



pleasure point commercial corridor

community vision

commercial and mixed use guiding design principles

portola drive streetscape

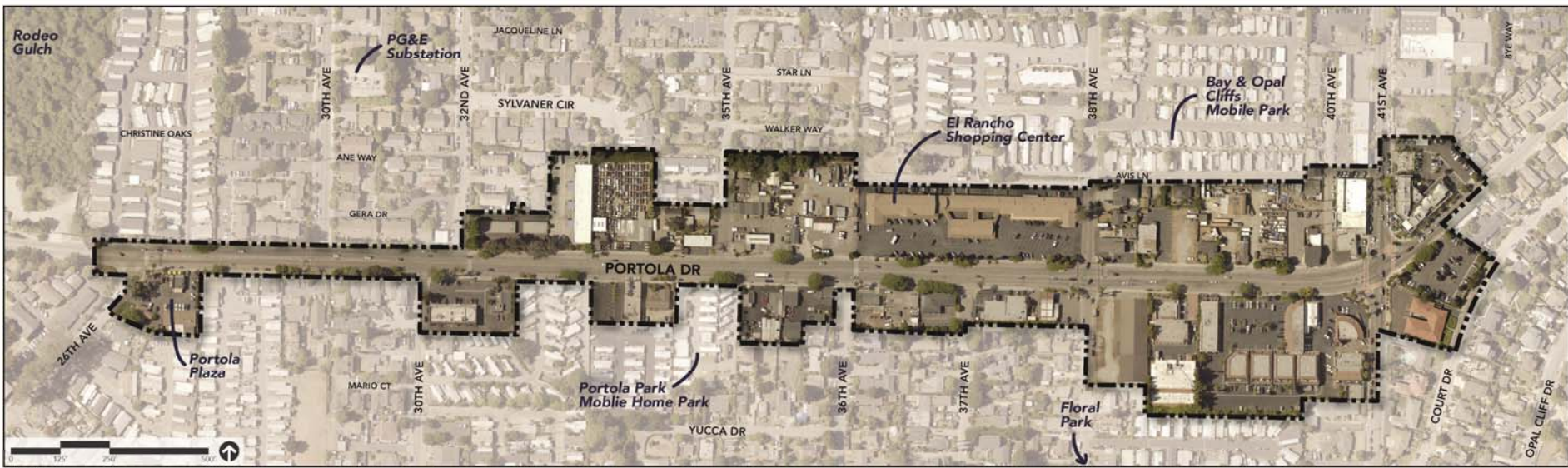
Community Open House | February 22, 2018

Tonight's Agenda

- Summary Presentation
- Open House
 - Station 1: Project Overview and Community Input
 - Station 2: Draft Vision and Guiding Principles
 - Station 3: Western, Middle and Eastern Portions
 - Station 4: Building Setbacks and Stepbacks
 - Station 5: Parking
- Group Discussion
- Next Steps: *online community wide survey*



Study Area



LEGEND
Project Boundary





Community Comments

Community Comments and Ideas



General Points of Agreement

Portola Drive

- 1. Improve mobility and safety** for pedestrians, bicyclists and motorists along Portola Drive
- 2. Add more on-street parking** to support businesses and reduce impacts to the Avenues
- 3. Add more visible and safer pedestrian crosswalks**

General Points of Agreement

Building and Site Design

1. Require quality architecture
2. Discourage hotels from locating in the Study Area
3. Ensure new buildings have articulated frontages and varying setback/stepbacks to maintain the character of the corridor

Tonight's Agenda

- Summary Presentation
- Open House
 - Station 1: Project Overview and Community Input
 - Station 2: Draft Vision and Guiding Principles
 - Station 3: Western, Middle and Eastern Portions
 - Station 4: Building Setbacks and Stepbacks
 - Station 5: Parking
- Group Discussion
- Next Steps: *online community wide survey*



Open House Station Summary

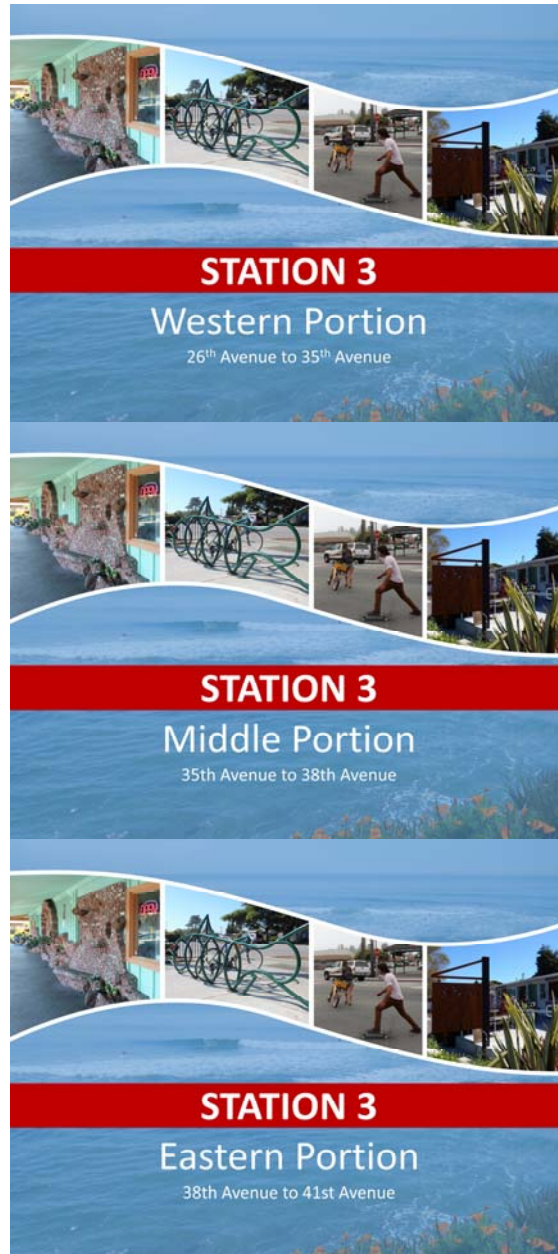
Open House Stations



STATION 1
Project Overview and
Community Input



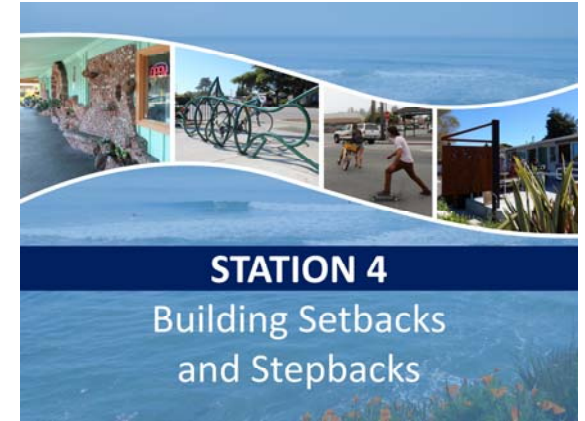
STATION 2
Draft Vision and
Guiding Principles



