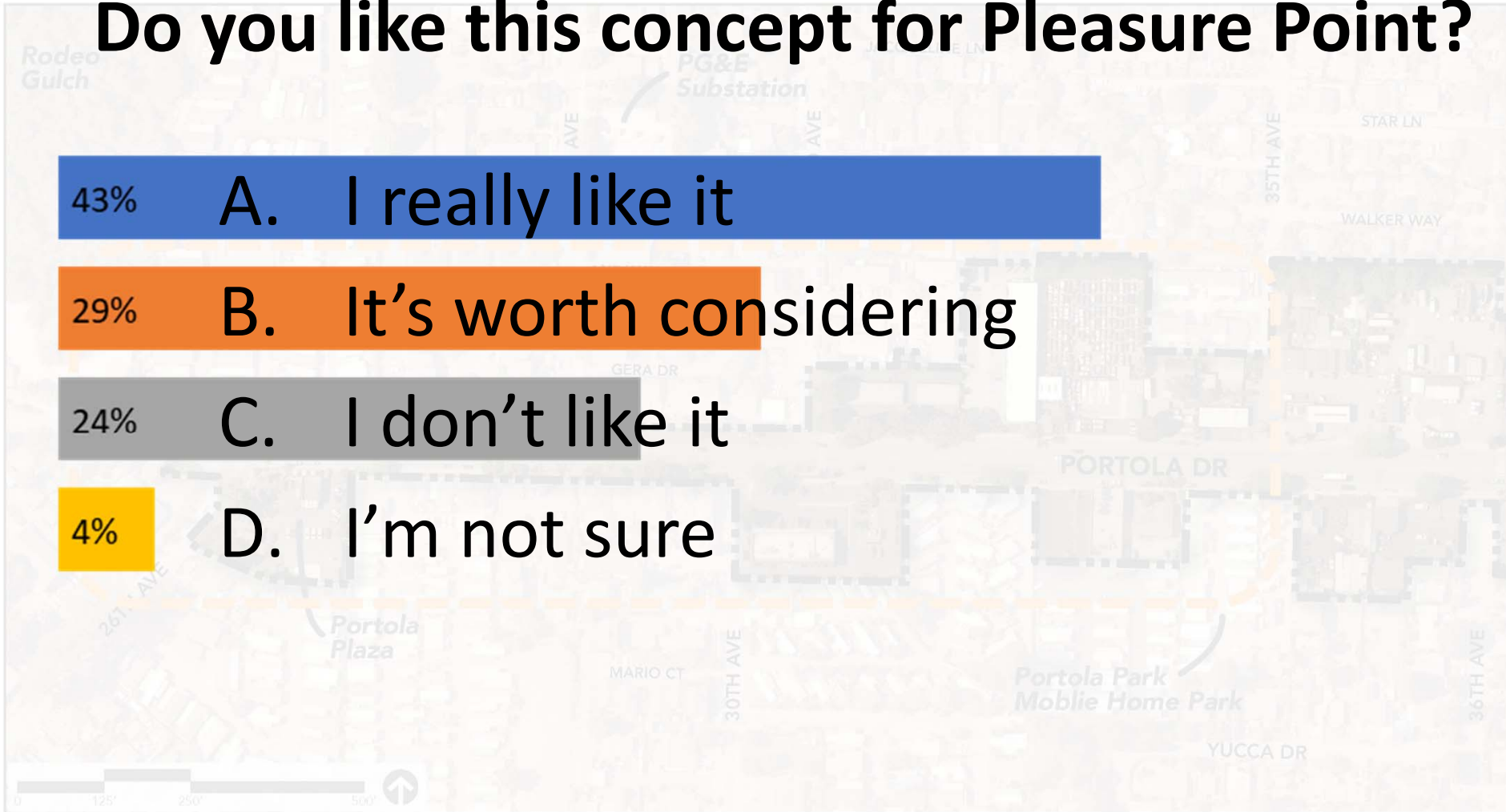
Do you like this concept for Pleasure Point?

