



# pleasure point commercial corridor

Community Workshop #3 and  
Online Survey Summary

February 2018

## Community Workshop #3 Overview

Santa Cruz County hosted the third in a series of three Community Workshops on **February 22, 2017**, at the Del Mar Elementary School. Over **75 people** attended the workshop and provided a wealth of ideas and input.

The workshop began with a welcome from **County Supervisor John Leopold**, who emphasized the importance of the project and the critical need to have diverse community comments and ideas.

Following Supervisor Leopold's introduction, **Daniel Iacofano** and **Dan Amsden** of MIG, (project consultants to the County), gave an overview presentation about the project, community input received to-date, and the emerging vision and design concepts.



# Community Workshop #3 Overview

After the presentations, participants viewed emerging draft designs and guidelines, asked questions to staff facilitators, and filled out Comment Cards or wrote notes on easels for each station:

- **Station 1: Project Overview and Community Input**
- **Station 2: Draft Vision and Guiding Principles**
- **Station 3: Western, Middle, Eastern Portion**
- **Station 4: Building Setbacks and Stepbacks**
- **Station 5: Parking**
- **Additional Comments**

*Note: the full workshop presentation is available on the County's website: [www.sccoplanning.com](http://www.sccoplanning.com)*



# Online Survey Overview

Following the workshop, the County released an **online survey** that mirrored the content of Community Workshop #3, with some additional questions to follow up on input received during the workshop.

The online survey provided an additional opportunity to solicit input from the community. It also provided the community more time to review the various concepts and ideas. It was available between March 12, 2018 and April 7, 2018. **Over 175 people** completed the online survey.

**CONCEPT: ACTIVATED SIDEWALKS**

"Activated sidewalks" typically include wide spaces for two to three people to walk comfortably, with nice landscaping, street trees that provide shade, areas to sit, and buildings that have doors and windows facing the sidewalk (as shown in the example photo below).

Do you think this concept is appropriate for Pleasure Point?



**ACTIVATED SIDEWALKS**

6. Regarding the above concept:

- I really like this idea
- It's worth considering
- I don't like it
- I'm not sure

7. Do you have additional questions or comments?

# Combined Survey Results

The following is a combined summary of the comments received from the community during Community Workshop #3 and through the online survey. For each station, concepts and content are provided for reference followed by specific comments from the community.

In addition to this combined summary, there are also three attachments that provide more detailed responses from the community:

- **Attachment A:** Summary of Major Comments
- **Attachment B:** Scans of all Workshop #3 Comment Cards
- **Attachment C:** Summary of all polling results and comments from the online survey



# STATION 1

## Project Overview and Community Input

# Project Overview

Pleasure Point has a unique character and strong community identity. In mid-2017, the County began a process to work with the community to develop a **Vision and Guiding Design Principles** for the commercial area along Portola Drive.

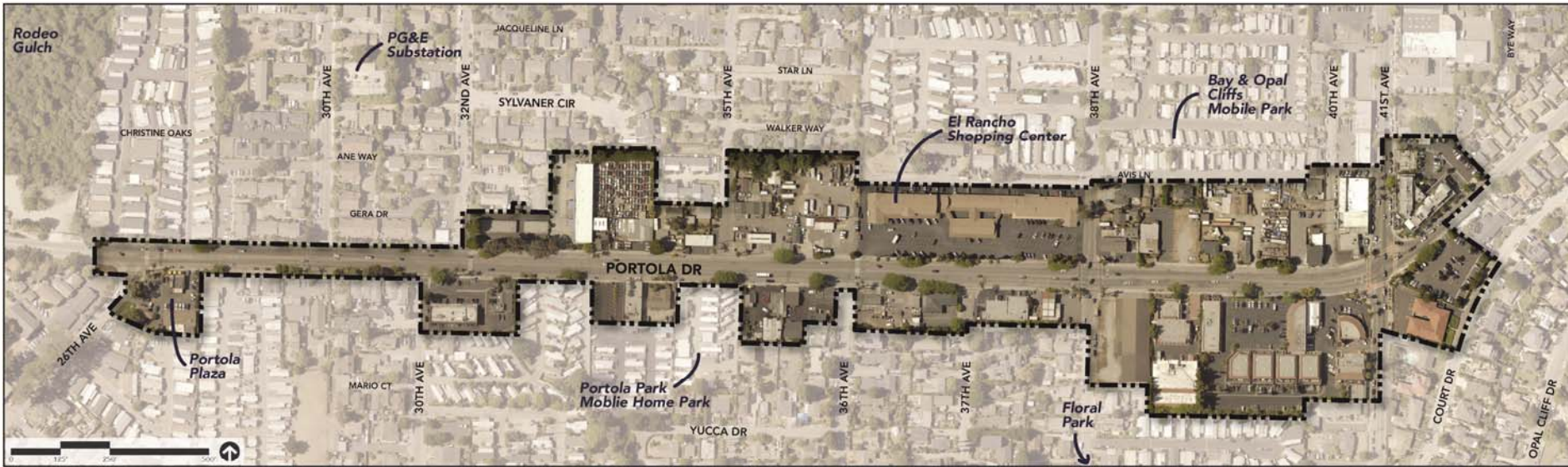
The project will also result in **Conceptual Streetscape Improvements for Portola Drive**. These “public realm” improvements will benefit all roadway users, including pedestrians, bicyclists, transit riders, motorists, local business owners and residents.

These principles will also provide useful guidance for similar areas such as Lower 41<sup>st</sup> Avenue.



# Study Area

The project **Study Area** covers approximately 30 acres and includes properties fronting Portola Drive roughly between 26<sup>th</sup> Avenue and 41<sup>st</sup> Avenue. This area is a key asset to the community and has seen increased interest by developers for new projects.

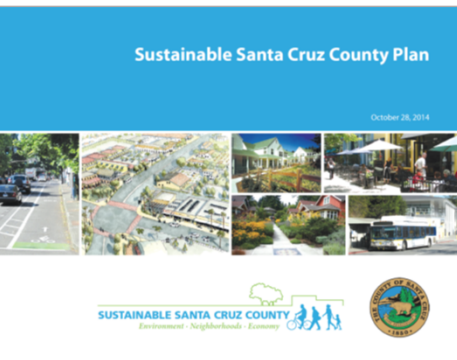


LEGEND  
Project Boundary



# Previous Santa Cruz County Planning Efforts

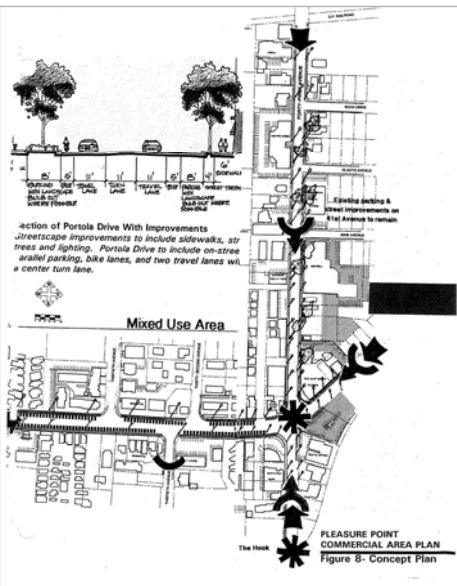
This project builds upon several previous Santa Cruz County planning efforts and adopted plans:



## Sustainable Santa Cruz County Plan (2014)

This planning study articulates a community-based vision for a more sustainable way-of-life in the urban parts of the county. It includes a vision, guiding principles, and guidance on sustainable land use and transportation patterns.

Available at: [www.sustainablestacruzcounty.org](http://www.sustainablestacruzcounty.org)



## Pleasure Point Commercial Area Plan: A Plan for Revitalization (1995)

This Plan identifies specific opportunities for revitalization, streetscape enhancements, parking improvements, opportunity sites and implementation strategies for both the Portola Drive and 41<sup>st</sup> Avenue corridors in Pleasure Point.

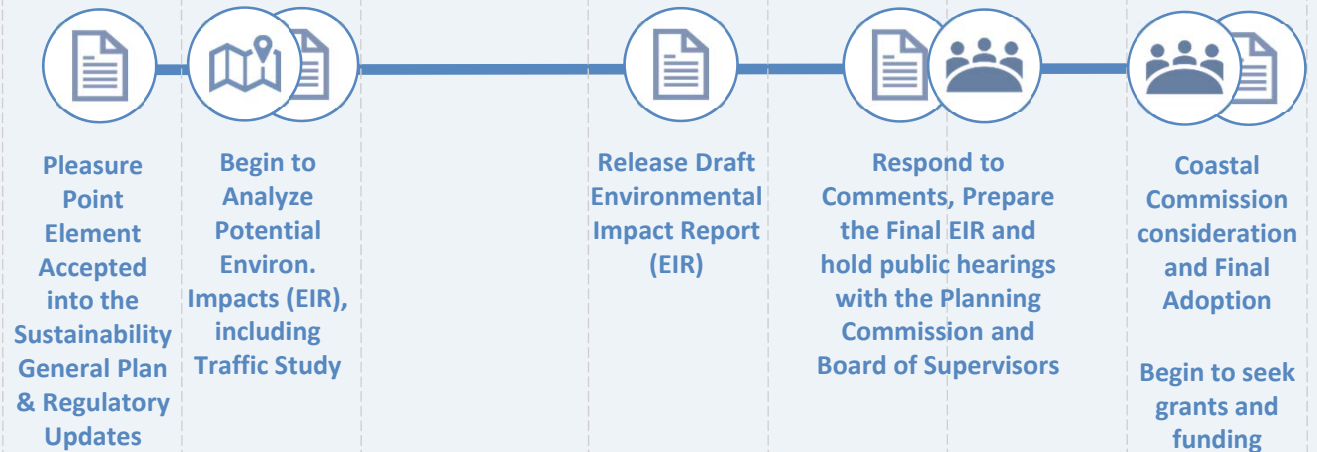
# Overall Schedule

Summer 2017      Fall 2017      Winter 2018      Spring 2018      Summer 2018      Fall 2018 thru Spring 2019      Summer 2019      Fall 2019      Winter 2020      Spring 2020

## Pleasure Point Commercial Corridor Project



## Evaluation and Adoption of Program Elements



# Project Goals

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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**

# COMMENTS ON STATION 1 (workshop + online)

## Major Themes and Points of Agreement

- Make the area friendlier for pedestrians and bicyclists
- Focus on protecting community character in all new designs in Pleasure Point and the “village” feel
- Ensure that a reduction in driving lanes does not create traffic congestion or safety issues
- Locating bicycle lanes between cars and the sidewalk (protected bike lanes) may be dangerous
- Do not remove existing trees
- 36th Avenue at Portola Drive is dangerous for pedestrians and needs to be fixed
- Consider local and native planting to reduce maintenance costs
- Limit or prohibit new residential uses within the project area – keep it primarily commercial
- Maintain existing building heights
- Need low-income housing



## STATION 2

# Draft Vision and Guiding Principles

# Draft Vision Statement

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“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

In order to implement the Vision and address variations in lot sizes, the corridor is divided into **three portions** as shown below. Station 3 shows specific public realm streetscape improvements and private realm design principles for each portion.