STATION 3
Western Portion
26th Avenue to 35th Avenue

STATION 3
Middle Portion
35th Avenue to 38th Avenue

STATION 3
Eastern Portion
38th Avenue to 41st Avenue



STATION 4
Building Setbacks
and Stepbacks



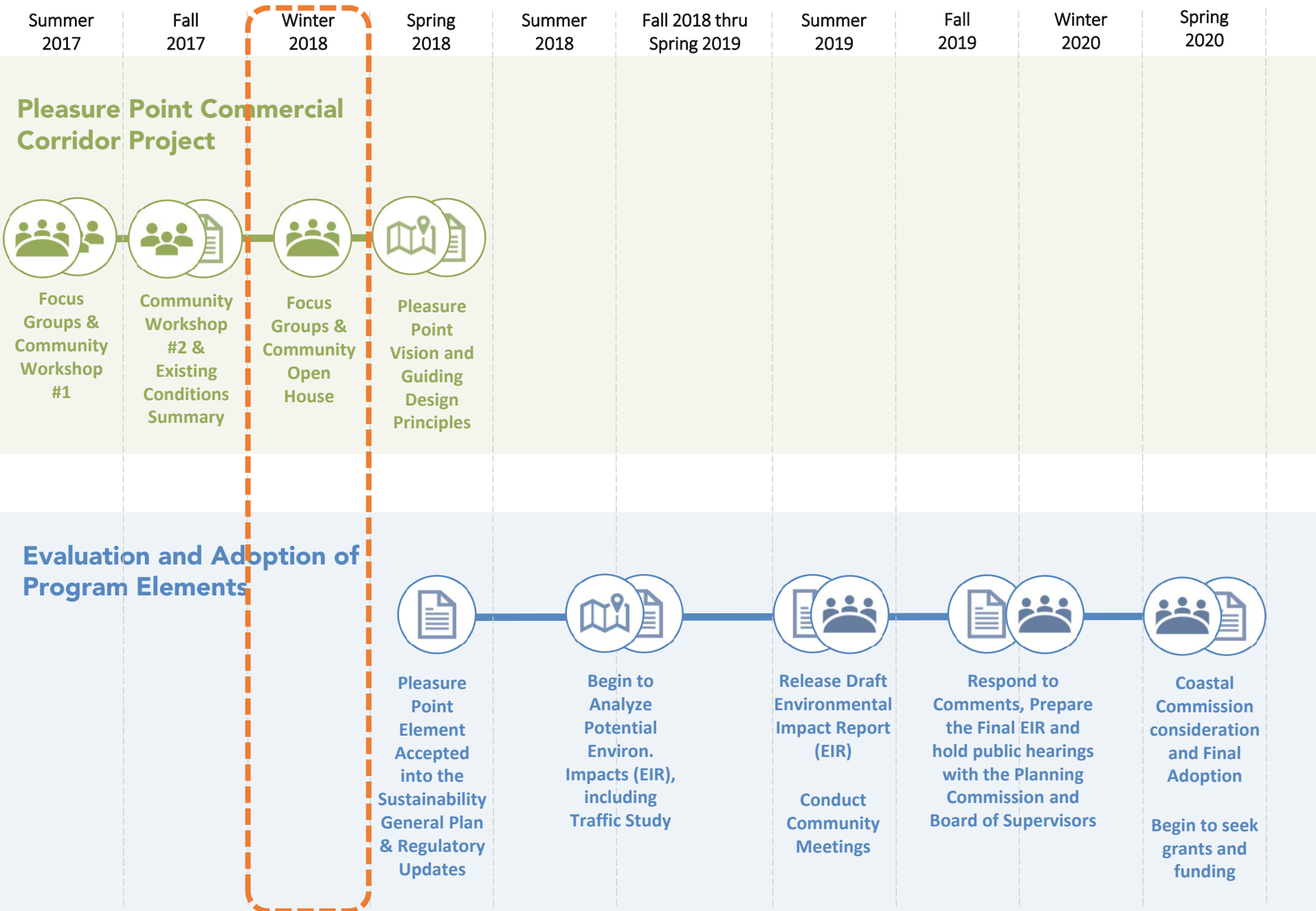
STATION 5
Parking



STATION 1

Project Overview and Community Input

Overall Schedule



Community Workshops #1 and #2



Project Goals

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



STATION 2

Draft Vision and Guiding Principles

Draft Vision Statement

“A vibrant and eclectic place where people **shop, dine, live, relax, and interact**. Where people can walk 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, and interesting open spaces. 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 Framework

Western Portion

26th Ave to 35th Ave

Middle Portion

35th Ave to 38th Ave

Eastern Portion

38th Ave to 41st Ave



Overarching Streetscape Design Principles



Repurpose the Portola Drive 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 and safety through wider and more protected sidewalks, more frequent and better marked crosswalks, better visibility of cars when crossing the street, and better site design.

Overarching Streetscape Design Principles



Enhance bicycle safety and connectivity through wider and safer bicycle lanes, contiguous green painted bicycle facilities, and new crosswalks with push-button signals at key intersections



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

Overarching Site/Building Design Principles



Support economic vitality by encouraging a mix of uses that complement the surrounding neighborhoods, while discouraging new hotels.



Require quality architecture and materials that support the eclectic character of Pleasure Point.



Encourage green open spaces to be incorporated into the site design of new projects to improve aesthetics, increase pedestrian activity and promote sustainability.

Overarching Site/Building Design Principles



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



Improve parking to support the commercial district and minimize impacts to surrounding neighborhoods.



Encourage private parking to be **located at the rear** of parcels so it is not fronting Portola Drive.

Overarching Site/Building Design Principles



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



Encourage buildings no taller than 35 feet on the south side of Portola Drive between 38th Avenue and 30th Avenue. Establish design principles to address edge conditions and minimize the appearance of height through setbacks, upper story stepbacks and articulated frontages.



STATION 3

Western Portion

26th Avenue to 35th Avenue

Western Portion | Private Realm Guidelines

Western Portion

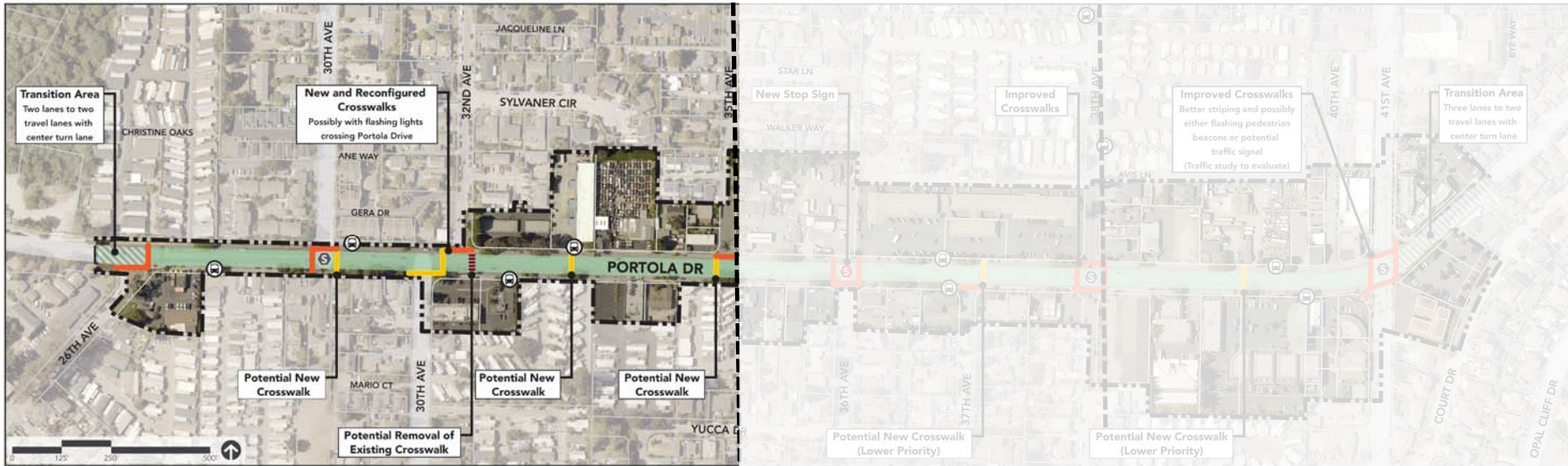
26th Ave to 35th Ave

Middle Portion

35th Ave to 38th Ave

Eastern Portion

38th Ave to 41st Ave



LEGEND	
Project Boundary	STREETSCAPE ELEMENTS
Bus Stops	New or Improved Crosswalk
	Existing Crosswalk
	Improved Streetscape
	Transition Area
	Existing Stop Sign
	Proposed Stop Sign
	Removed Crosswalk

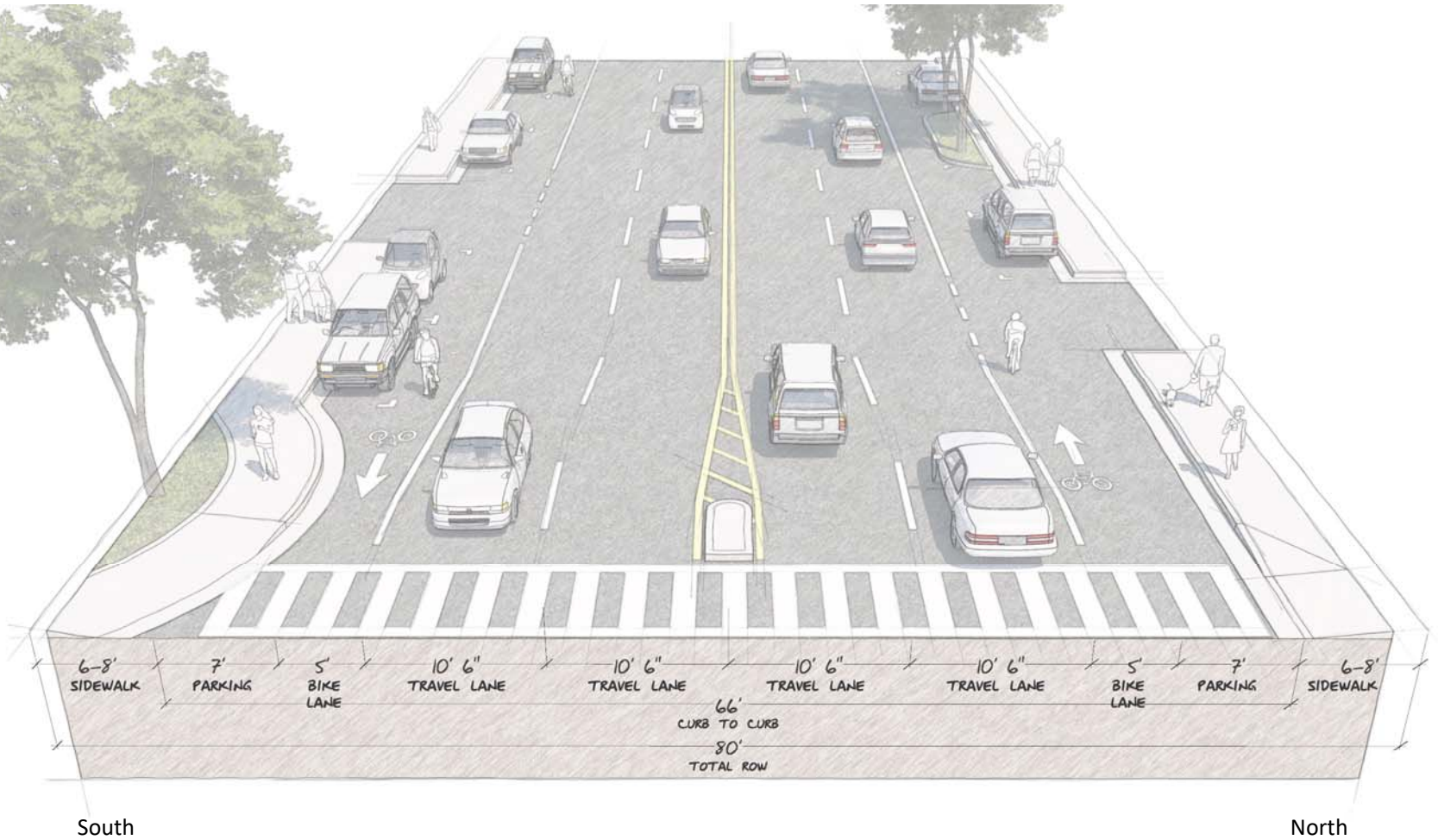
Western Portion | Private Realm Guidelines

Vision: A residential mixed-use area with some smaller-scale commercial uses. Encourages ground floor residential in order to strengthen the existing residential character of the area.