43% A. I really like it

29% B. It's worth considering

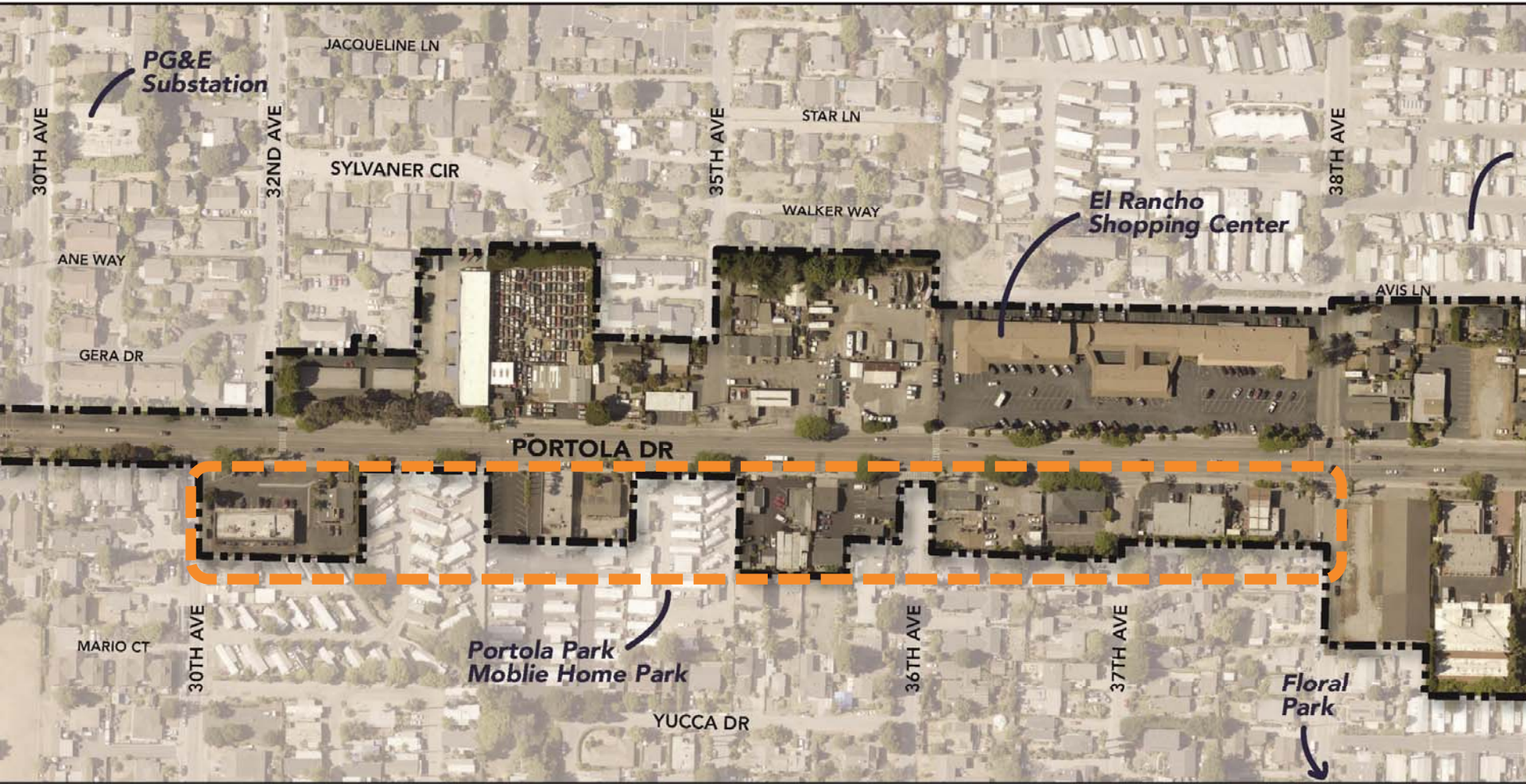
24% C. I don't like it

4% D. I'm not sure



LEGEND
Project Boundary

RESIDENTIAL FOCUS WEST OF 35TH STREET FOR NEW DEV.



ONE TO TWO STORIES ON THE SOUTH SIDE

Do you like this concept for Pleasure Point?

57% A. I really like it

25% B. It's worth considering

17% C. I don't like it

1% D. I'm not sure

ONE TO TWO STORIES ON THE SOUTH SIDE



GROUND FLOOR "FLEX SPACE"

Do you like this concept for Pleasure Point?

20% A. I really like it

33% B. It's worth considering

38% C. I don't like it

9% D. I'm not sure



VERTICAL MIXED-USE

Do you like this concept for Pleasure Point?

26% A. I really like it

39% B. It's worth considering

30% C. I don't like it

4% D. I'm not sure



HORIZONTAL MIXED-USE

Do you like this concept for Pleasure Point?

22% A. I really like it

42% B. It's worth considering

26% C. I don't like it

9% D. I'm not sure

Building Setbacks
To Allow
Green Open Space

Open Space
(Plazas/Green
Space)