## Western Portion

26<sup>th</sup> Ave to 35<sup>th</sup> Ave

## Middle Portion

35<sup>th</sup> Ave to 38<sup>th</sup> Ave

## Eastern Portion

38<sup>th</sup> Ave to 41<sup>st</sup> Ave



# Vision Framework

## Portola Drive

The Vision includes re-purposing the Portola Drive right-of-way from four driving lanes to **two driving lanes with a center turn lane**. This change allows for easier vehicle movements (e.g., dedicated left turn lanes), larger and safer bicycle lanes, larger and more activated sidewalks, and shorter walking distances across intersections for pedestrians.

Transitioning from four lanes to three lanes improves safety and typically does not result in any increased congestion.

existing four  
lane road



example **near term** three  
lane road



example **long term #1** three  
lane road



example **long term #2** three  
lane road





# Overarching Streetscape Design Principles

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**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

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**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

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**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

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**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

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**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 38<sup>th</sup> Avenue and 30<sup>th</sup> Avenue, especially on smaller and shallower lots. 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.

## COMMENTS ON STATION 2 (workshop + online)

### Major Themes and Points of Agreement

- Ensure there is a range of transportation modes
- Incorporate public art along the corridor
- Protect existing green areas
- Do not remove trees from parking areas/keep existing trees
- Vary the design of buildings by block or segment
- Ensure delivery trucks do not cause problems and safety issues
- Keep the same height limits on both sides of Portola Drive
- Consider a roundabout at 41st Avenue
- Encourage tourists and visitors
- Encourage bicyclists and pedestrians by making Portola Drive safe and comfortable
- Improve parking throughout the corridor
- Use stronger language to enforce a maximum height limit
- Consider additional stop signs
- Limit building heights to 35 feet
- Discourage new hotels



# STATION 3

## Western Portion

26<sup>th</sup> Avenue to 35<sup>th</sup> Avenue

## 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. Existing retail at intermittent corners can continue to provide convenient amenities to residents.





# Western Portion | Public Realm Guidelines

Transition Portola Drive to three lanes with parallel parking on both sides of the street.

**Sidewalks:** Wider sidewalks and more trees can be added, specifically with two rows of trees next to new development with ground floor residential.

**Crosswalks:** Restripe and improve the existing crosswalk at 30<sup>th</sup> Avenue. Potential new crosswalks can be added as uses change and pedestrian activity increases.

**Bike Lanes:** Buffered bike lanes can be added in the near term and long term.



**LEGEND**

Project Boundary	<b>STREETSCAPE ELEMENTS</b>
Bus Stops	Existing Crosswalk
	Existing Stop Sign



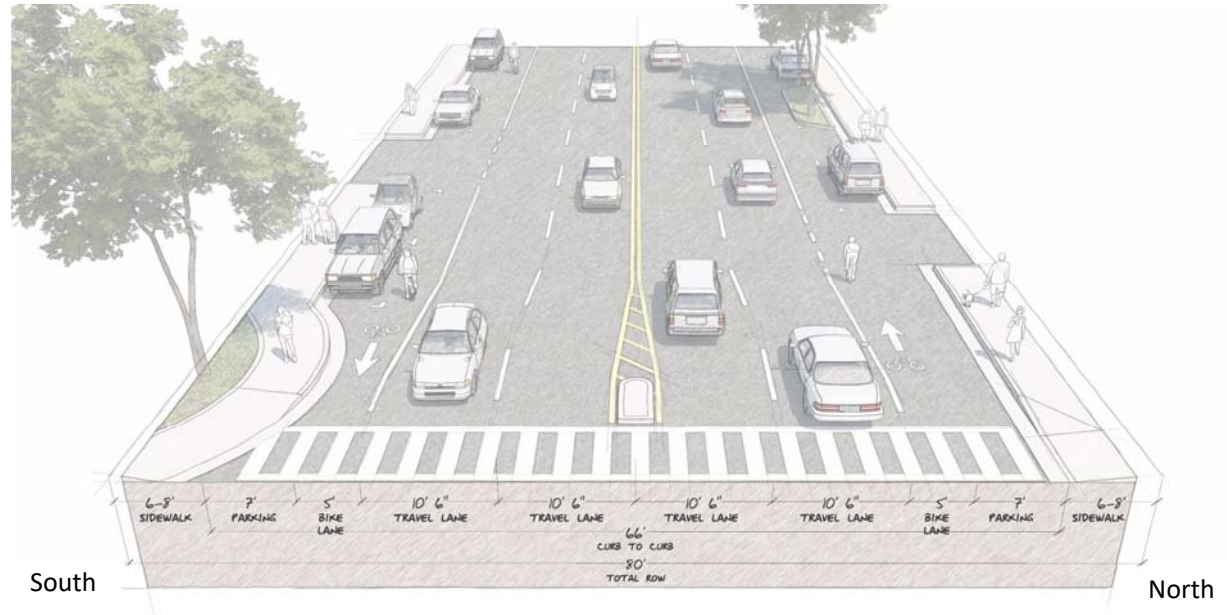
**LEGEND**

Project Boundary	<b>STREETSCAPE ELEMENTS</b>	Existing Stop Sign
Bus Stops	New or Improved Crosswalk	Existing Crosswalk
	Removed Crosswalk	Proposed Stop Sign

# Western Portion | Public Realm Guidelines

## Existing Street Condition

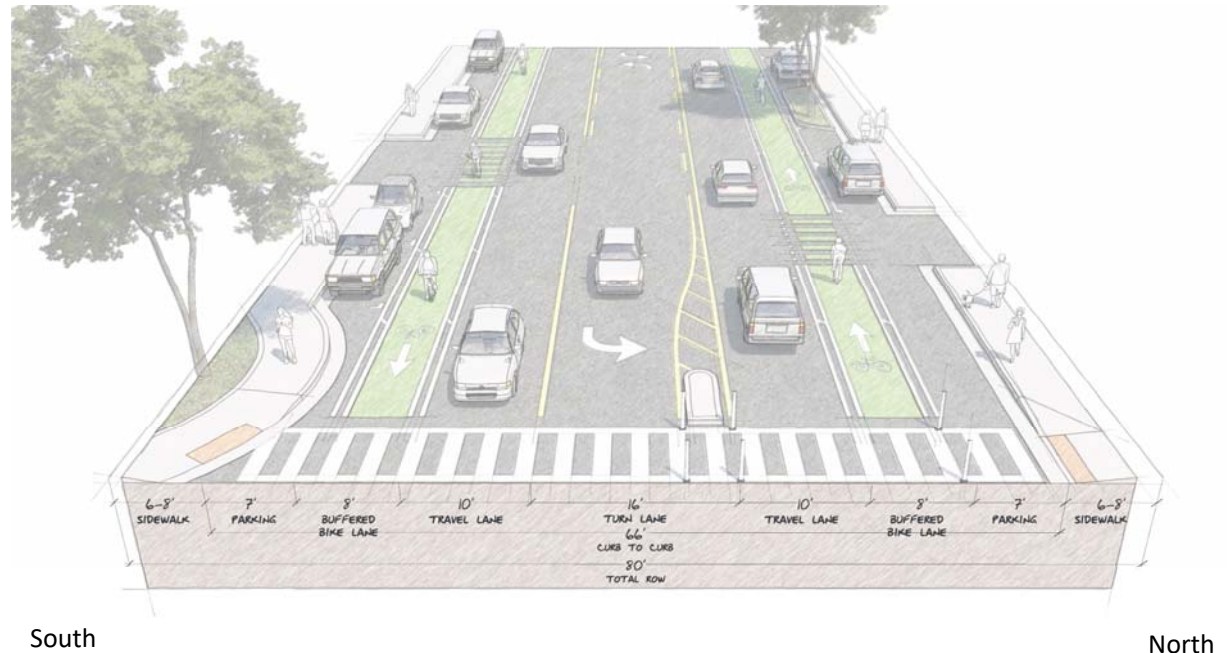
Shows the current prototypical design of Portola Drive in this portion of the corridor.