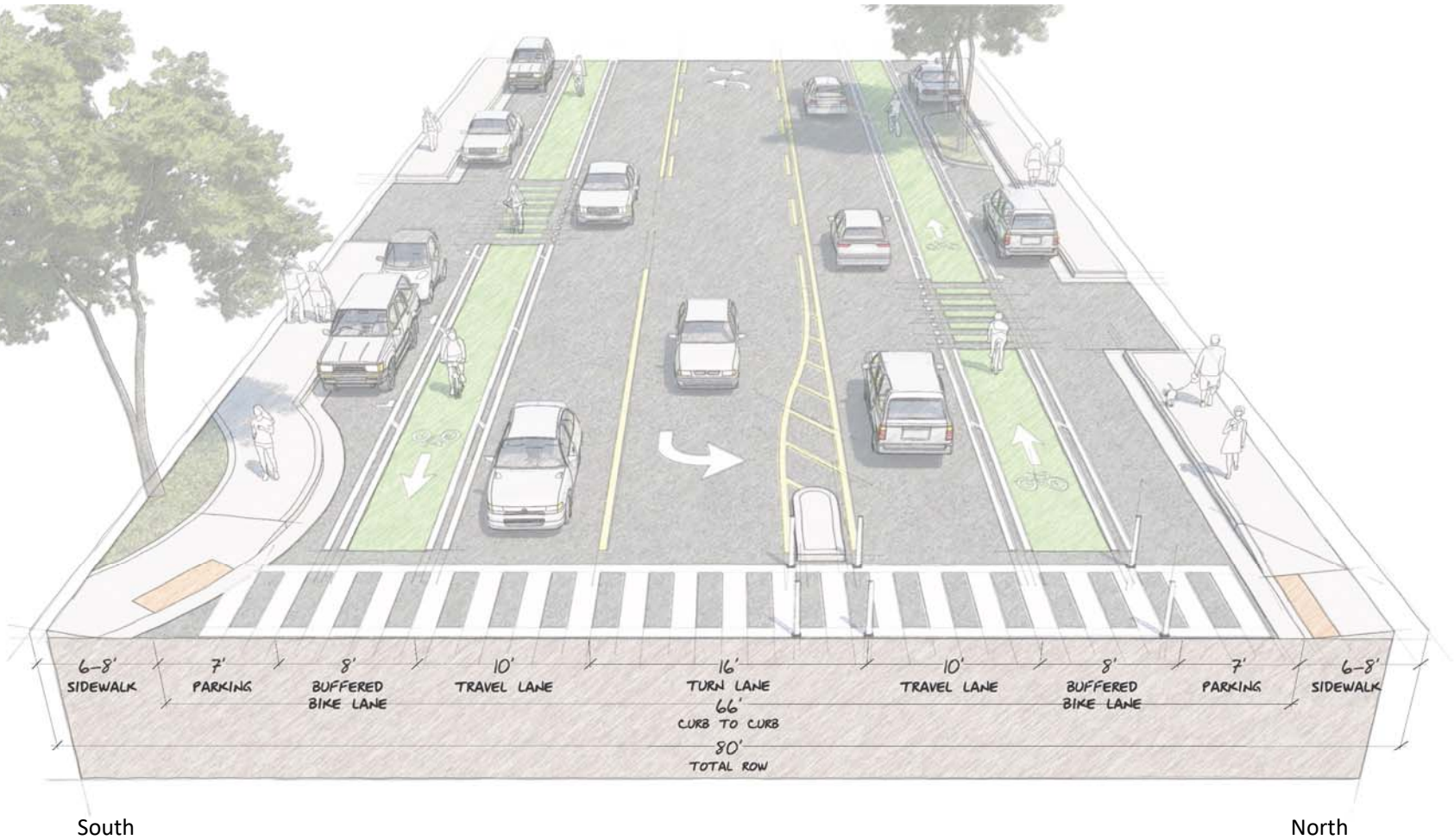
Western Portion | Public Realm Guidelines

Existing Street Condition



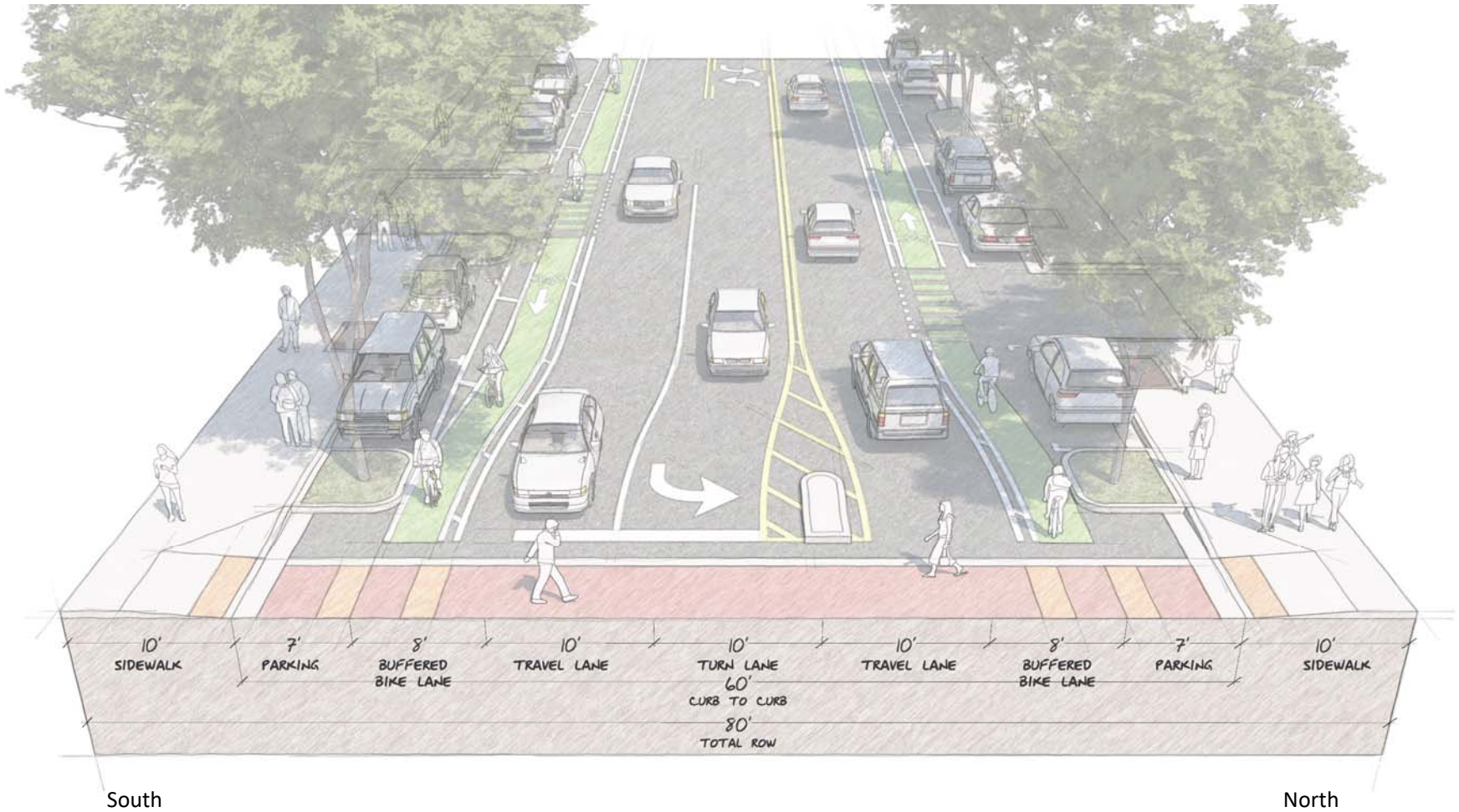
Western Portion | Public Realm Guidelines

Potential Near Term Changes



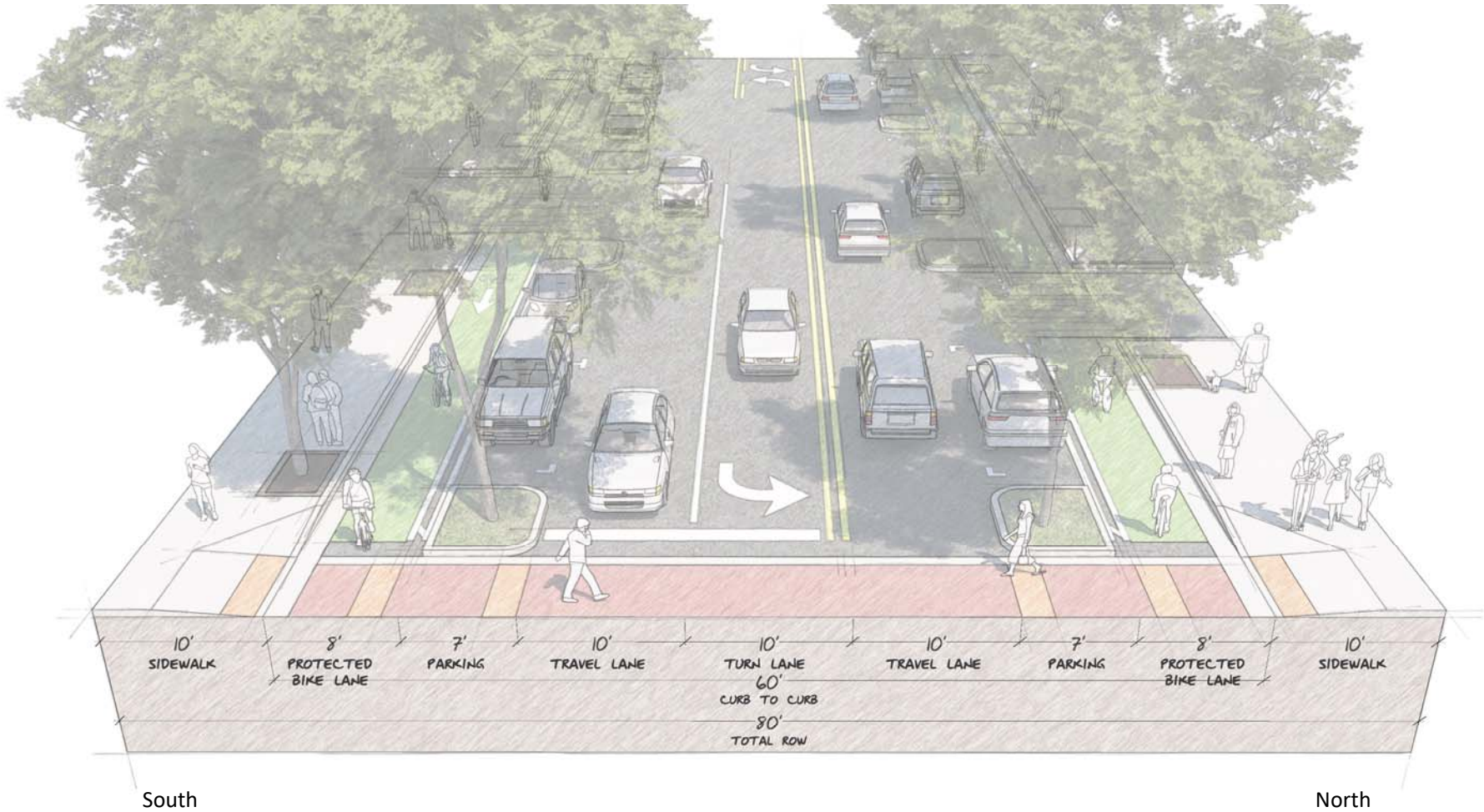
Western Portion | Public Realm Guidelines