Building
Stepbacks



REAR TRANSITION

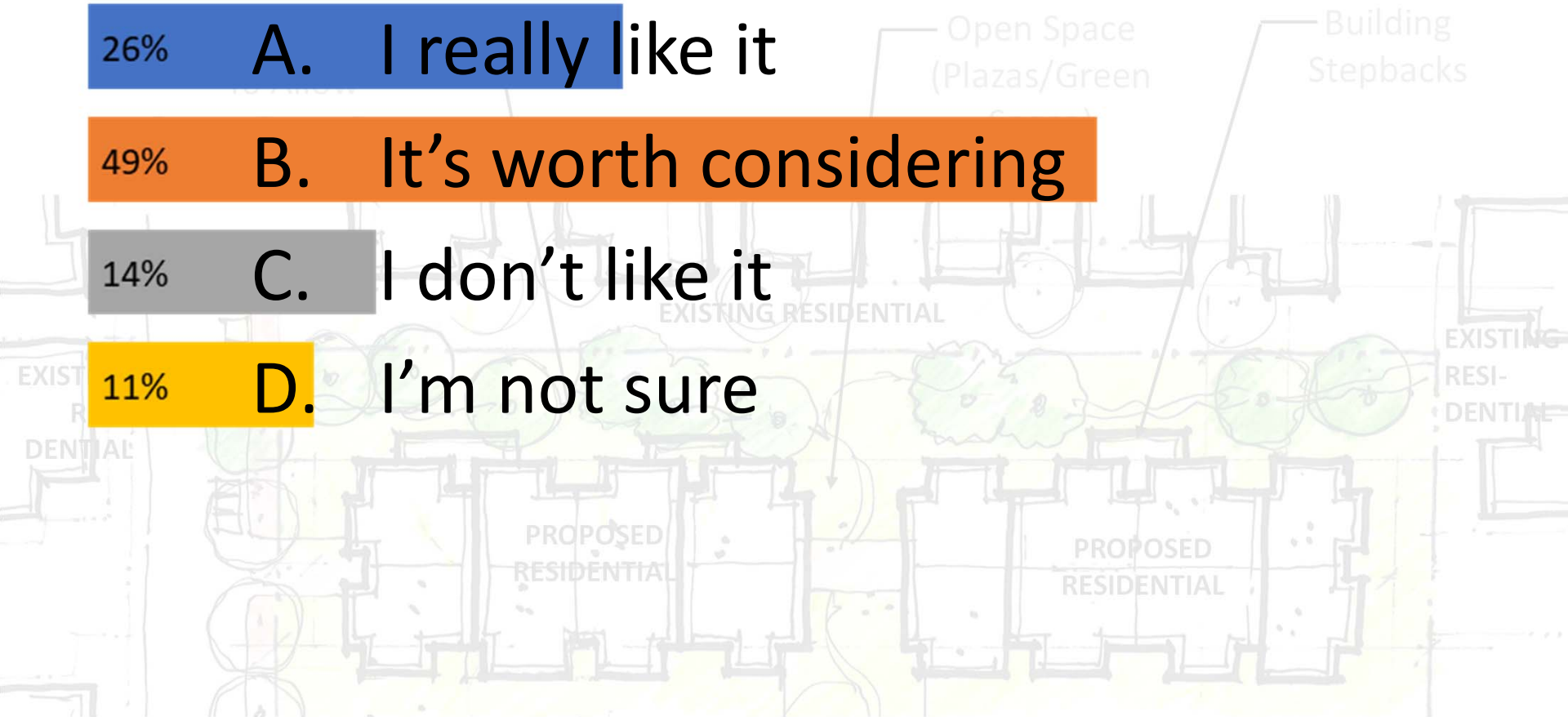
Do you like this concept for Pleasure Point?

26% A. I really like it

49% B. It's worth considering

14% C. I don't like it

11% D. I'm not sure





HOTELS

Do you like this concept for Pleasure Point?

15% A. I really like it

23% B. It's worth considering

55% C. I don't like it

7% D. I'm not sure

Parking





PARKLETS

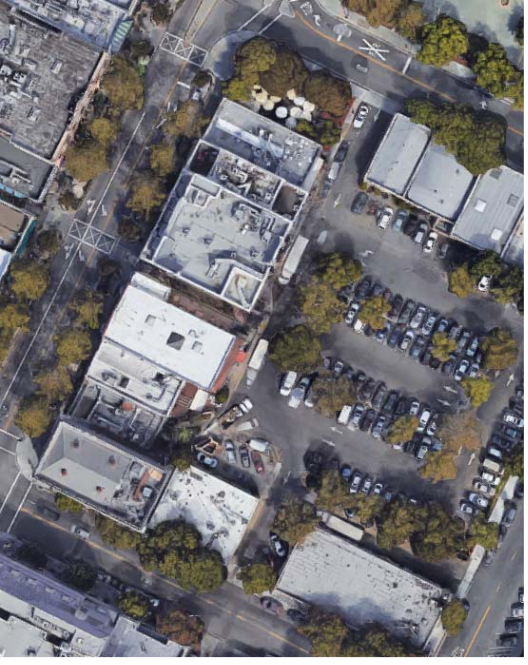
Do you like this concept for Pleasure Point?

28% A. I really like it

34% B. It's worth considering

35% C. I don't like it

3% D. I'm not sure



PARKING IN THE REAR

Do you like this concept for Pleasure Point?

58% A. I really like it

33% B. It's worth considering

7% C. I don't like it

3% D. I'm not sure

Allow small businesses to partially fulfill ON-SITE parking requirements with new ON-STREET parking?

25% A. I really like it

25% B. It's worth considering

47% C. I don't like it

3% D. I'm not sure

Create consistent commercial parking requirements to incentivize local “Mom & Pop” stores?

26% A. I really like it

23% B. It's worth considering

23% C. I don't like it

27% D. I'm not sure



Next Steps

Next Steps

- Community Workshop #3
(Scheduled for February 2018)

Visit the Project Webpage

www.sccoplanning.com

Click the “Pleasure Point Commercial Corridor” button to access project documents, meeting information and community input summaries

Email Comments/Questions to Staff

Annie.Murphy@SantaCruzCounty.us

Annie Murphy, Santa Cruz County Planning Department



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portola drive streetscape

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