## 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 lanes and dedicated left turn lanes at intersections

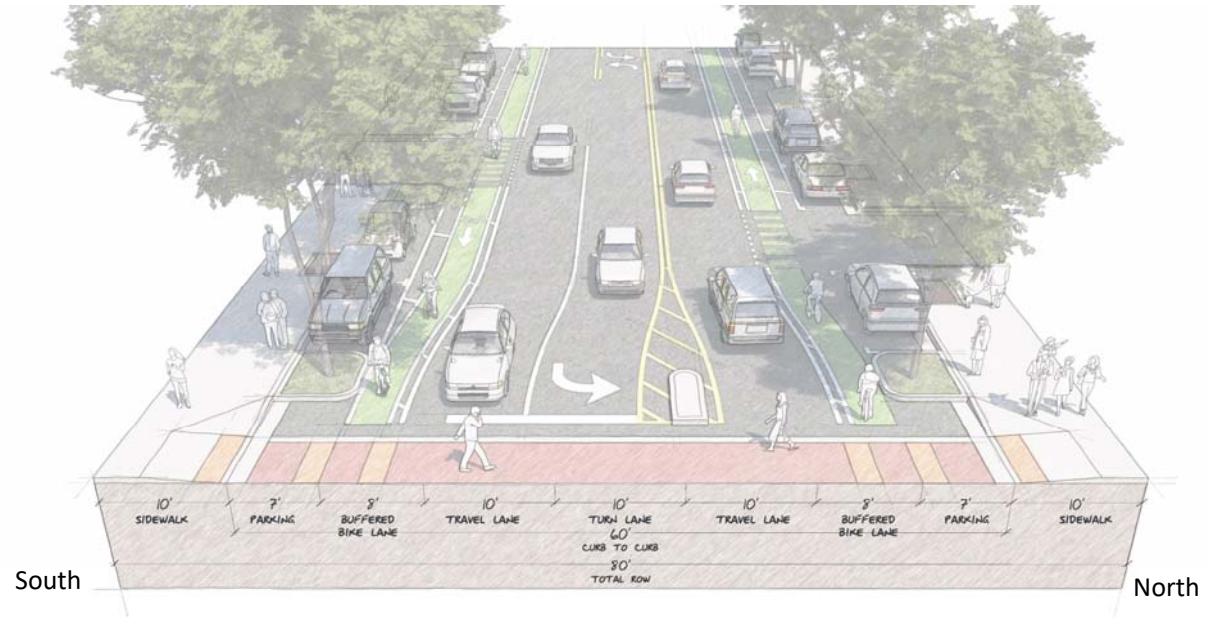


# Western Portion | Public Realm Guidelines

## Long Term Concept #1

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

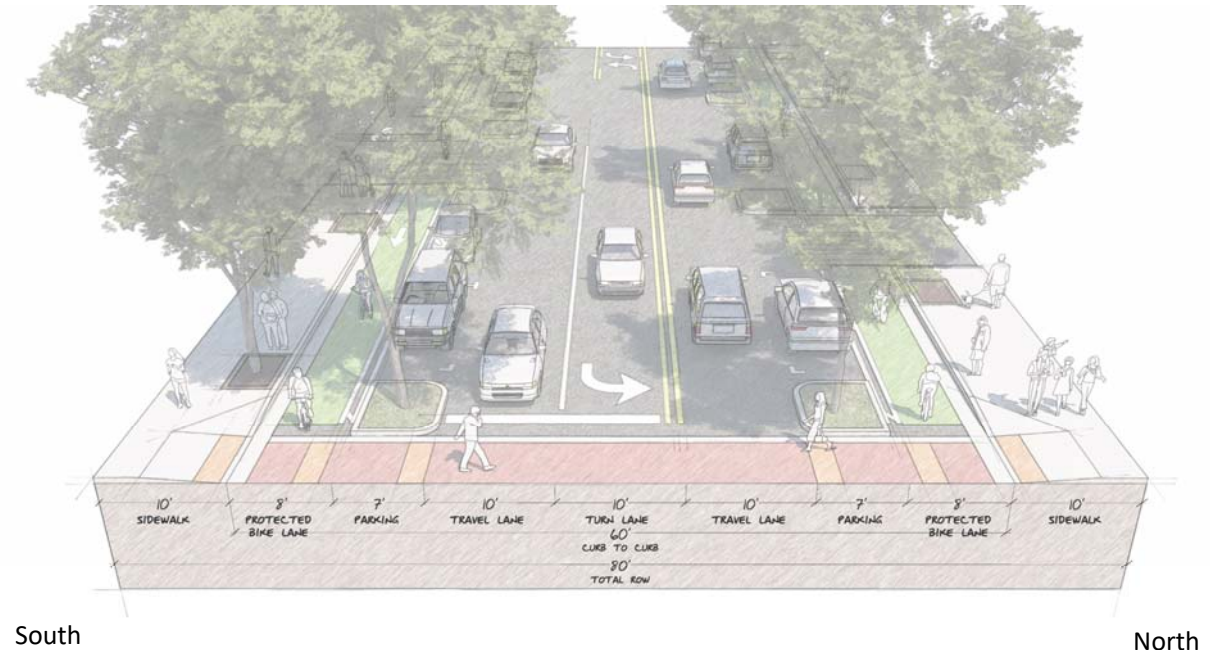
- More street trees
- Wider sidewalks and improved pedestrian crossings at intersections
- Additional bicycle improvements



## Long Term Concept #2

Provides increased improvements for pedestrians and bicyclists. It would require the removal of some parking and the existing street trees. This would result in the largest cost to implement. Key improvements include:

- Protected bicycle lanes (e.g., between parking and the sidewalk)
- More street trees and improved pedestrian crossings at intersections





# STATION 3

## Middle Portion

35th Avenue to 38th Avenue

## Middle Portion | Private Realm Guidelines

**Vision:** A commercial mixed-use area that builds on existing local and regional stores, shops, restaurants and other destinations. On the south side of Portola Drive, encourage buildings that are no taller than 35 feet. New mixed-use projects are possible that can have residential uses with ground floor retail. There is a potential for additional micro-retail and small-scale dining at key spots within existing parking lots.



# Middle Portion | Public Realm Guidelines

Transition Portola Drive to three lanes with diagonal parking on the north side and parallel parking on the south side.

**Sidewalks:** Wider sidewalks and more trees as future buildings are setback. Small landscaped plazas/pocket parks may be added at key nodes.

**Crosswalks:** New potential crosswalks can be added as uses change and pedestrian activity increases.

**Bike Lanes:** Buffered bike lanes can be added in the near term and long term.

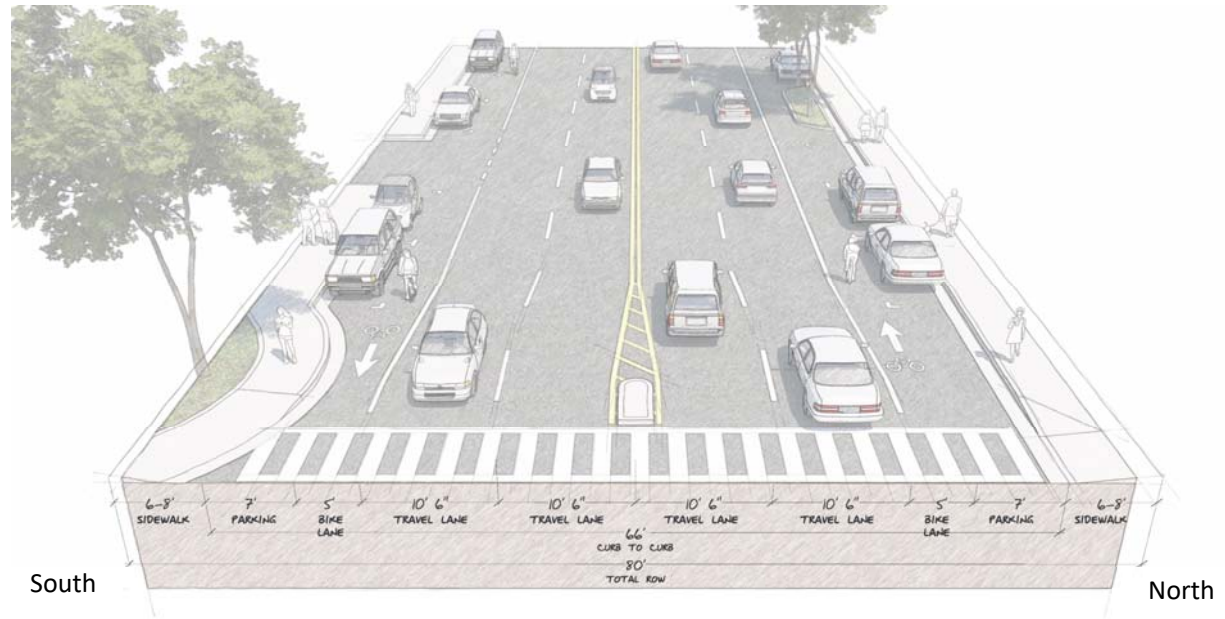
**Stop Sign:** A new stop sign can be added at 36<sup>th</sup> Avenue to improve safety.



# Middle Portion | Public Realm Guidelines

## Existing Street Condition

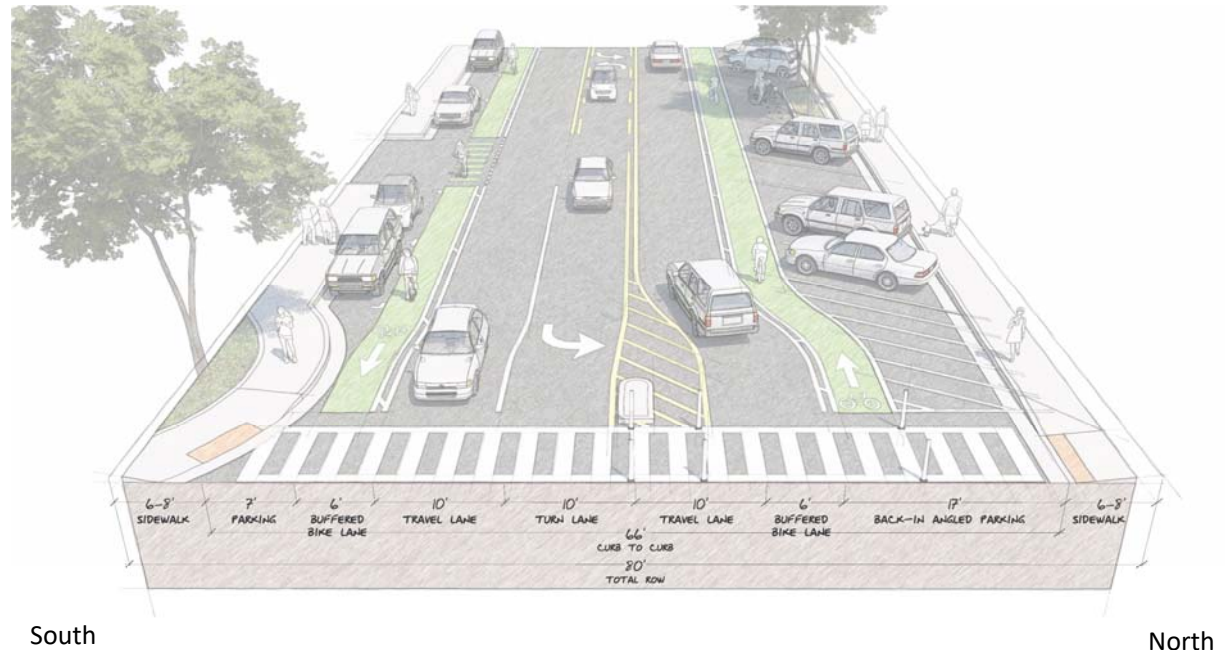
Shows the current prototypical design of Portola Drive in this portion of the corridor.