Potential Long Term Changes #1



Western Portion | Public Realm Guidelines

Potential Long Term Changes #2





STATION 3

Middle Portion

35th Avenue to 38th Avenue

Western Portion | Private Realm Guidelines

Western Portion 26th Ave to 35th Ave

Middle Portion 35th Ave to 38th Ave

Eastern Portion 38th Ave to 41st Ave



LEGEND		STREETSCAPE ELEMENTS	
	Project Boundary		New or Improved Crosswalk
	Bus Stops		Existing Crosswalk
	Improved Streetscape		Removed Crosswalk
	Transition Area		Existing Stop Sign
	Proposed Stop Sign		

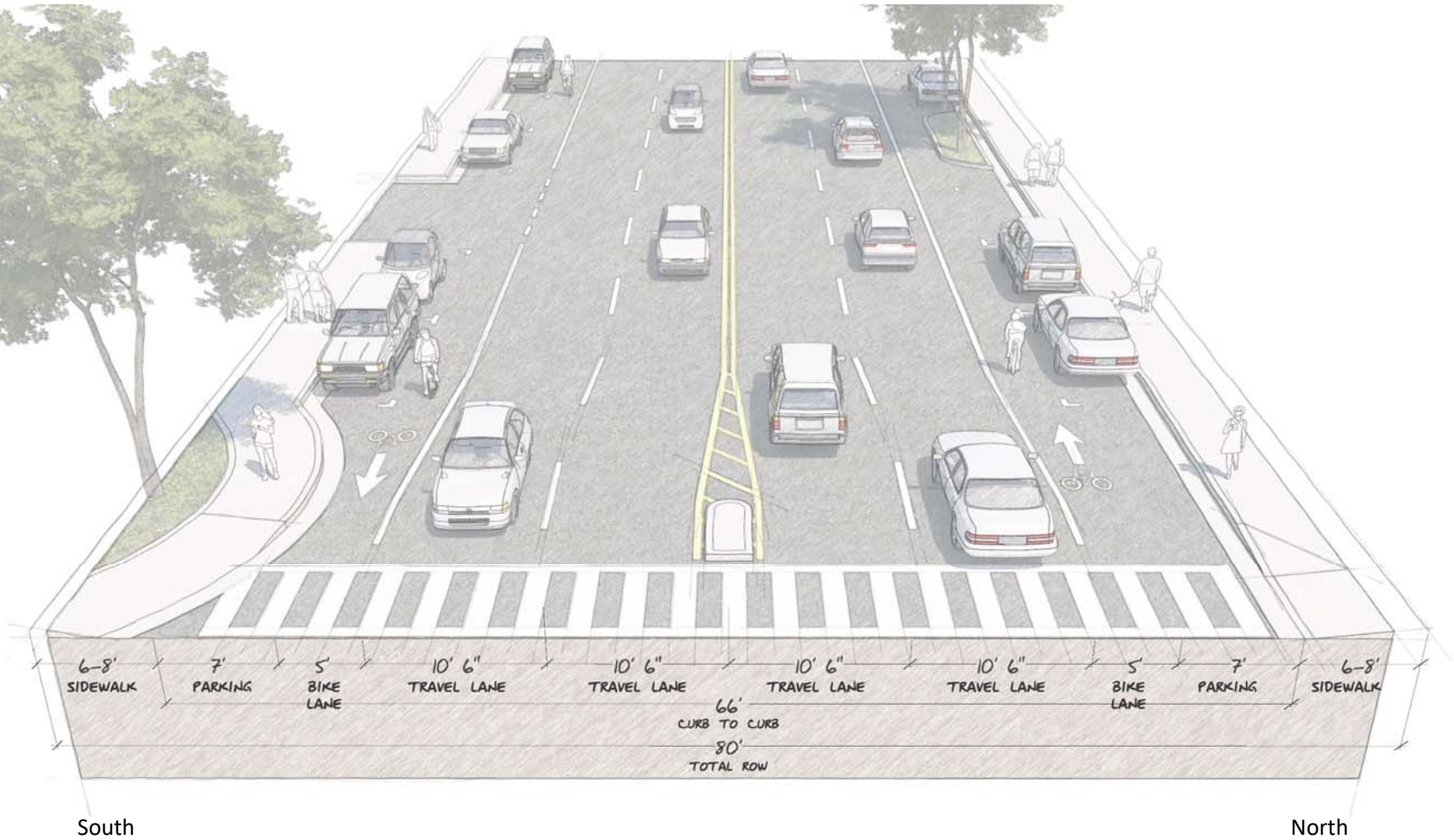
Middle Portion | Private Realm Guidelines

Vision: A commercial mixed-use area that builds on existing local and regional stores, shops, restaurants and other destinations.



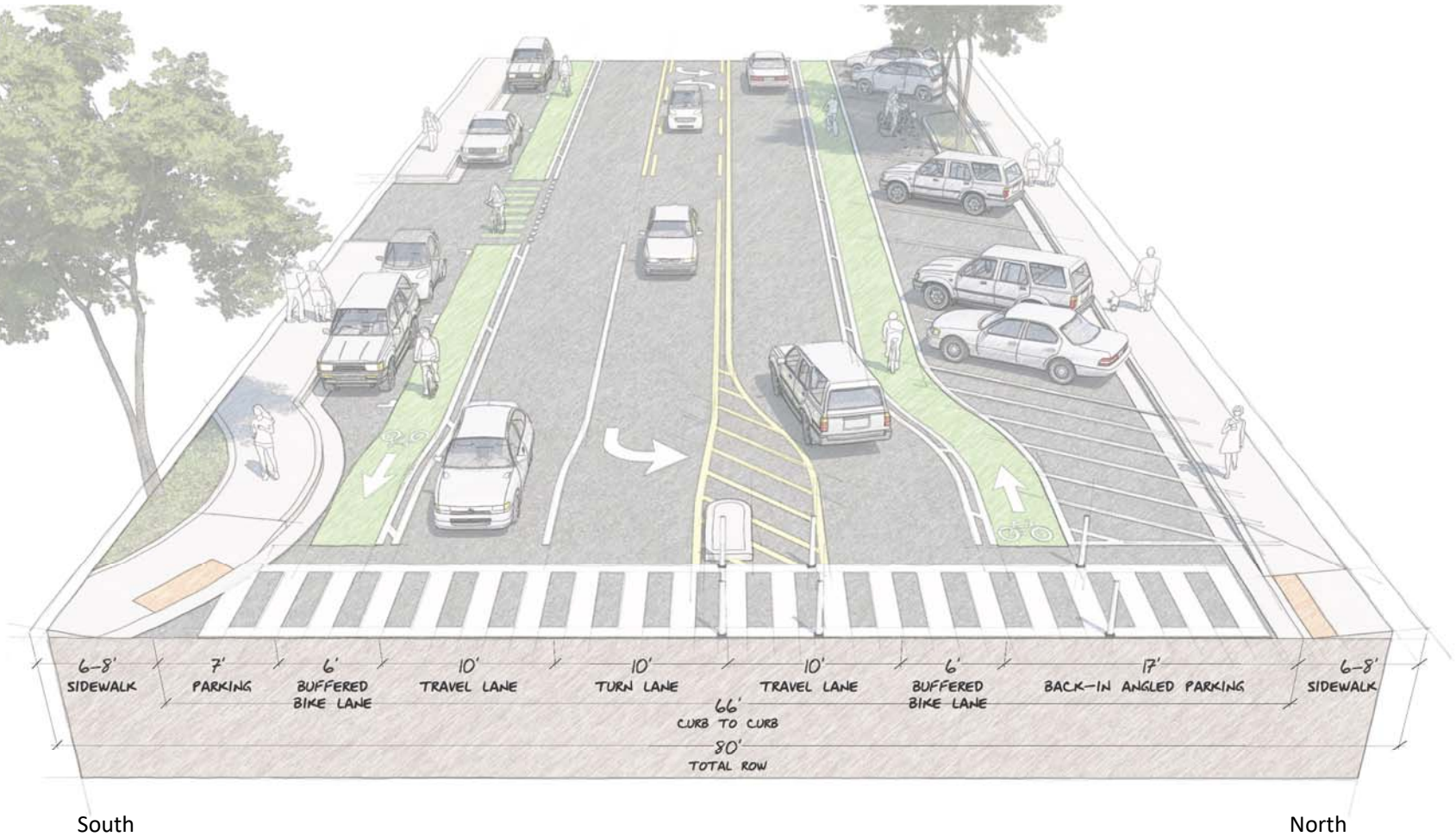
Western Portion | Public Realm Guidelines

Existing Street Condition



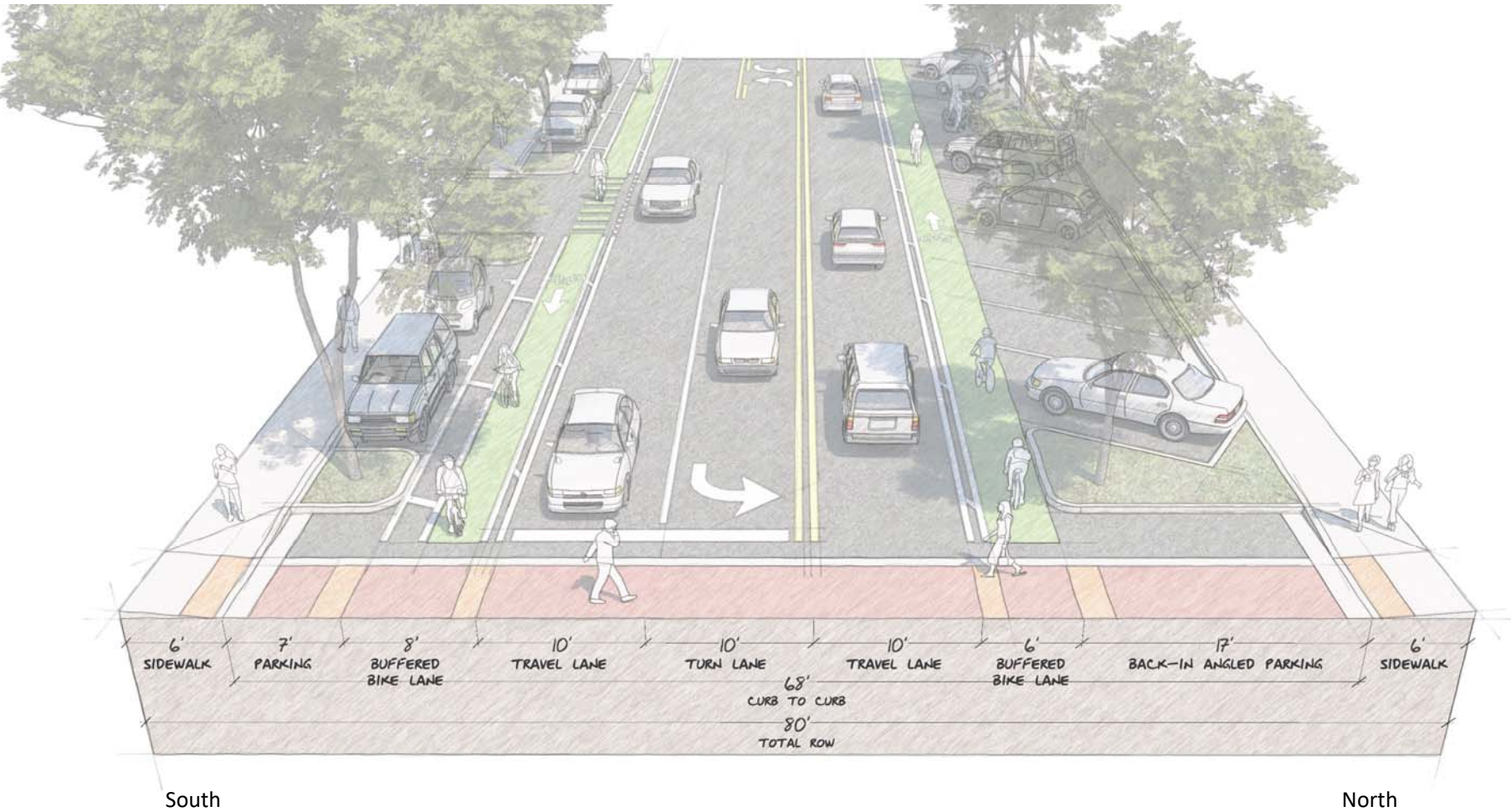
Western Portion | Public Realm Guidelines

Potential Near Term Changes



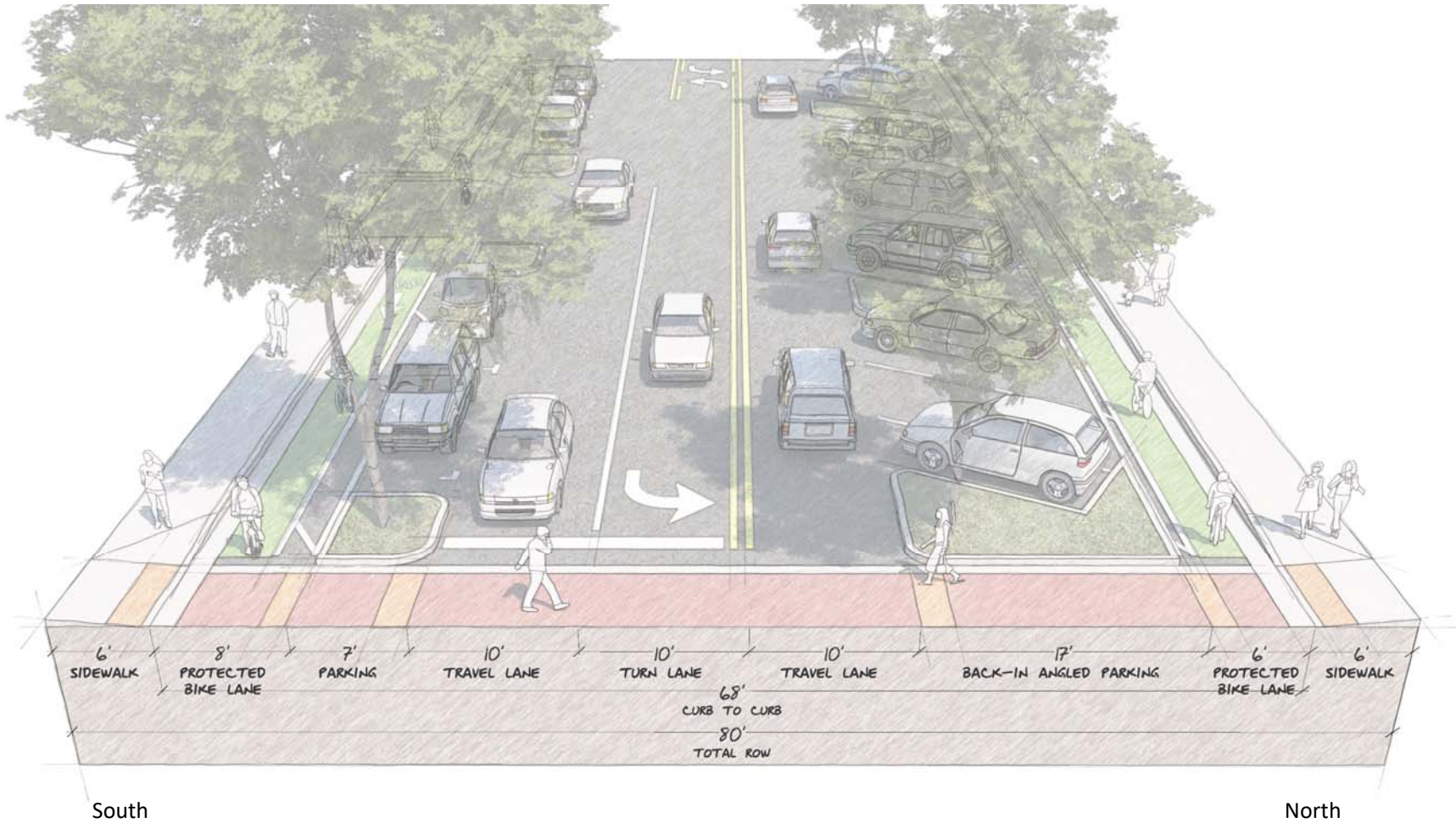
Western Portion | Public Realm Guidelines

Potential Long Term Changes #1



Western Portion | Public Realm Guidelines

Potential Long Term Changes #2





STATION 3

Eastern Portion

38th Avenue to 41st Avenue

Western Portion | Private Realm Guidelines

Western Portion

26th Ave to 35th Ave

Middle Portion

35th Ave to 38th Ave

Eastern Portion

38th Ave to 41st Ave



LEGEND		STREETSCAPE ELEMENTS	
	Project Boundary		New or Improved Crosswalk
	Bus Stops		Existing Crosswalk
	Improved Streetscape		Removed Crosswalk
	Transition Area		Existing Stop Sign
	Proposed Stop Sign		