## 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 lanes and dedicated left turn lanes at intersections

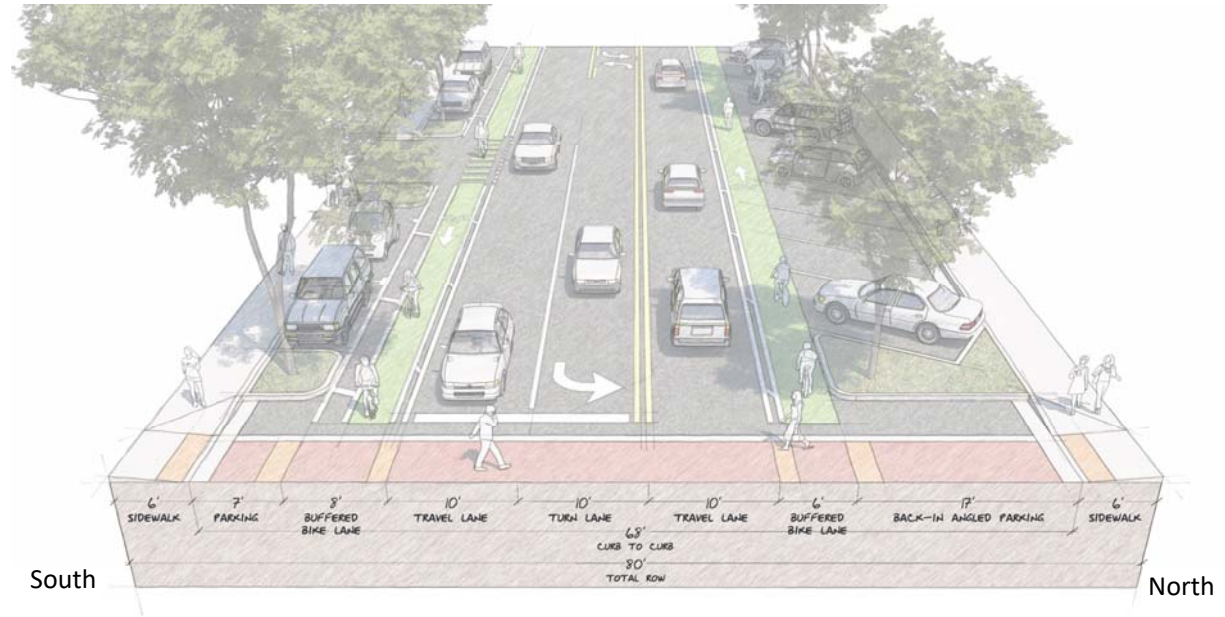


# Middle Portion | Public Realm Guidelines

## Long Term Concept #1

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

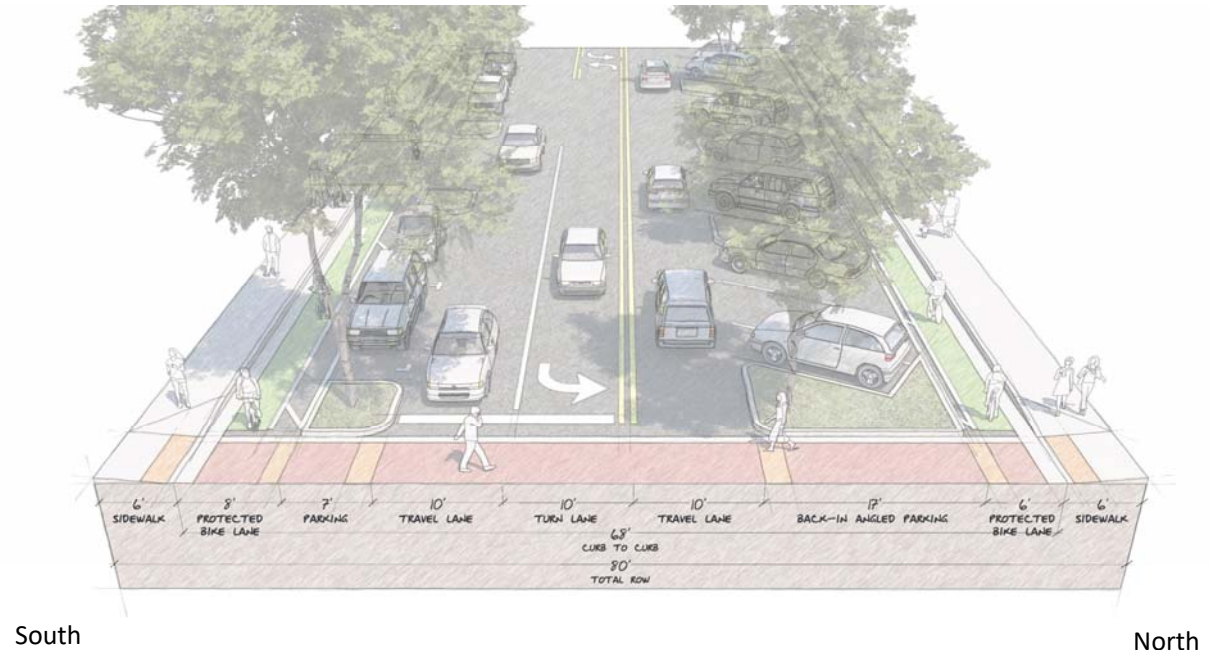
- More on-street parking on the north side of Portola Drive (back-in angle)
- More street trees, wider sidewalks and improved pedestrian crossings



## Long Term Concept #2

Provides increased improvements for pedestrians and bicyclists. It would require the removal of some parking and the existing street trees. This would result in the largest cost to implement. Key improvements include:

- More on-street parking on the north side of Portola Drive (back-in angle)
- Protected bicycle lanes (e.g., between parking and the sidewalk)







# STATION 3

## Eastern Portion

38th Avenue to 41st Avenue

# Eastern Portion | Private Realm Guidelines

**Vision:** A commercial mixed-use area that builds on the existing mix of retail, restaurant and other commercial uses. New mixed-use projects are possible that can have residential uses on their upper floors.



# Eastern Portion | Public Realm Guidelines

Transition Portola Drive to three lanes with parallel parking on both sides.

**Sidewalks:** Wider sidewalks and more trees can be added

**Crosswalks:** New potential crosswalks can be added as uses change and pedestrian activity increases.

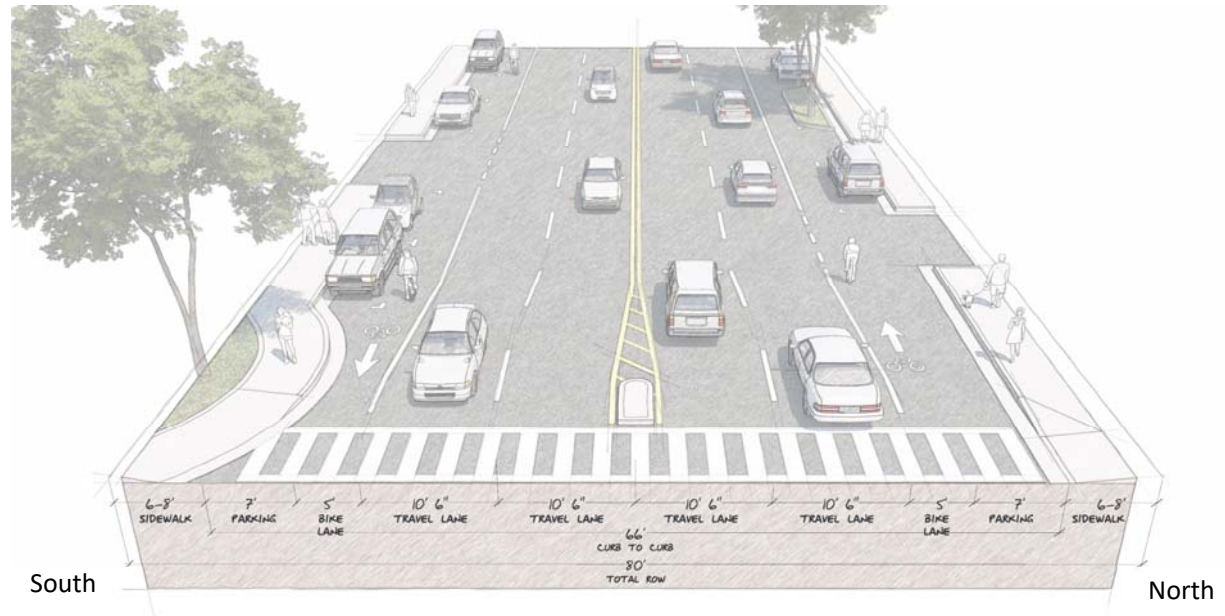
**Bike Lanes:** Wider, buffered bike lanes can be added in the near term. Long term the bicycle lane can be placed between the on-street parking and the sidewalk. This approach protects bicyclists from moving traffic and reduces conflicts with car doors.



# Eastern Portion | Public Realm Guidelines

## Existing Street Condition

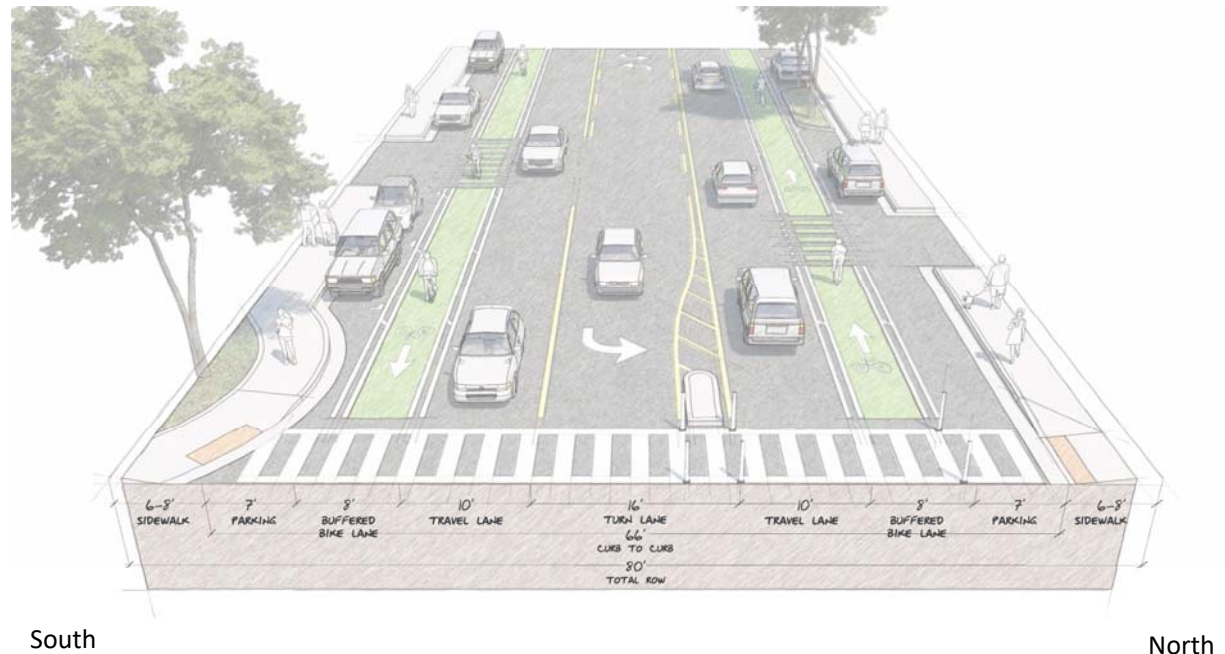
Shows the current prototypical design of Portola Drive in this portion of the corridor.