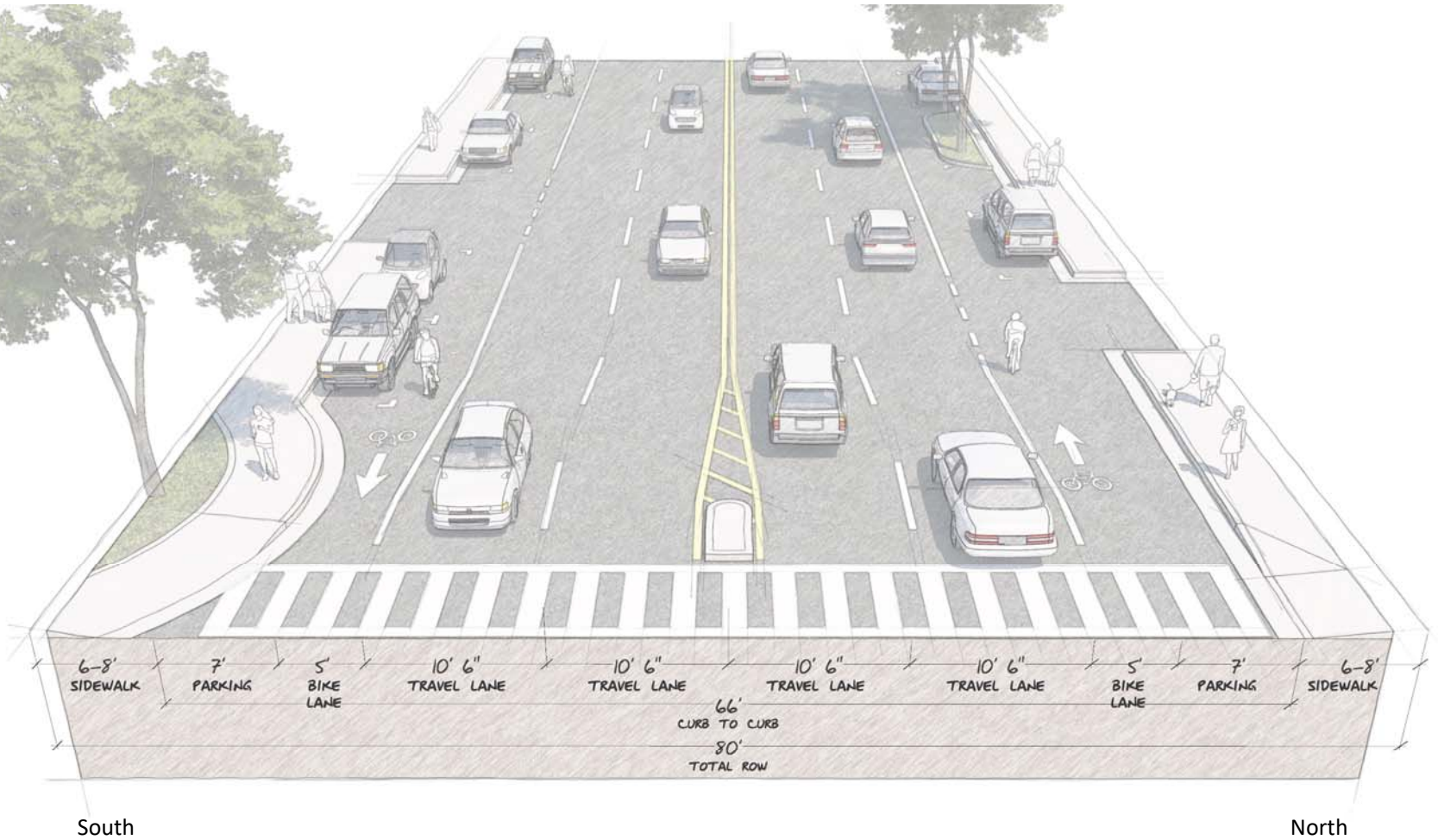
Eastern Portion | Private Realm Guidelines

Vision: A commercial mixed-use area that builds on the existing mix of retail, restaurant and other commercial uses.



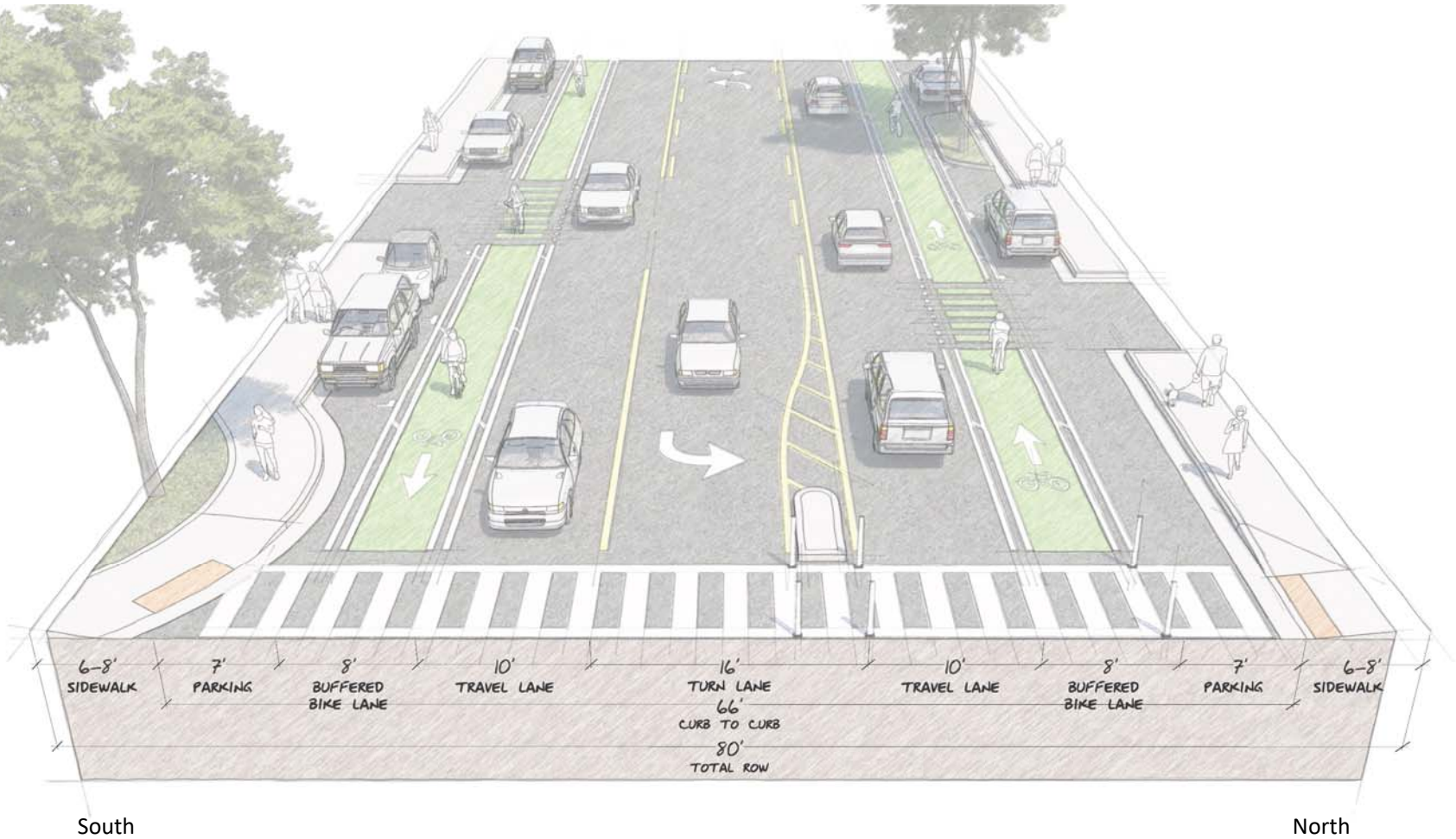
Western Portion | Public Realm Guidelines

Existing Street Condition



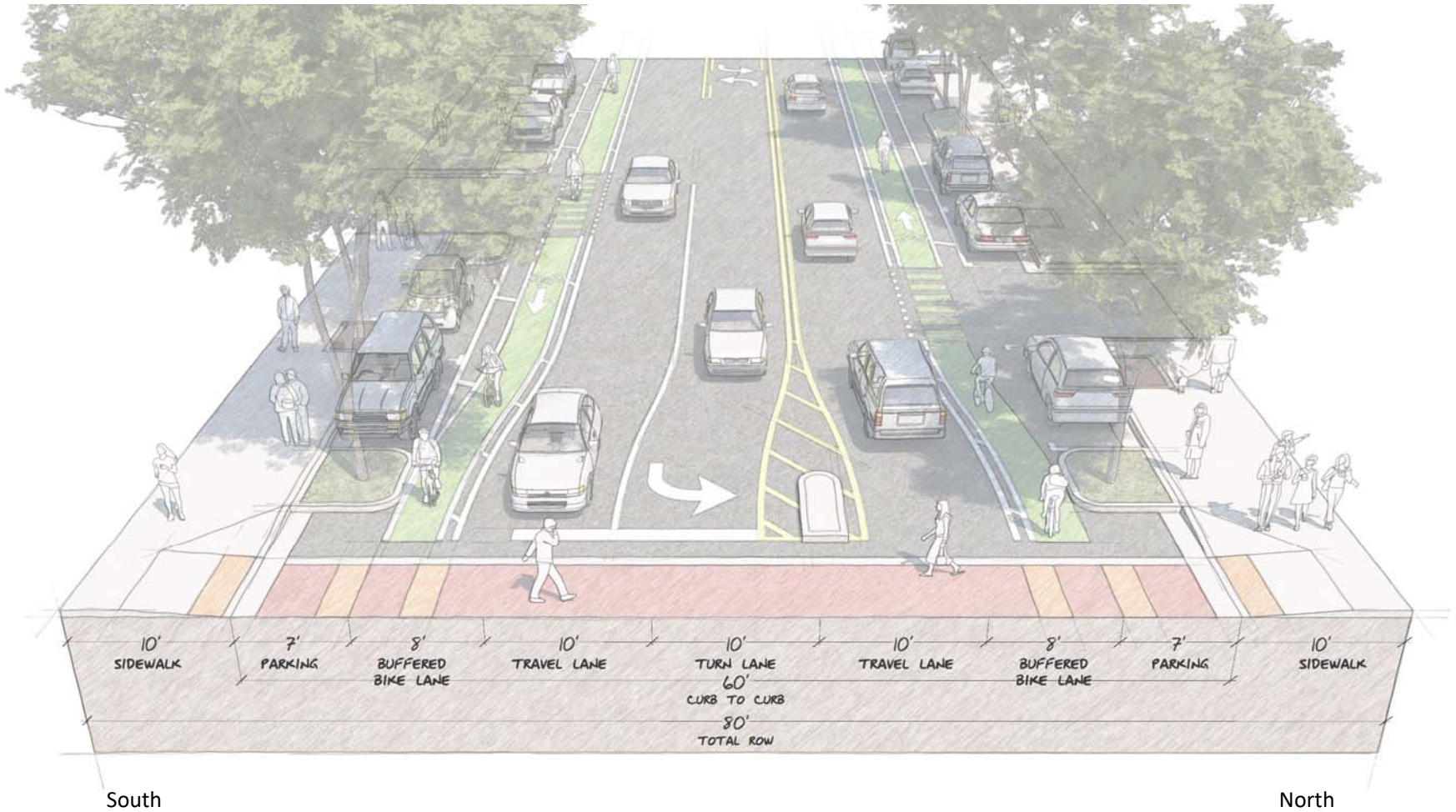
Western Portion | Public Realm Guidelines