## 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 lanes and dedicated left turn lanes at intersections

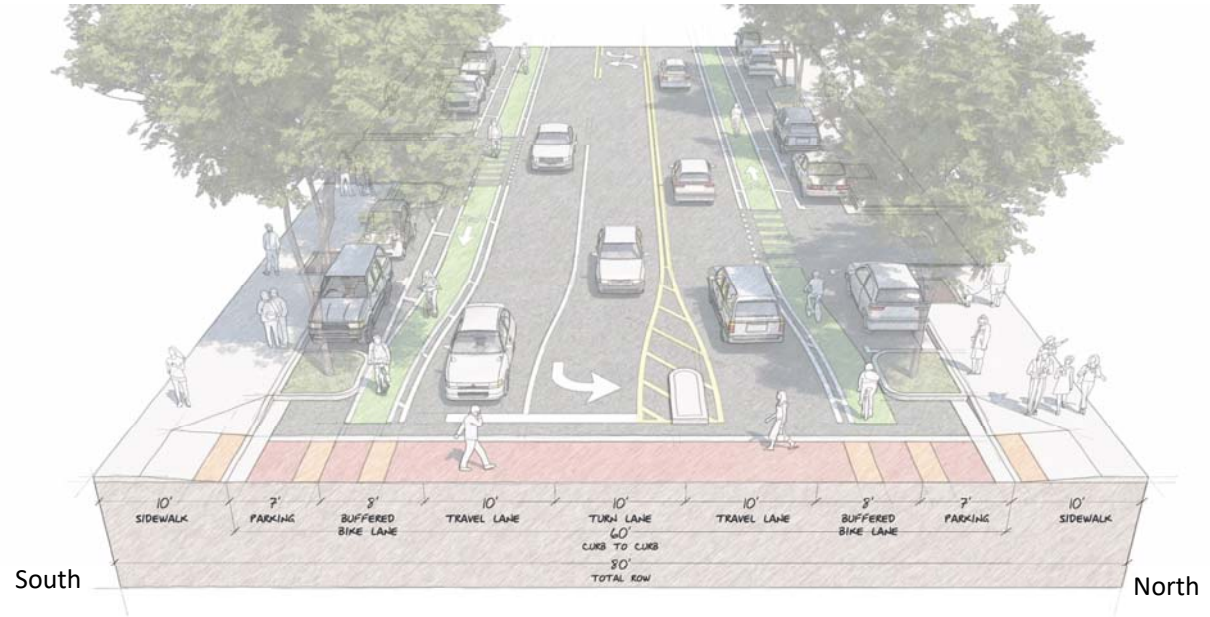


# Eastern Portion | Public Realm Guidelines

## Long Term Concept #1

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

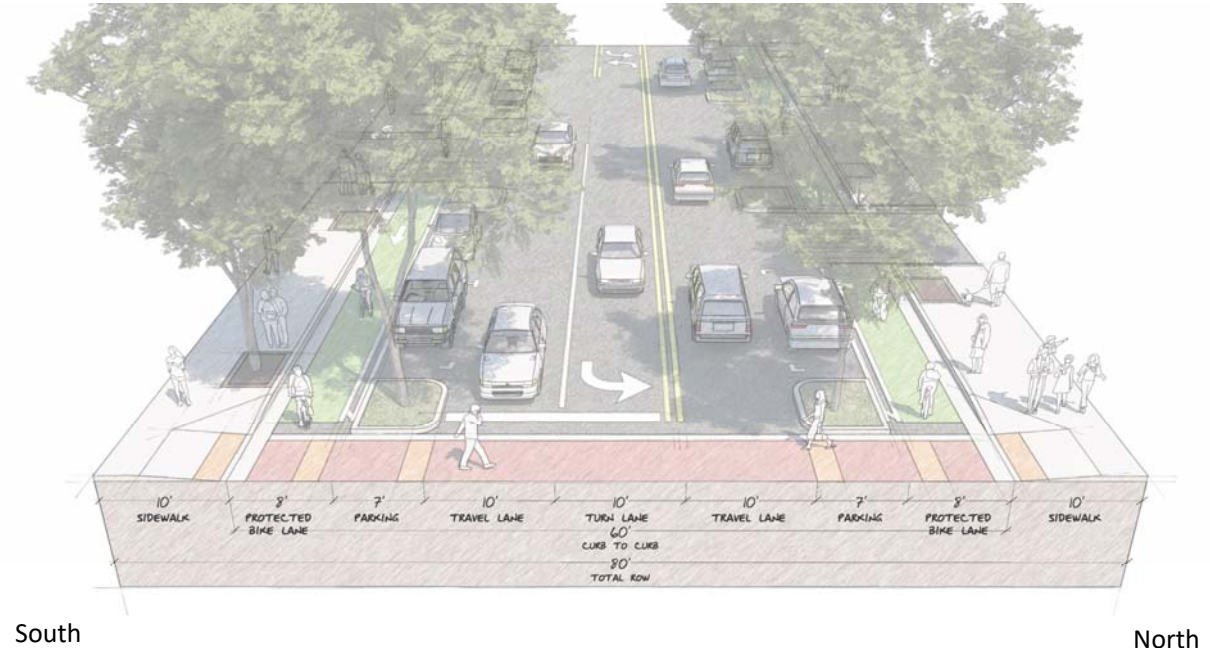
- More street trees
- Wider sidewalks and improved pedestrian crossings at intersections
- Additional bicycle improvements



## Long Term Concept #2

Provides increased improvements for pedestrians and bicyclists. It would require the removal of some parking and the existing street trees. This would result in the largest cost to implement. Key improvements include:

- Protected bicycle lanes (e.g., between parking and the sidewalk)
- More street trees and improved pedestrian crossings at intersections



## COMMENTS ON STATION 3 (workshop + online)

### Major Themes and Points of Agreement

- Protected bike lanes are a great idea
- Concern that protected bike lanes are dangerous
- There is a desire by some to retain two driving lanes in both directions
- Improve safety for pedestrians and bicyclists
- Incorporate community spaces for congregation
- Install stop signs at 30<sup>th</sup> Avenue, and consider stop signs or lighted crosswalks at 36<sup>th</sup> and 26<sup>th</sup> Avenues
- Consider a roundabout at 41<sup>st</sup> Avenue and Portola Drive
- Do not allow delivery trucks on the Avenues
- Do not remove trees
- Implement the short-term improvements quickly
- Create crosswalks with push button lights to improve safety
- Use stronger language than “encourage” when discussing community character and design elements
- Consider a trial period to “test” new streetscape improvements before they are permanently installed
- Concerns about the safety of back-in angle parking



# STATION 4

## Building Setbacks and Stepbacks

# Front Setbacks and Sidewalks

## Ground Floor Commercial

- Achieve a minimum 12 foot wide sidewalk area from face of curb to allow three people to walk together. Part of the sidewalk would occur on private property adjoining the public right-of-way.
- Have a planting strip to protect pedestrians from parking lane/bike lane/driving lane.
- Encourage a 15 foot or wider area for furniture, outdoor dining, walking, larger planting strips and bioswales.

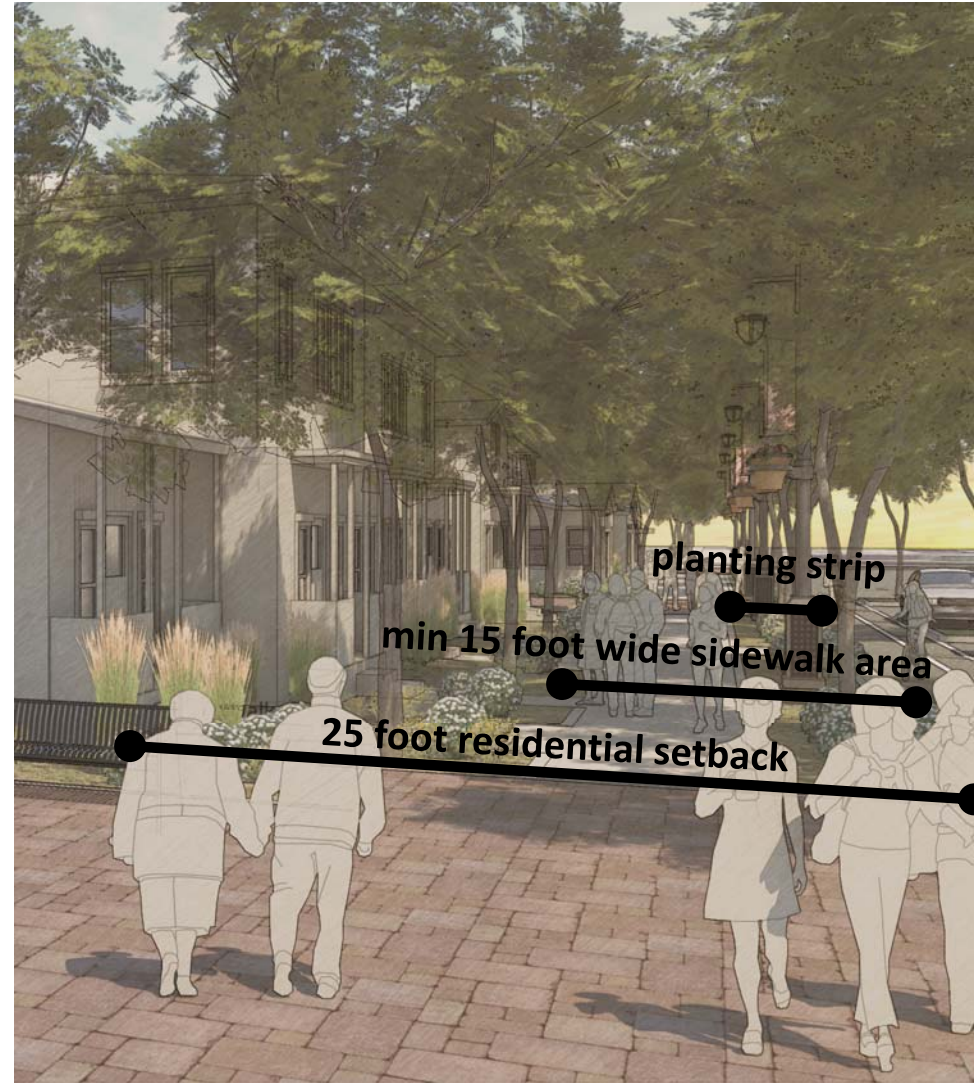




# Front Setbacks and Sidewalks

## Ground Floor Residential

- Achieve a minimum 15 foot wide sidewalk area from the face of curb to allow two to three people to walk together.
- Include two rows of trees, one along the curb that can provide protection from parking lane/bike lane/driving lane and between residential buildings and the sidewalk.
- Encourage an 18 foot or wider area for walking, street furniture, larger planting strips and bioswales.
- Options:
  - a. Achieve a maximum 25 foot front setback to allow for the 15 foot landscaping and sidewalk streetscape conditions (listed above) and a “front yard” to allow valuable ‘eyes on the street’ for buildings with ground floor residential.
  - b. Front setbacks in front of ground floor residential should not allow parking.



# Rear Setbacks

## Rear Setback

- Generally, provide a 30 foot setback for commercial uses that are immediately adjacent to single family homes. When a property has a rear access road, provide two rows of trees to mitigate the road.
- Provide a minimum rear setback of 25 feet if:
  - a. The commercial uses at the rear of the building are single story, and
  - b. The rear setback includes a landscaped area and does not contain a road.
- Provide a minimum rear setback of 20 feet if:
  - a. The rear of the building is residential only, and
  - b. The rear setback is landscaped (like a backyard) and does not contain a road.



# Upper Floor Stepbacks

## Upper Floor Stepback

- Require upper floor(s) to include a stepback of an additional 10 feet from the required setback.



### Major Themes and Points of Agreement

- Building setbacks are good and provide a nice variation
- Ensure there are height limits on the north side of Portola Drive
- Two story heights could be enough in this area
- Create outdoor seating in the setbacks for commercial buildings



# 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.



## Existing Parking Requirements

County Code Section 13.10.551

New Development is required to comply with the parking standard applicable to the use. For commercial additions, remodels, or changes in use, the use is required to provide additional parking only when the addition, remodel, or change in use would increase the number of parking spaces required by more than 10% of the total required and by more than two spaces. For commercial additions, remodels, or changes in use at a site where the existing parking does not conform to current parking requirements, additional parking is required only for the additional increment of building square footage or use.

Two car tandem parking is allowed for single and multi-family uses throughout the County. In the Pleasure Point combining district and in mobile home parks, three car tandem parking is allowed for residential units, and this would also be allowed for residential units in the commercial area.