Potential Near Term Changes



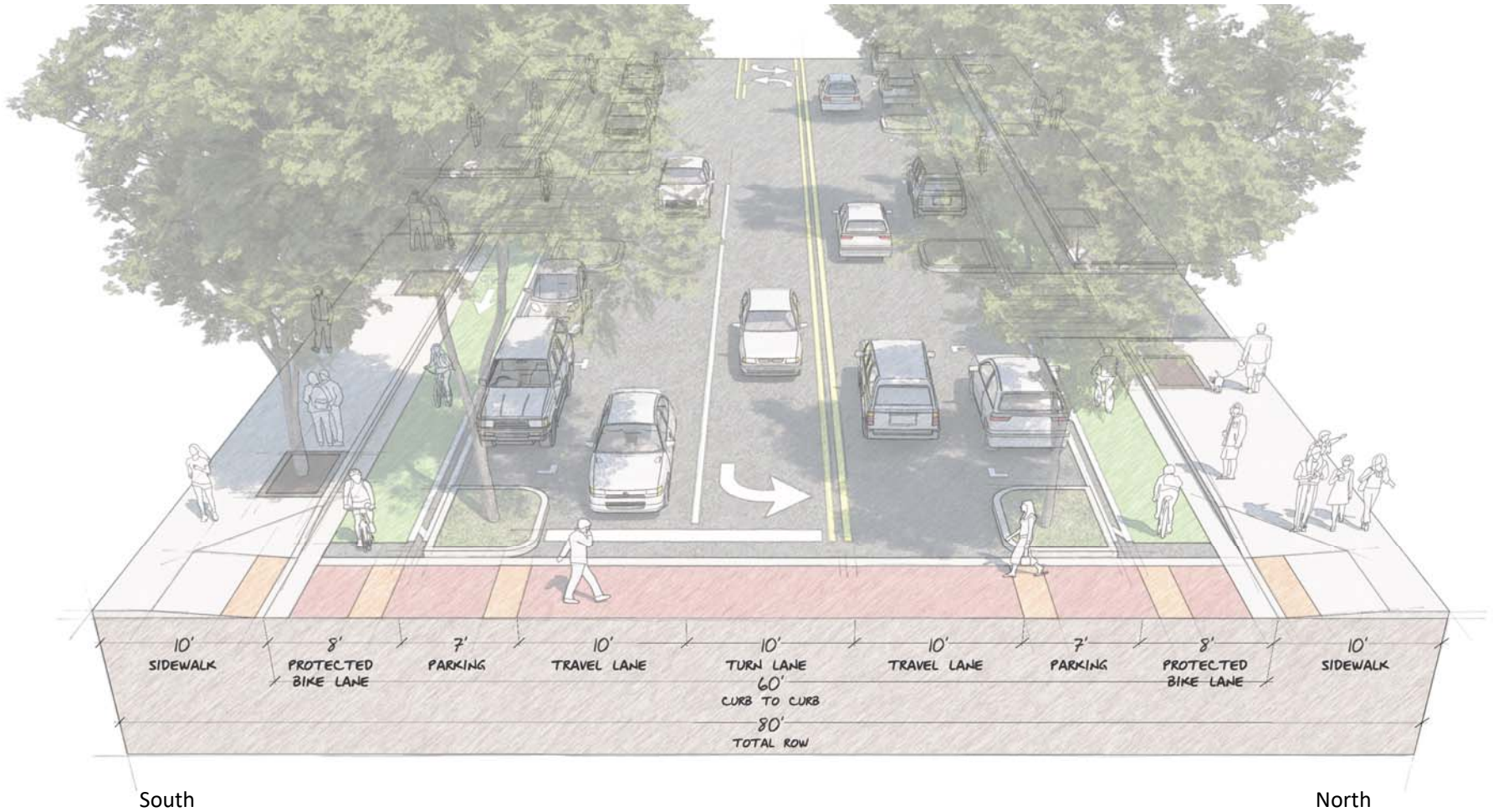
Western Portion | Public Realm Guidelines

Potential Long Term Changes #1



Western Portion | Public Realm Guidelines

Potential Long Term Changes #2





STATION 4

Building Setbacks and Stepbacks

Front Setbacks and Sidewalks



Upper Floor Setback and Rear Setbacks



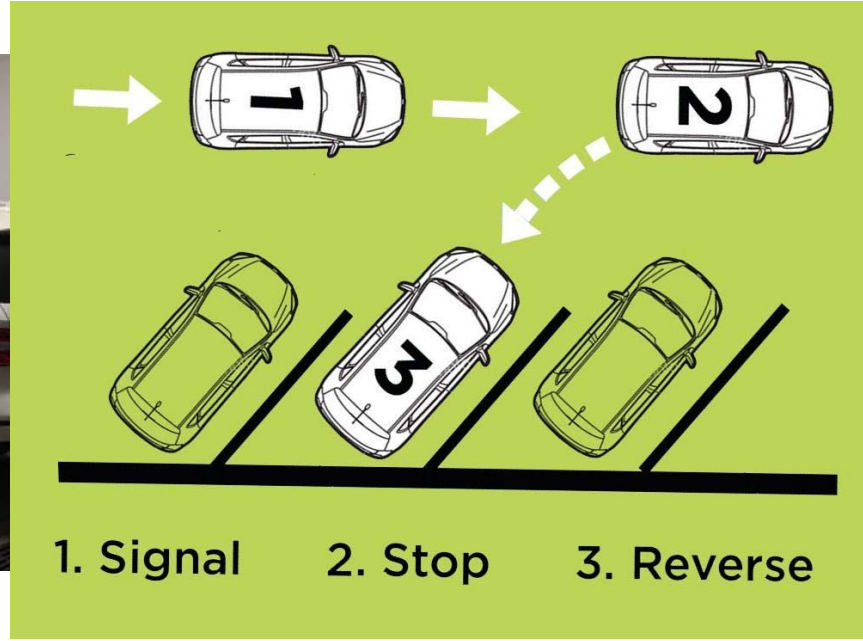


STATION 5

Parking

Parking Standards

1. Existing parking requirements for retail, commercial and mixed-use projects will **remain unchanged**.
2. Allow **tandem parking for up to three vehicles** in open and covered situations for residential units, such as townhomes.
3. Allow **stacked parking** for residential uses.



1. Signal

2. Stop

3. Reverse



Open House

Open House Process

1. Station Content Handout
2. Comment Cards

All materials will also be online tomorrow with an interactive survey and comment feature

www.sccoplanning.com

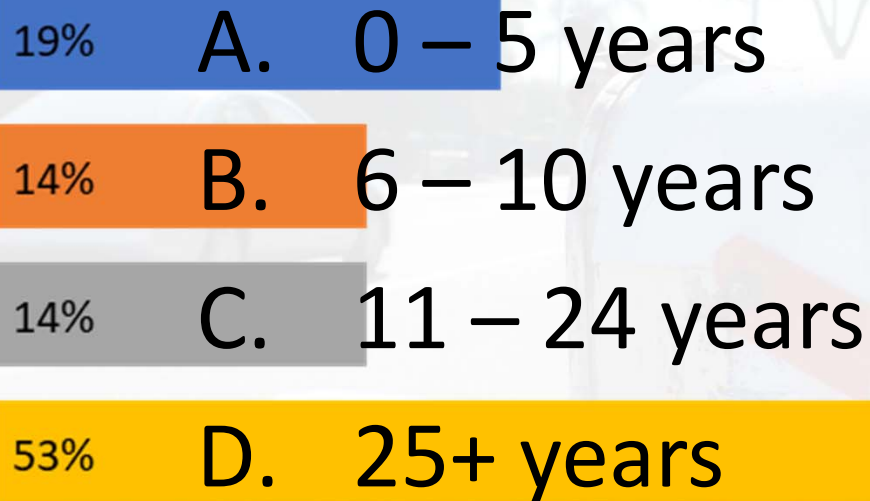


Group Discussion



ABOUT YOU

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



Which age category describes you best?

0% A. 0 – 17 years old

2% B. 18 – 34 years old

53% C. 35 – 64 years old

44% D. 65+ years old



ACTIVATED SIDEWALKS

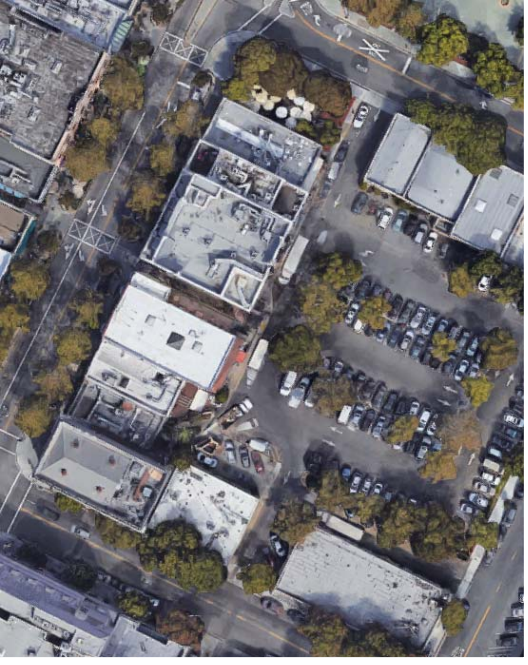
Do you like this concept for Pleasure Point?