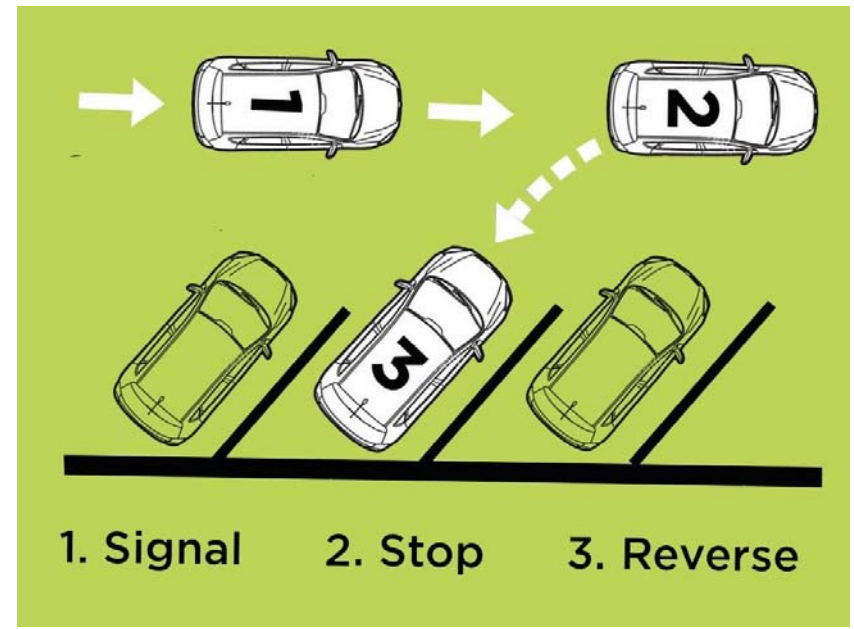
For non-residential sites with non-conforming parking where the existing building is remodeled or a new use goes into an existing building, additional parking is required only for the additional amount of building square feet or use.

# Reverse Angle Parking

Reverse angle parking is a safer type of angle parking and is being used throughout the United States

## Benefits

- Better visibility of oncoming traffic for motorists exiting a parking space
- Improved safety for children since car doors open in a manner that directs children to the back of the vehicle
- Improved safety for cyclists since motorists are better able to see cyclists in the roadway
- Does not require as much space to maneuver as traditional angle parking



### Major Themes and Points of Agreement

- Reverse angle parking seems difficult and could cause traffic/safety issues, however, it could also be a good solution for slowing traffic and making the street safer for pedestrians and bicyclists
- Red-curb the corner of 36<sup>th</sup> Avenue and Portola Drive due to too much parking near the corner/intersection
- Need to analyze impacts in a traffic study with current and future year counts
- Consider metered or timed parking spaces
- Where are the public parking lots?
- Need to consider bus pullout locations as well





# Additional Questions

## Specific Types of Improvements

# Polling and Online Survey Summary

In addition to the general comments on the draft emerging design guidelines improvements, both the Community Workshop and online survey included polling questions related to specific improvements. Participants were asked to respond to **whether or not they liked the particular design concept** and if it would be appropriate in Pleasure Point.

The following pages **summarize the combined results** from the workshop and online survey.



## 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!”



CONDUCT A PILOT PROGRAM TO TEST STREET CONCEPTS

## CONCEPT: ACTIVATED SIDEWALKS

“Activated sidewalks” typically include wide spaces for two to three people to walk comfortably, with nice landscaping, street trees that provide shade, areas to sit, and buildings that have doors and windows facing the sidewalk (as shown in the example photo below).

Do you think this concept is appropriate for Pleasure Point?



## ACTIVATED SIDEWALKS

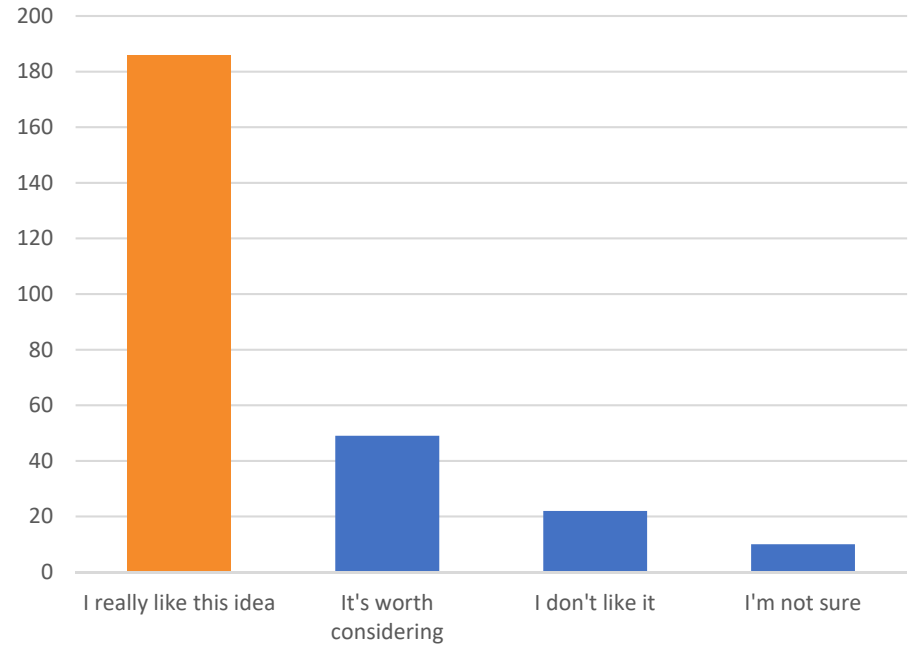
6. Regarding the above concept:

- I really like this idea
- It's worth considering
- I don't like it
- I'm not sure

# Activated Sidewalks



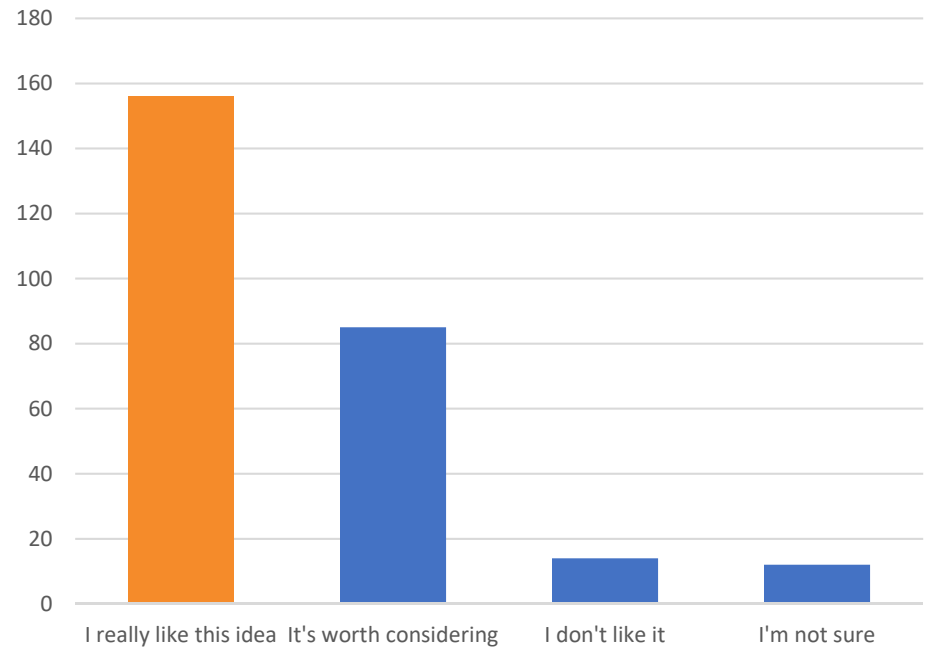
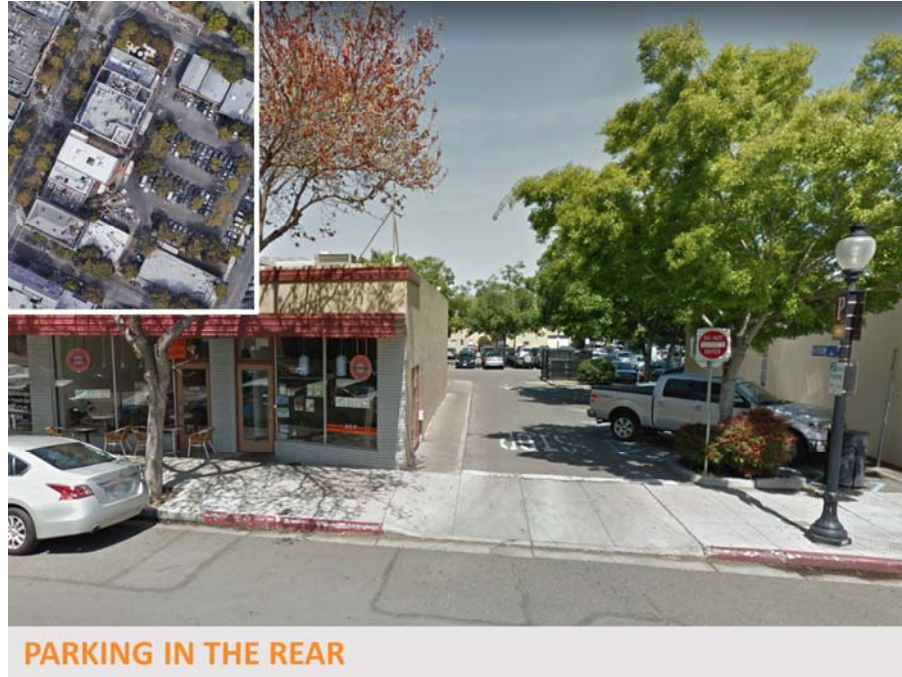
ACTIVATED SIDEWALKS



## General Comments

- Create wider sidewalks
- Street furniture (including benches) may be good but could also be places for homeless to stay
- Pedestrian improvements are good for some businesses