72% A. I really like it

21% B. It's worth considering

8% C. I don't like it

0% D. I'm not sure



PARKING IN THE REAR

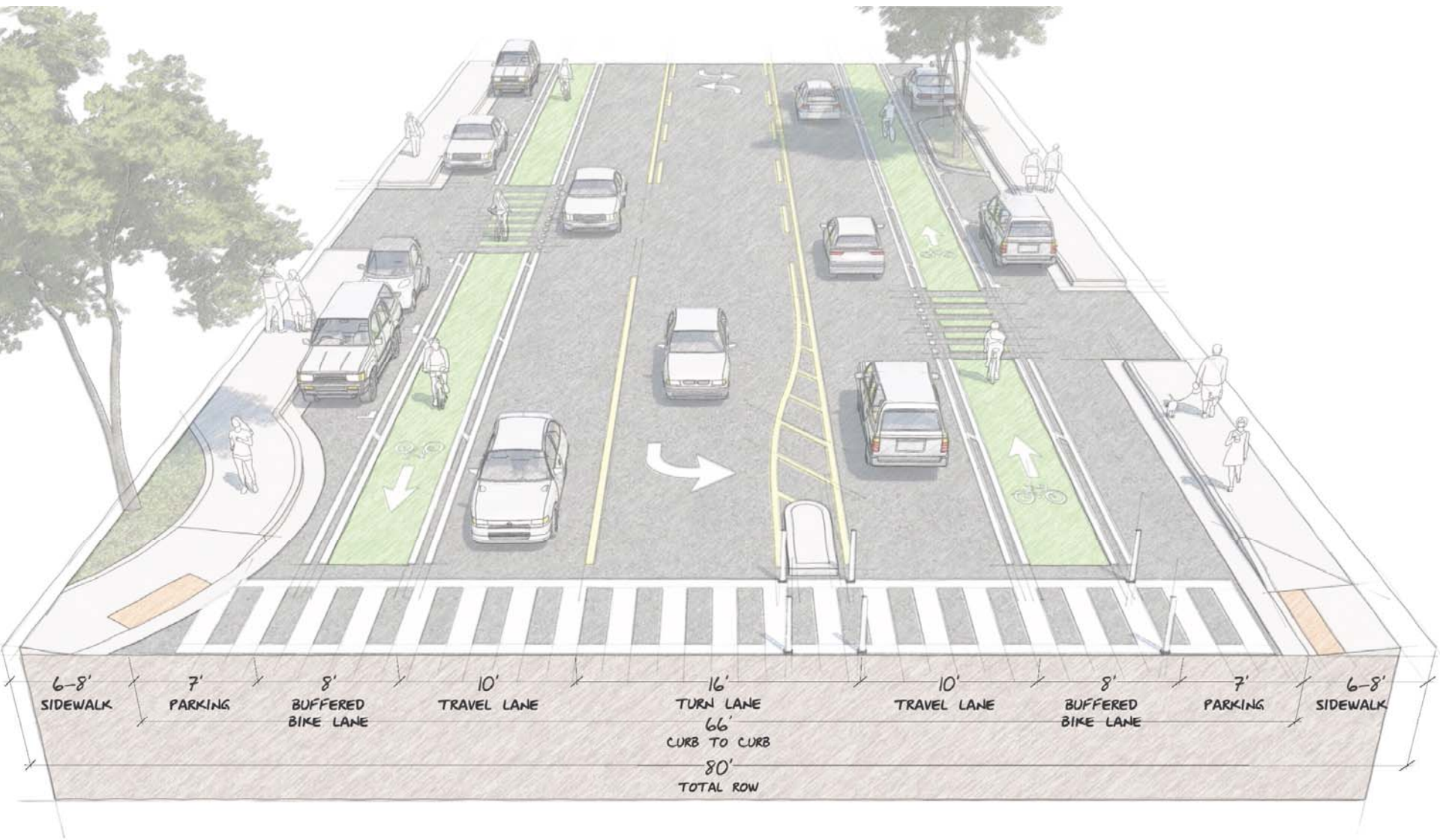
Do you like this concept for Pleasure Point?

59% A. I really like it

37% B. It's worth considering

0% C. I don't like it

5% D. I'm not sure



REPURPOSING PORTOLA DRIVE TO THREE LANES

Do you like this concept for Pleasure Point?

57% A. I really like it

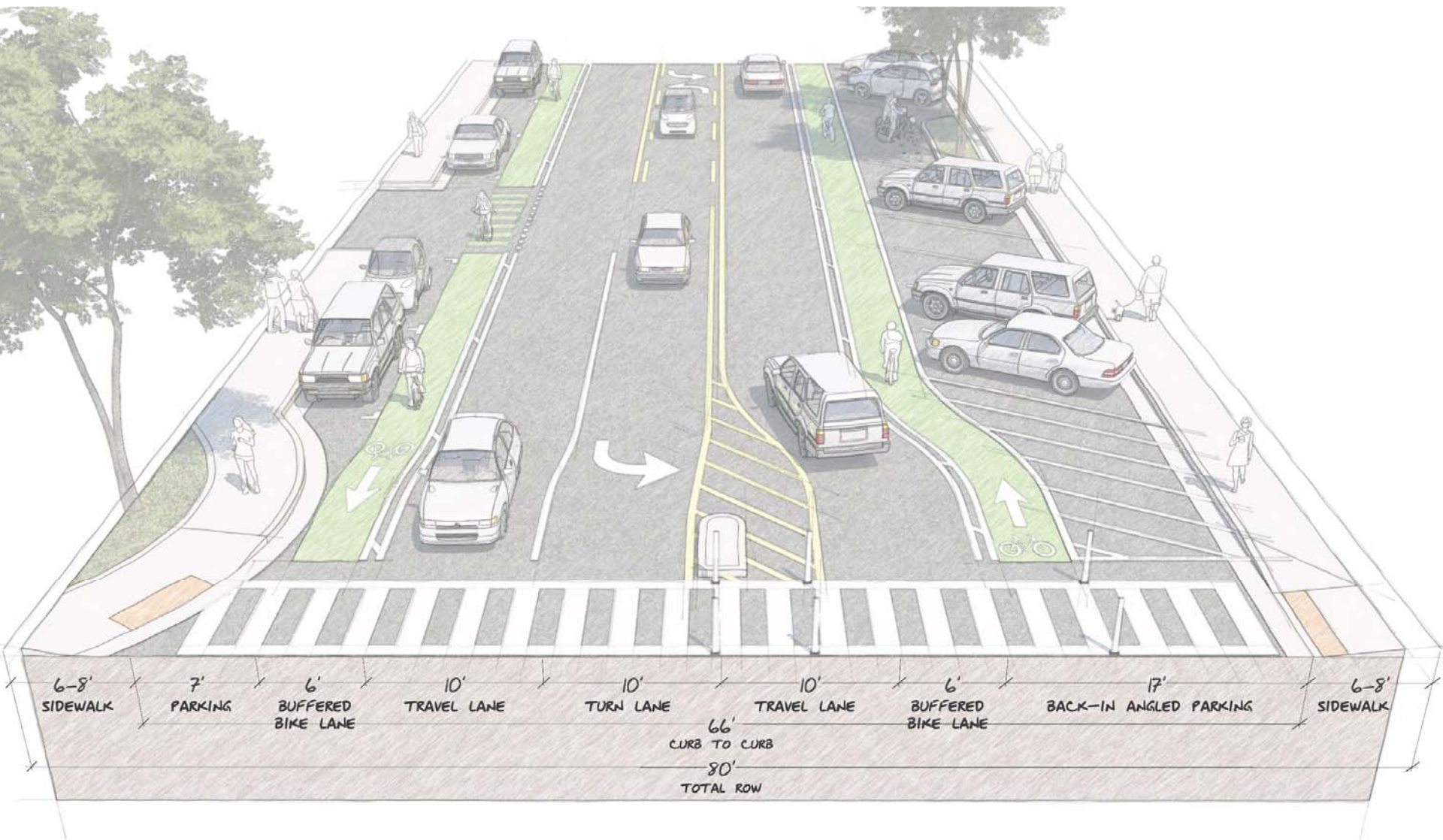
25% B. It's worth considering

11% C. I don't like it

7% D. I'm not sure



REPURPOSING PORTOLA DRIVE TO THREE LANES



ADDING MORE ON-STREET PARKING

Do you like this concept for Pleasure Point?

25% A. I really like it

31% B. It's worth considering

38% C. I don't like it

6% D. I'm not sure



ADDING MORE ON-STREET PARKING



CONDUCT A PILOT PROGRAM TO TEST STREET CONCEPTS

Do you like this concept for Pleasure Point?

80% A. I really like it

13% B. It's worth considering

3% C. I don't like it

5% D. I'm not sure

CONDUCT A PILOT PROGRAM TO TEST STREET CONCEPTS



UPPER FLOOR STEPBACKS

Do you like this concept for Pleasure Point?

66% A. I really like it

22% B. It's worth considering

10% C. I don't like it

2% D. I'm not sure

1. Existing parking requirements for retail, commercial and mixed-use projects will **remain unchanged**.
2. Allow **tandem parking for up to three vehicles** in open and covered situations for residential units, such as townhomes.
3. Allow **stacked parking** for residential uses.

1. Encourage buildings no taller than 35 feet on the south side of Portola Drive between 38th Avenue and 30th Avenue
2. Elsewhere along corridor, existing height limits would apply with design principles established to address edge conditions and minimize the appearance of height through setbacks, upper story stepbacks and articulated frontages.



Next Steps

Next Steps

- Prepare full Draft Pleasure Point Commercial Corridor Vision and Guiding Design Concepts
(March 2018)
- Incorporate this work into the Sustainable General Plan/LCP process
(2018 – early 2020)

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



pleasure point commercial corridor

community vision

commercial and mixed use guiding design principles

portola drive streetscape

Community Open House | February 22, 2018