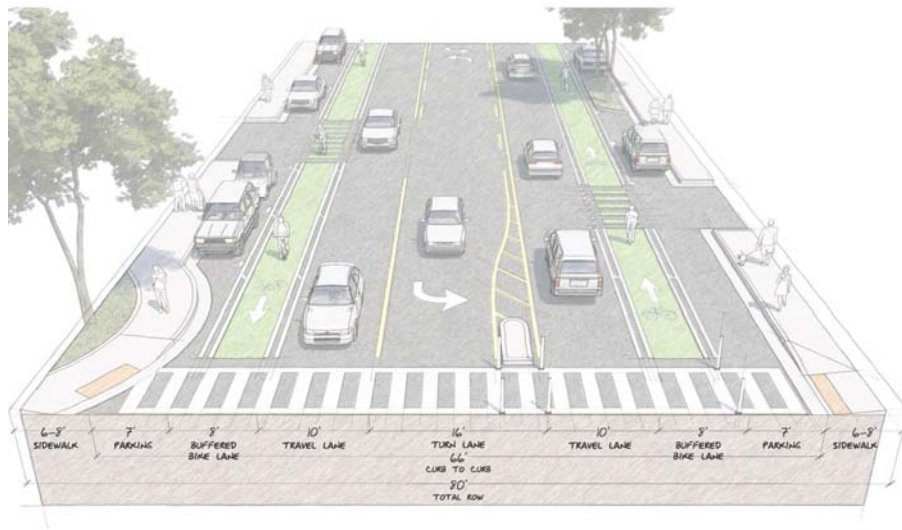
# Parking in the Rear



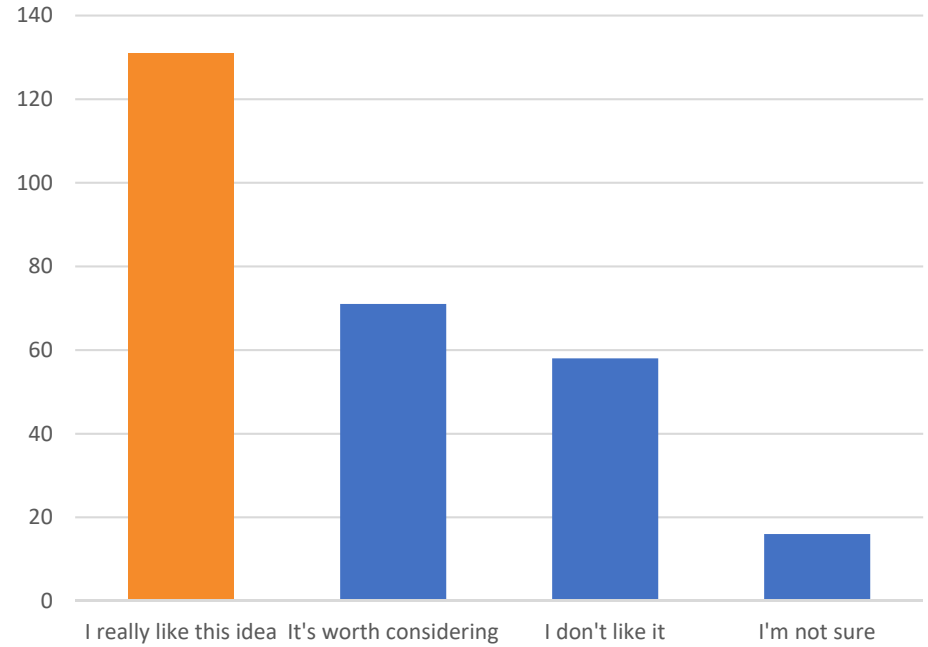
## General Comments

- Good idea, but there is a concern that it might not be well known that there are spots available (e.g., hard to see from the street)
- Concerns around safety/visibility of the parking area
- Could be a good buffer for residents if there are trees and shrubs included in the parking areas

# Repurposing Portola Drive to Three Lanes



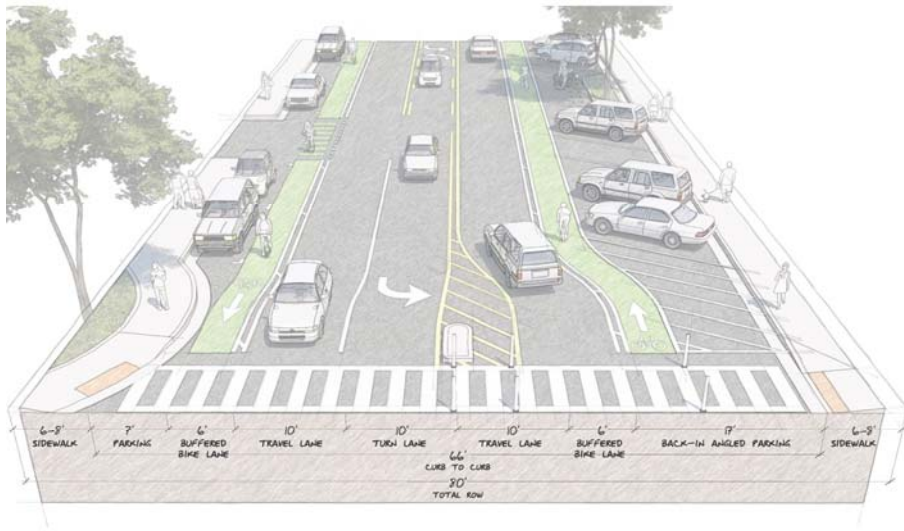
## REPURPOSING PORTOLA DRIVE TO THREE LANES



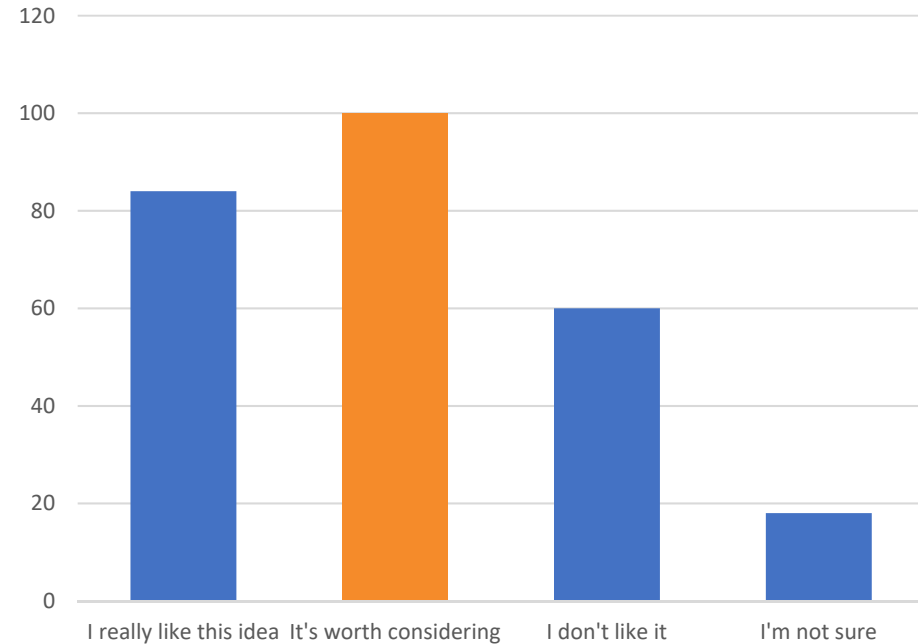
## General Comments

- Can calm traffic and make it more enjoyable and safer to walk and bike
- Four lanes along Portola Drive is fine – reducing lanes will make it more congested
- Safety of pedestrians is long overdue
- A two-year test period for this concept is a good idea
- There is a general concern related to traffic volumes when reducing the number of travel lanes

# Adding On-Street Parking



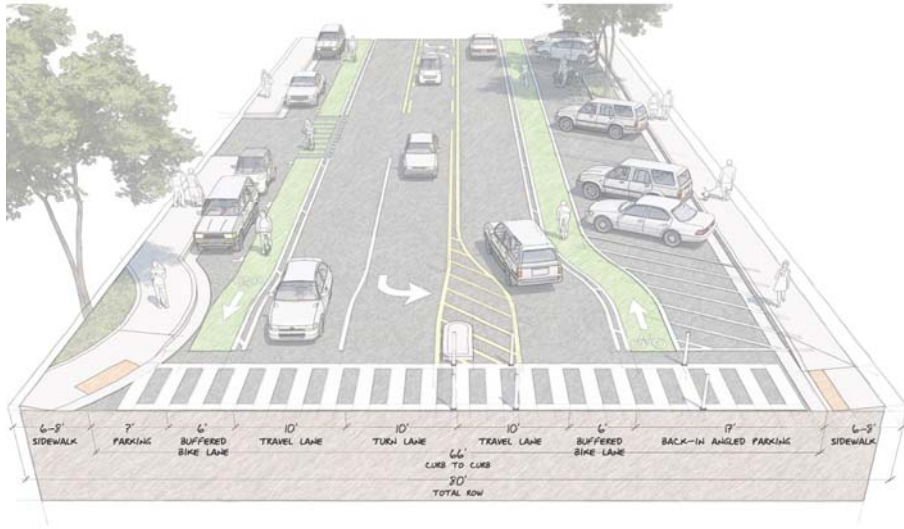
## ADDING MORE ON-STREET PARKING



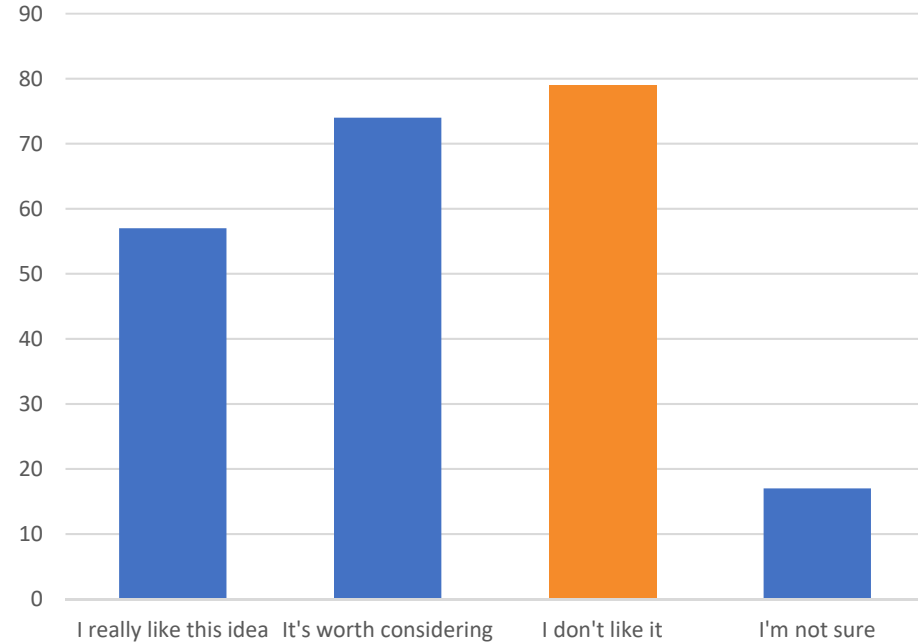
## General Comments

- This is a good idea in certain areas
- If it is safer for pedestrians and cyclists, then it is a good idea
- This may not be necessary with the new parking in the back
- Design it in a way to allow it to transition from parking to open space or green space in the future
- This could affect delivery trucks using Portola Drive
- This seems unsafe due to visibility issues
- Better sidewalks are more important than more parking

# Reverse Angle Parking



## ADDING MORE ON-STREET PARKING



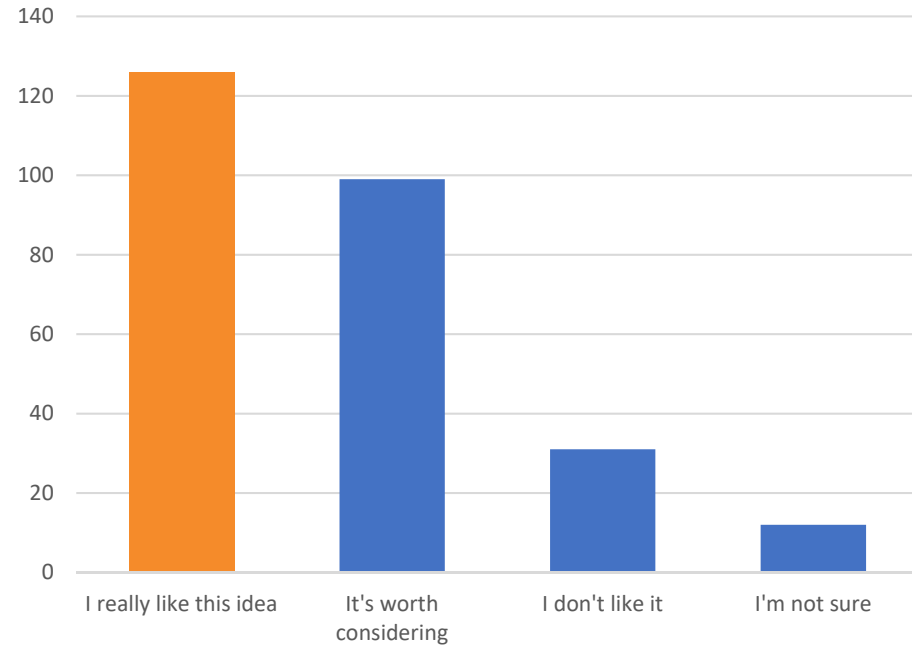
## General Comments (online survey only)

- Backing in for parking may cause traffic flow issues
- This concept does not seem safe for cyclists (need more information)
- Test it out for two years and see how it goes
- This could cause confusion for tourists

# Conduct a Pilot Program to Test Street Concepts



CONDUCT A PILOT PROGRAM TO TEST STREET CONCEPTS

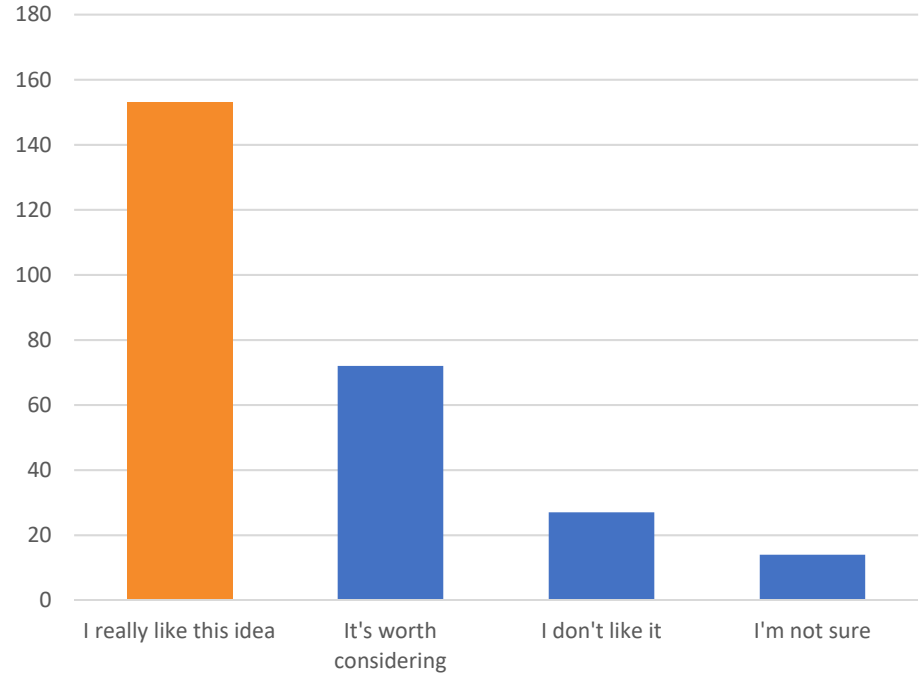


## General Comments

- Pilot programs are a great idea, but need to be around for at least six months and ideally for two years
- Testing roadway changes is key to getting good data
- This does not seem like it is cost effective



# Upper Floor Stepback



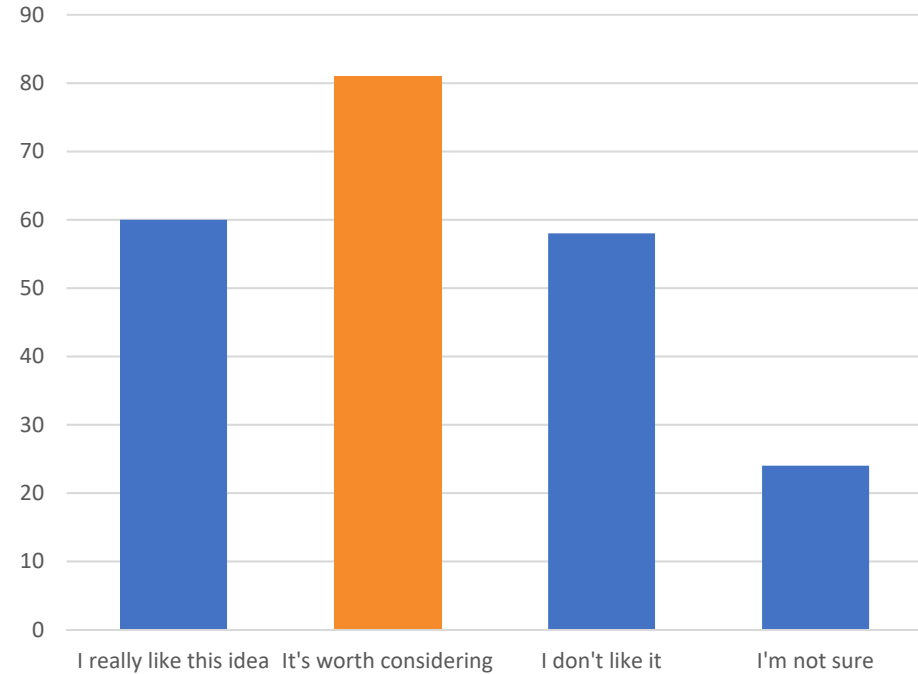
## General Comments

- This is a good way to reduce the visual impact of building height
- The concept is okay as long as the front of buildings have an open feel
- This looks like it makes the building more expensive
- Use stronger words: “enforce” versus “encourage”
- Use this to encourage affordable housing
- Stepbacks and setbacks should be on all sides of the buildings

# Allow Stacked Parking



**STACKED PARKING**



## General Comments (online survey only)

- If homeowners want to try it then it seems like a good idea
- Seems expensive and unrealistic
- This does not seem like a high priority

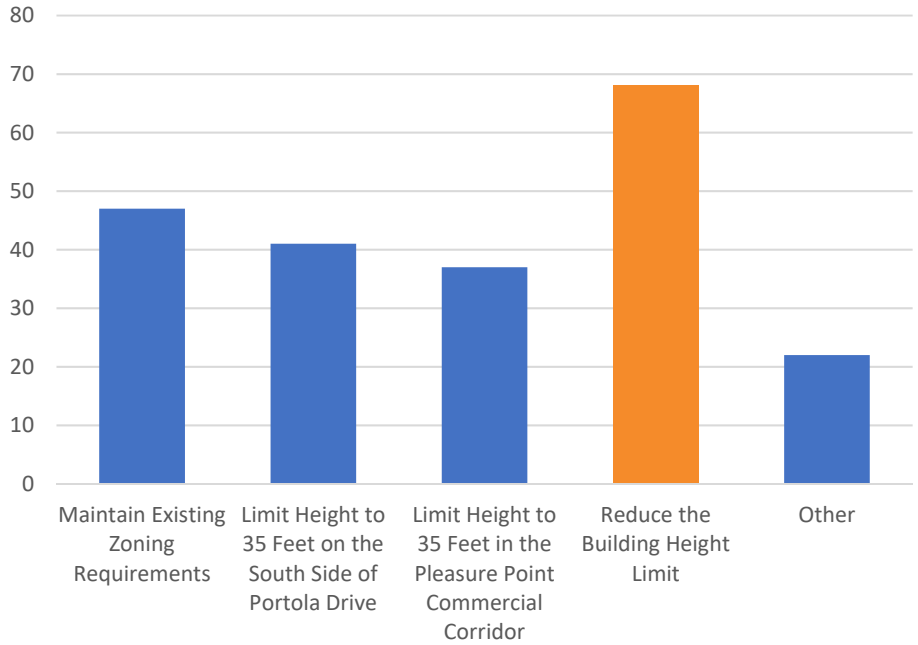
# Building Heights

Ensuring the "village feel" of the Portola Drive corridor is core to the Vision. Building design, and building height in particular, are key components of this concept. The current height limit for commercial and mixed use properties fronting Portola Drive is 35 feet. This height roughly translates to two stories for buildings that are commercial or office, and possibly three stories for residential buildings. Current zoning also allows for specific projects to request up to 40 feet in height during Design Review.

22. Which approach do you feel is most appropriate for Pleasure Point?

- MAINTAIN EXISTING ZONING REQUIREMENTS**  
Maintain the existing zoning code building height limit of 35 feet or up to 40 feet with Design Review.
- LIMIT HEIGHT TO 35 FEET ON THE SOUTH SIDE OF PORTOLA DRIVE, WITH ADDITIONAL DESIGN REQUIREMENTS FOR BUILDINGS TALLER THAN 35 FEET ELSEWHERE IN CORRIDOR**  
Maintain the existing zoning code building height limit of 35 feet, or up to 40 feet with Design Review and with new additional requirements (including reducing the appearance of bulk and height and ensuring compatibility with adjacent residential properties through increased setbacks, upper story setbacks that the placement of taller buildings or sections of buildings in the center of parcels, and varied front facades). On smaller and shallower lots on the south side of Portola Drive (especially between 30th and 38th Avenues), limit height to a maximum of 35 feet.
- LIMIT HEIGHT TO 35 FEET IN THE PLEASURE POINT COMMERCIAL CORRIDOR, WITH EXCEPTIONS FOR LARGER LOTS**  
Maintain the existing zoning code building height limit of 35 feet. Consider building heights up to 40 feet only on larger parcels subject to Design Review and a public hearing, and with new additional requirements (including reducing the appearance of bulk and height and ensuring compatibility with adjacent residential properties through increased setbacks, upper story setbacks that the placement of taller buildings or sections of buildings in the center of parcels, and varied front facades).
- REDUCE THE BUILDING HEIGHT LIMIT**  
Reduce the existing zoning code building height limit to a maximum height of 35 feet on both sides of Portola Drive under all conditions.
- Other (please explain below)**

## BUILDING HEIGHTS



## General Comments (online survey only)

- Need to maintain community character with small, eclectic buildings
- A maximum height of 40 feet is fine for certain, but require setbacks and stepbacks to still allow for a light, airy and open feeling
- 35 feet should be the maximum, so Portola Drive does not look like a tunnel
- Highest limit should be on the north side of Portola Drive
- Height is required for city growth and expansion when there is no more land

# Additional Comments

## General Comments

- Sidewalks are important for safety and comfort
- Create spaces for performers – not just for bike racks and seating
- Flashing crosswalks are a must for pedestrian safety
- Maintain the unique community feel of the Pleasure Point area
- Construction bidders should be in-county to keep everything local
- Use stronger language in order to enforce ideas
- Ensure cleaning up Portola Drive is part of this process
- Get a grocery store and other local stores along Portola Drive